

Strategic Launch of Rockbuster Stealth's Online Video Rental Service

Navigating the Future of
Entertainment



Agenda



Project Context

Defining our launch Strategy

Dataset Overview

Full Analysis

Conclusions and Recommendations



Project Context

- We at Rockbuster Stealth LLC used to have stores for renting movies around the world.
- Competition from streaming services such as Netflix and Amazon Prime, has brought us to reconsider our current business model.
- We plan use our existing movie licenses to launch an online video rental service in order to stay competitive.





Defining our launch strategy



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?

Where are customers with a high lifetime value based?

Do sales figures vary between geographic regions?

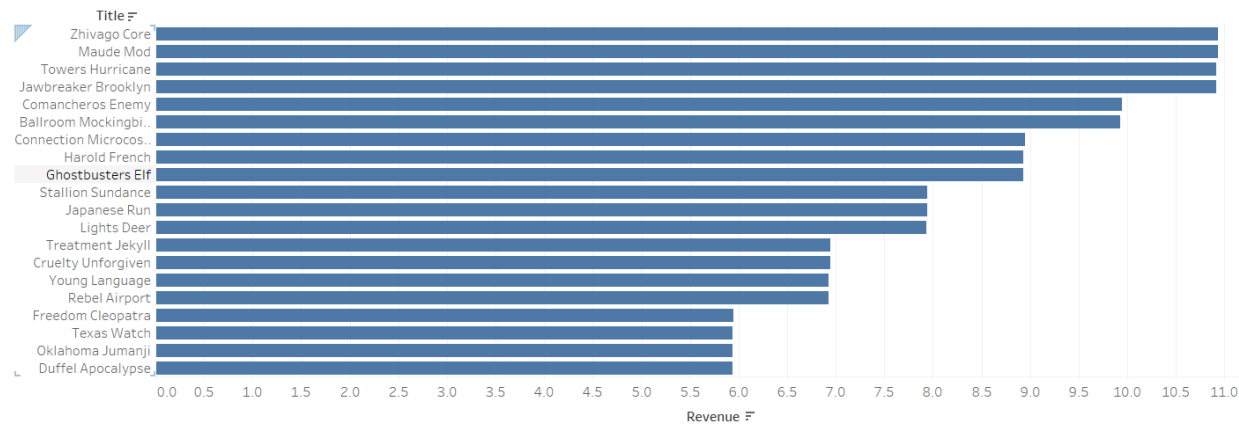


Our data at a glance

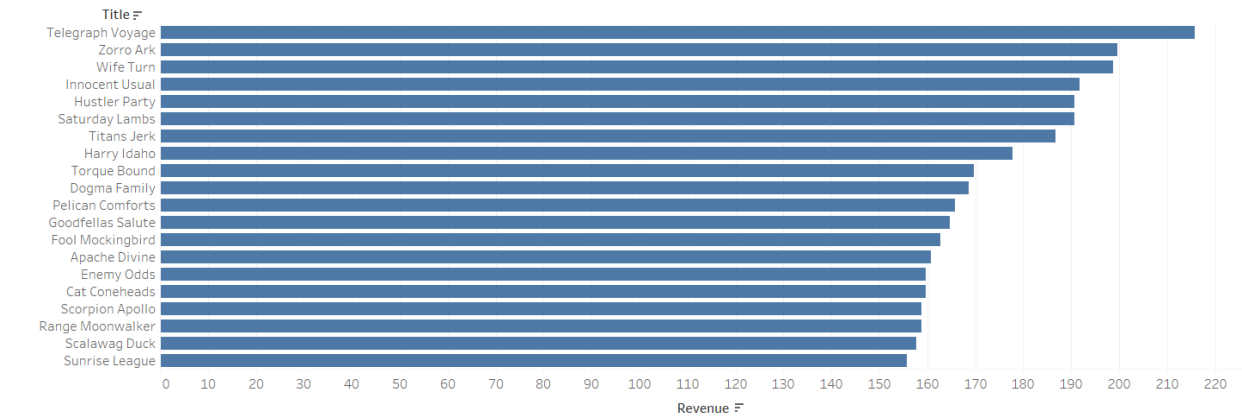
- 200 actors
- 1000 films in 20 categories in 6 languages
- 600 cities, 109 countries
- 599 customers, 16044 rentals
- 61,312k in Revenue

Which movies contributed the most/least to revenue gain?

