



Rockbuster Stealth LLC

Online Video Rental Service Launch Strategy

Queency Y

AGENDA

- Objective
- Data Limitations and Constraints
- Overview of Current Service
- Film Category Analysis
- Films Analysis
- Geographic Analysis
- Customer Analysis
- Recommendations



OBJECTIVES

- Rockbuster Stealth LLC, a global movie rental service company, plans to launch an online video rental service using its existing movie licenses to remain competitive against streaming services like Netflix and Amazon Prime
- To offer insights for the launch strategy, the analysis of current rental service will be presented

DATA LIMITATIONS & CONSTRAINTS

- The analysis is utilised on limited datasets which are only from year 2005 to 2006 and based only from 2 stores (Woodridge and Lethbridge), thus the recommended actions are formulated under the assumption that these datasets represent the overall performance of the company
- Around 9% of the rental payment transactions data are missing values, which have now imputed utilising the rental rate value

OVERVIEW OF CURRENT ROCKBUSTER SERVICE

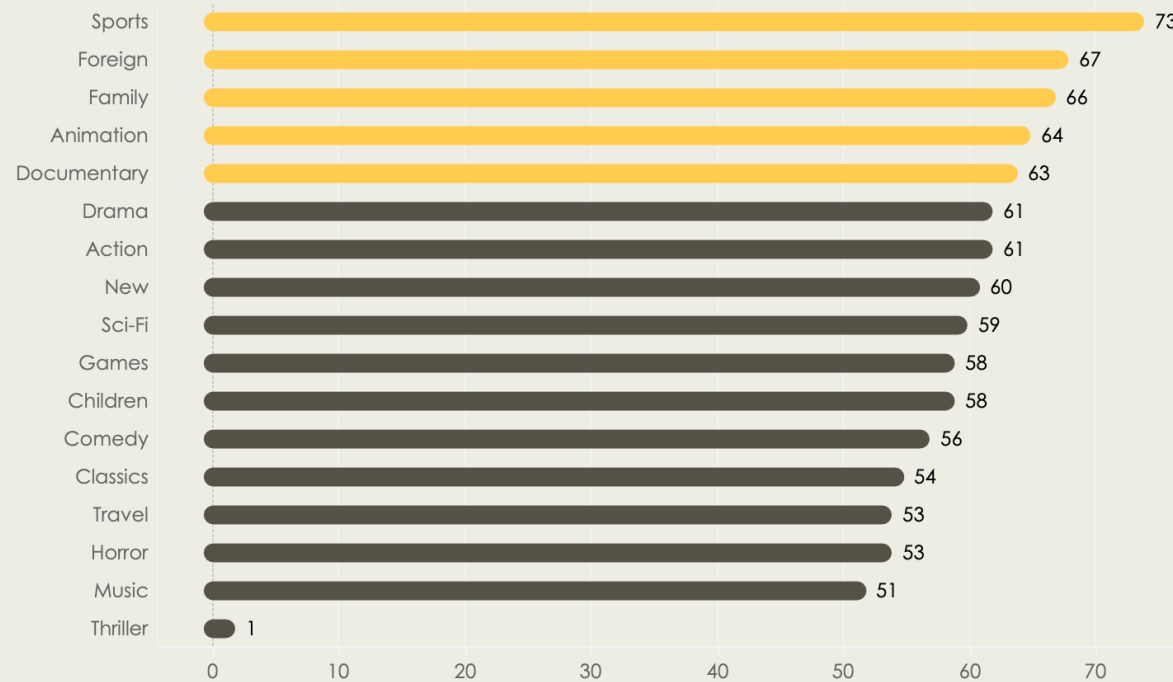
- 1000 films selection
- 17 film categories
- English language only
- Released in 2006

	Minimum	Maximum	Average
Film Length	46 mins	185 mins	115.3 mins
Rental Duration	3 days	7 days	5 days
Rental Rate	\$ 0.99	\$ 4.99	\$ 2.98
Replacement Cost	\$ 9.99	\$ 29.99	\$ 19.99

