Data Analysis

Rockbuster Stealth:

Launch Strategy for Online Video Service

11/21/2024
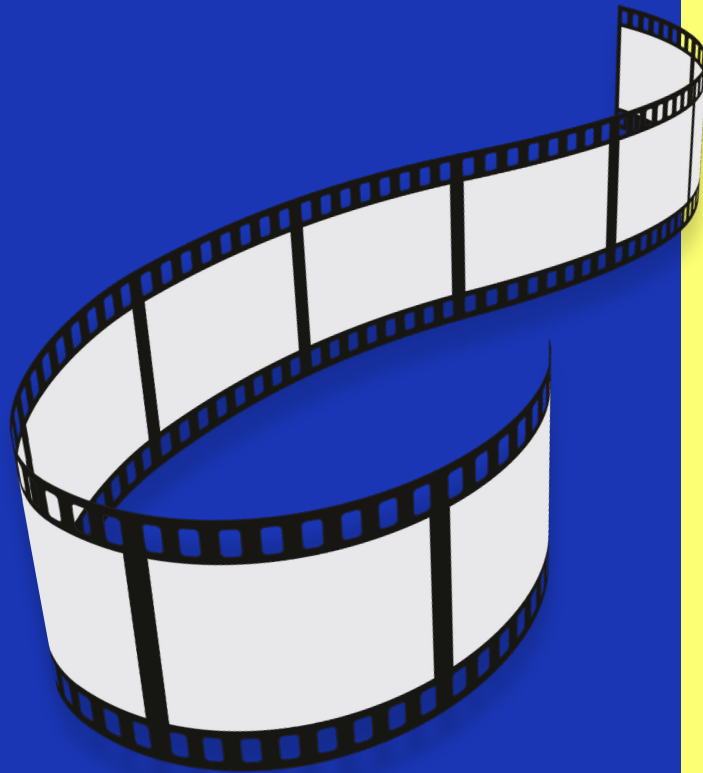
Overview

Motive
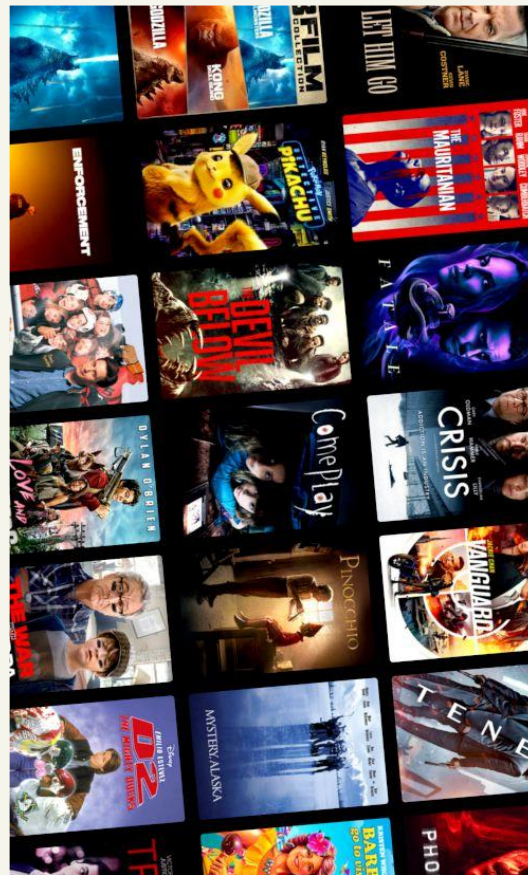
Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services, the Rockbuster Stealth management team is planning to use its existing movie licenses **to launch an online video rental service to stay competitive.**

Search

Key **Questions** and Objectives

Which movies contributed the most/least to revenue gain?

What was the average rental duration for all videos?

Which countries are Rockbuster customers based in?

Do sales figures vary between geographic regions?

Where are customers with a high lifetime value based?

