



# ROCKBSUTER STEALTH ONLINE STRATEGY

Presented By: Usha Bharati Telikicherla

# Objective

- Rockbuster Stealth LLC used to have movie rental stores around the world.
- It is facing stiff competition from streaming services such as Netflix and Amazon Prime.
- Rockbuster 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?



WHICH  
COUNTRIES ARE  
ROCKBUSTER  
CUSTOMERS  
BASED IN?



WHERE ARE  
CUSTOMERS  
WITH A HIGH  
LIFETIME VALUE  
BASED?



DO SALES  
FIGURES VARY  
BETWEEN  
GEOGRAPHIC  
REGIONS?



# Data Overview

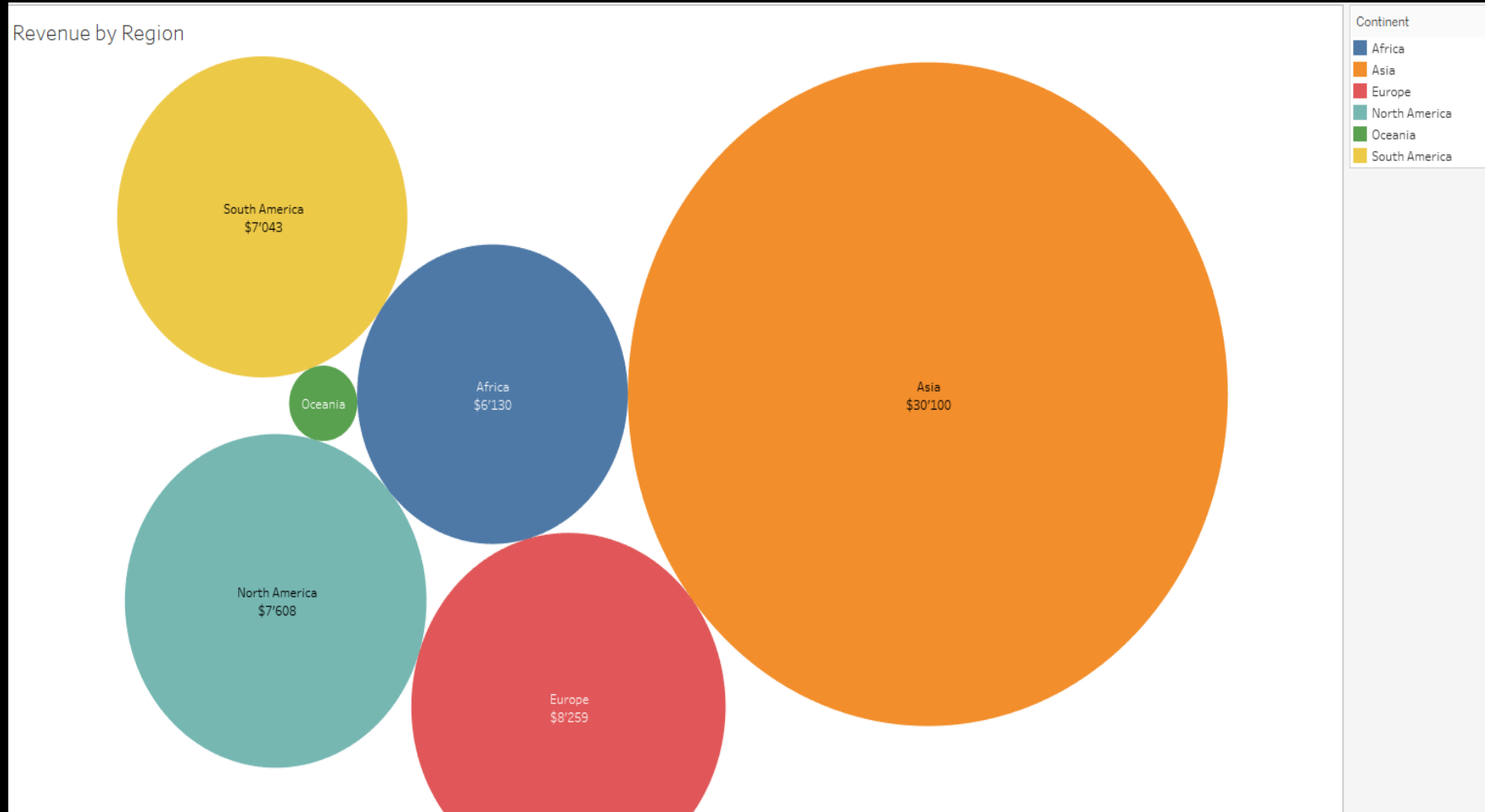
- Total Revenue-\$61312
- Countries with customers-109
- Film Genres-17
- Movie Language-English
- Number of Films-1000
- Total Customers-599
- Active customers-597



