ROCKBUSTER STEALTH

FILM SALES STRATEGY 2020

Rachel Perry

AGENDA

- INTRODUCTION
- ROCKBUSTER DATA OVERVIEW
- KEY QUESTIONS
- ANALYSIS
- KEY FINDINGS
- RECOMMENDATIONS
- CLOSING

INTRODUCTION

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 Rockbuster Stealth Management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

It is our **objective** to help Rockbuster Stealth's business intelligence (BI) department with the launch strategy for the new online video service.

DATA OVERVIEW

REVENUE	CUSTOMERS	COUNTRIES REPRESENTED	TOTAL FILMS	GENRES
$61,312	599	108	1000	20

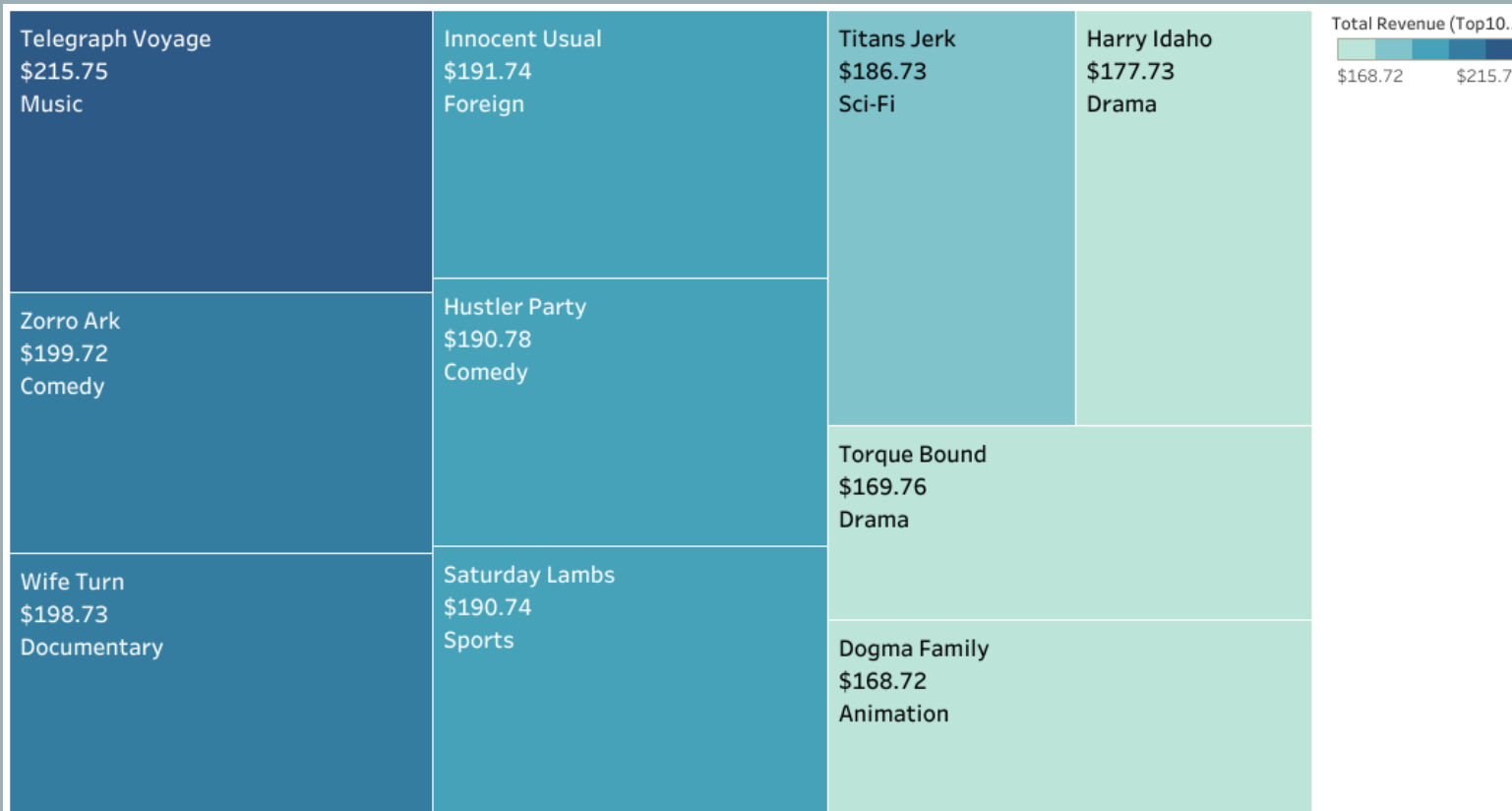| AVG RENTAL COST	AVG RENTAL DURATION	AVG REPLACEMENT COST	ALL FILMS RELEASE YEAR	MOST POPULAR GENRE
$2.98	4.99 days	$19.99	2006	PG

KEY QUESTIONS

- Which movies contributed the most & least to revenue gain?

- What was the average rental duration for all videos?

- Which countries and cities are Rockbuster customers based in?

