



ROCKBUSTER STEALTH LLC

ONLINE VIDEO RENTAL SERVICE

BUSINESS INSIGHTS FOR 2020 MARKETING CAMPAIGN

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on Dec. 27, 2022

PROJECT MOTIVE AND OBJECTIVES:

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 in order to stay competitive.

KEY QUESTIONS:

- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Do sales figures vary between geographic regions?
- Which countries are customers from?



Total Business Overview (2006-2019)

1001	599	109	5 Days	\$2.98
Total Film Catalog	Total Customers	Countries	Average Rental Duration	Average Revenue Per Rental

Which movies contributed the most/least to revenue gain?

Highest Earning Films

Rank	Film Title	Total Revenue
1	Telegraph Voyage	\$215.75
2	Zorro Ark	\$199.72
3	Wife Turn	\$198.73
4	Innocent Usual	\$191.74
5	Hustler Party	\$190.78
6	Saturday Lambs	\$190.74
7	Titans Jerk	\$186.73
8	Harry Idaho	\$177.73
9	Torque Bound	\$169.76
10	Dogma Family	\$168.72

Lowest Earning Films

Rank	Film Title	Total Revenue
1	Texas Watch	\$5.94
2	Oklahoma Jumanji	\$5.94
3	Duffel Apocalypse	\$5.94
4	Freedom Cleopatra	\$5.95
5	Young Language	\$6.93
6	Rebel Airport	\$6.93
7	Cruelty Unforgiven	\$6.94
8	Treatment Jekyll	\$6.94
9	Lights Deer	\$7.93
10	Stallion Sundance	\$7.94

What was the average rental duration for all videos?

