

Staying Competitive in the Streaming Era

# Rockbuster Stealth LLC



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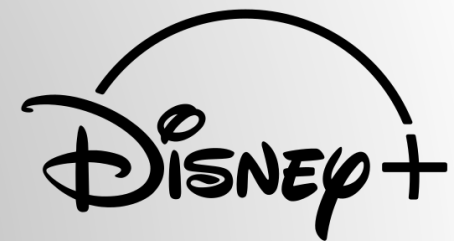
by Suki Habibe

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## Problem

**Facing stiff competition:**



## Objective & Key Questions

### **Objective:**

Launch Strategies for  
the new  
online video service.

### **Key questions:**

1. Revenue generated by genre?
2. Average rental duration by genre?
3. Geographic distribution of customers and revenue?
4. High lifetime value-based customers?

# The Company

**2**  
**Stores**

**2**  
**Employees**

**108**  
**Countries**

**597**  
**Cities**

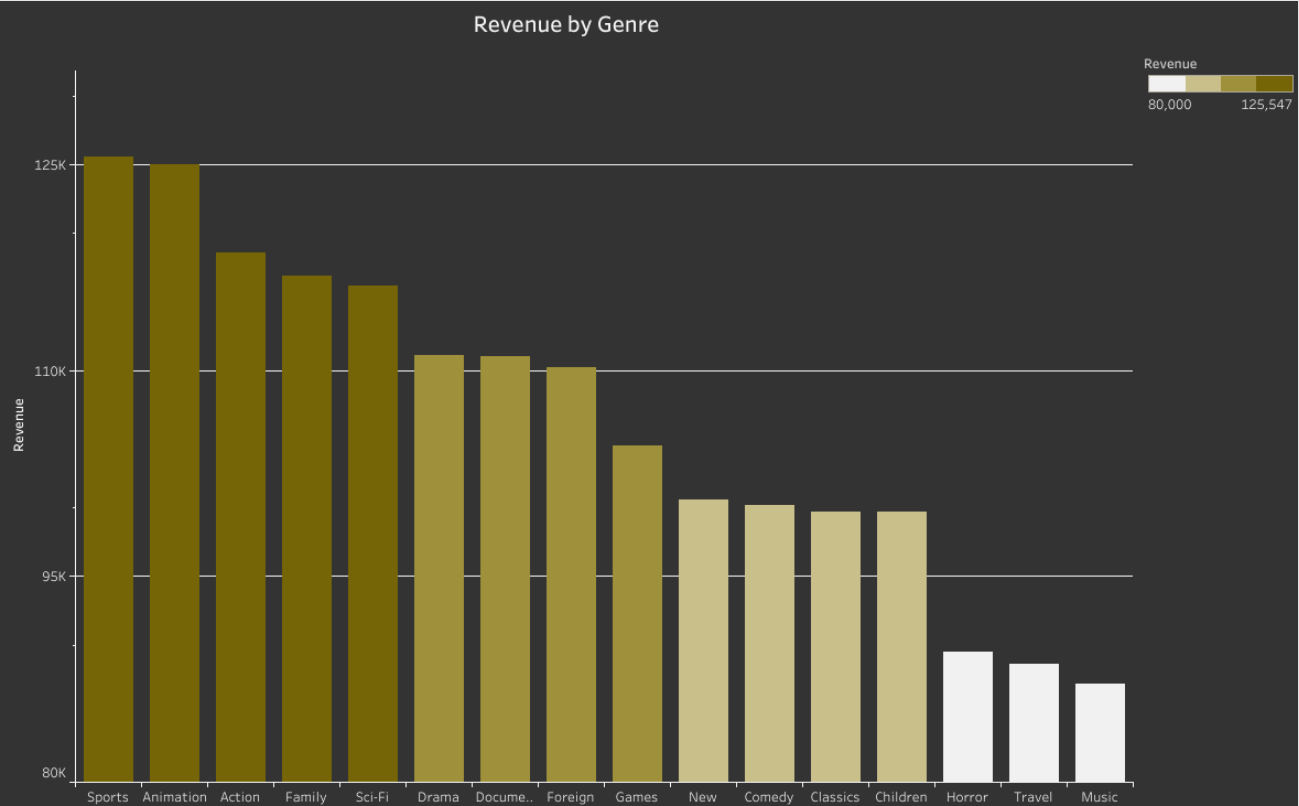
**599**  
**Customers**

**1000**  
**Movies**

**17**  
**Genres**

**5**  
**Ratings**

# Revenue by Genre



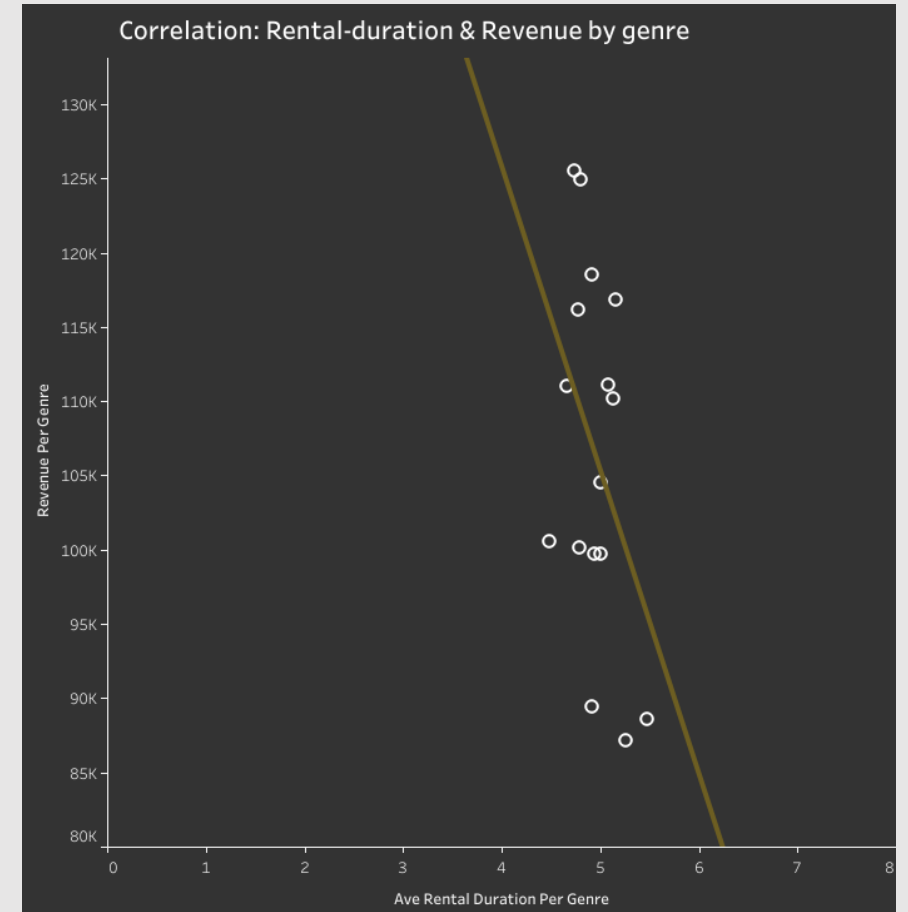
Top Ranking Genres		
	Genre	Revenue
1	Sports	7%
2	Animation	7%
3	Action	7%
4	Family	7%
5	Sci-Fi	7%
6	Drama	7%
7	Documentary	7%
..	...	...
17	Thriller	0.08%

Market share spread ranges from 5 to 7 percent with Thriller as the only outlier accounting for less than a tenth percent.