# Film Descriptive Statistics

	Rental Duration	Rental Rate	Replacement Cost	Movie Length
MINIMUM	3 days	\$0.99	\$9.99	46 minutes
MAXIMUM	7 days	\$4.99	\$29.99	185 minutes
AVERAGE	5 days	\$2.99	\$20	115 minutes

# Which Region has the customer base for Rockbuster?



- 599 customers are spread across all the continents.
- Out of all regions 'Asia' generates the highest revenue.

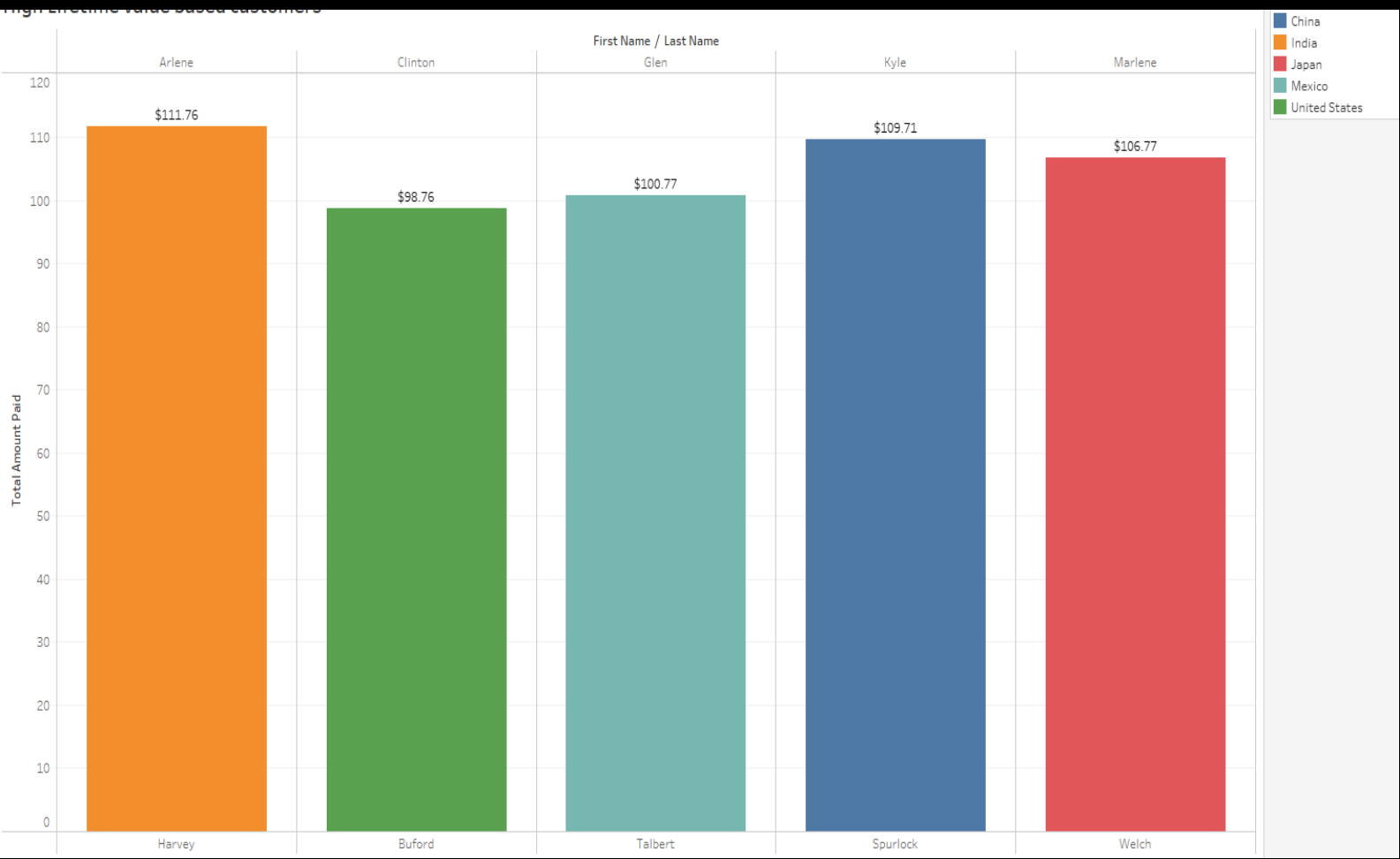
A world map illustrating the global distribution of the genus *Euphorbia*. The map uses a color scale to represent the density or richness of *Euphorbia* species. Darker shades of blue and green indicate higher concentrations, while lighter shades indicate lower concentrations. The map shows that *Euphorbia* is most diverse in the tropical and subtropical regions, particularly in South America (notably Brazil), Africa (notably the Sahel and southern regions), and Southeast Asia. It is also found in various parts of Europe, Asia, and North America. The map includes labels for 'Australia' and 'New Zealand'.

