

Rockbuster Stealth: Launch Strategy for New Online Streaming Service

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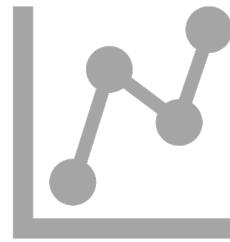
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CareerFoundry Task 3.10

Project Objectives and Motivations



**For a successful launch of Rockbuster's
new online streaming service**



**To provide insights to help various
departments with:**

- Marketing Strategy
- Managing Inventory
- Customer Analytics

Initial Business Questions



1. WHICH MOVIES
CONTRIBUTED THE
MOST/LEAST REVENUE
GAIN?



2. WHAT WAS THE AVERAGE
RENTAL DURATION FOR ALL VIDEOS?



3. WHICH COUNTRIES ARE
ROCKBUSTER CUSTOMERS
BASED IN?



4. WHERE ARE CUSTOMERS
WITH A HIGH LIFETIME
VALUE BASED?



5. DO SALES FIGURES VARY
BETWEEN GEOGRAPHIC
REGIONS?

Summary Statistics



1000 Films in Database



599 Customers Worldwide



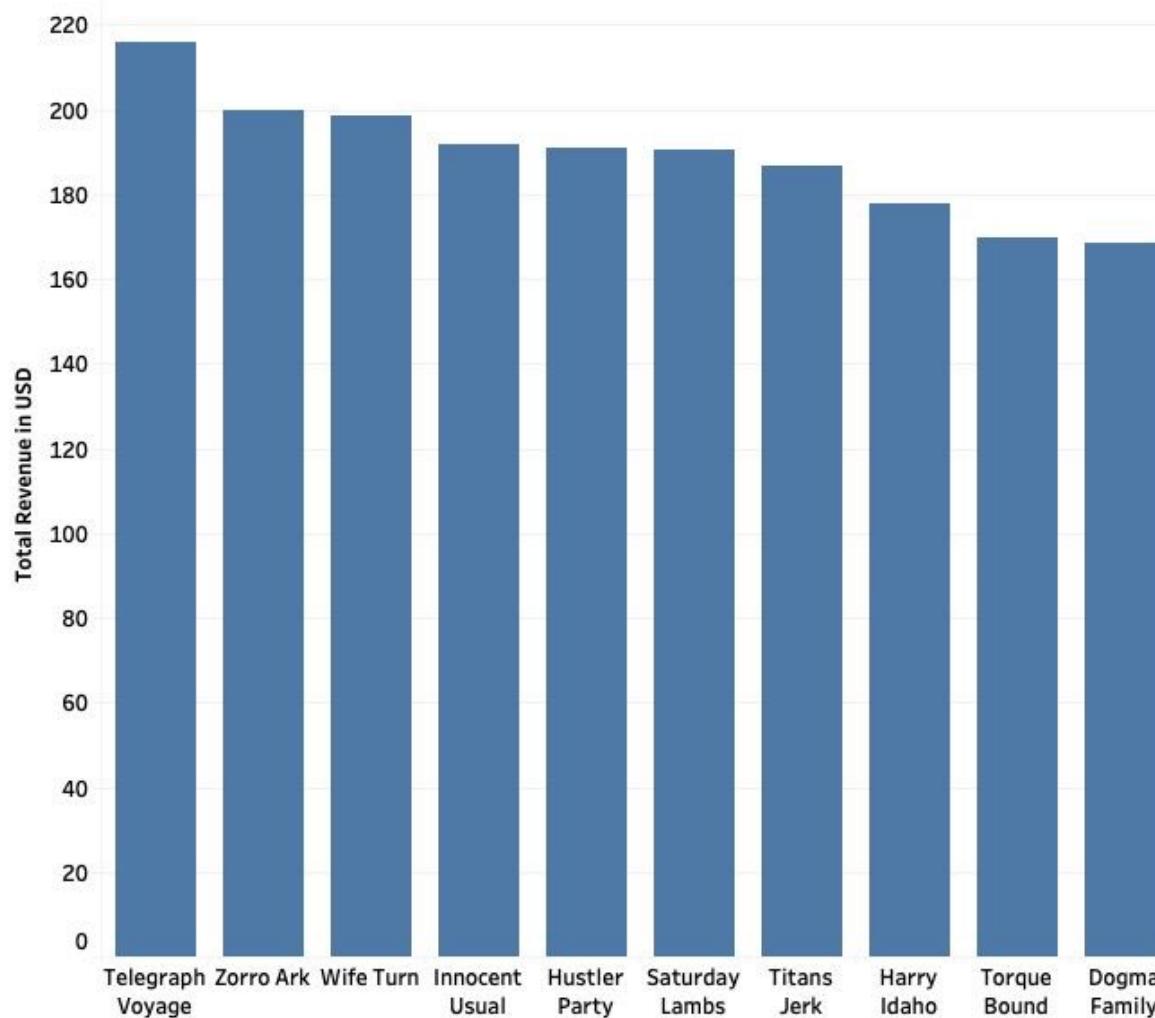
Total Revenue Earned: \$61,312



Average Amount Paid per Rental: \$4.20

Question One: Revenue Gains by Movie & Genre

Top 10 Movies with Highest Revenue



Movies by Total Global Revenue

- **1000** total films listed in database
- Only **958** films are listed in inventory and have generated revenue: **42** films are “missing”
- Genres represented by Top 10 films:
 - Comedy (2), Drama (2), Music (1), Documentary (1), Foreign (1), Sports (1), Animation (1), Sci-Fi. (1)

Trends by Movie Genre

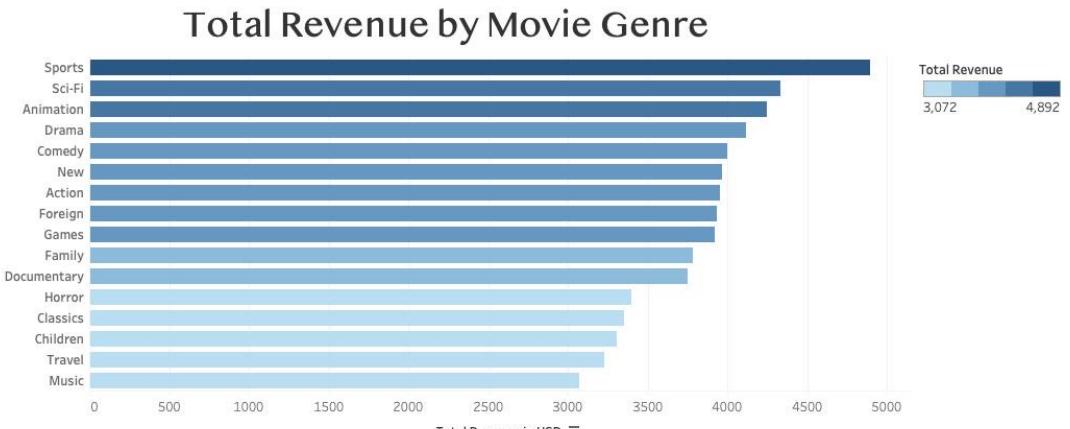
	Sports	Sci-Fi	Family	Foreign
Total Revenue	1 st	2 nd	10 th	8 th
# of Films	1 st	9 th	3 rd	2 nd

"Sci-Fi" films bring high revenue despite mid-low number of available films in inventory

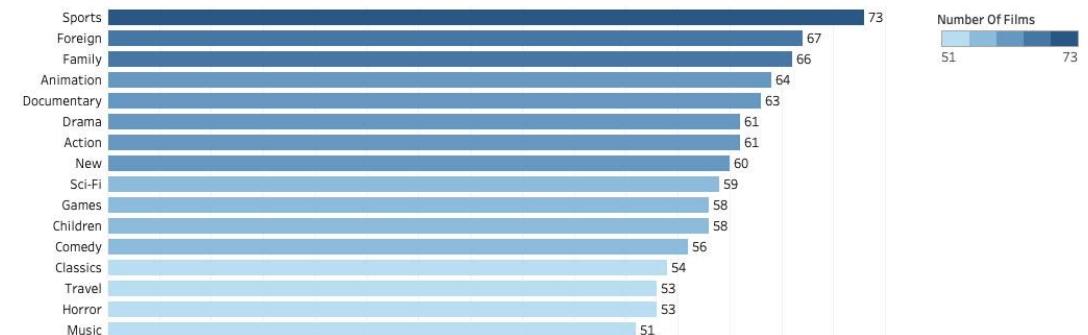
"Family" and "Foreign" films bring relatively low revenue compared to high number of films