Contributions to Revenue
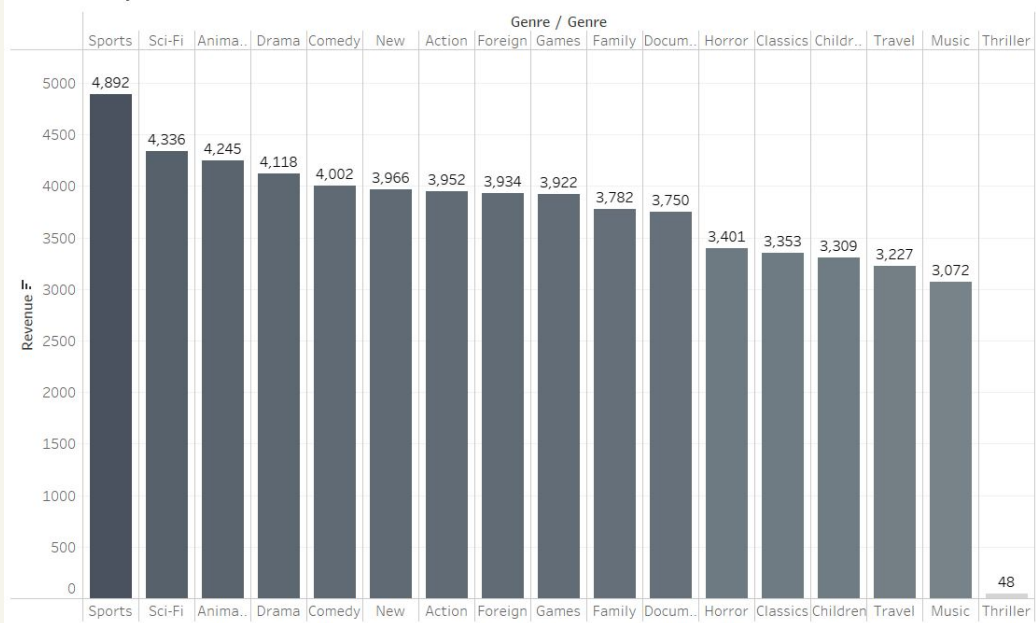
Most/Least

Contributions to Revenue

By Genre

All genres fall within a 2k revenue range from **about $3k to $5k**, with the extreme exception of Thriller which only accounts for $48.

The top 3 are as follows:

1. Sports
2. Sci-fi
3. Animation

Revenue by Genre

Genre / Genre

	Sports	Sci-Fi	Anima..	Drama	Comedy	New	Action	Foreign	Games	Family	Docum..	Horror	Classics	Childr..	Travel	Music	Thriller
	4,892	4,336	4,245	4,118	4,002	3,966	3,952	3,934	3,922	3,782	3,750	3,401	3,353	3,309	3,227	3,072	48

Why is Thriller so Disproportionately Low?: Number of Movies by Genre

All genres have about 50 - 170 titles,
with the exception of Thriller which has
a significantly lower count at 1 title.

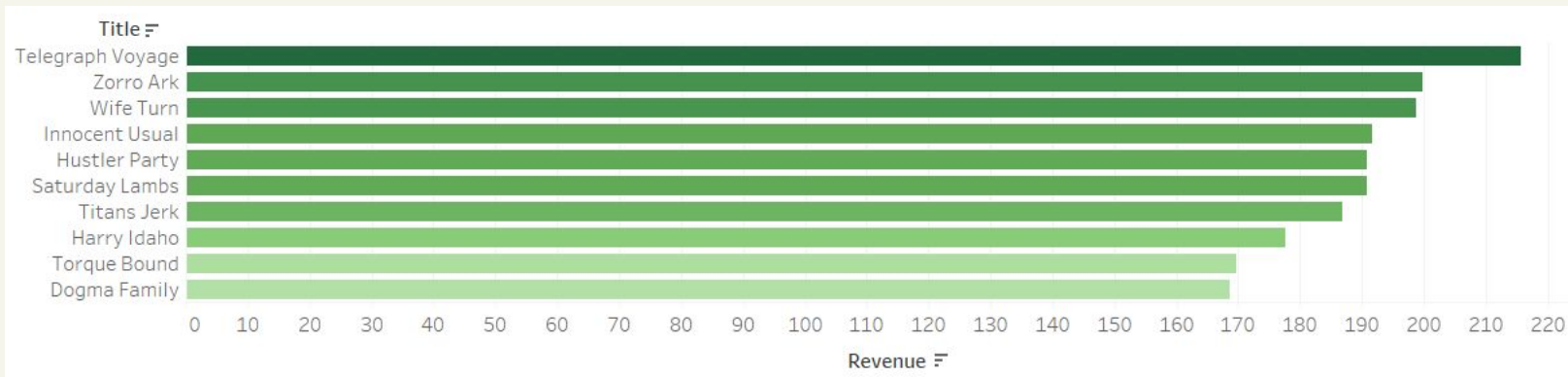|	genre character varying (25) 🔒	num_movies bigint 🔒
1	Sports	73
2	Foreign	67
3	Family	66
4	Animation	64
5	Documentary	63
6	Action	61
7	Drama	61
8	New	60
9	Sci-Fi	59
10	Children	58
11	Games	58
12	Comedy	56
13	Classics	54
14	Horror	53
15	Travel	53
16	Music	51
17	Thriller	1