FILM CATEGORY ANALYSIS

- Currently Rockbuster has the most film selection in **Sports, Foreign** and **Family** category
- While Thriller category has the most limited selection

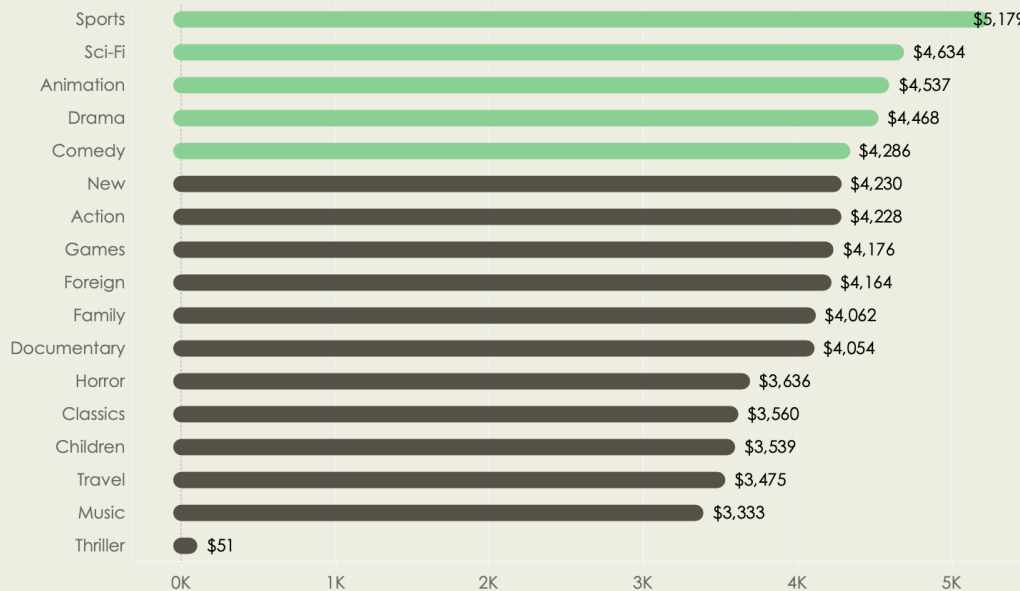
Film Count by Category



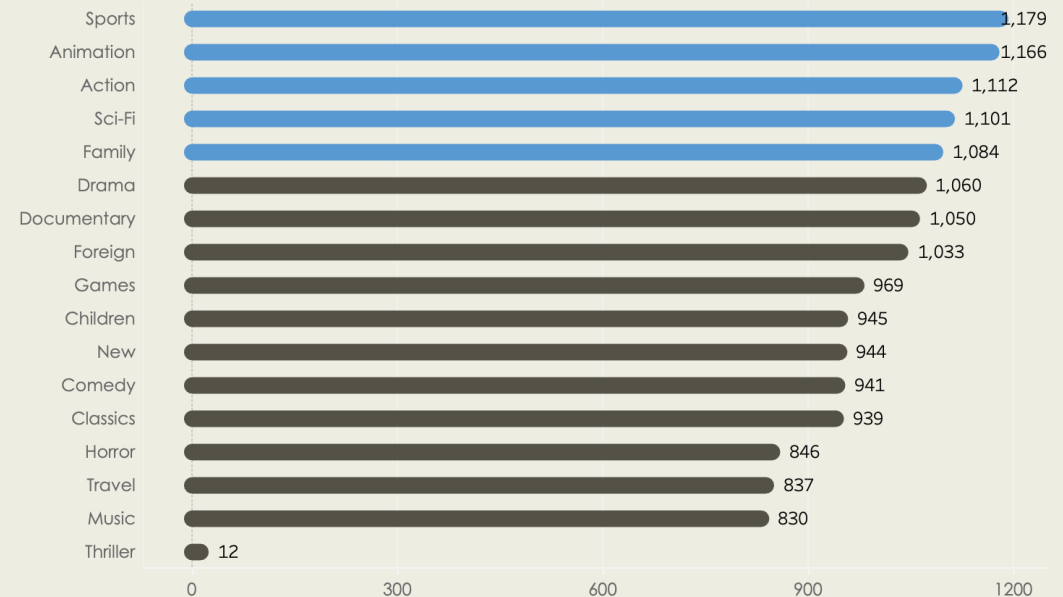
FILM CATEGORY ANALYSIS

- **Sports, Sci-fi**, and **Animation** film category make the biggest revenue for Rockbuster
- As for the most popular film category among their customers are **Sports, Animation** and **Action** category
- Thriller category has the least revenue and seems to be the least popular category, however this can be caused by the limited selections that Rockbuster offer