Positive correlation between number of films and total revenue

Note: There was only one "Thriller" film and it has been excluded from the graph



Rockbuster's Available Movies: Film Count per Genre



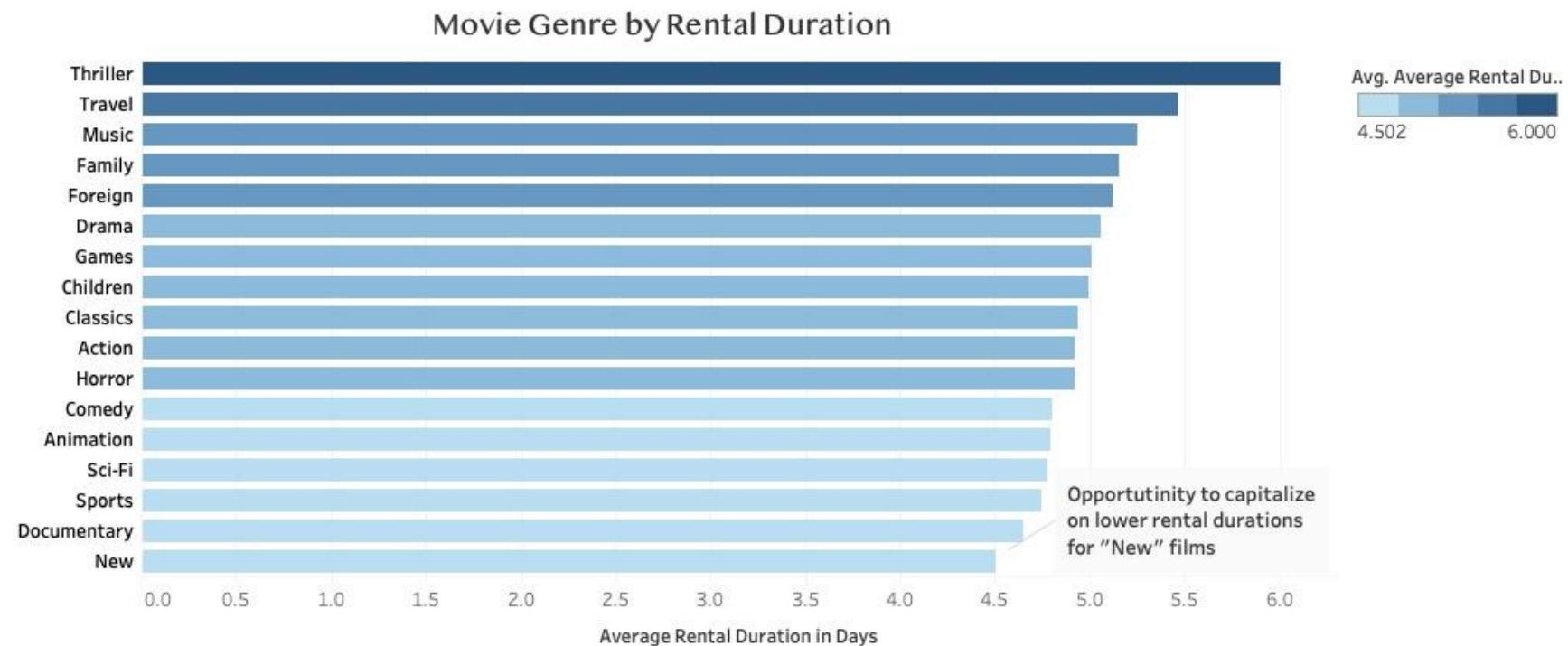
Question Two: Rental Duration

Rental Statistics

	Minimum	Maximum	Average
Rental Rate	\$0.99	\$4.99	\$2.98
Rental Duration in Days	3	7	4.985
Film Length in Minutes	46	185	115.27
Replacement Cost per Film	\$9.99	\$29.99	\$19.98

