



Rockbuster Stealth LLC

A launch strategy for the online
vedio rental service

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Motivations:

- Rockbuster is stepping into a new era, transitioning from traditional rentals to an online streaming platform. This move is a strategic response to the rising dominance of streaming giants like Netflix and Amazon Prime.
- This shift is more than a technological change, it's about aligning with our audience's evolving preferences and securing a competitive edge in the entertainment industry.



To ensure this transition is both effective and future-proof, we're focusing on key data-driven questions.

- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?
- Which movies contributed the most/least to revenue gain?



Data Overview

- Customer : 599 (584 active)
- Country : 109
- Film : 1000
- Film language : English
- Release year : 2006
- Store location : Australia (1) and Canada (1)

Statistics of Film Rental:

Rental Rate (\$)

Minimum 0.99

Maximum 4.99

Average 2.98

Film Length

Minimum 46

Maximum 185

Average 155.27

Rental Duration

Minimum 3 days

Maximum 7 days

Average 5 days

Replacement cost (\$)

Minimum 9.99

Maximum 30

Average 19.98

➤ Which movies contributed the most/least to revenue gain (\$)?

Top 10 Movies

Telegraph Voyage	215.75
Zorro Ark	199.72
Wife Turn	198.73
Innocent Usual	191.74
Hustler Party	190.78
Saturday Lambs	190.74
Titans Jerk	186.73
Harry Idaho	177.73
Torque Bound	169.76
Dogma Family	168.52

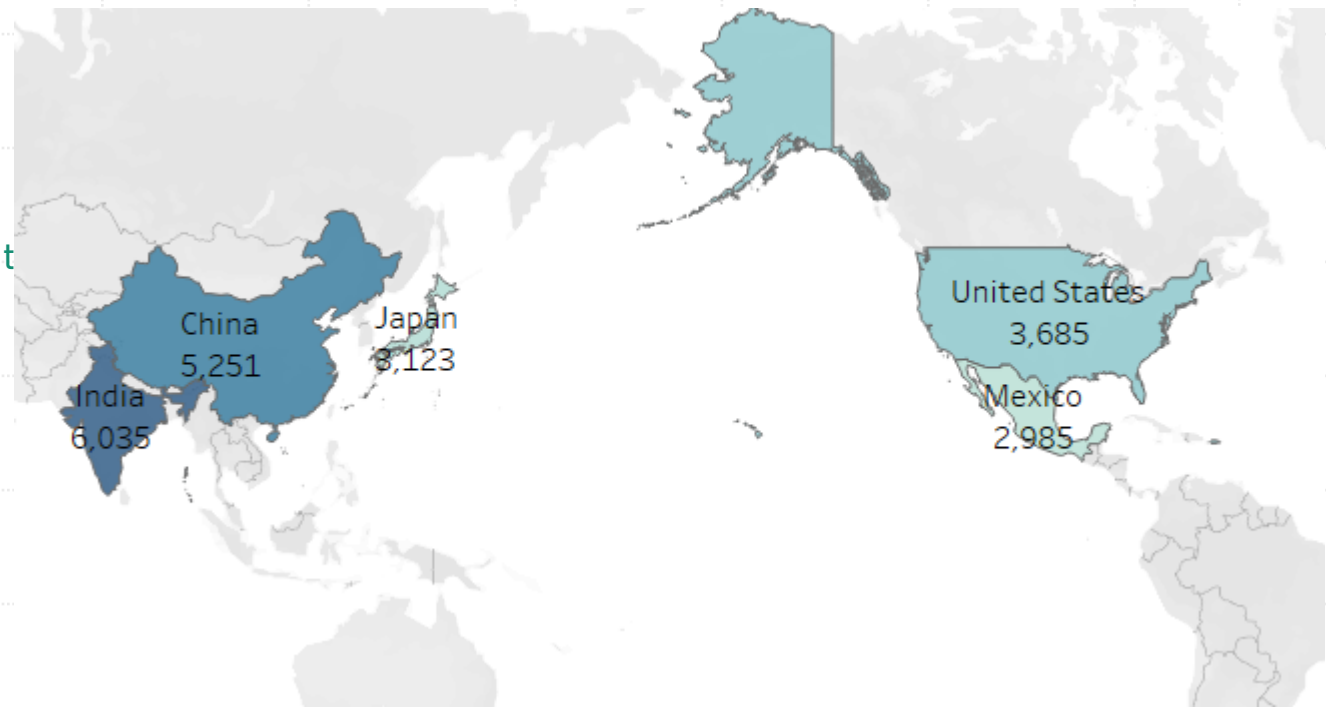
Bottom 10 Movies

Texas Watch	5.940
Klahoma Jumanji	5.94
Duffel Apocalypse	5.94
Freedom Cleopatra	5.95
Young Language	6.93
Rebel Airport	6.93
Cruelty Unforgiven	6.94
Treatment Jekyll	6.94
Lights Deer	7.93
Stallion Sundance	7.946

➤ Which countries are Rockbuster customers bases in..?