\$2.98
AVG. RENTAL FEE

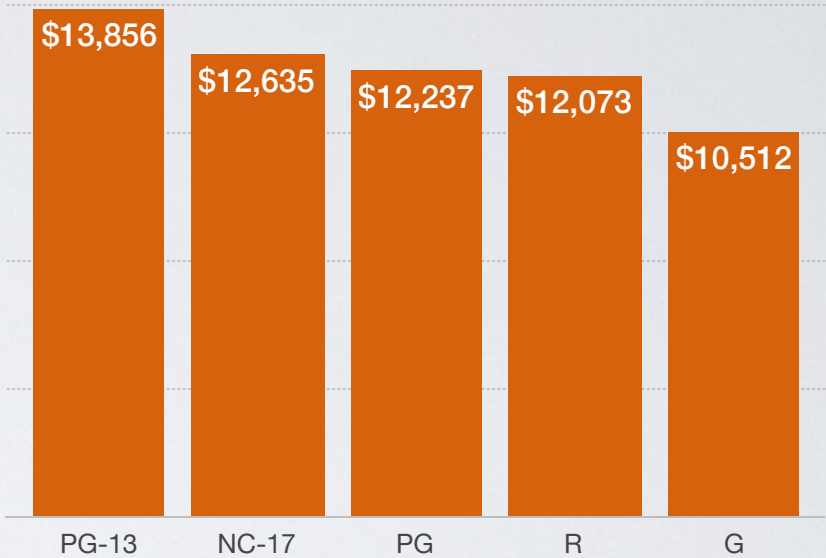
PG-13
HIGHEST REVENUE FILM RATING

5
AVG. DAYS OF RENTAL

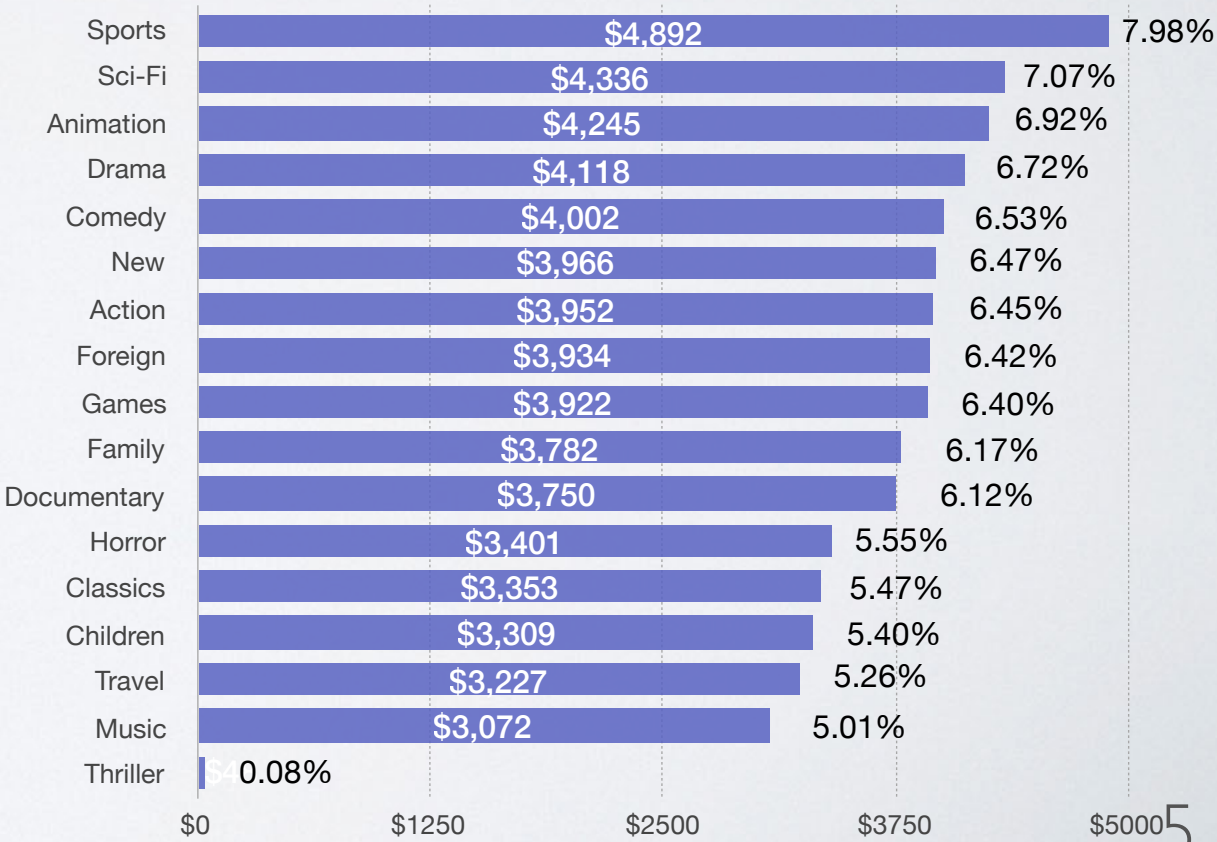


