# Rockbuster Stealth LLC

2020 Online Video Strategy

Objective

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

Facing stiff competition from streaming services such as Netflix and Amazon, the management team is planning to use its existing movie licenses to launch an **online video rental service** in order to stay competitive.

Key Questions
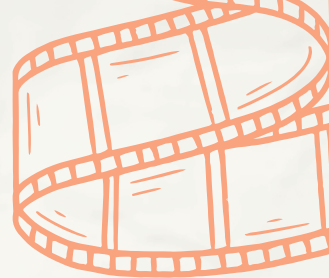
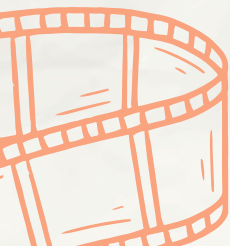**01** Which movies contributed to revenue gain?

02 Which countries are customers based in?

03 What are the rental statistics?

04 Do sales figures vary between geographic regions?

Data Overview

584

Active customers

109

Different countries

2

Stores worldwide

958

Movies in the inventory

1

Language available

2006

Latest & only release year

Movie Rental Statistics

	Minimum	Average	Maximum
Rental Duration (days)	3	4.99	7
Rental Rate ($)	0.99	2.98	4.99
Movie Length (min)	46	115.27	185
Replacement Cost ($)	9.99	19.98	29.99

➢ The average rental duration is **5 days** with an average rental rate of **$3**.

➢ With **16,044** total rentals, Rockbuster generated a total revenue of **$61,312**.

Which ratings contributed to revenue gain?

Revenue details by rating

	Number of Films	Number of Rentals	Share of Revenue
G	178	2,773	17.14%
PG	194	3,212	19.96%
PG-13	223	3,585	22.60%
R	195	3,181	19.69%
NC-17	210	3,293	20.61%

Most revenue generated by **PG-13 movies** (not recommended for children under 13).

Least revenue generated by **G-rated movies** (approved for all ages).

Which categories contributed to revenue gain?

Revenue details by category

Category	Share of Revenue	Number of Films	Number of Rentals
Sports	7.98%	74	1,179
Sci-Fi	7.07%	61	1,101
Animation	6.92%	66	1,166
Drama	6.72%	62	1,060
Comedy	6.53%	58	941
New	6.47%	63	940
Action	6.45%	64	1,112
Foreign	6.42%	73	1,033
Games	6.40%	61	969
Family	6.17%	68	1,084
Documentary	6.12%	68	1,050
Horror	5.55%	56	846
Classics	5.47%	57	939
Children	5.40%	60	945
Travel	5.26%	57	837
Music	5.01%	51	830
Thriller	0.08%	1	12

★ **Top 5 categories**
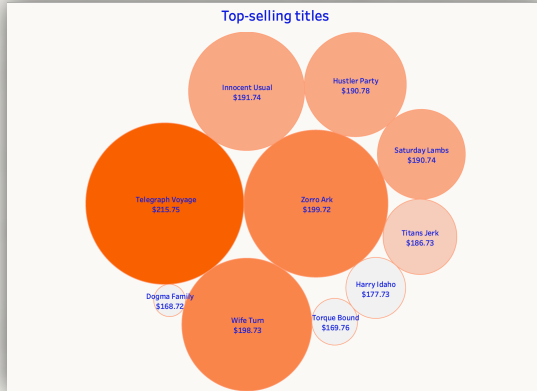based on average number of rentals per movie

👍 **Popular categories**
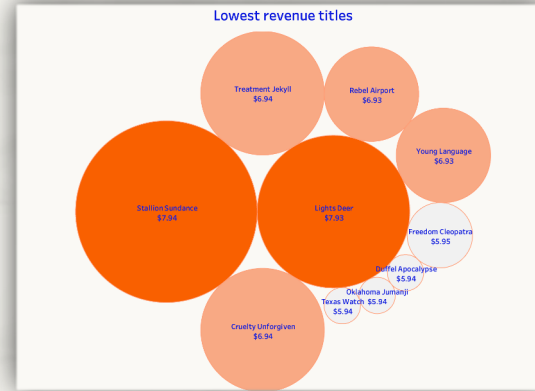medium number of films, many rentals, relatively high share of revenue

🪙 **Too low rates**
high number of films, moderate rate of rentals, relatively low share of revenue

Which titles contributed to revenue gain?