- As being showed on the map below out Top 5 countries with the most customers are:

Country	Amount Paid	Customre count
1.India	6035	60
2.China	5251	53
3.United States	3685	36
4.Japan	3123	31
5.Mexico	2985	30



Top 5 cities from top 10 countries paid the highest total Amounts

Country	City	Amount (\$)
India	Ambattur	111.76
China	Shanwei	109.71
Japan	Iwaki	106.77
Mexico	Acua	100.77
USA	Aurora	98.7611



Do sales vary b/w Geographic regions?

- Sales shown variation across different geographic regions.
- Notably high figures observed in certain countries within Asia and the Americas

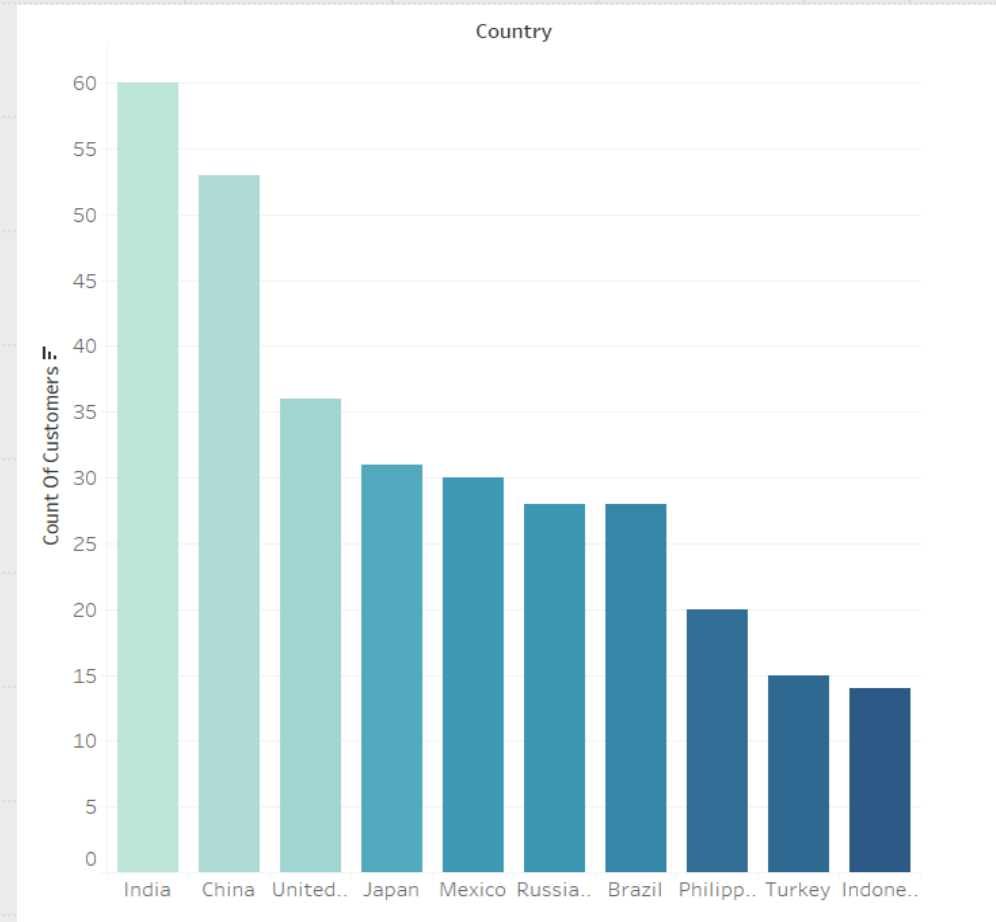


Recommendations:

- As we see top 10 countries and top 5 cities contributing most part of our sales, understanding customers preferences in Genres & Movies within these markets is crucial.
- A significant portion of our customer base was from Asia and the Americas.
- Notable contributions to sales and customer loyalty were from India and China.
- These results suggest that allocating more marketing resources to Asia (esp. India & China) and then Americas would be advisable.
- Customer loyalty initiatives:

Develop special gifts and packages for loyal customers.

Enhance the customers experience to foster a sense





Find visualizations in Tableau

https://public.tableau.com/app/profile/surekha.juttiga/viz/S_PresentingSQLResults/Sheet1?publish=yes

Thank you