Contributions to Revenue
Top 10

The top 10 movies are shown below. As indicated from genre contributions, the top 10 movies *do not strongly come from any particular group of genre.*

The top 3 movies are as follow: **(1)** Telegraph Voyage, **(2)** Zorro Ark, **(3)** Wife Turn

	Title	Genre
1	Telegraph Voyage	Music
2	Zorro Ark	Comedy
3	Wife Turn	Documentary
4	Innocent Usual	Foreign
5	Hustler Party	Comedy
6	Saturday Lambs	Sports
7	Titans Jerk	Sci-Fi
8	Harry Idaho	Drama
9	Torque Bound	Drama
10	Dogma Family	Animation

Title ⇌

Telegraph Voyage	
Zorro Ark	
Wife Turn	
Innocent Usual	
Hustler Party	
Saturday Lambs	
Titans Jerk	
Harry Idaho	
Torque Bound	
Dogma Family	

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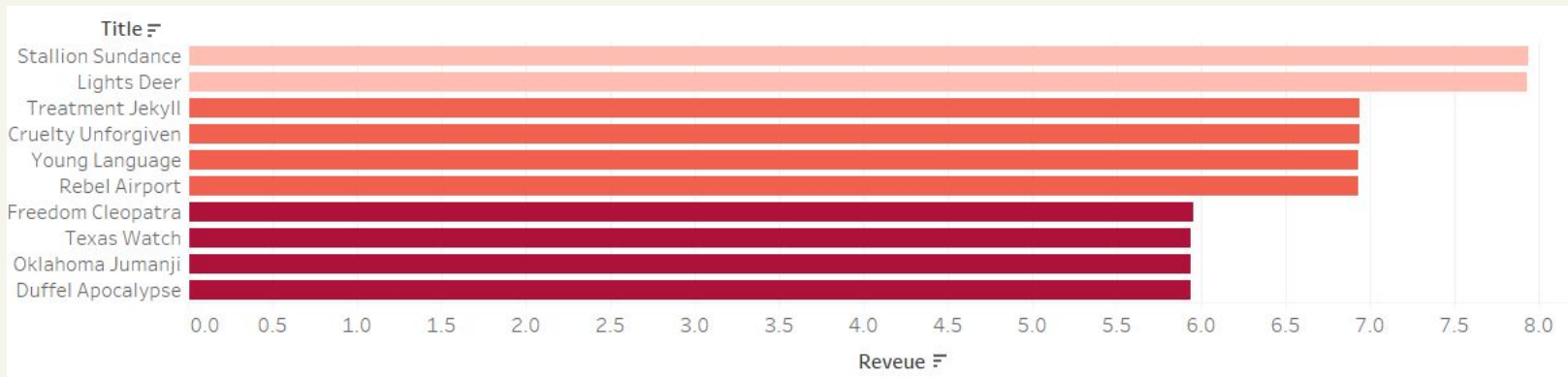Revenue ⇌

Contributions to Revenue
Bottom 10

The bottom 10 movies are shown below.