- Where are customers with a high lifetime value based?

- Do sales figures vary between geographic regions?

REVENUE BY FILM

Telegraph Voyage
$215.75
Music

Zorro Ark
$199.72
Comedy

Wife Turn
$198.73
Documentary

Innocent Usual
$191.74
Foreign

Hustler Party
$190.78
Comedy

Saturday Lambs
$190.74
Sports

Titans Jerk
$186.73
Sci-Fi

Harry Idaho
$177.73
Drama

Torque Bound
$169.76
Drama

Dogma Family
$168.72
Animation

Total Revenue (Top10...
$168.72 $215.75

- Two of the top 5 movies are in the Comedy Genre

- 173 movies out of 1000 generate revenue over $100
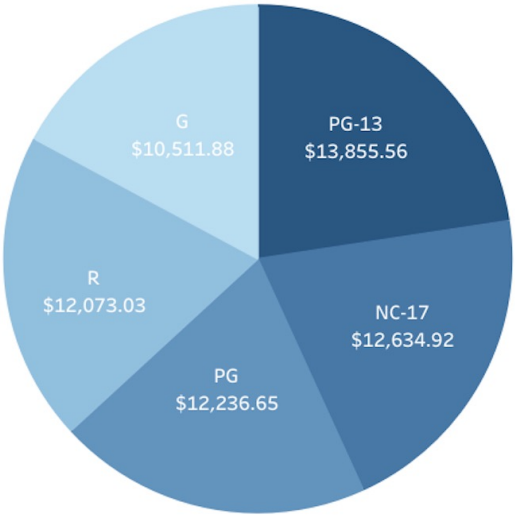
- The bottom 10 movies generate revenue under $8.00
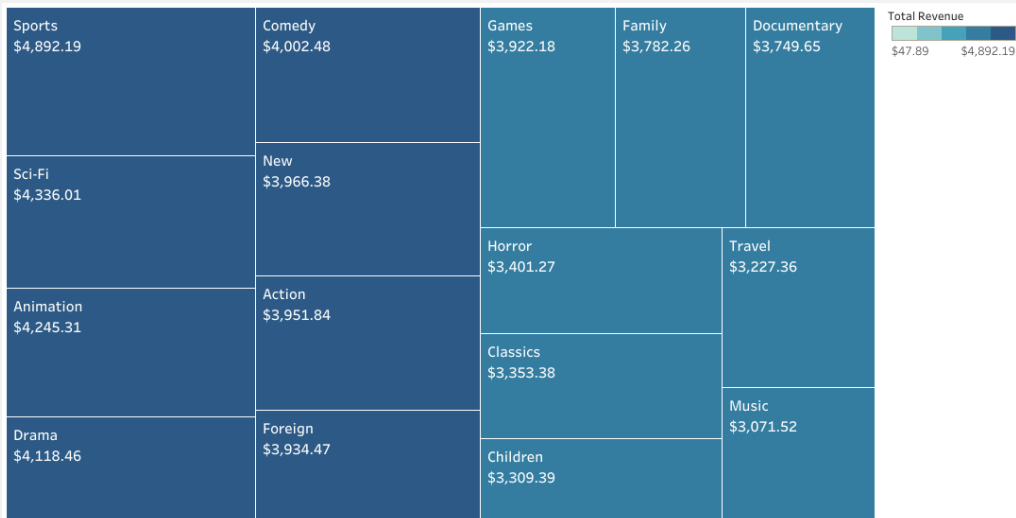
REVENUE BY GENRE & RATING