Top-selling titles

- Innocent Usual $191.74
- Hustler Party $190.78
- Saturday Lambs $190.74
- Telegraph Voyage $215.75
- Zorro Ark $199.72
- Titans Jerk $186.73
- Dogma Family $168.72
- Wife Turn $198.73
- Torque Bound $169.76
- Harry Idaho $177.73

Lowest revenue titles

- Treatment Jekyll $6.94
- Rebel Airport $6.93
- Young Language $6.93
- Stallion Sundance $7.94
- Lights Deer $7.93
- Freedom Cleopatra $5.95
- Duffel Apocalypse $5.94
- Oklahoma Jumanji $5.94
- Texas Watch $5.94
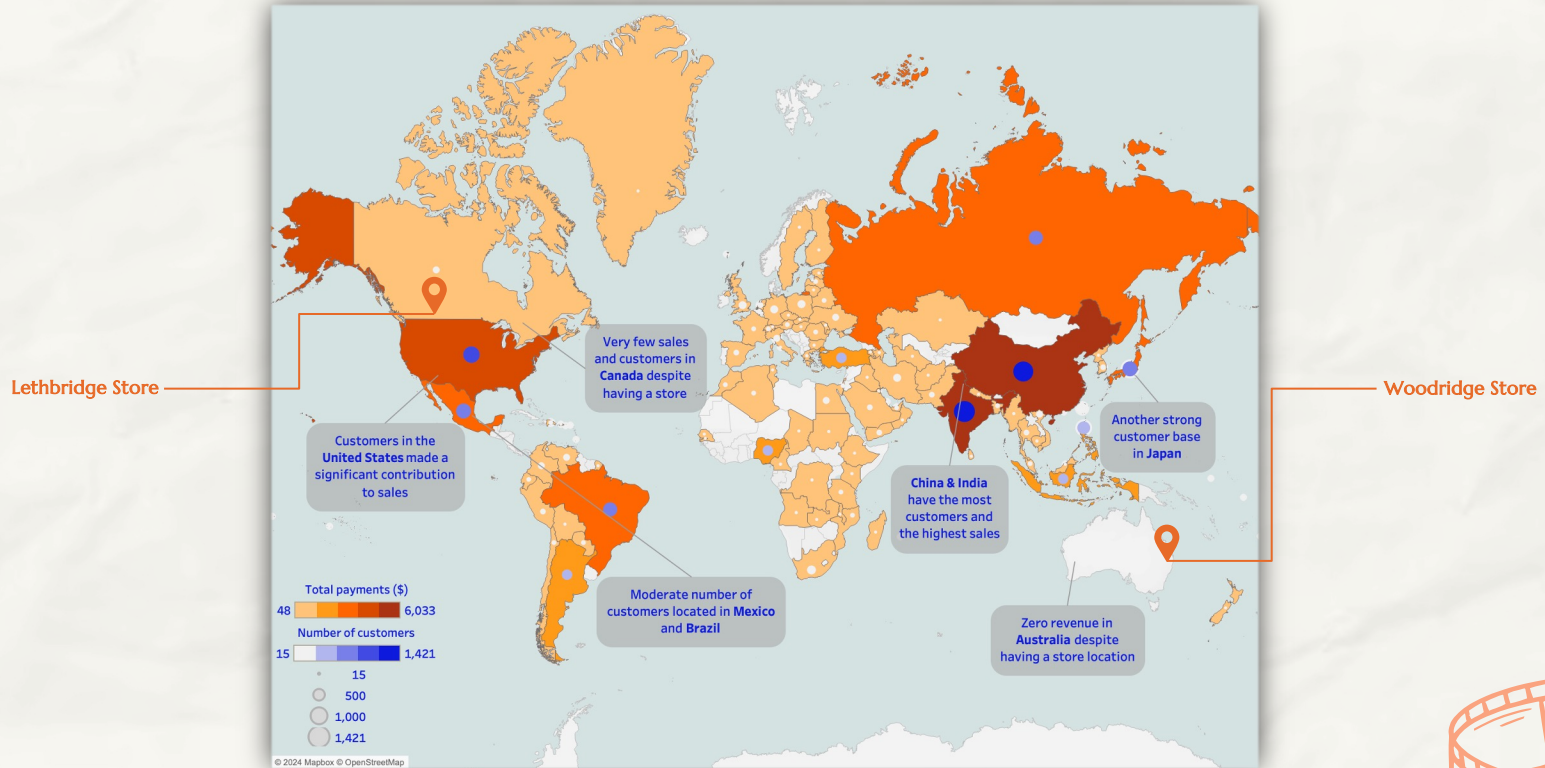- Cruelty Unforgiven $6.94