The bottom 3 movies are as follow:
(1) Duffel Apocalypse, (2) Oklahoma Jumanji, (3) Texas Watch

	Title	Genre
1	Duffel Apocalypse	Documentary
2	Oklahoma Jumanji	New
3	Texas Watch	Horror
4	Freedom Cleopatra	Comedy
5	Rebel Airport	Music
6	Young Language	Documentary
7	Cruelty Unforgiven	Classics
8	Treatment Jekyll	Drama
9	Lights Deer	Classics
10	Stallion Sundance	Sci-Fi

Average Rental
Duration & Rates

Rental Stats: Duration & Rates

	Rental Duration	Rental Rate
Average	4.99 days	$2.98
Minimum	3 days	$0.99
Maximum	7 days	$4.99

Customer & Revenue Distribution by Country

Sum of Customers & Revenue
by Country

Customers & Revenue by Country
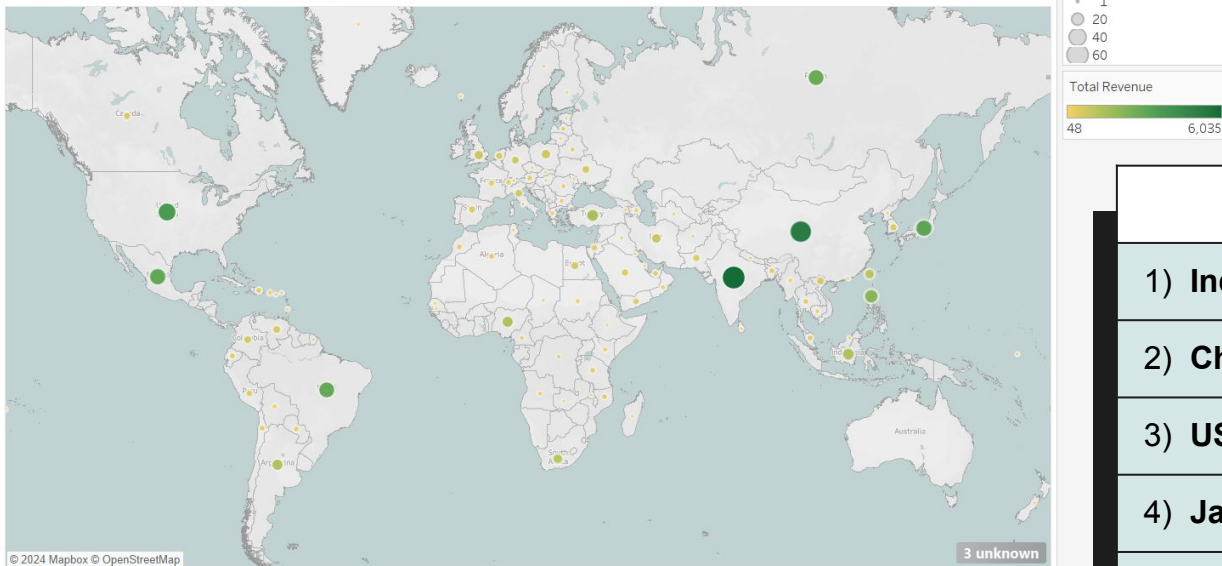
	Customers	Revenue
1) **India**	60	$6,035
2) **China**	53	$5,251
3) **USA**	36	$3,685
4) **Japan**	31	$3,123
5) **Mexico**	30	$2,985

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Customers with a
High Lifetime Value

Top 5 Customers
in top 10 cities in top 10 countries

Recommendations

Increase Number of Thriller Movies Offered

Movie genres brought in a comparable revenue with no one genre greatly outdoing another. However, due to the significant lack of Thriller titles compared to other genre offering, movie titles in the Thriller genre should increase to about 50 - 70 titles to match other genre offerings.

Set Online Rental Duration to 2 - 3 Days

A movie rental should last 3 days, to align with historical data, or 2 days, to align with competitors. Historically, the minimum rental duration is 3 days with an average of 5; however, online rentals remove the extra time needed to return the title. Amazon Prime's rentals are 2 days of unlimited play.

Recommendations

Enable Users to Set Language of Captions

Looking at the map of customers, Rockbuster already has established customer bases in multiple countries across the world with different languages. With the switch from physical to digital movies, investment should be made into making language settings simple & easy across all movies.

Conduct User Testing

While making a significant structural change, loyal customers can be consulted to ensure the new product will continue to serve the existing top customers. Non-returning, low frequency, or medium frequency customers can also be consulted (surveys, user testing, etc) to voice if such changes to Rockbuster's system will be a cause for them to use Rockbuster more frequently than they did previously.