## TOP 10 COUNTRIES

COUNTRY	CUSTOMER COUNT	REVENUE
India	60	\$6032.79
China	53	\$5247.04
United States	36	\$3694.27
Japan	31	\$3121.52
Mexico	30	\$2984.82
Brazil	28	\$2919.19
Russian Federation	28	\$2765.62
Philippines	20	\$2219.70
Turkey	15	\$1498.49
Indonesia	14	\$1352.69

# High Lifetime Value Customers

Top 5 Customers with total amount paid from top 10 countries



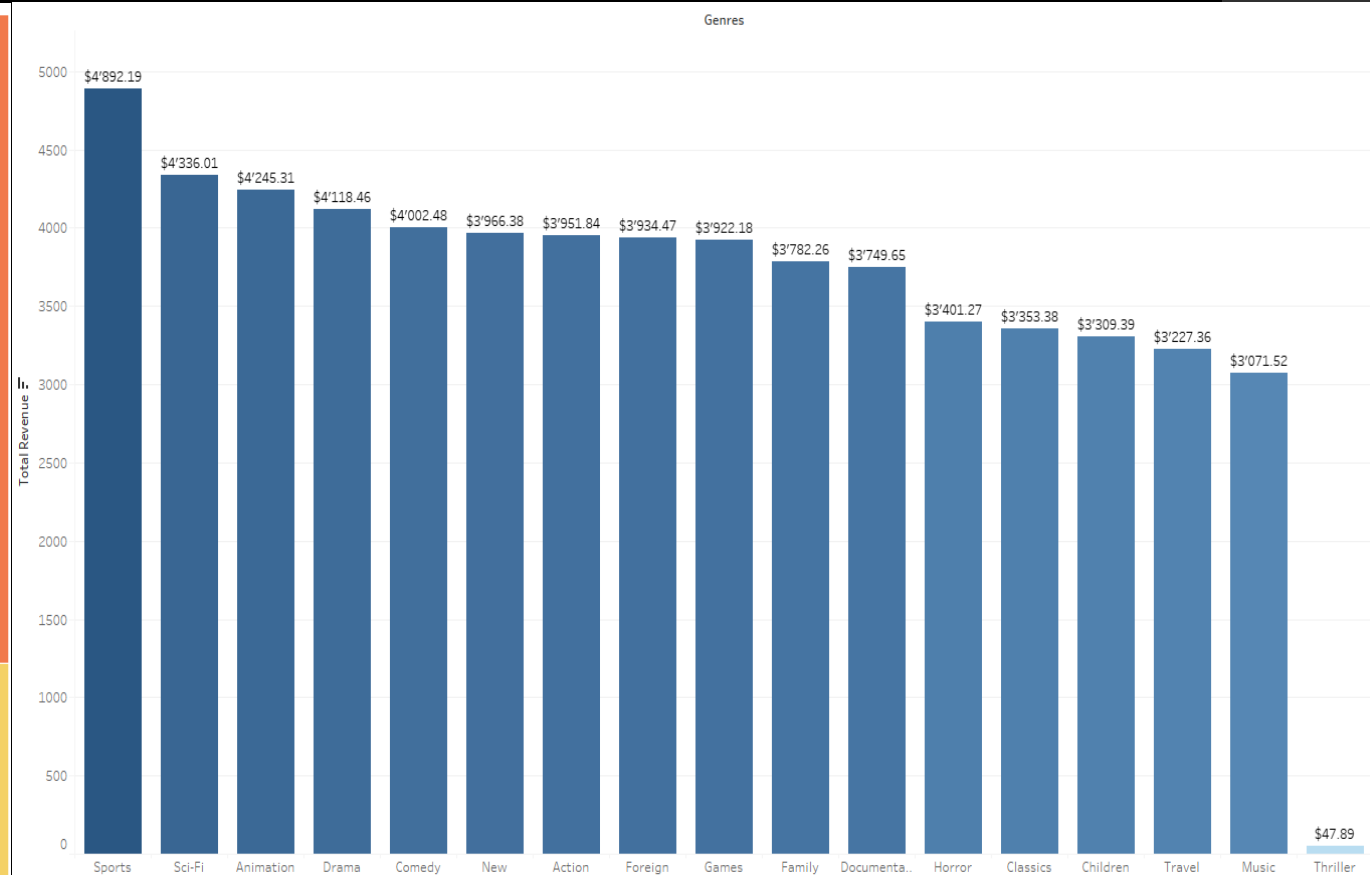
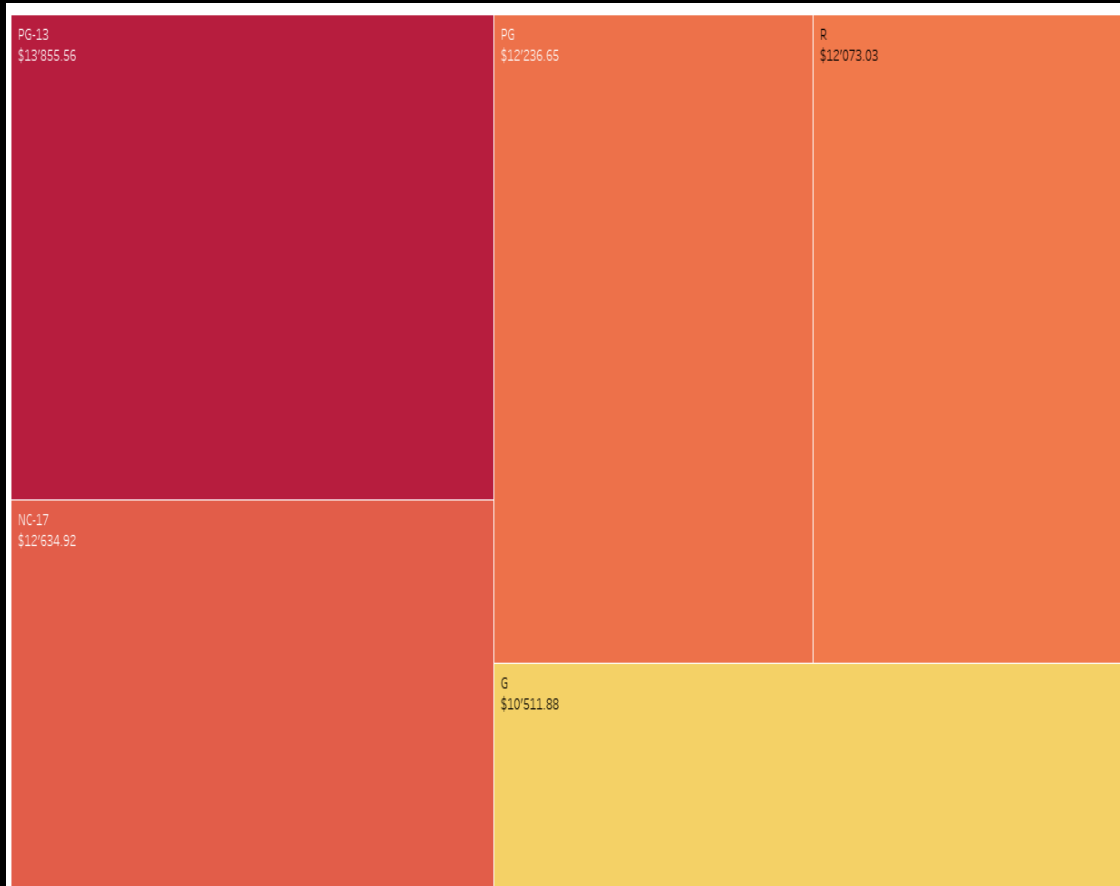
Top 10 Cities from Top 10 Countries

