

# ROCKBUSTER STEALTH LLC

## ONLINE VIDEO RENTAL SERVICE LAUNCH STRATEGY

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# ABOUT ROCKBUSTER STEALTH LLC

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 Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

## CONTENT OVERVIEW

- Key Questions and Objectives
- Data Overview
- Answering Business Questions
- Further Insights
- Conclusion and Recommendations



# KEY QUESTIONS AND OBJECTIVES

To launch a successful online video rental service in 2020, the following business questions needs to be answered:

## — 01

*Which movies contributed most/least to revenue gain?*

## — 02

*What was the average rental duration for all videos?*

## — 03

*Which countries are Rockbuster customers based in?*

## — 04

*Where are customers with a high lifetime value based?*

## — 05

*Do sales figures vary between geographic regions?*



# DATA OVERVIEW

Rockbuster Stealth database hosts a large amount of insightful data ranging from their inventory totals, customers' information, payments, etc. Below is a data overview, as well as a descriptive analysis of some of the key points used in our analysis.

**Total Revenue:** \$61,312

**# Customers:** 500

**# Countries:** 109

**# Films:** 1000

**# Genres:** 17

**# Languages:** 6

**Release Year:** 2006

## Rental Rate

**Min:** \$0.99

**Max:** \$4.99

**Average:** \$2.98

## Rental Duration

**Min:** 3 days

**Max:** 7 days

**Average:** 5 days

## Length

**Min:** 46 min

**Max:** 185 min

**Average:** 115.27 min

## Replacement Cost

**Min:** \$9.99

**Max:** \$29.99

**Average:** \$19.99

# ANSWERING BUSINESS QUESTIONS



# WHICH MOVIES CONTRIBUTED MOST/LEAST TO REVENUE GAIN?



Rockbuster Stealth Films – Top 10 Most/Least Profitable Movies

# WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?

The average rental duration for all movies is approx. **5 days**



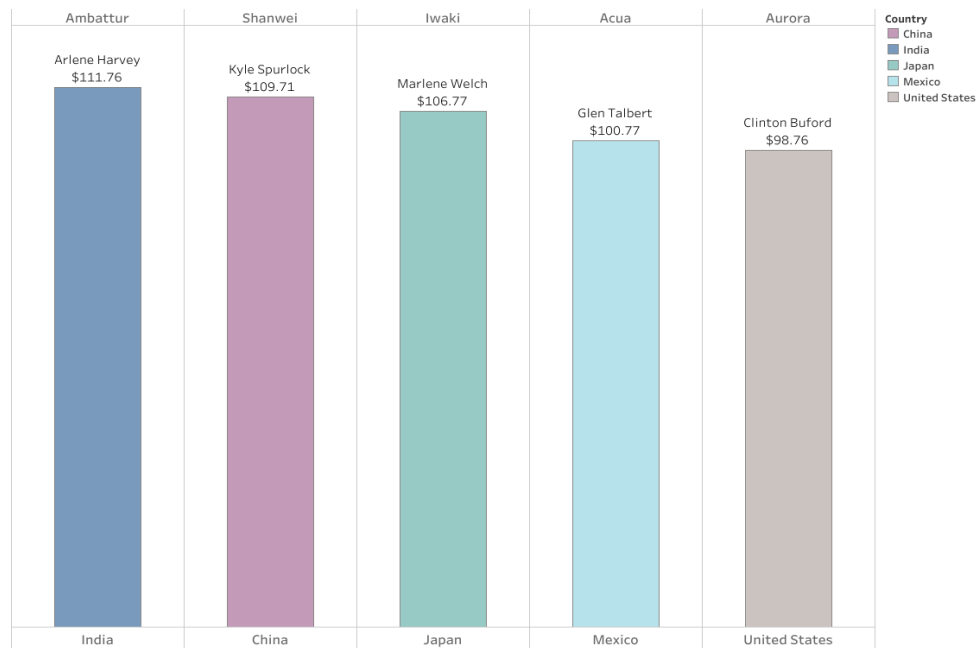
# WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?