# Average Rental Duration

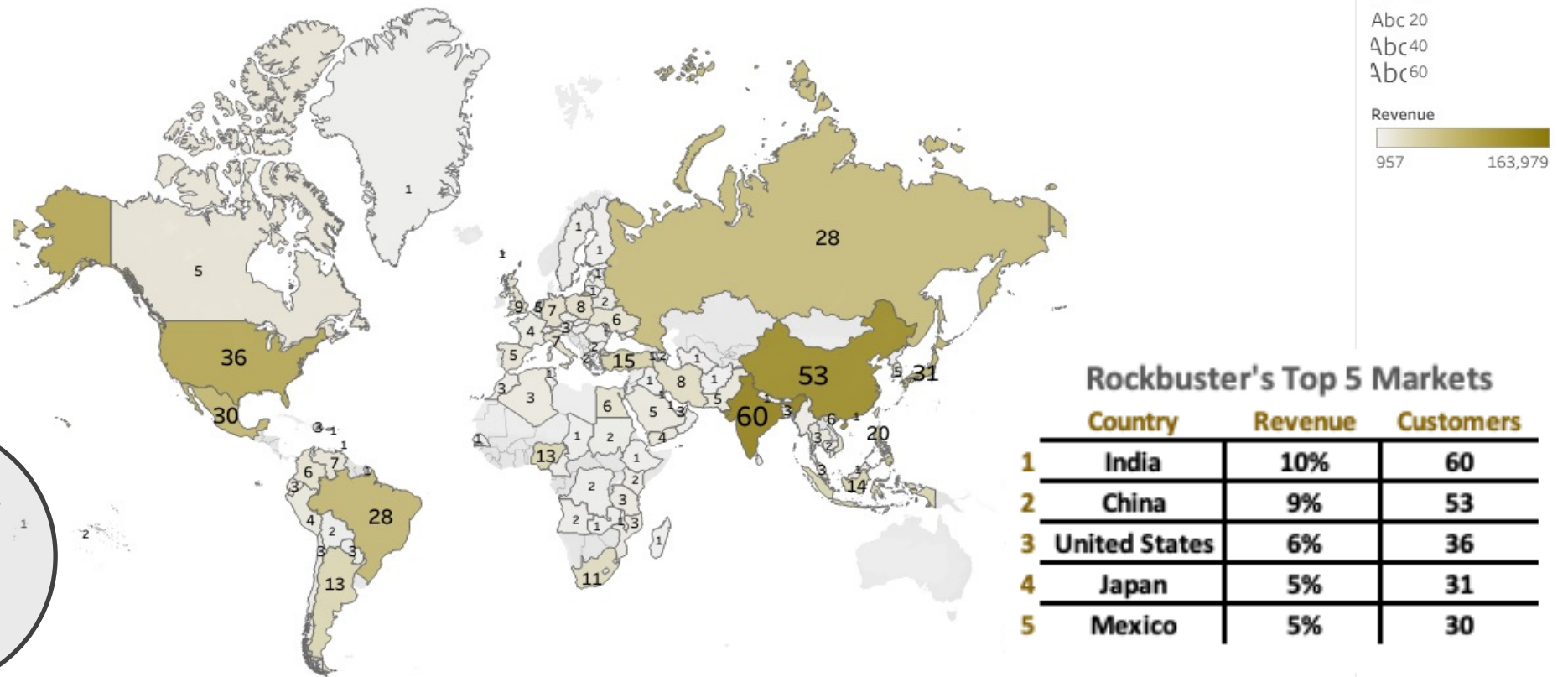
Rental Duration in Days		
Average	Minimum	Maximum
4.9	3	7

The correlation analysis indicates a weak negative: when rental-duration increases the revenue contribution of the genre tends to decrease, however in an unreliable trend.



