Data-driven strategies for Rockbuster Stealth LLC online video rental service launch

Elena Svirko

February 2025

Agenda

- Objectives
- Data overview
- Rental duration
- Customer locations
- Top 5 customers
- Final takeaways

Objectives & key questions

Rockbuster Stealth LLC is launching an online video rental service.

There is stiff competition from streaming services such as Netflix and Amazon Prime.

We will develop data-driven strategies to succeed in this competitive market.

- What was the average rental duration for all videos?

- Which countries are Rockbuster customers based in?

- Do sales figures vary between geographic regions?

- Where are customers with a high lifetime value based?

Data overview

Customer Data:

- Information on customer demographics and locations.

Film Data:

- Details about movies, including genres and languages.

Rental Data:

- Transactions related to rentals, payments, and revenue generation.

Geographic Data:

- Customer and store locations, including countries and cities.

Data Tools:

- SQL for data extraction and Tableau for visualizations.

Rental duration

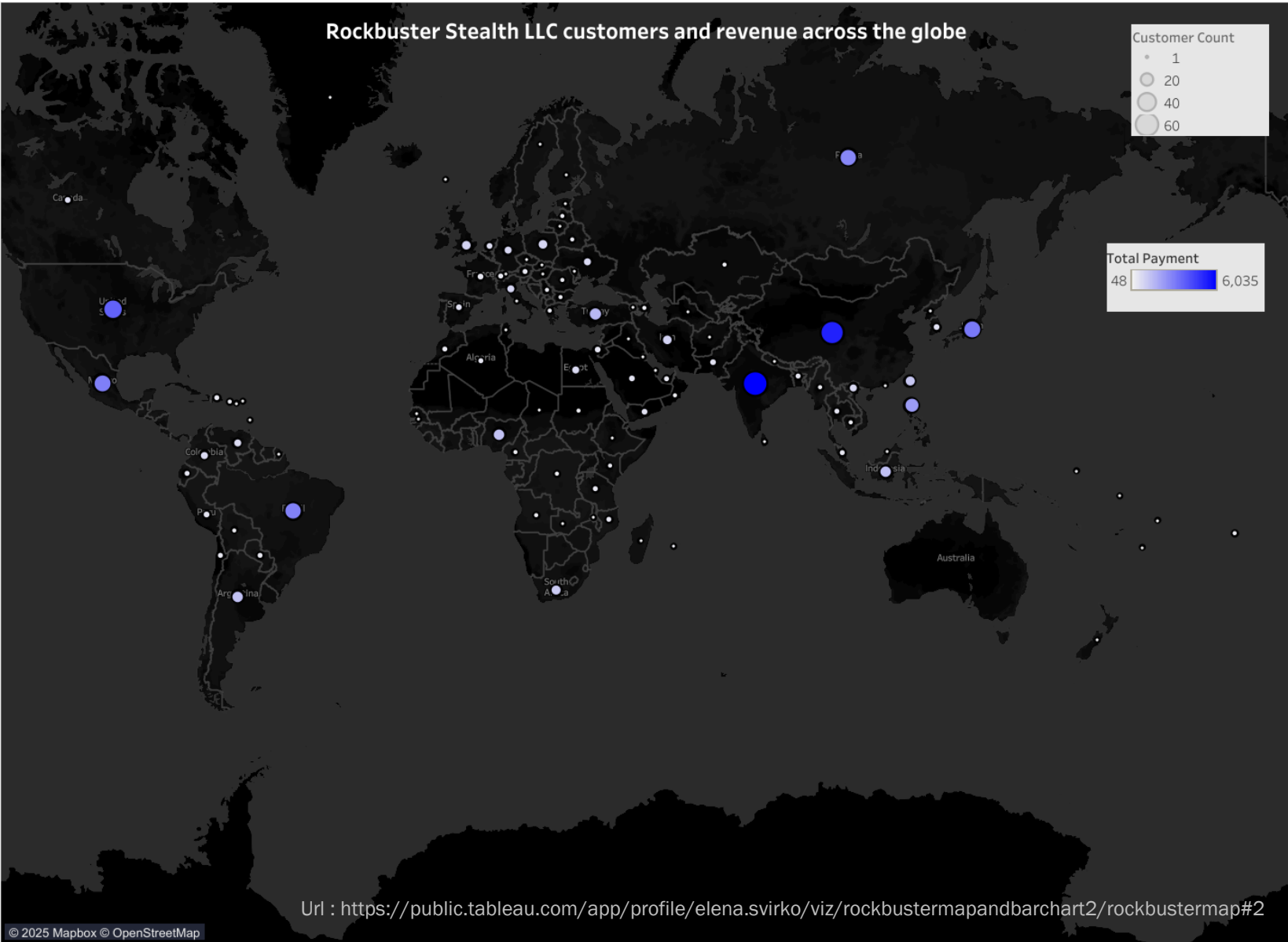Physical copies of movies are rented for 3 to 7 days, with the average rent time of 5 days.