Rockbuster Stealth Films – Customers Geographic Distribution

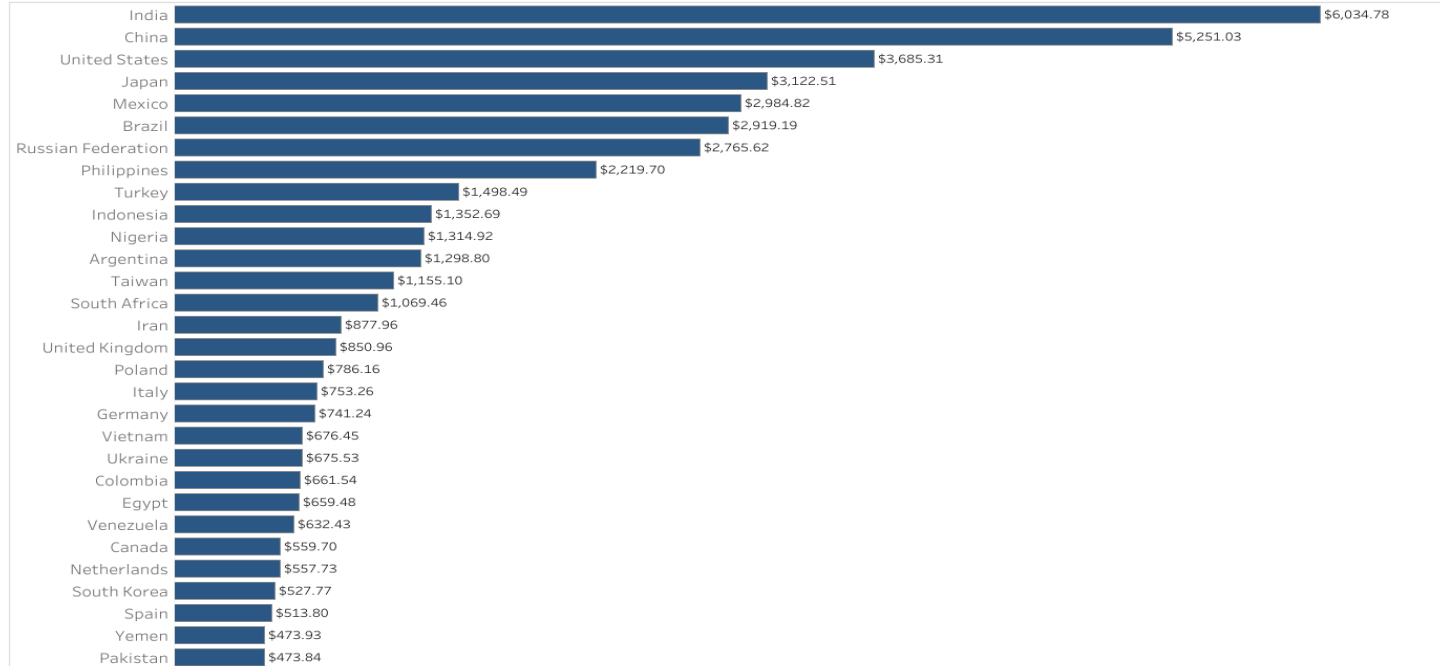


# WHERE ARE CUSTOMERS WITH HIGH LIFETIME VALUE BASED?



Rockbuster Stealth Films – Top 5 High Lifetime Value Customers

# DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?

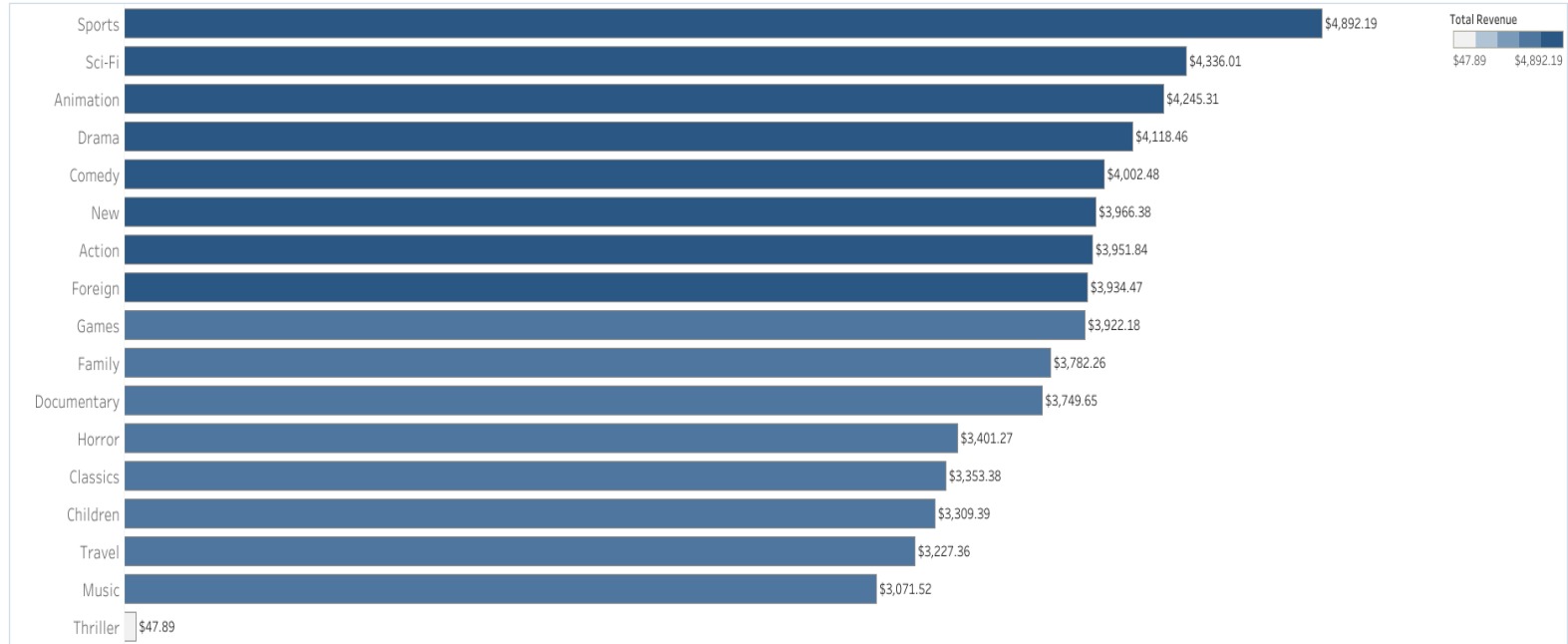


Rockbuster Stealth Films – Revenue by Country

# FURTHER INSIGHTS

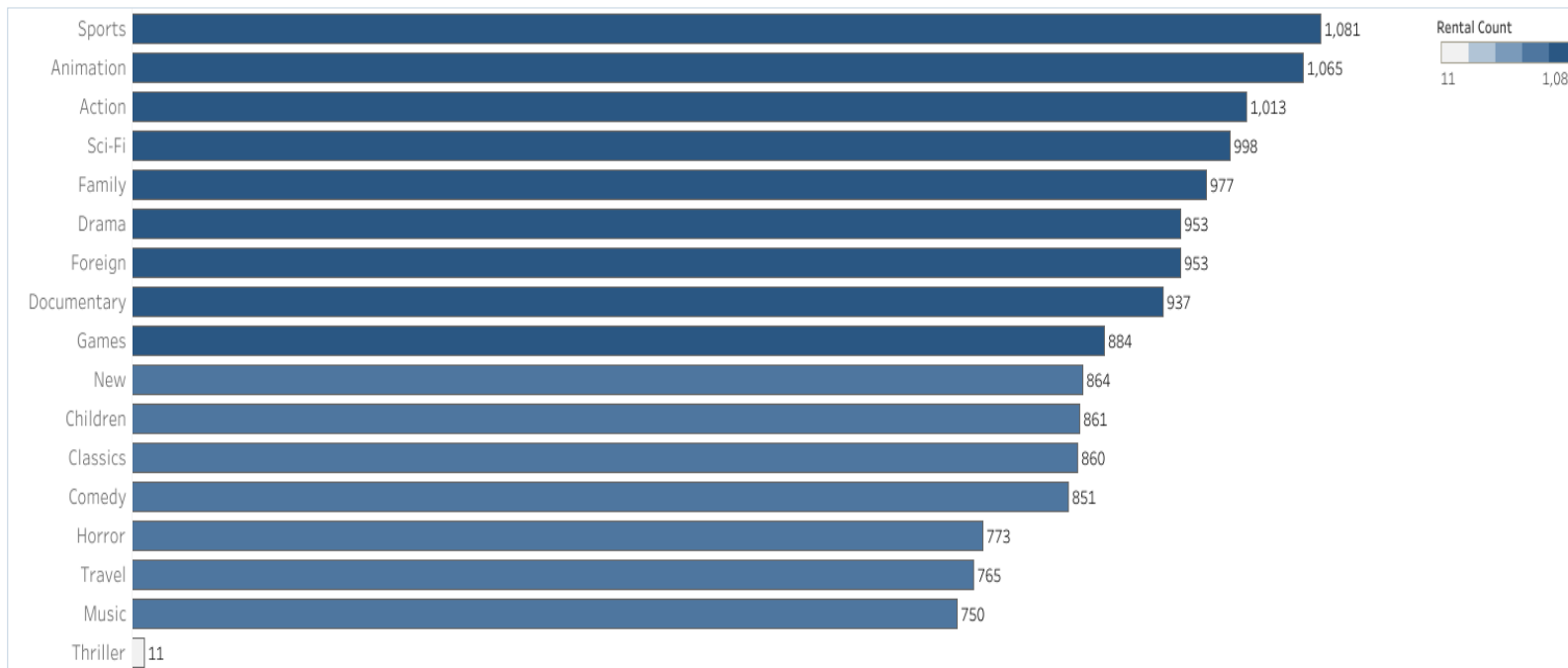


# WHICH GENRES CONTRIBUTED MOST/LEAST TO REVENUE GAIN?



Rockbuster Stealth Films – Revenue by Genre

# DO VIDEO RENTALS VARY BETWEEN DIFFERENT GENRES?



Rockbuster Stealth Films – Rental by Genre

# CONCLUSION AND RECOMMENDATIONS

Rockbuster's customer base is spread around the world, but largely concentrated in **Asia** and the **Americas**.

The Asian region is home to **3** of top 5 high lifetime value customers located in **India**, **China** and **Japan**. **India** and **China** drive the company's highest rental revenue and account for the largest customer count alongside **Japan**, followed by the **United States**, **Mexico** and **Brazil**.

**Sport**, **Animation** and **Action** are some of the most popular video genres in terms of rental count and revenue.

Based on our insights, we recommend the following:

- A marketing campaign for the launch of the online video rental service targeting primarily the top countries with the highest revenue and customer count.
- A loyalty program for existing customers to retain engagement.
- Inventory expansion based on the most popular genres with multi-language support to reach a wider audience.



# THANK YOU

Do you have any questions?

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