Total Revenue per Category



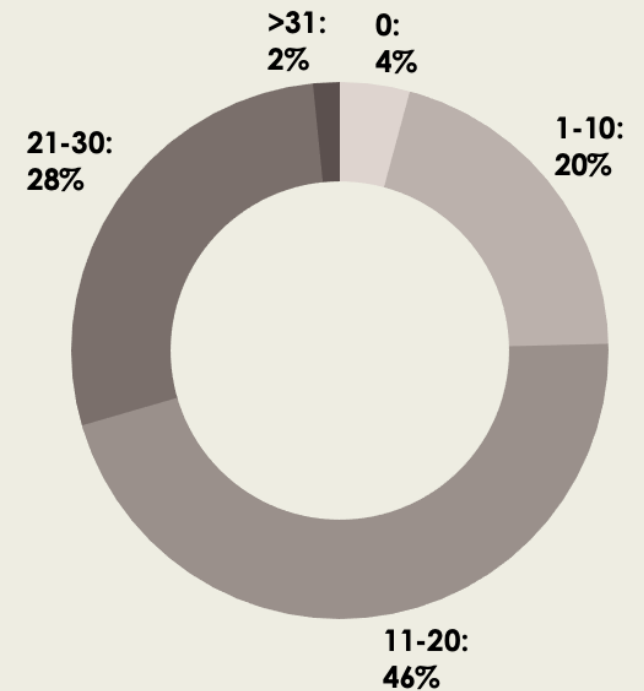
Rental Count per Category



FILMS ANALYSIS

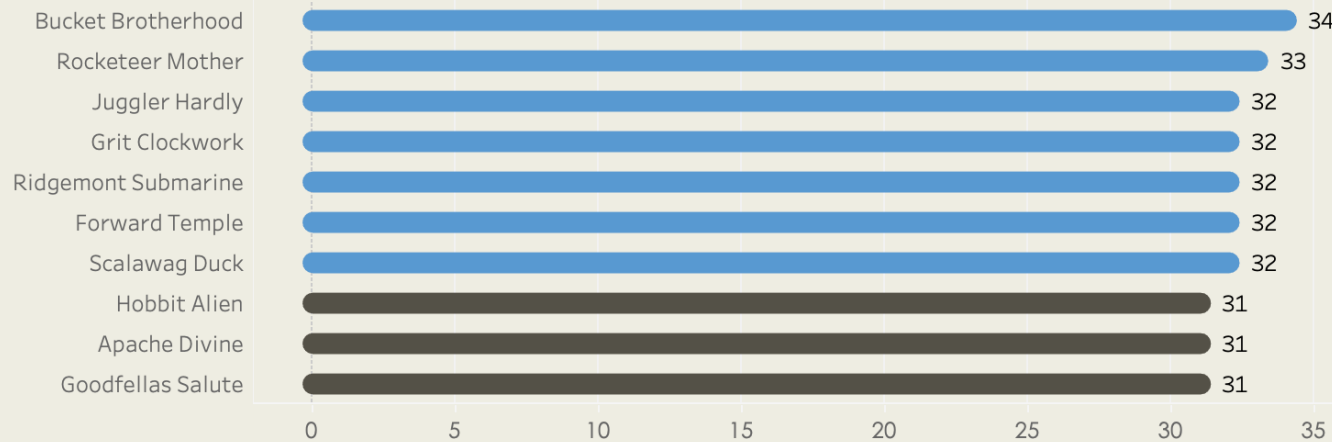
- Majority of the films are rented around **11-20 times**
- Only **2%** of the available films are rented more than 30 times
- **4%** of the films have never been rented at all
- The films with limited rental count should be re-evaluated regularly whether their licenses should be extended or not, to optimise cost