Country	City	Customer Count
United States	Aurora	2
Mexico	Acua	1
United States	Citrus Heights	1
Japan	Iwaki	1
India	Ambattur	1
China	Shanwei	1
Brazil	So Leopoldo	1
Russian Federation	Teboksary	1
China	Tianjin	1
Indonesia	Cianjur	1

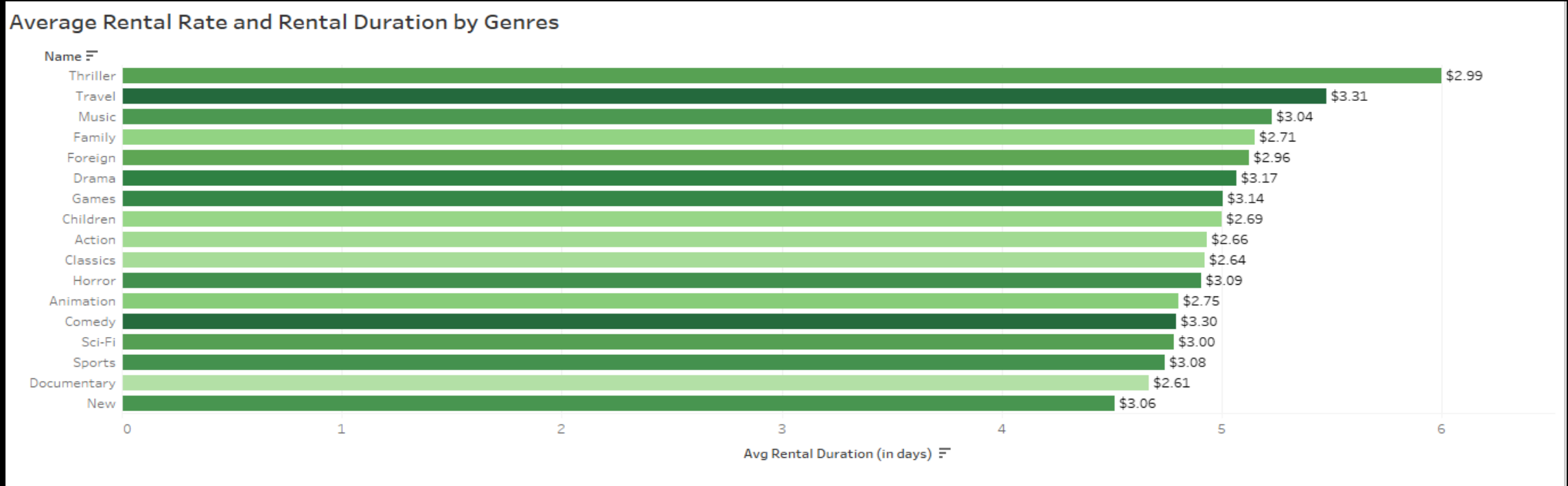


# Revenue Statistics

- Revenue generated by PG-13 ratings is more.
- 'Sports' genre has highest revenue but the other genres are also preferred by customers.