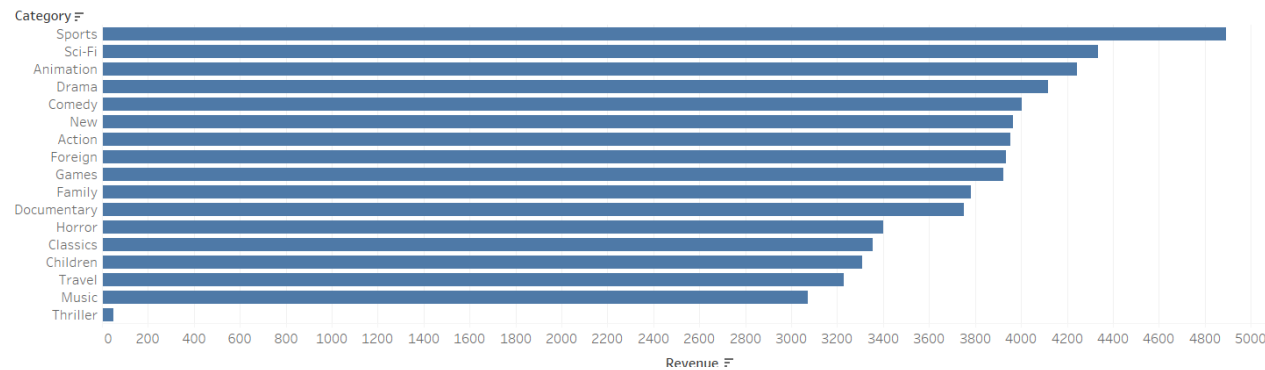
Bottom 20 Earning films



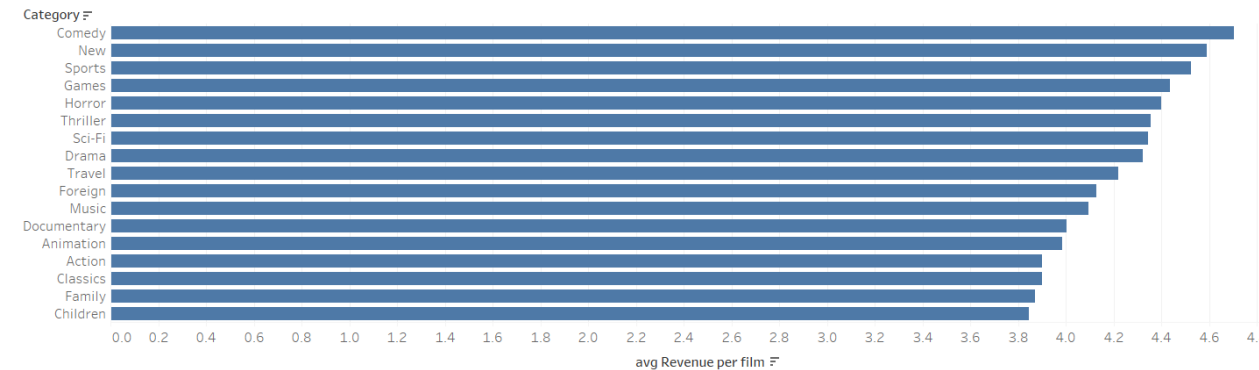
Top 20 earning films



Total rev per category



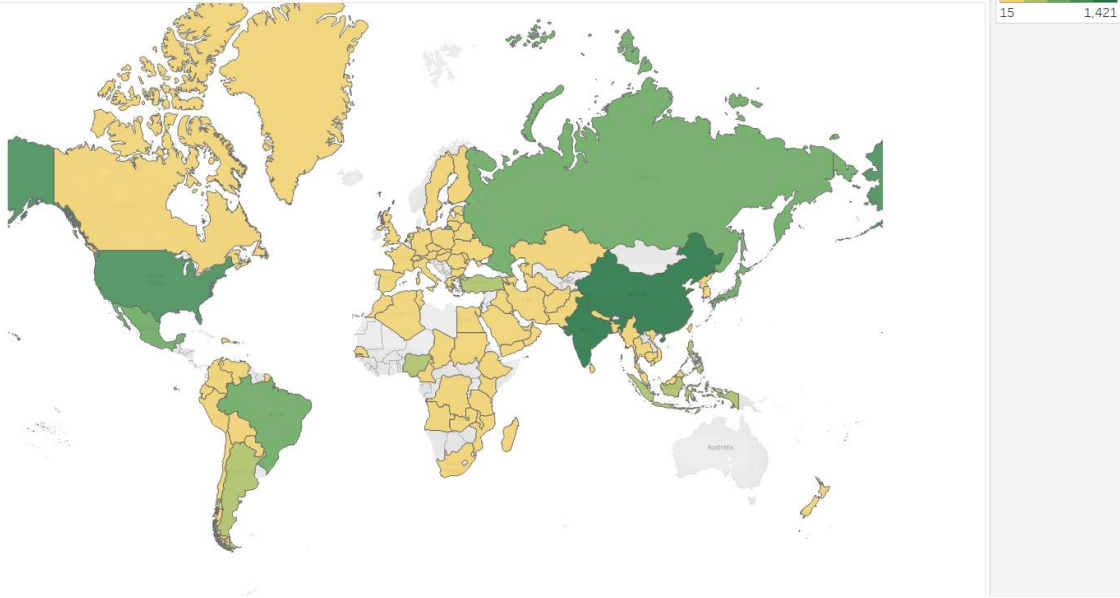
Avg rev per category



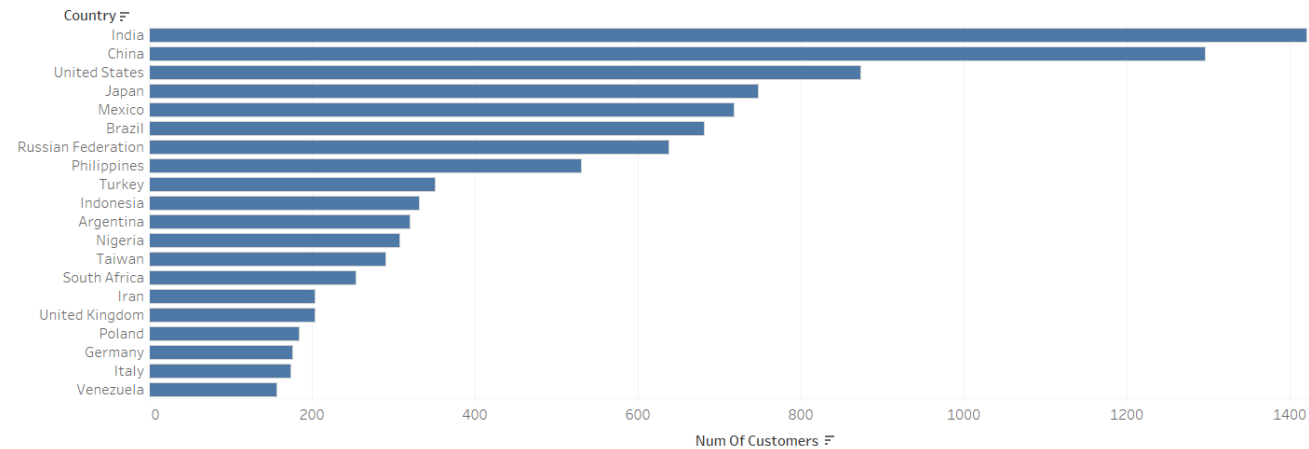
- The most valuable categories are Comedy, New, Sports, Games and,Horror
- The largest categories are Sports, Sci-Fi, Animation, Drama, and Comedy
- Average rental duration is 5 days

Which countries are Rockbuster customers based in?