Film Distribution based on Rental Count



FILMS ANALYSIS

Popular Films



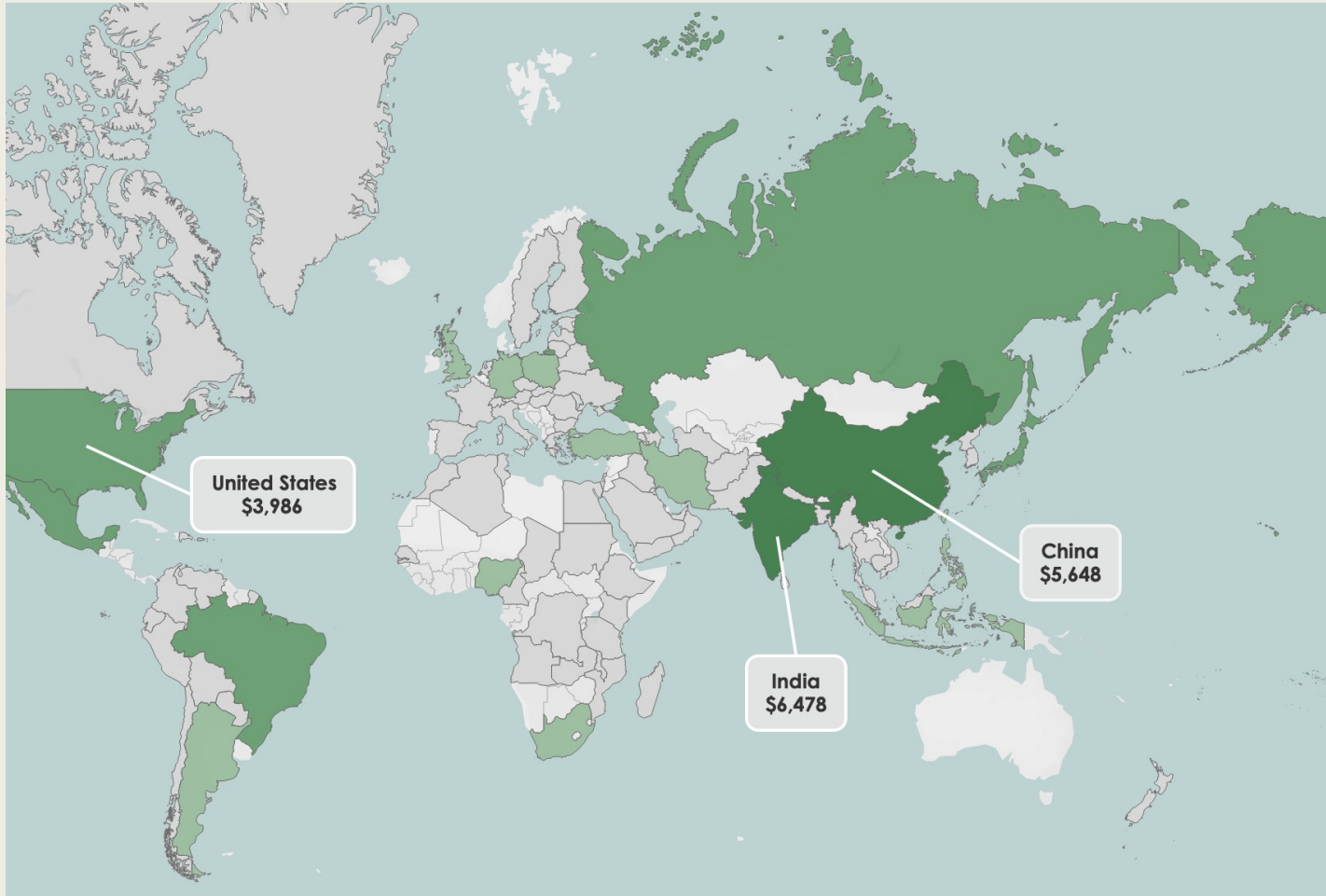
Popular Actors



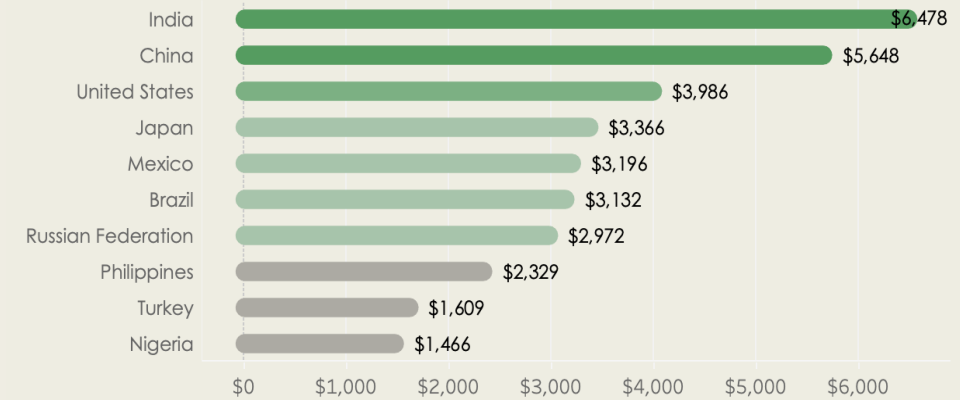
- Popular films and actors count are based on the cumulative of rental count of films that feature them
- Featuring currently popular films will be advantageous strategy to attract customers
- Films that featuring these actors are potentially attract more viewers, this can be useful to provide guide on future films to get licensed

GEOGRAPHIC ANALYSIS

Revenue per Country