Average Rental Duration by Genre

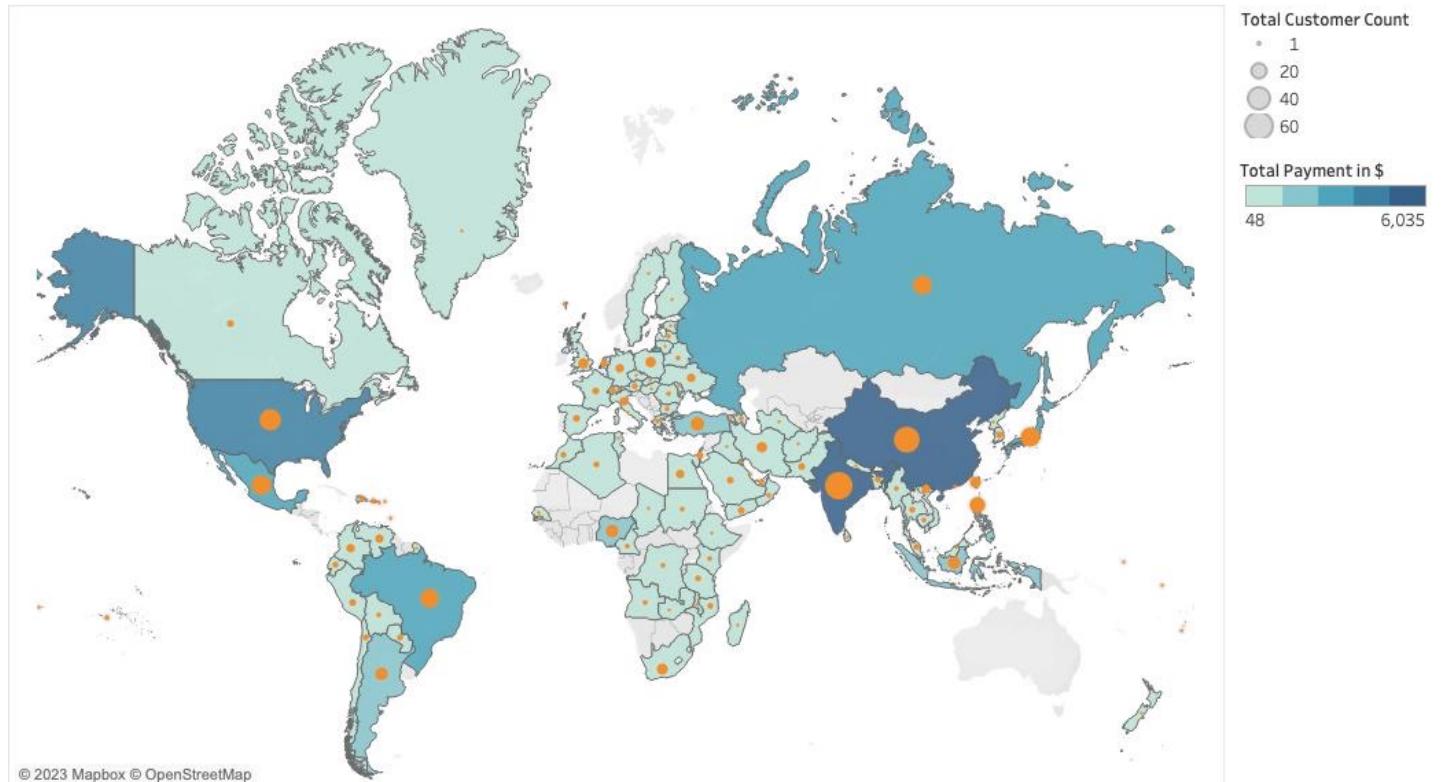
Narrow range for rental durations (4.5-5.5 days excluding “Thriller”)
“New” films have lowest average rental duration
Make shorter rentals available for “New” films?



Question Three: Where are Rockbuster Customers?