SPORTS
TOP PERFORMING GENRE

Revenue by Rating



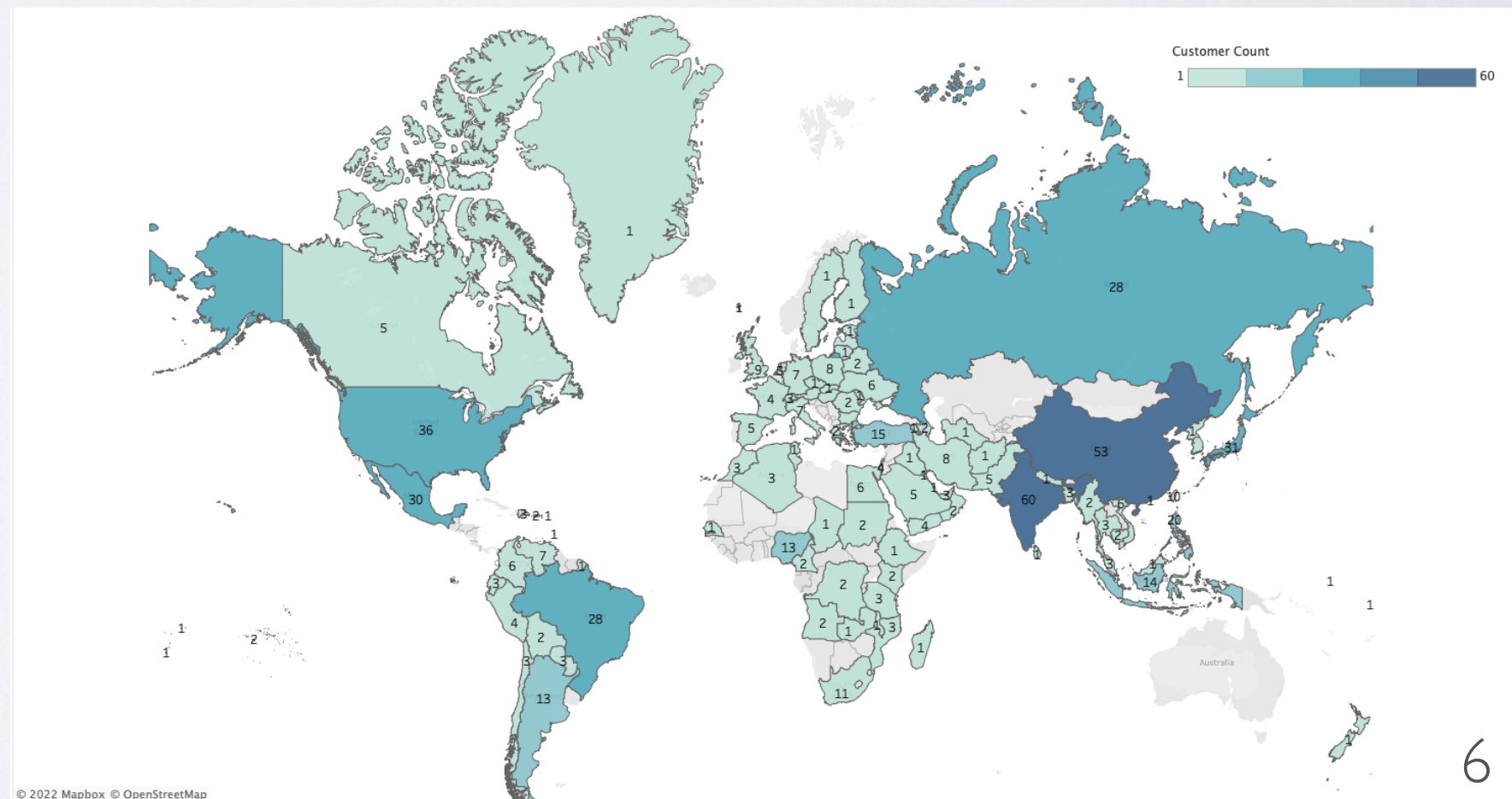
Revenue by Film Category



Do sales figures vary between geographic regions?