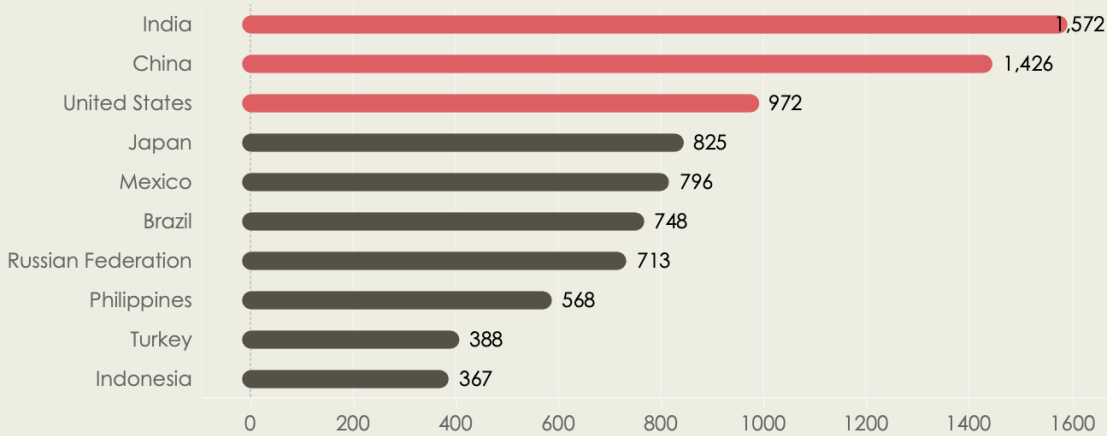
Top 10 Country based on Revenue



- Currently the highest revenue comes from **India, China** and **United States**
- These countries will be potential for Rockbuster to trial for the launch of online rental service

CUSTOMERS ANALYSIS

Country based on Customer Count



- Our largest market base is in **India, China** and **United States**, which are in line with our top revenue countries
- To cater for our market, it will be potential to develop our **film language** selection in **Indian and Chinese**