Top categories (highest sales):
Music, Comedy, Documentary

Top categories (lowest revenue):
Horror, New, Documentary, Comedy

➢ An effective approach to marketing the online video streaming service to the existing customer base can be to use the most popular movies.

How sales figures vary between geographic regions

Lethbridge Store

Woodridge Store

Very few sales and customers in **Canada** despite having a store

Customers in the **United States** made a significant contribution to sales

China & India have the most customers and the highest sales

Another strong customer base in **Japan**

Moderate number of customers located in **Mexico** and **Brazil**

Zero revenue in **Australia** despite having a store location

Total payments ($)
48   6,033

Number of customers
15   1,421

● 15
○ 500
○ 1,000
○ 1,421

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Which countries are customers based in?

Top 5 customers by spend

- $210
- $205
- $200
- $195
- $190

Eleanor Hunt
Saint-Denis, Réunion

Karl Seal
Cape Coral, United States

Marion Snyder
Santa Bárbara dOeste, Brazil

Rhonda Kennedy
Apeldoorn, Netherlands

Clara Shaw
Molodetno, Belarus

Customers in most profitable countries

- $112
- $110
- $108
- $106
- $104
- $102
- $100
- $98
- $96

Arlene Harvey
Ambattur, India

Kyle Spurlock
Shanwei, China

Marlene Welch
Iwaki, Japan

Glen Talbert
Acua, Mexico

Clinton Buford
Aurora, United States

Top 10 individuals to receive a **Loyalty Reward** from the customer team.

Recommendations

Rates

Review rates of frequently rented movies with small revenue share.

Regions

Perform a thorough analysis of the top-performing countries to yield valuable insights for the development of effective marketing strategies.

Inventory

Take advantage of the most popular ratings and categories. Consider expanding your inventory for a wider selection.
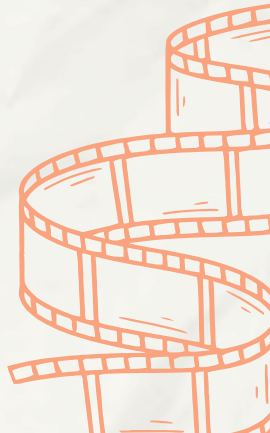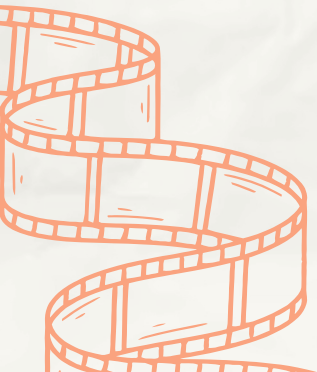
Do you have any questions?

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📊 Link to Tableau Storyboard