Top 5 Genres - Sports, Sci-Fi, Animation, Drama & Comedy

Thriller (not listed) the is the weakest genre – generating $47.89

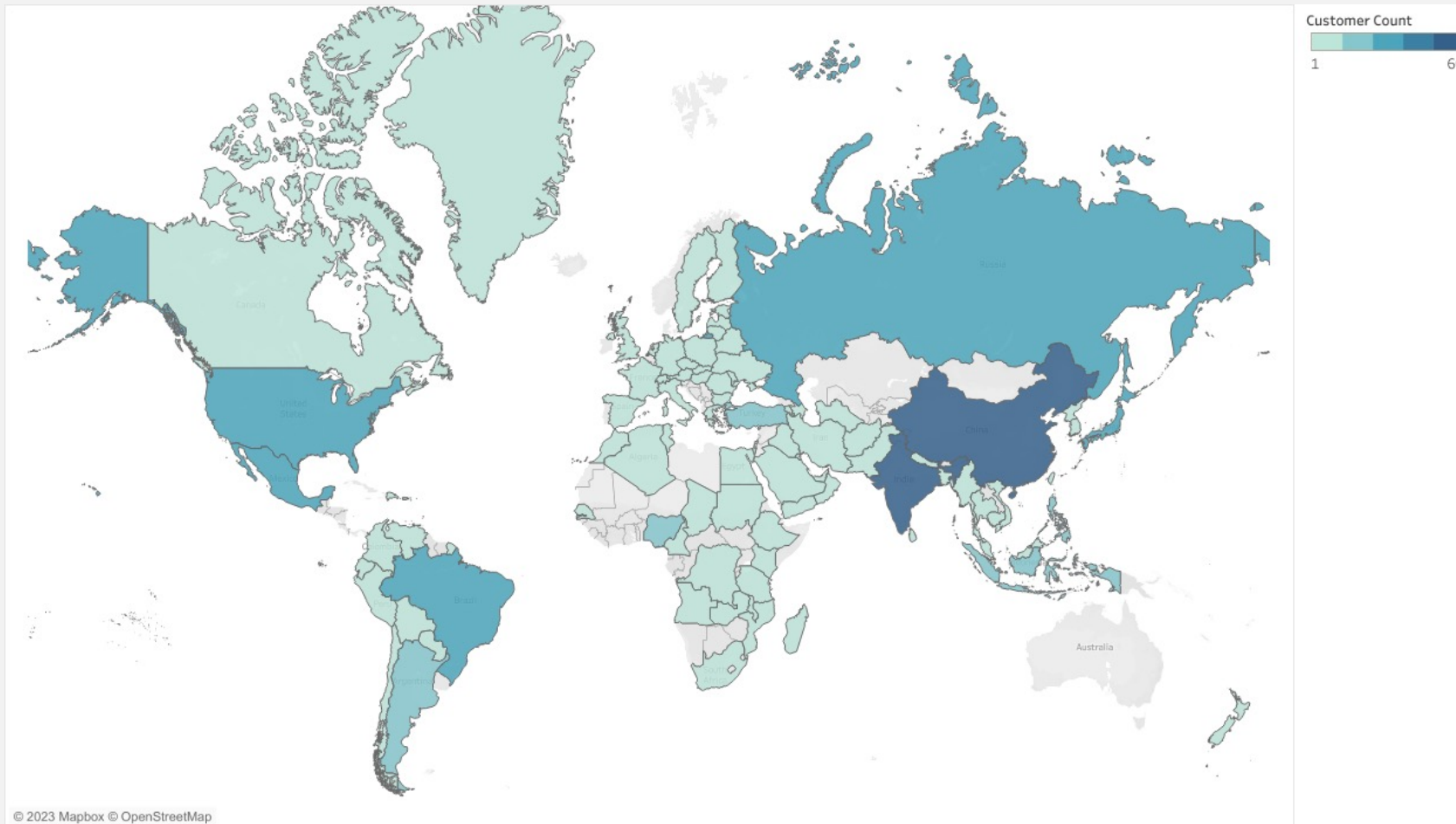PG-13 followed by NC-17 generate the most revenue

AVERAGE RENTAL DURATION

- Thriller has the highest average rental duration of 6 days

- Sports has the lowest rental duration of 4.7 days

- The average rental duration overall is 4.99 days

CUSTOMERS BY COUNTRY

- TOP 5
  India (60)
  China (53)
  United States (36)
  Japan (31)
  Mexico (30)

- 41 Countries have just 1 customer

- 14 Countries generate revenue of over $1000

CUSTOMER LOCATIONS AND REVENUE

- There is a correlation between customers and revenue within each country

- Of the top cities in the top countries only 1 city had multiple customers – Aurora, United States

- 3 of the top 10 cities are in China – Shanwei, Tianjin & Hami

Country	Customers	Total Revenue
India	60	6034.78
China	53	5251.03
United States	36	3685.31
Japan	31	3122.51
Mexico	30	2984.82
Brazil	28	2919.19
Russian Federation	28	2765.62
Philippines	20	2219.7
Turkey	15	1498.49
Indonesia	14	1352.69

HIGHEST LIFETIME CUSTOMERS

First	Last	Country	Total Spent
Eleanor	Hunt	Runion	211.55
Karl	Seal	United States	208.58
Marion	Snyder	Brazil	194.61
Rhonda	Kennedy	Netherlands	191.62
Clara	Shaw	Belarus	189.6
Tommy	Collazo	Iran	183.63
Ana	Bradley	United States	167.67
Curtis	Irby	Canada	167.62
Marcia	Dean	Philippines	166.61
Mike	Way	India	162.67

KEY FINDINGS

- The top genres are Sports, Sci-Fi, Animation, Drama & Comedy

- India, China and the United States have the most Rockbuster customers and generate the most revenue

- There are 108 Countries reached by Rockbuster and 599 customers

- The top 10 revenue generating countries are responsible for over half of the total revenue

RECOMMENDATIONS

- Focus on expanding the film library to movies beyond just in 2006

- Focus on the Sports, Sci-Fi, Animation, Drama & Comedy genres as they generated the most revenue

- Add TV Shows to the streaming as this will help Rockbuster up to speed with competitors

- Incorporate a reasonable monthly subscription fee to attract customers along with a discounted yearly fee in hopes to get long term customers

- Marketing focus in India, China & United States

THANK YOU

Rachel Perry – RachelMoreland6@gmail.com

Tableau Storyboard: Rockbuster Visuals

Data Outputs: SQL Summary