Top competition online rental services usually make the movie available for 48 hours after the customer starts watching, i.e. 2 days.

With digital rentals, unlimited number of customers can rent the movie at the same time, so it is less imperative to have short rental time.
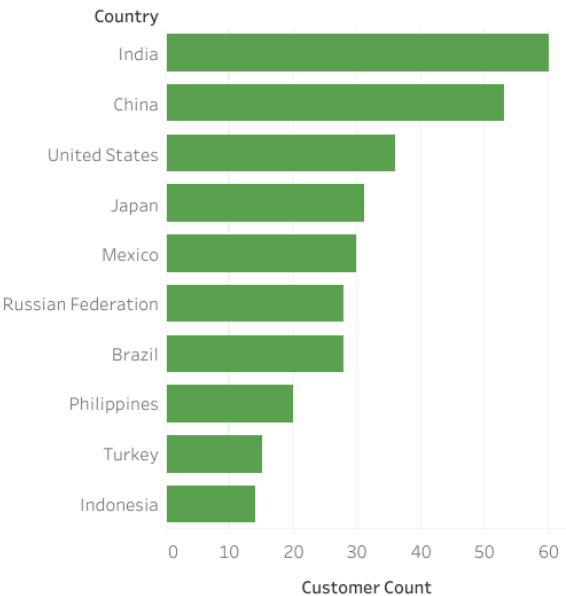
To get an edge over other companies, Rockbuster should have most movies available for 5 days.
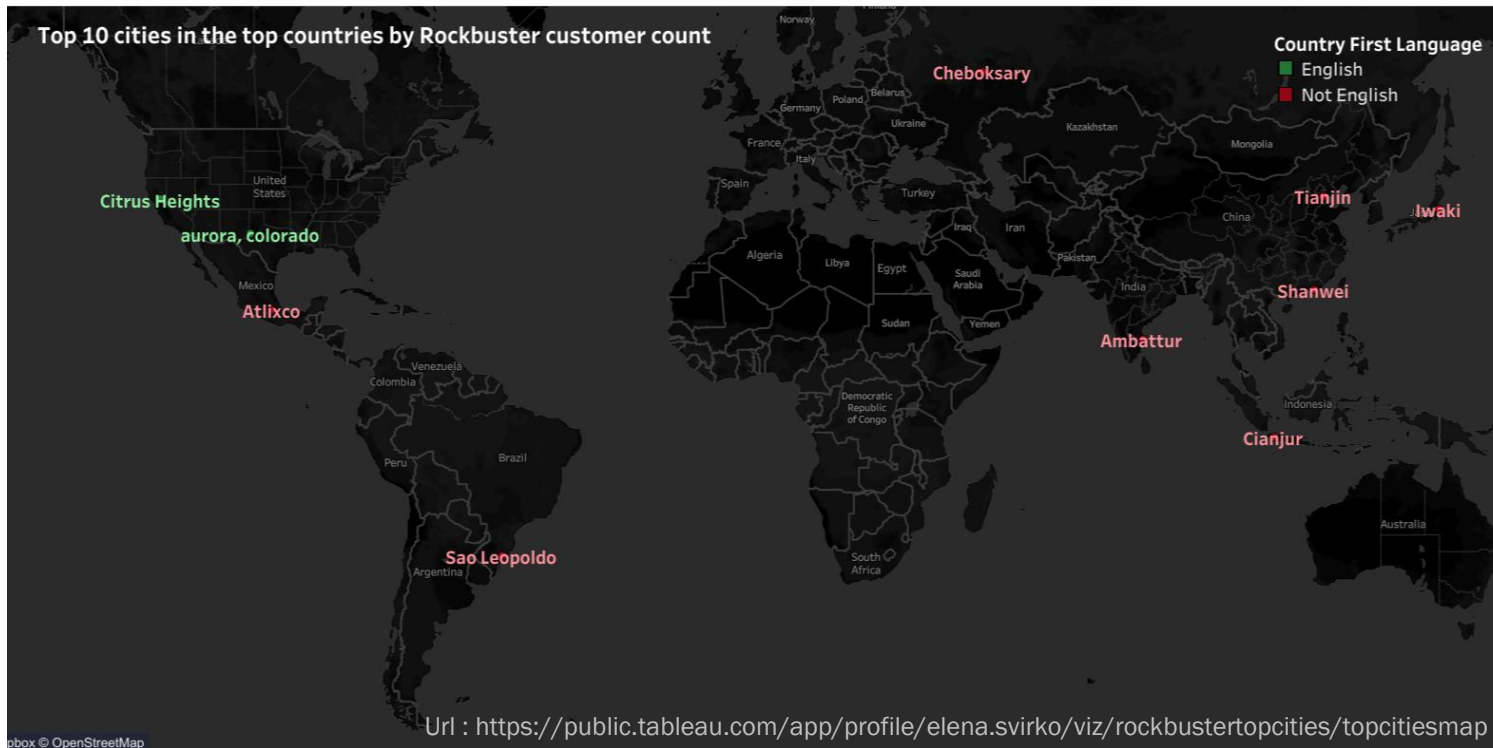
Customer locations