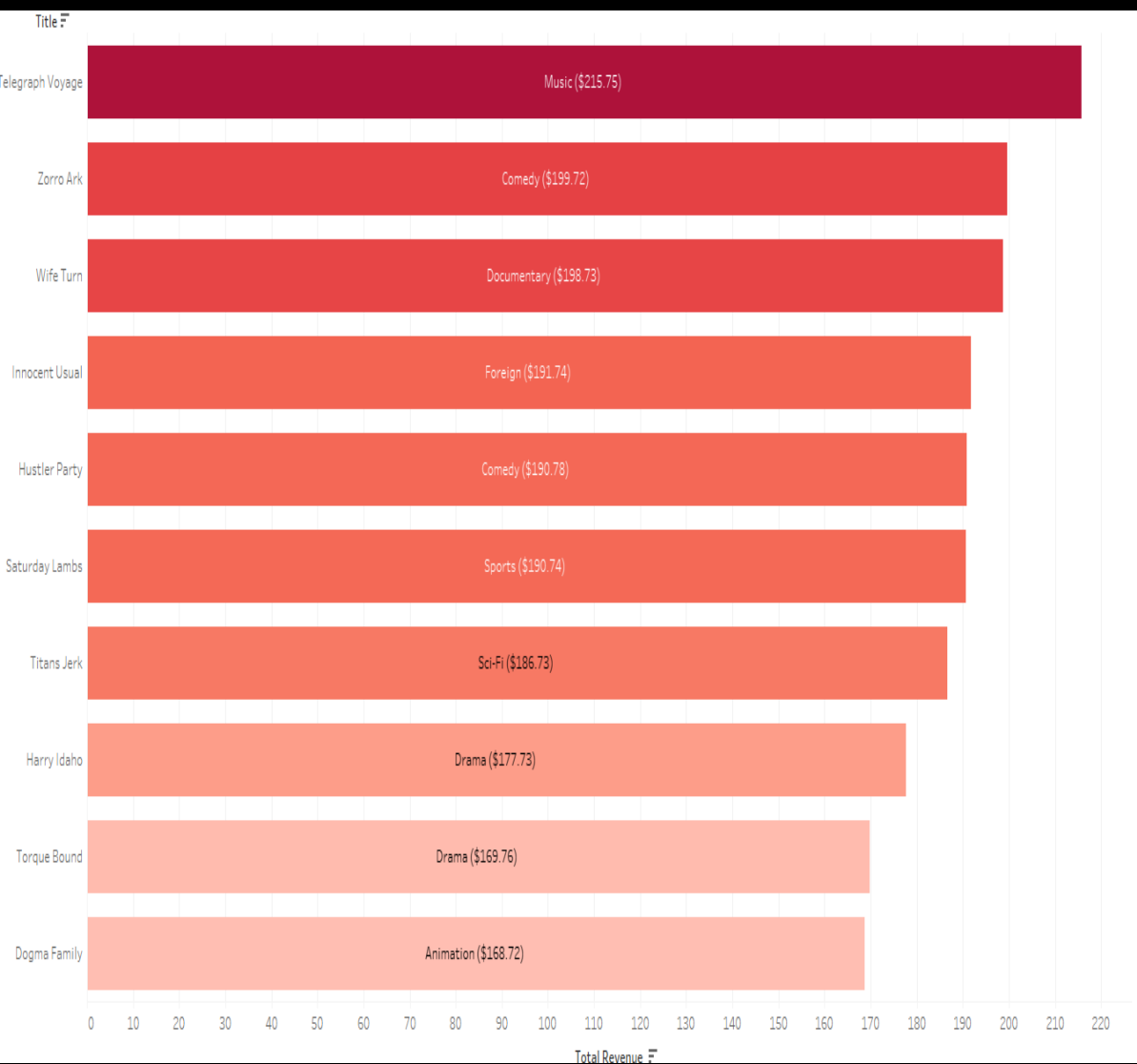
# Average Rental rate and Rental duration



