

ROCKBUSTER STEALTH

Online Video Rental Service Launch Strategy

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01

Introduction

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 management team is planning to use its existing movie licenses to launch an online video rental service to stay competitive.

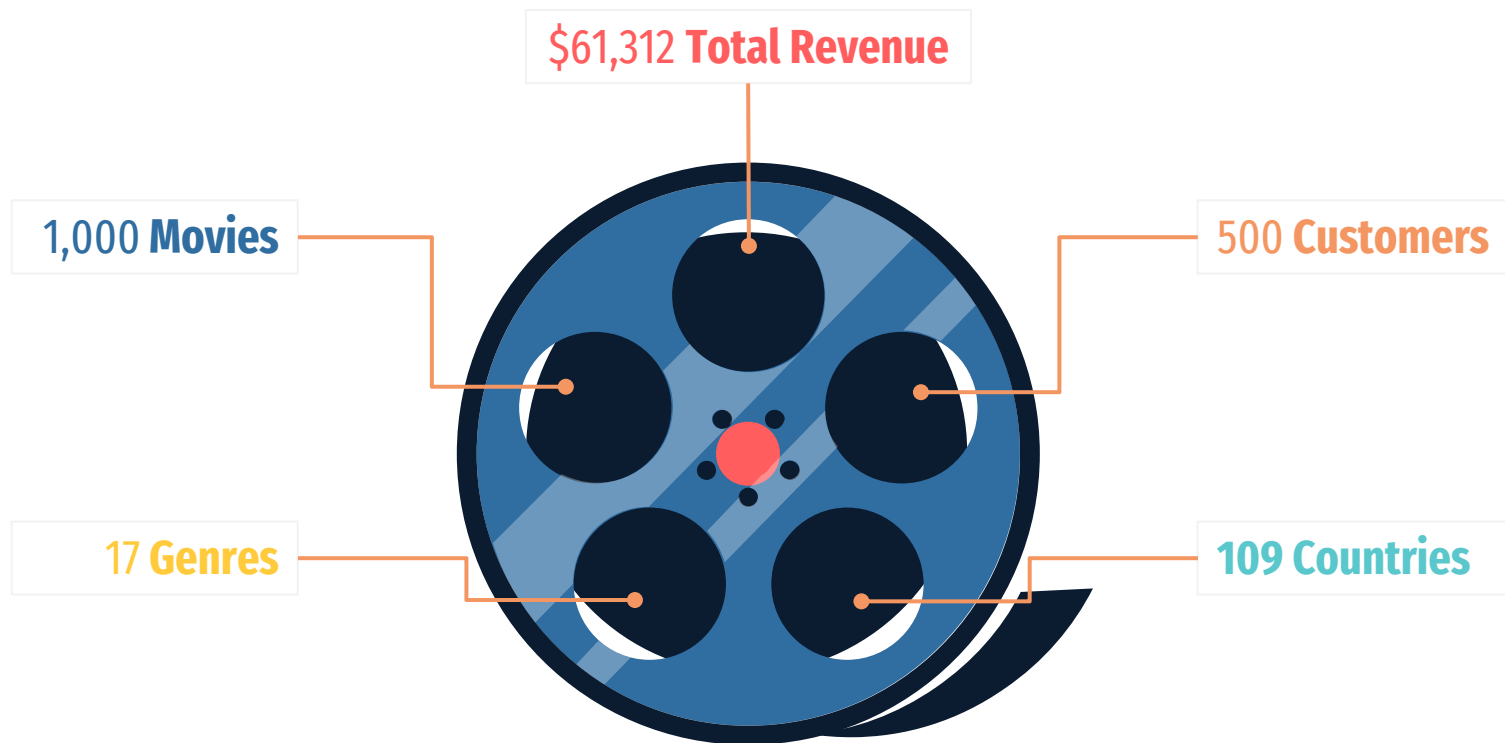
To guide the launch of their online rental service, the Business Intelligence department needs to answer the following question:

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



02

Data Overview

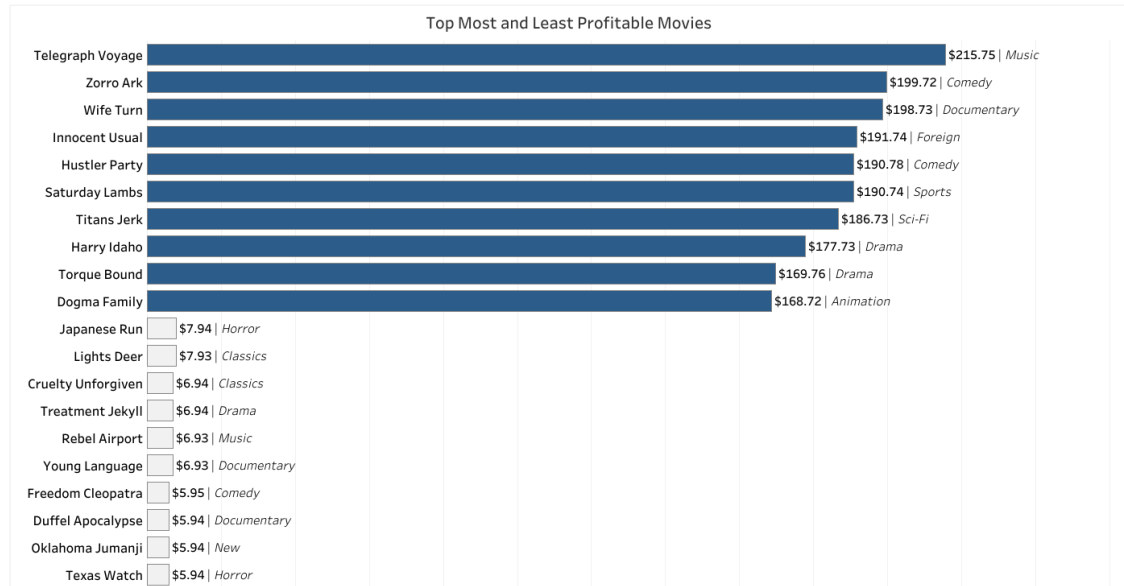


03

Which Movies Contributed Most/Least to Revenue Gain?

Telegraph Voyage, Zorro Ark and **Wife Turn** are the top 3 movies generating the highest rental revenues.

Some of the least performing movies in terms of revenue gain include **Duffel Apocalypse, Oklahoma Jumanji** and **Texas Watch**.



Link: [Tableau Public](#)

03

What was the average rental duration for all videos?



5 days

Avg. Rental Duration

03

Which countries are Rockbuster customers based in?

Most Rockbuster customers are largely concentrated in **Asia** and the **Americas** regions.

India is home to **60** customers, followed by **China** with **53** customers, then the **United States** with **36** customers.