Num of Customers per Country



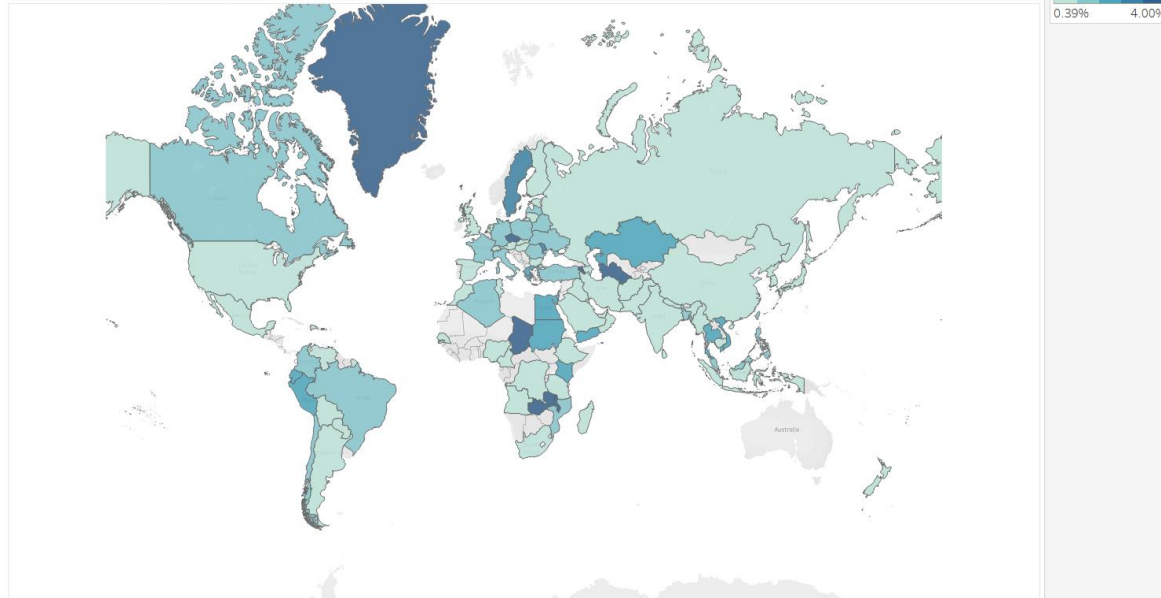
Top 20 Countries by Customer Num



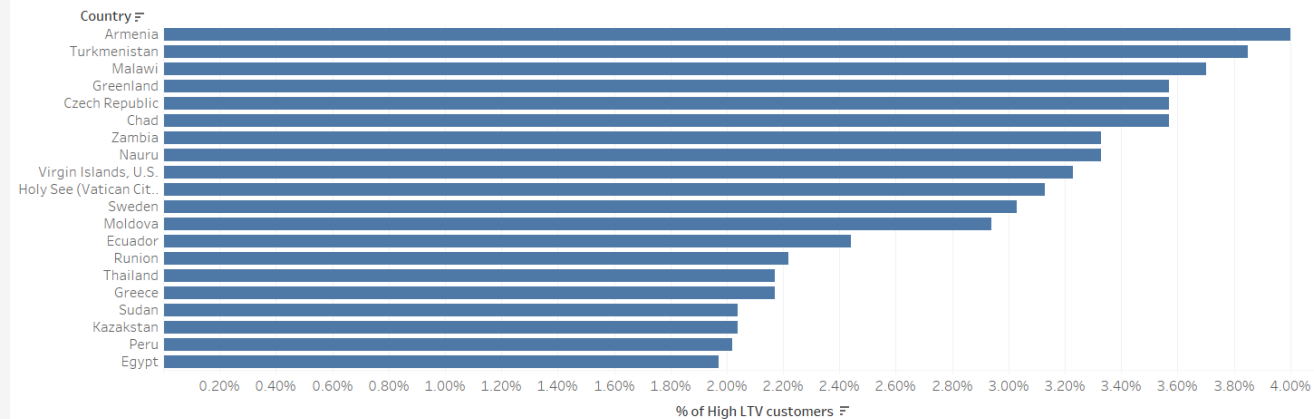
- Our customers are mostly located in Asia and the Americas
- India/China/Japan represent >25% of our customer base
- India, China and the USA are our top 3 markets by number of Customers

Where are customers with a high lifetime value based?

