

Rockbuster Stealth LLC

Online Rental Service - Launch Strategy

Susan Wang, 05-17-2025

Launching a new online service

Context:

Rockbuster Stealth LLC is a movie rental company with stores around the world.

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

Rockbuster is looking to launch a new online video rental service to stay competitive in the movie rental market.

Objectives:

- Which films contribute most to revenue?
- Where are Rockbuster customers based?
- Do sales vary between geographical regions?
- How can Rockbuster create a successful launch for its online platform?

Data Overview

Rockbuster's database includes data on:

Stores

Inventory

Films

Customers

Payments

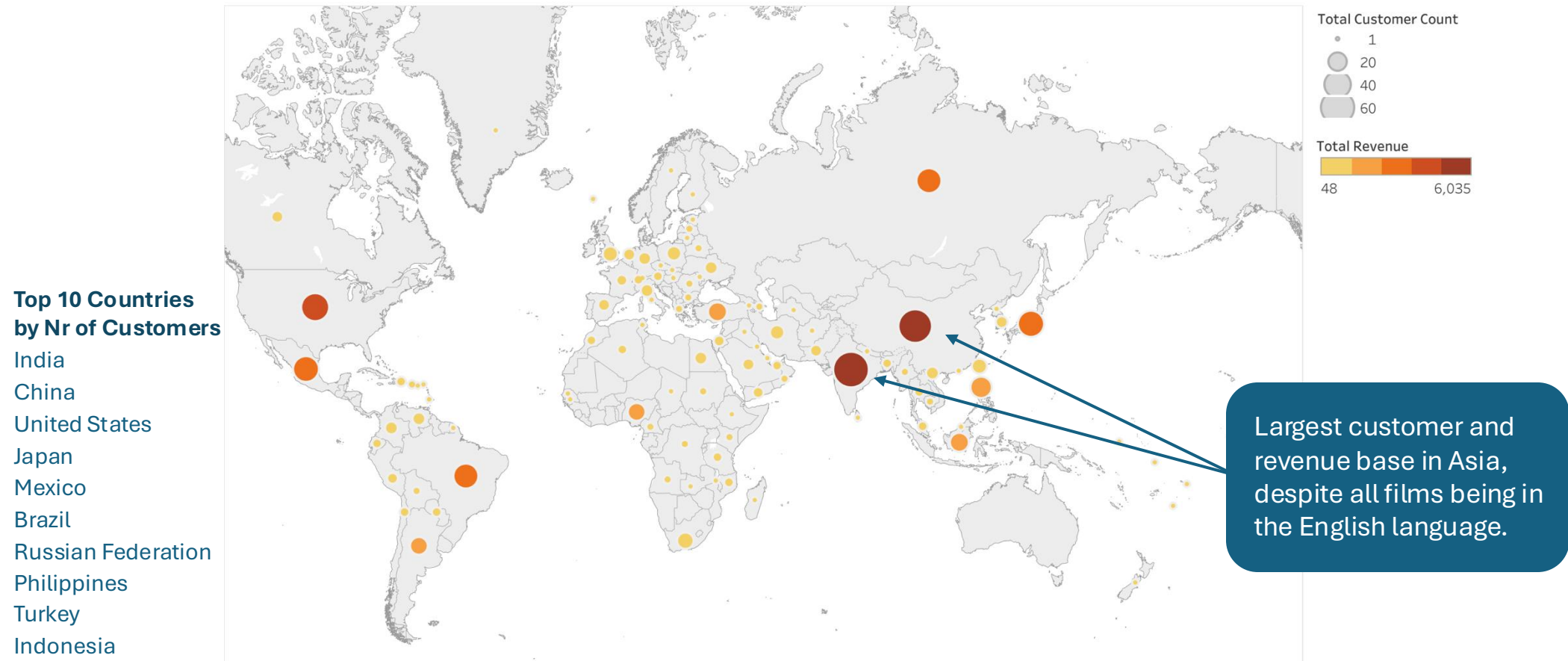
Statistics on film data:

Number of films:	1000
Average rental duration:	5 days
Average rental rate:	\$ 2.98
Most frequent film rating:	PG-13
All films released in the year:	2006
All films in language:	English

Statistics on customer data:

Number of customers:	599
Most customers registered at store in:	Lethbridge, Canada
Number of active customers:	584
All customers' accts created:	2006-02-14