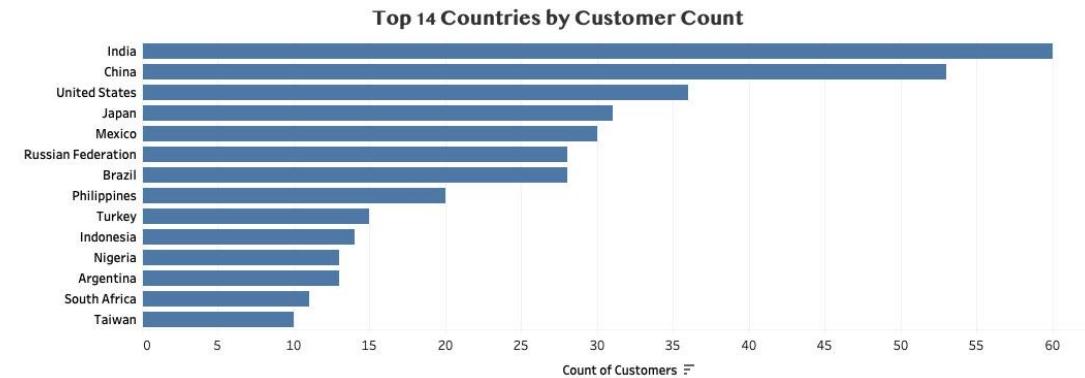
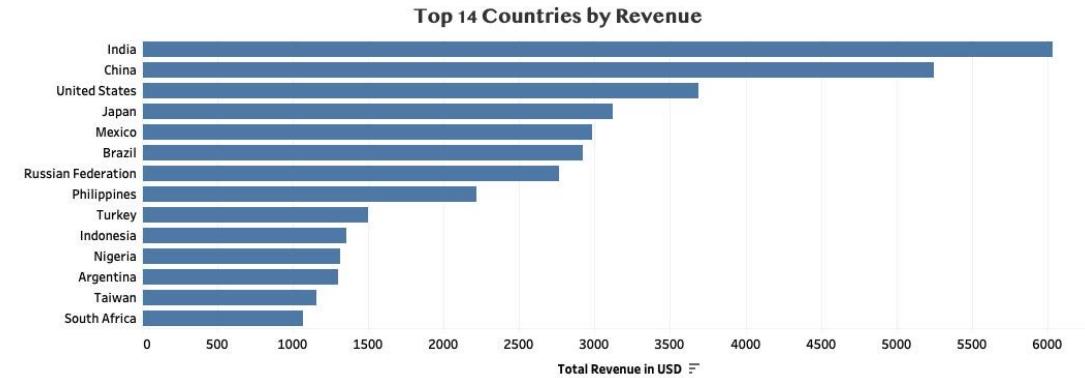
Customer Map

Countries by Customer Count and Total Revenue



Top Countries by Revenue and Customer Count

- Top 3 countries in both categories are also the top 3 by world population (China, India and USA)
- Strong positive correlation between customer count and total revenue by country
- Indicates even spending patterns by individual customers across nations, especially in the top countries by revenue/customer count



Question 4:
Where are the high lifetime value
customers?