% High LTV Customers per Country



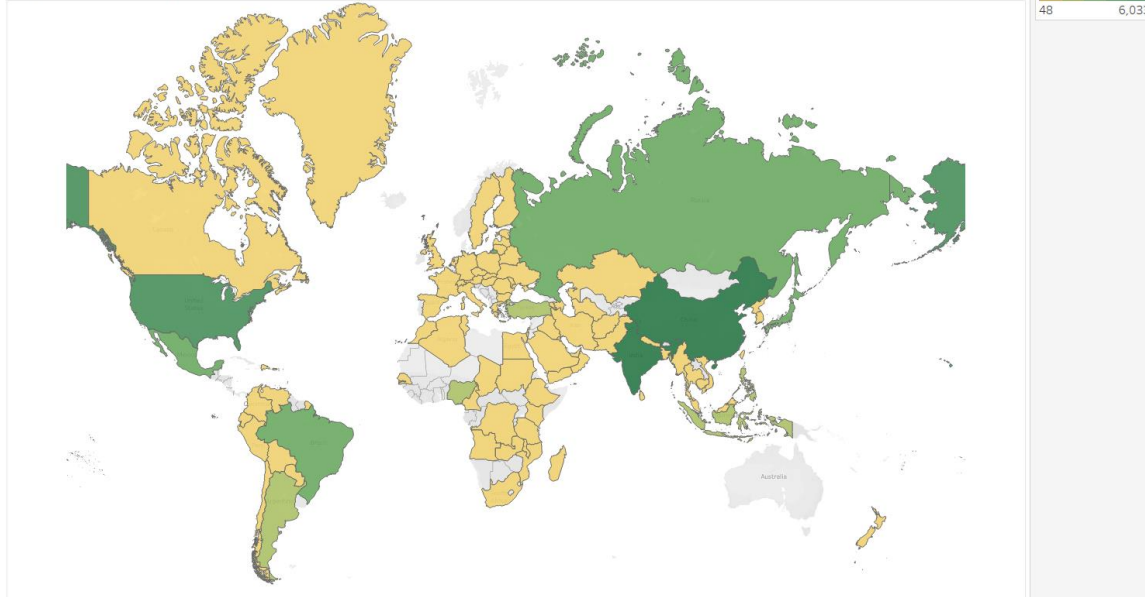
Top 20 Countries with High LTV customers



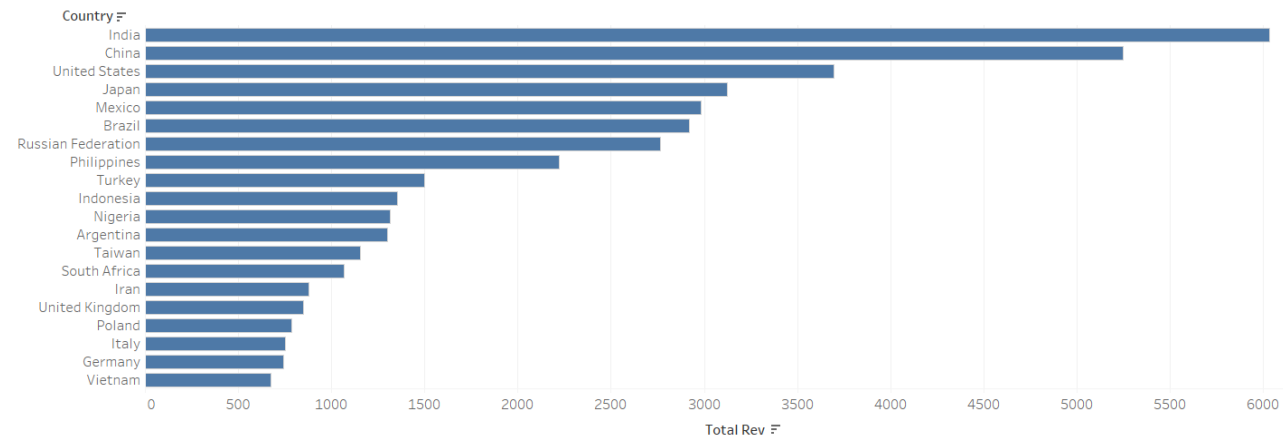
- Num. of customers with a total revenue higher than 75% of all customers are considered High LTV
- Interestingly, the countries with more High LTV customers are mostly low income countries, with a small number of european countries.

Do sales figures vary between geographic regions?

Top 20 Countries per Total Revenue



Top 20 Countries per Total Revenue



- Asia and the Americas have the highest sales volume

Conclusion and Recommendations

- Our customers and sales are mostly located in Asia and the Americas, so we should prioritize marketing in these markets, emphasizing India, China, Japan, and the USA
- Countries with more High LTV customers are mostly low income countries from Africa and Asia, mixed with a small number of European countries.
 - This may mean we are either not adequately reaching the LTV value of our more high-income audiences, like the USA
 - We should investigate further if the location of our High-LTV audience is due to low competition in said markets
- We should keep investing in Comedy and Sports content, which have both valuable and large audiences.
- We should invest in higher-value content for Sci-Fi, Animation and Drama, which have large audiences we can increase the LTV on.