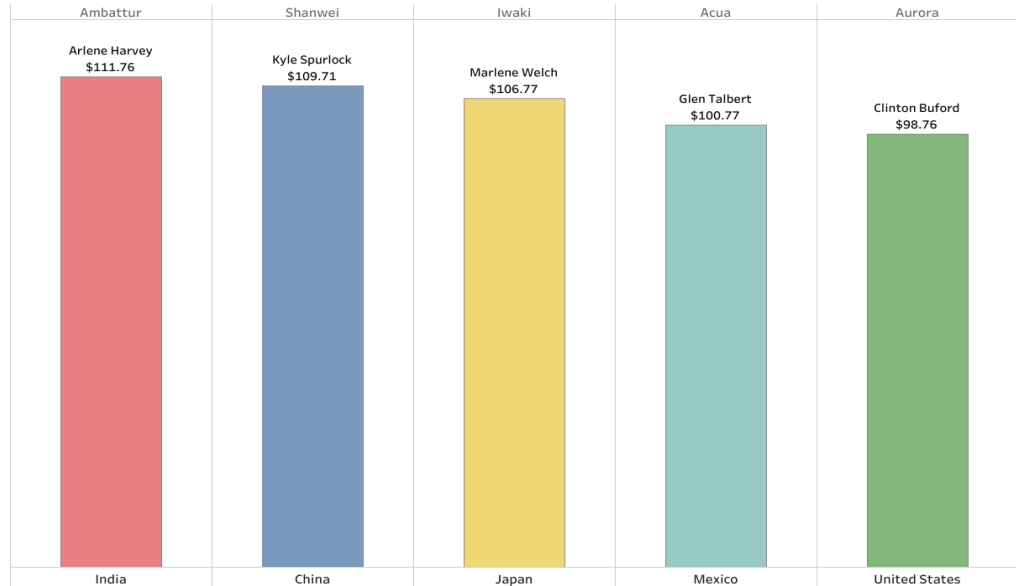


Link: [Tableau Public](#)

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Where are customers with a high lifetime value based?

Three of the **top five** high lifetime-value customers are based in Asia (**India**, **China**, and **Japan**), while the other two are located in the Americas (**Mexico** and the **United States**).



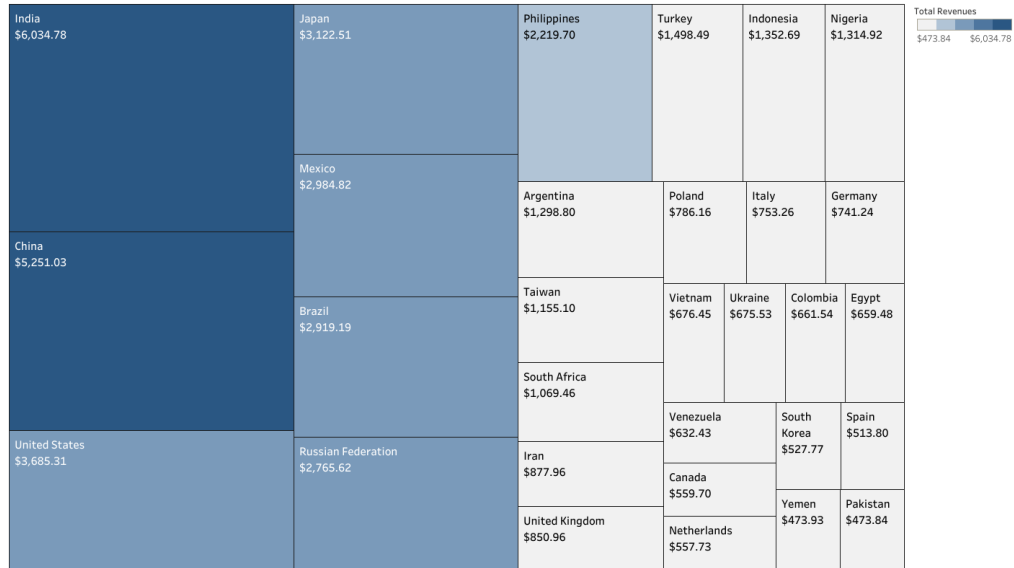
Link: [Tableau Public](#)

03

Do sales figures vary between geographic regions?

India and **China** are the top countries generating the highest revenues, followed by the **United States**, **Japan**, and **Mexico**.

Rockbuster's largest revenue share comes from the **Asia** region, with the **Americas** being the second largest contributor.



Link: [Tableau Public](#)

Conclusion & Recommendations

Rockbuster's customers are spread around the world, but largely concentrated in **Asia** and the **Americas** regions.

Asia is home to **three** of the **top five** high lifetime-value customers located in **India**, **China** and **Japan**.

India and **China** drive the company's highest revenue gains and account for the largest customer count alongside **Japan**, followed by the **United States**, **Mexico** and **Brazil**.

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.



THANKS!

DO YOU HAVE ANY QUESTIONS?

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