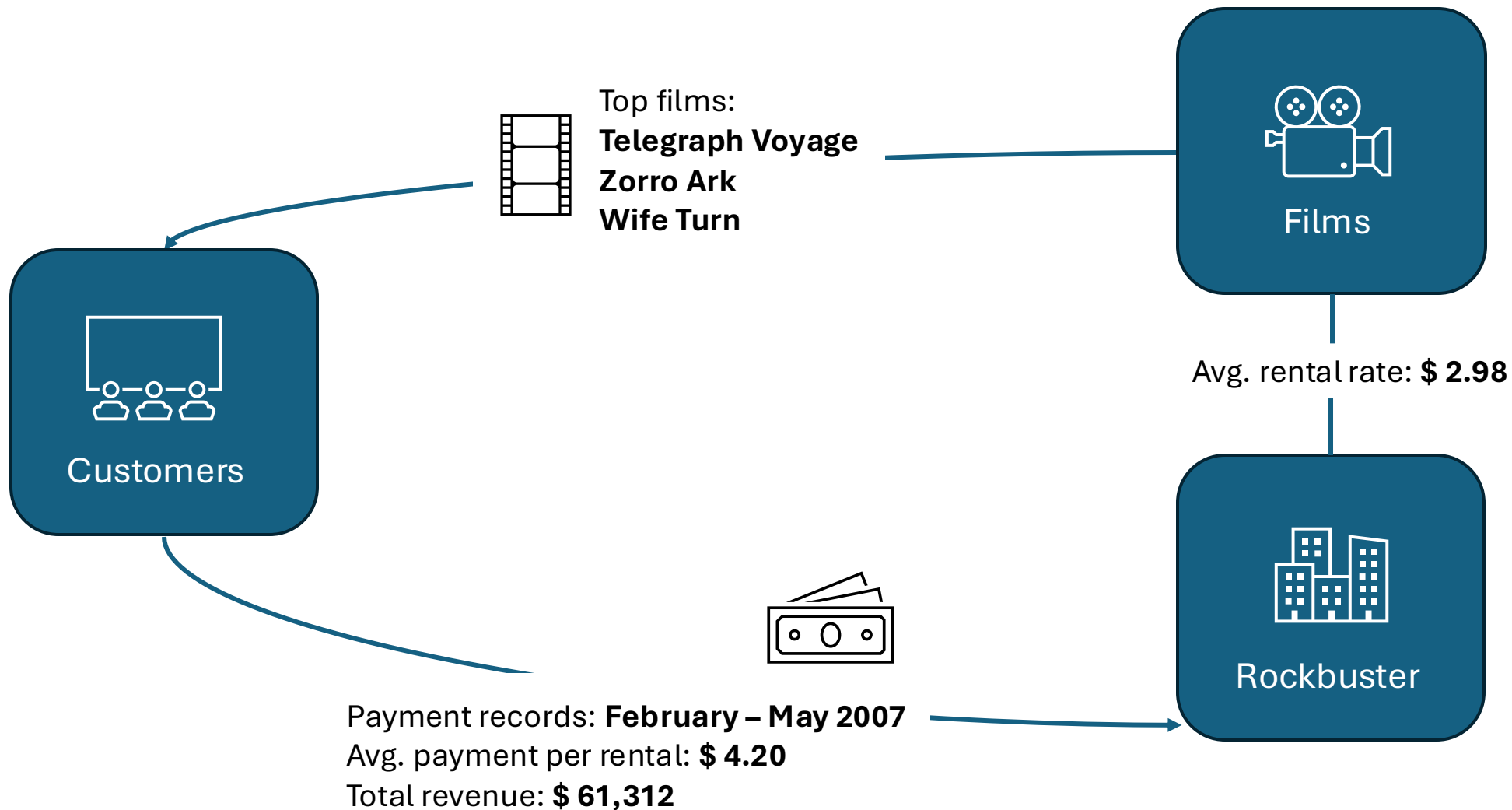
Number of Customers and Total Revenue by Country



To view the interactive map on Tableau Public, please visit:

https://public.tableau.com/app/profile/susan.wang8505/viz/RockbusterCountries_17471364442480/CountryCustomersandRevenue

Revenue from Store Rentals



Recommendations for the Launch



Invest more in advertising for the new online service in the countries with highest number of customers – i.e. India, China, the US.



The top films can be showcased in advertisement and highlighted on the front page of the online platform.



Expand and update the Rockbuster film inventory to include films before and after 2006 and films in other languages.

Transitioning our Store Customers



To show gratitude to our valued store customers and ensure that we retain them when launching the new service, we can offer them rewards and discounts for the online platform.

Rockbuster’s Top 5 Most Valued Customers*

First name	Country
Eleanor	Runion
Karl	United States
Marion	Brazil
Rhonda	Netherlands
Clara	Belarus

*last name excluded to protect privacy

Payment Plans:

- Calculate the best options for rental fees or subscription plans that would bring in the most revenue.

Database Management:

- Examine the cause behind timeliness issues and limitations in the customer and payment data.
- If the database system is outdated, consider updating to a newer system to handle faster data flow.

What's next?

Questions?

Thank you for your time.

For questions or comments, please contact: wang@gmail.com