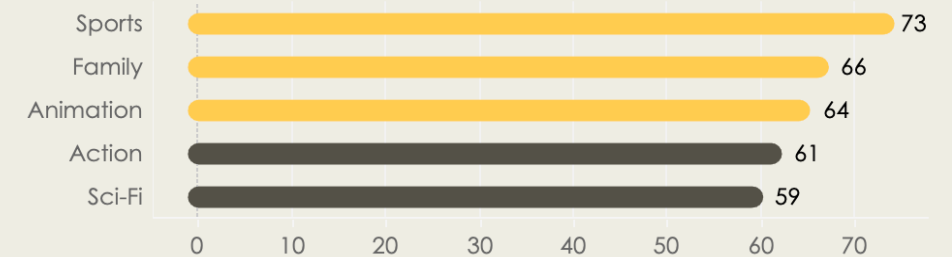
Here are the top customers of Rockbuster with high lifetime value, which are potential for target marketing.

Customer Name	City	Country	Lifetime Value
Karl Seal	Cape Coral	United States	\$ 217.55
Eleanor Hunt	Saint-Denis	Runion	\$ 216.54
Clara Shaw	Molodetno	Belarus	\$ 195.58
Rhonda Kennedy	Apeldoorn	Netherlands	\$ 194.61
Marion Synder	Santa Barbara	Brazil	\$ 194.61
Tommy Collazo	Qomsheh	Iran	\$ 186.62
Marcia Dean	Tanza	Philippines	\$ 175.58
Wesley Bull	Ourense	Spain	\$ 173.60
And Bradley	Memphis	United States	\$ 172.66
Curtis Irby	Richmond Hill	Canada	\$ 167.62

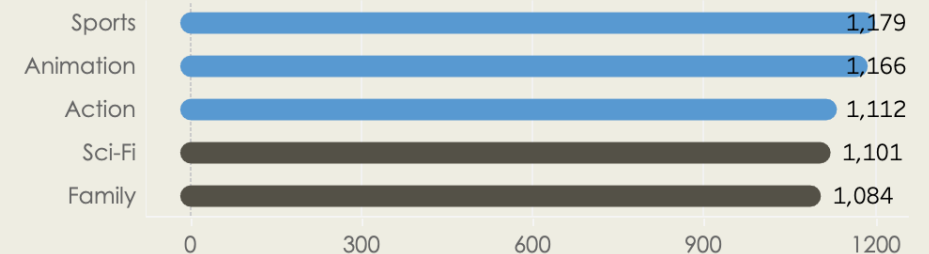
RECOMMENDATIONS

- Focusing the **marketing** of the new online video rental service in a selection of popular film categories and those which make revenue will be the most efficient. **Sports, Animation, Sci-fi**, and **Action categories** should be prioritised.
- There is a potential opportunity to **expand our film selection** within the **Sci-fi and Action** categories, capitalizing on their popularity. Additionally, considering **films featuring popular actors** in these genres could prove advantageous, enhancing the overall appeal and success of our content offerings.
- Conducting regular review **films with low rental count** and **discontinuing their licensing** would be a strategic approach to optimise costs efficiently.