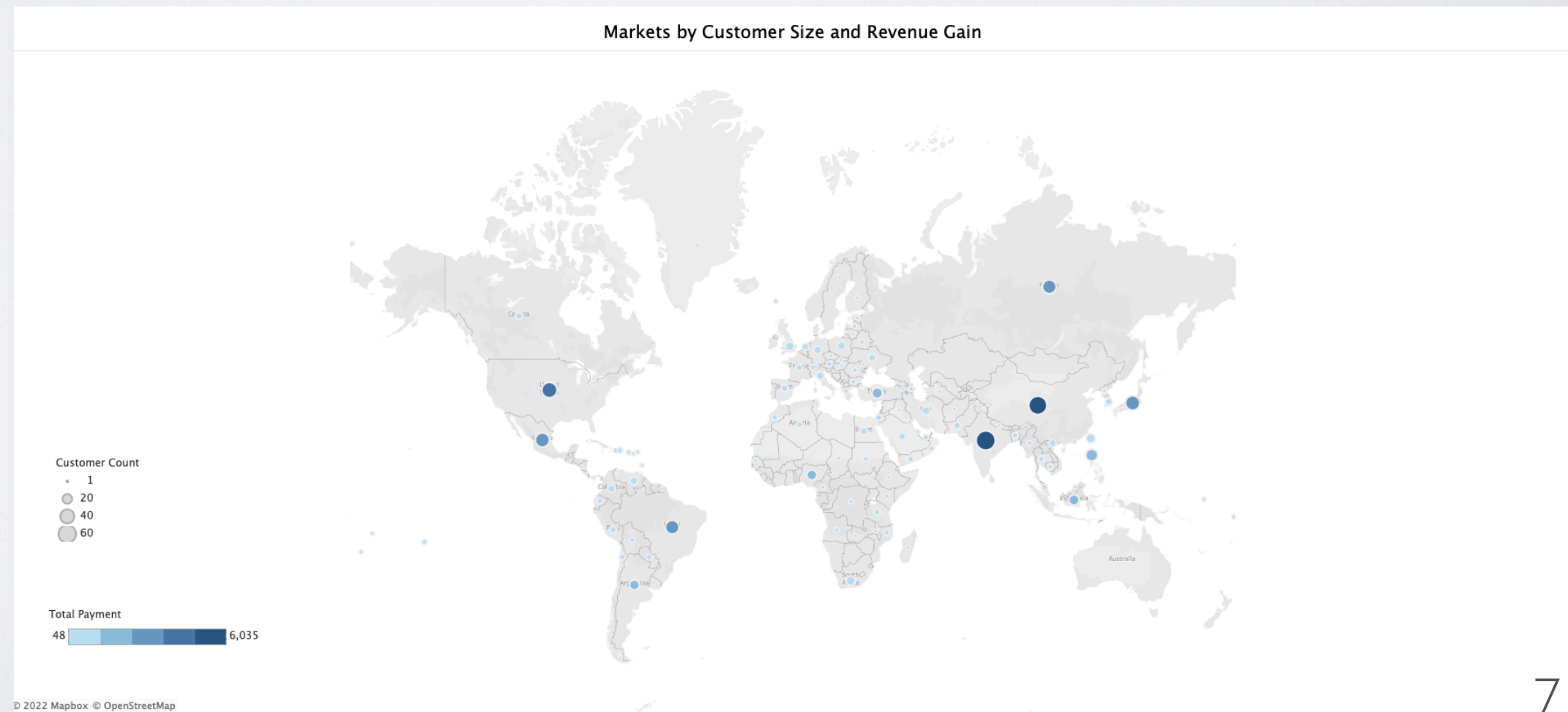
10 HIGHEST EARNING COUNTRIES

Country	Total Customer (Total Percentage)	Total Revenue
India	60 (10.0%)	\$6,035
China	53 (8.8%)	\$5,251
United States	36 (6.0%)	\$3,685
Japan	31 (5.2%)	\$3,123
Mexico	30 (5.0%)	\$2,985
Brazil	28 (4.7%)	\$2,919
Russian Federation	28 (4.7%)	\$2,766
Philippines	20 (3.3%)	\$2,220
Turkey	15 (2.5%)	\$1,498
Indonesia	14 (2.3%)	\$1,353



Which countries are customers from?

Rank	Name	Surname	City	Country	Total Amount Paid
1	Sara	Perry	Atlixco	Mexico	\$128.70
2	Gabriel	Harder	Sivas	Turkey	\$108.75
3	Sergio	Stanfield	Celaya	Mexico	\$102.76
4	Clinton	Buford	Aurora	United States	\$98.76
5	Adam	Gooch	Adoni	India	\$97.80
6	Francisco	Skidmore	So Leopoldo	Brazil	\$93.79
7	Rebecca	Scott	Kurashiki	Japan	\$89.76
8	Erica	Matthews	Pingxiang	China	\$86.80
9	Bernard	Colby	Dhule (Dhulia)	India	\$83.79
10	Bob	Pfeiffer	Xintai	China	\$82.78



SUMMARY

- Based on the statistical findings, the average spending cost is \$2.98 with 5 days rental duration.

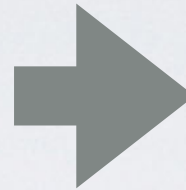
The most favorable film ratings and genres are as follows:

RATING: PG-13, NC-17 and PG

GENRE: Sports and Animation

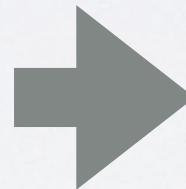
- Rockbuster's customers are scattered around 108 countries but Asia is the most profitable region that has top-count clients specifically in China and India.

- Top 5 countries by revenue are where the top 10 customers are located: The more customers, the more revenue.

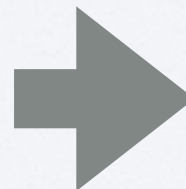


RECOMMENDATIONS

- Consider to extend those highest on-demand film ratings and genres, while looking into expanding inventories for wider selections.



- Investigate business environment settings in China, India, and its surrounding areas to boost business opportunities within the regions.
- Also need to find out the reasons of the lowest markets and boost business in those areas.



- Consider to launch an online video rental service in top 5 countries (India, China, United States, Japan, & Mexico) with the most customers. This can be the test run for a full-scale launch for all regions.

PREPARED BY

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Visualization Link: https://public.tableau.com/app/profile/uijin.hwang/viz/RockbusterVisuals_16710415227710/Story1?publish=yes