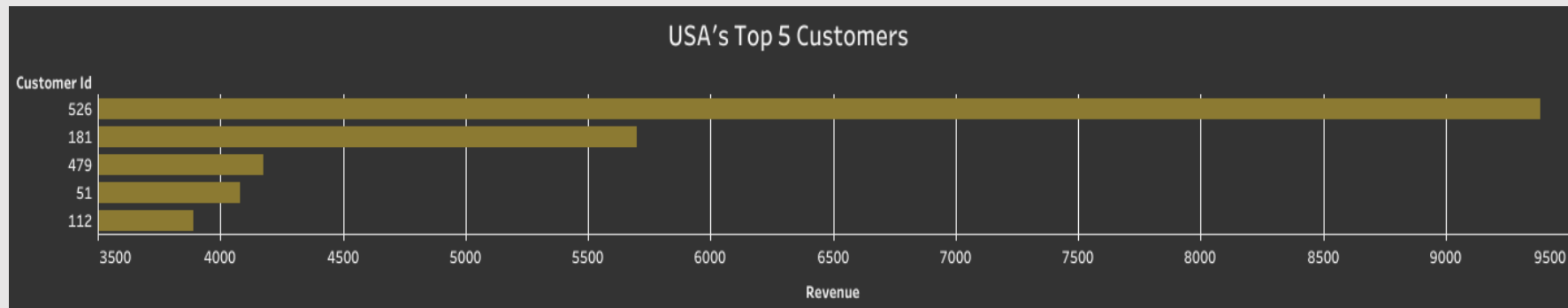
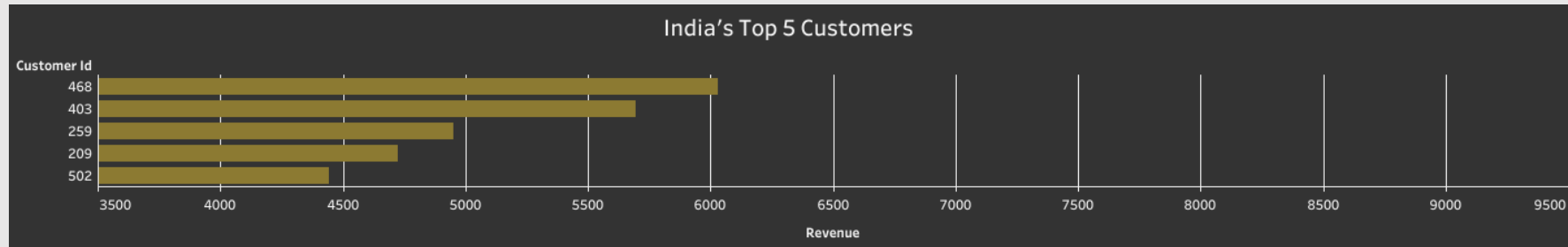
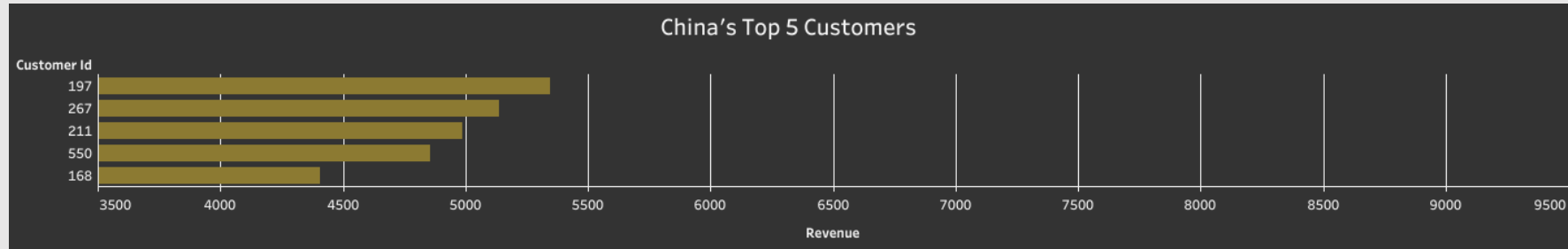
# Geographic distribution

Geographic Distribution of Customers & Revenue



Click  
[here](#) for  
interacti  
ve map.

# Lifetime Value Customers



The top 5 customers for the top 3 countries. USA has the top customer. India and China has a more evenly spread top 5.

# Recommendations

- Focus on penetrating the top 3 markets.
- Consider dropping the genre “Thriller” due to low popularity.
- Recognize the top 5 costumers in the top 3 countries.

Top 3 Countries + Respective Top 5 Customers

	Customer_id				
China	197	267	211	550	168
India	502	209	259	403	468
USA	526	181	479	51	112

## Further research:

1. Assortment analysis
2. Rating analysis
3. Movie length analysis
4. Top 3 countries behavior analysis



# Questions?

Contact Data Analyst:  
Ms. Suki Habibe

## Data source:

Rockbuster's Database for the years  
2015 and 2016

## Hyperlinks to tableau visualizations:

- ❖ [Revenue by Genre](#)
- ❖ [Correlation: Rental duration & Revenue by genre](#)
- ❖ [Geographic distribution of Customers & Revenue](#)
- ❖ [China's top 5 Customers](#)
- ❖ [India's top 5 Customers](#)
- ❖ [USA's top 5 Customers](#)