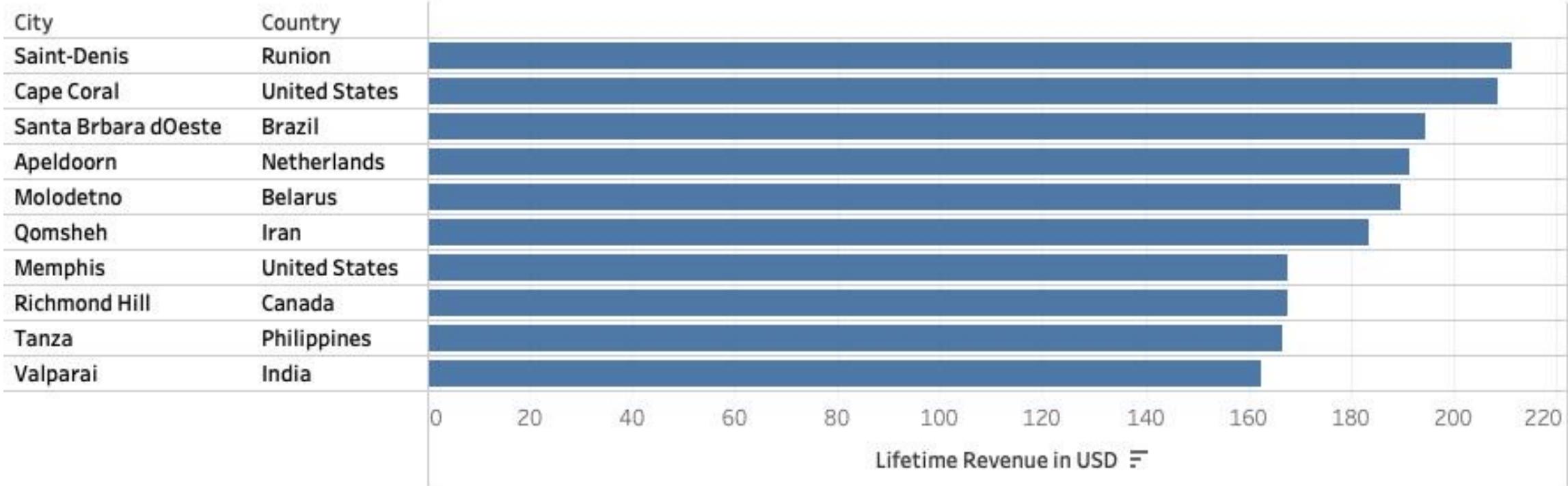
Customer Statistics

9 countries and 4 continents are represented by top 10 customers

No significant geographical trend regarding location of high value customers

Certain countries are willing to spend more for each rental

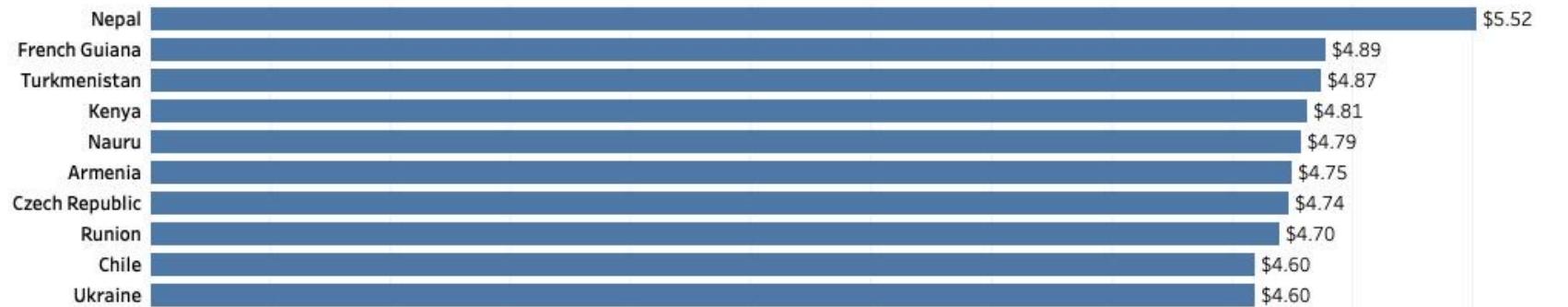
Location of Top 10 Customers



Which Countries Spend Most Per Rental?

- Nepal spends the most per rental by far (\$5.52)
- Lithuania spends the least per rental (\$2.90)