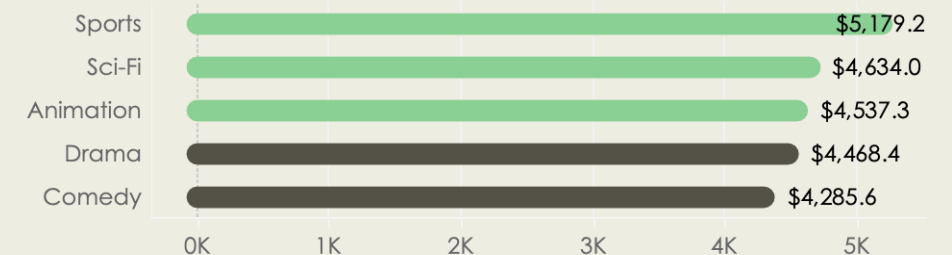
Current Film Selection Count



Popular Film Category



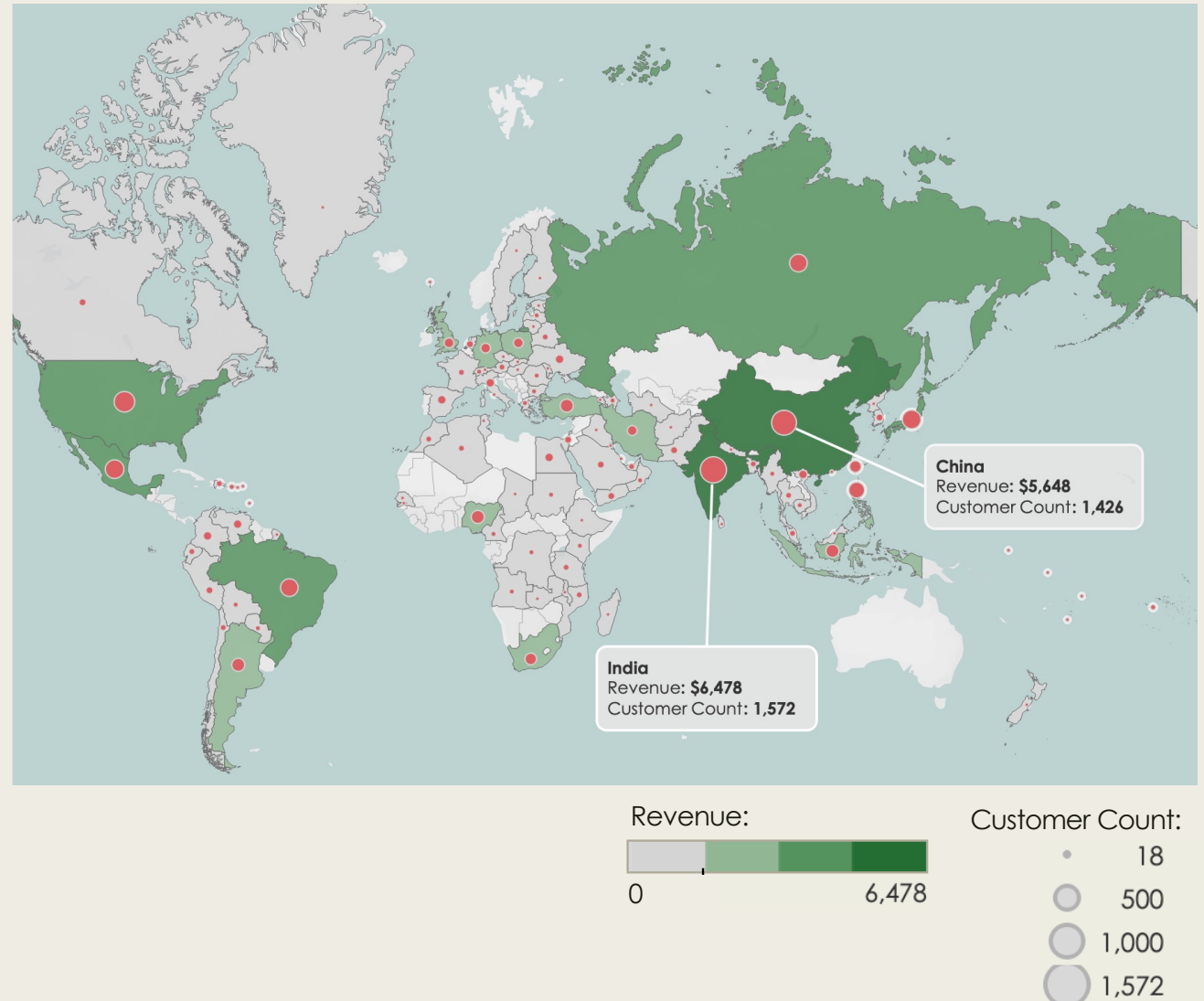
Top Film Category by Revenue



RECOMMENDATIONS

- Launching the new online video rental service in **China and India** is strategically advantageous, given the substantial customer base and potential for high revenue in these countries.
- Expanding the **film language** selection to include **Chinese and Indian languages** would also be a strategic move, enabling us to cater the substantial customer base in these regions and further enhance the service's appeal.

Revenue and Customer Count per Country





THANK YOU

Visualisation: [Tableau URL](#)