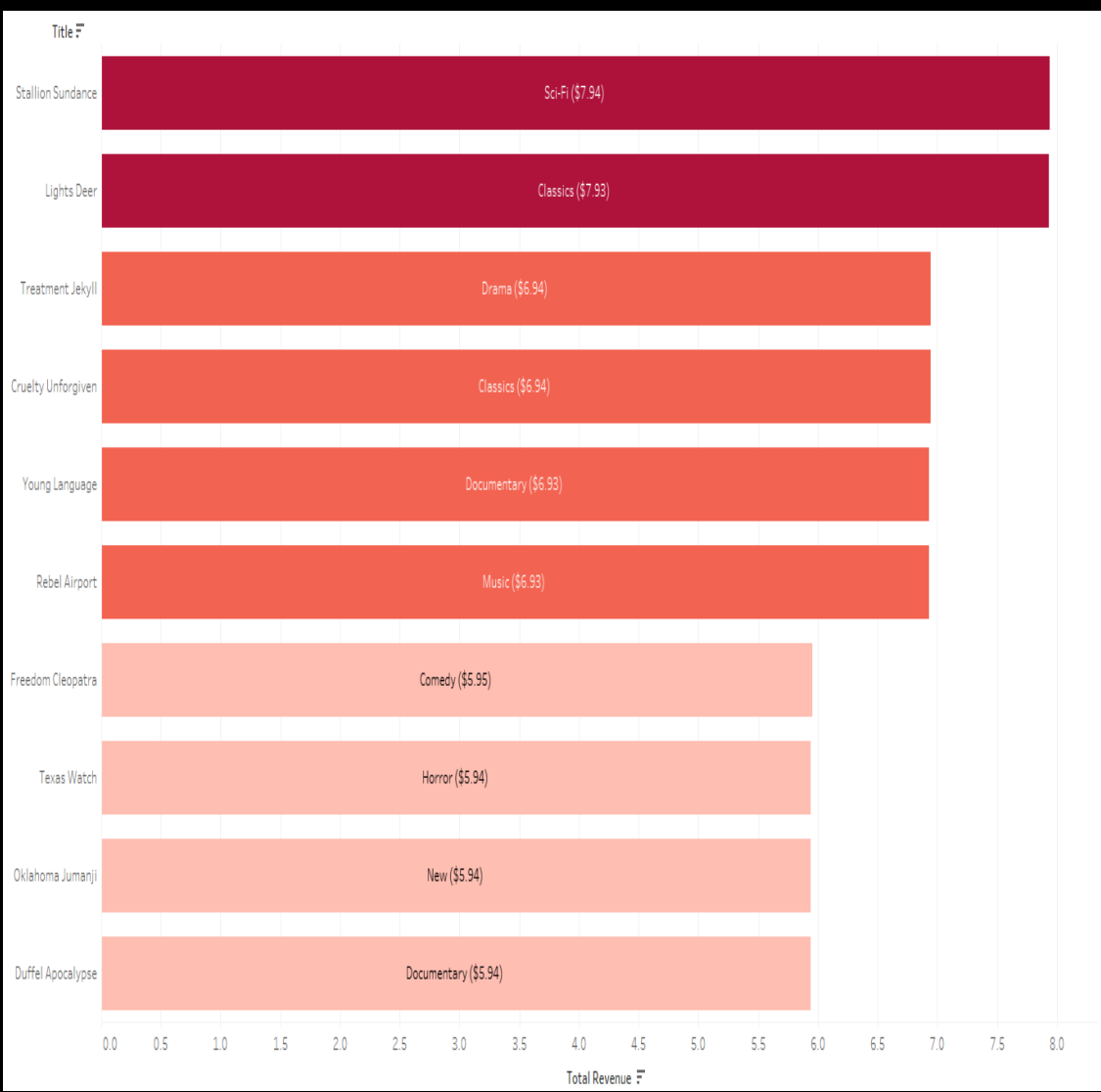
- Rental duration for 'Thriller' genre seems to be highest but the average rental rate for it is less. Similarly, Rental rate of 'Travel' genre is highest but rental duration is less.
- 'Sports' genre with highest revenue, does not have highest average rental rate and duration.

# Revenue By Movie

Top 10 Movies with high revenue



Top 10 Movies with low revenue



# Conclusions

Around 40% of total customers are based in Asia region generating highest revenue.

Countries in terms of highest number of customers and revenue are- India, China , Japan, Mexico and United States.

Preferred genres are Sports, Sci-fi, Animation, Comedy and Drama. But other genres are popular too amongst customers.

Average Rental rate for videos is \$2.99.

Average Rental Duration is 5 days.

The highest revenue is generated by films with rating PG-13.



**\*Given that India, China, Japan, Mexico, and the United States have the highest number of customers and revenue, so, tailor marketing strategies and content selection to cater to the preferences of the audience in these regions.**

**\*Increase inventory for Sports, Sci-fi, Animation, Drama and Comedy as priority along with other genres.**

**\*Keeping in mind the highest customer base from Asia region, adding movies in languages of this region, other than English would be recommended.**

**\*Introducing loyalty programs, promotions, or discounts for customers who have highest total amount paid. Encourage users to leave reviews and refer friends to earn rewards.**

**\*Incorporate social media integration features that allow users to share their favorite movies, reviews, and recommendations with their social networks. This can help in organic marketing and word-of-mouth promotion.**



# Questions

ushabharati.t@gmail.com

- [https://public.tableau.com/app/profile/usha.bharati.telikicherla/viz/RockbusterStealth\\_17074281002540/RockbusterStealth-DataAnalysis?publish=yes](https://public.tableau.com/app/profile/usha.bharati.telikicherla/viz/RockbusterStealth_17074281002540/RockbusterStealth-DataAnalysis?publish=yes)