Rockbuster Stealth LLC customers and revenue across the globe

Customer Count
- 1
- 20
- 40
- 60

Total Payment
48 — 6,035

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Top 10 countries by Rockbuster customer count

Country
- India
- China
- United States
- Japan
- Mexico
- Russian Federation
- Brazil
- Philippines
- Turkey
- Indonesia

Customer Count (0, 10, 20, 30, 40, 50, 60)

- The countries with most customers are **India, China, USA, Japan** and **Mexico.**

- As can be seen from the map, these are also the countries that bring the highest revenue.

- Need to target marketing for the new service launch at these countries, where Rockbuster already has a good customer base.

Customer locations

Top 10 cities in the top countries by Rockbuster customer count

Country First Language
- ■ English
- ■ Not English

Cheboksary

Citrus Heights

aurora, colorado

Atlixco

Tianjin

Iwaki

Shanwei

Ambattur

Cianjur

Sao Leopoldo

Url : https://public.tableau.com/app/profile/elena.svirko/viz/rockbustertopcities/topcitiesmap

pbox © OpenStreetMap

- Out of top 10 cities in top 10 countries by customer numbers, only two have English as the native language.

- 100% of current rentals are in English.

- With digital rentals, need to make sure that subtitles or dubbing is included in the local native languages (Hindi, Portuguese, Russian, etc.)

- Invest in digital rent licenses for movies from the biggest markets' local movie makers (Bollywood, Chinese, Mexican, Japanese, etc.).

From the top 10 cities, **top 5 customers** who've paid the highest total amounts to Rockbuster were selected.

Reward them by giving a Free trial of the online service, e.g. first 5 digital rentals free.

Provide them with several opportunities to review the experience (email, text, paper questionnaires).

Use positive feedback in marketing and negative to improve the new service.

Customer Name	City	Country	Total Spent
Casey M.	Tokat	Turkey	130.68
Sara P.	Atlixco	Mexico	128.70
Leslie S.	Pontianak	Indonesia	123.72
Alan K.	Emeishan	China	119.75
Clinton B.	Aurora	USA	98.76

Top 5 customers

Key takeaways

Compete with other services by providing longer movie access.

First target the markets where Rockbuster has the biggest customer base.

Appeal to these markets by including movies in their native languages.

Promote positive company image, encourage customer loyalty and get valuable feedback by rewarding the top 5 customers with a free trial of the new online rental service.

Thank you

Elena Svirko

elena.y.svirko@gmail.com

Portfolio: elenasvirko.lya.fi