Top Countries by Average Payment Amount per Rental



Bottom Countries by Average Payment Amount per Rental

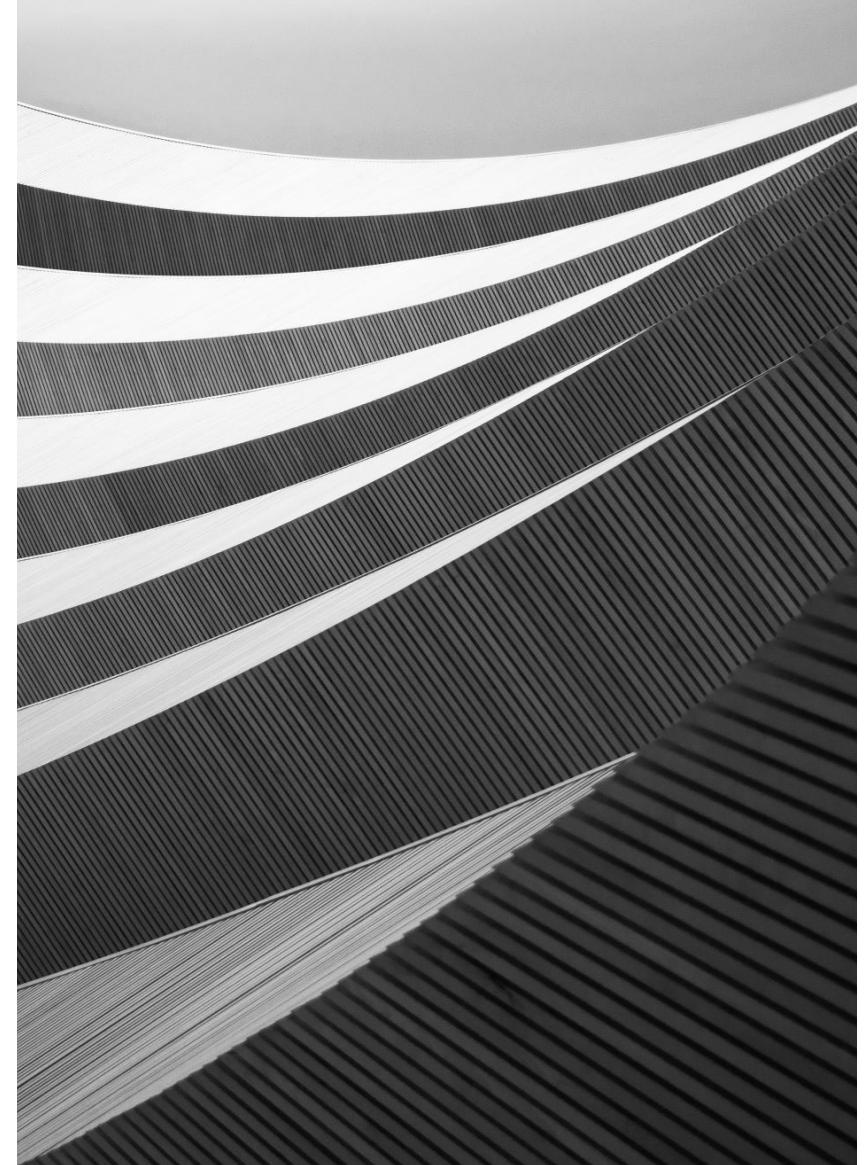


Question 5: Geographical Trends By Customer Count or Revenue?

Country's population has positive correlation to customer count/total revenue

No significant geographical trends

No individual cities have high customer count





Conclusions

- Countries with **higher populations** tend to have **higher customer counts** and **total revenue**
 - No other significant geographical trends related to customer count
 - *High value customers are all over the world*
 - “**New**” genre films are rented for less days on average than other genres
 - Certain genres generate more revenue per film (such as Sci-Fi)
 - “**Sports**” brings most revenue
 - “**Sci-Fi**” generates high revenue comparative to low number of films
 - “**Family**” & “**Foreign**” have high number of films but rank quite low in generated revenue

Recommendations: Marketing Strategy

Offer Shorter Rental Periods for “New” Films

- 1 or 2 day rentals
- Advertise this as an in-home theater experience, especially for films that just left the movie theater

Continue Marketing in Countries Around the World

- Emphasize marketing strategies on countries with high populations

Recommendations for Inventory

Remove 42 “Missing” Films from inventory

Increase number of “**Sports**” and “**Sci-Fi**” films

Decrease number of “**Family**” and
“**Foreign**” films



Recommendations for Rental Pricing

Charge higher rental prices where average payment per rental is high

- No. 1: Nepal
- No. 2: French Guiana
- No. 3: Turkmenistan

Charge lower rental prices where average payment per rental is low

- No. 1: Lithuania
- No. 2: Anguilla
- No. 3: Brunei

Recommendations for Rental Pricing

- Charge higher price for “Sci-Fi” films
- Decrease prices for “Family” and “Foreign” films



Thank You

For any further questions, you may contact me at:

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Tableau Visualizations Available [Here](#)

