



# Rockbuster

## Online Launch Strategy




# Motive & Objective

## Competitiveness

To showcase Rockbuster Stealth LLC's adaptation and resilience in the face of fierce competition from streaming services, demonstrating their commitment to staying relevant and competitive in the market.

## Strategy

Objective-Our primary goal is to contribute to the development of a successful launch strategy for Rockbuster Stealth new online video service, collaborating closely with key stakeholders to ensure its effective introduction and long-term success.





# Data Spotlight

- **Average Rental duration-5 days**
- **Average Rental rate-\$2.98**
- **Average Rental length-115.27**
- **Average Replacement cost-19.98**
- **Most Popular Rating-Pg-13**
- **Language -English**
- **Total Customers-599**
- **Total number of Film- 1000**
- **Locations-109**





# Top Sales by city/country

## Top 10 countries

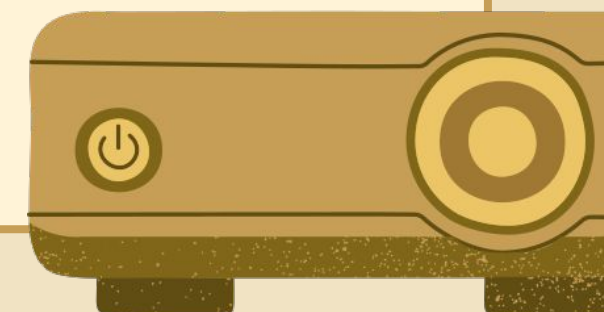
Country	Customers
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

## Top 10 cities

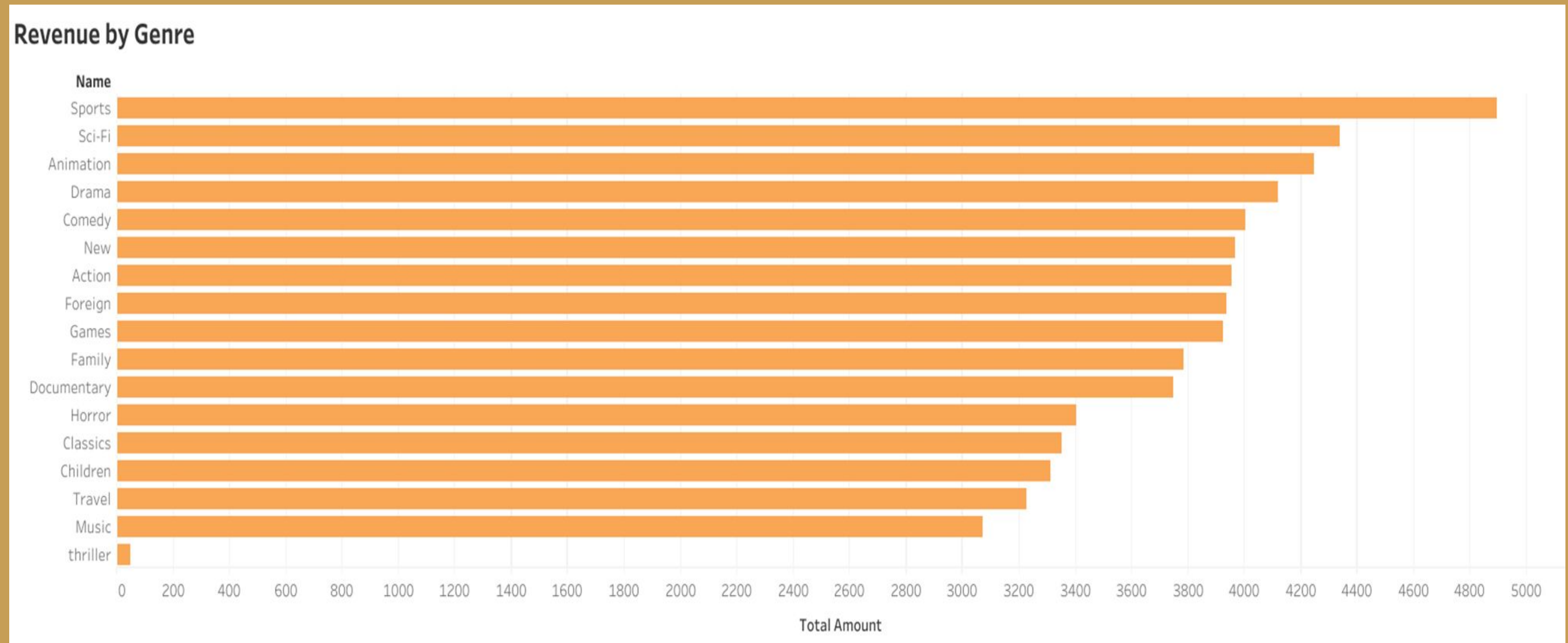
country	city	customer_count
United States	Aurora	2
Mexico	Acua	1
United States	Citrus Heights	1
Japan	Iwaki	1
India	Ambattur	1
China	Shanwei	1
Brazil	So Leopoldo	1
Russian Federation	Teboksary	1
China	Tianjin	1
Indonesia	Cianjur	1

## Top 10 5 customers in the top 5 cities

customer_id	first_name	last_name	country	city	total_paid_amount
225	Arlene	Harvey	India	Ambattur	111.76
424	Kyle	Spurlock	China	Shanwei	109.71
240	Marlene	Welch	Japan	Iwaki	106.77
486	Glen	Talbert	Mexico	Acua	100.77
537	Clinton	Buford	United States	Aurora	98.76



# Revenue by Genre

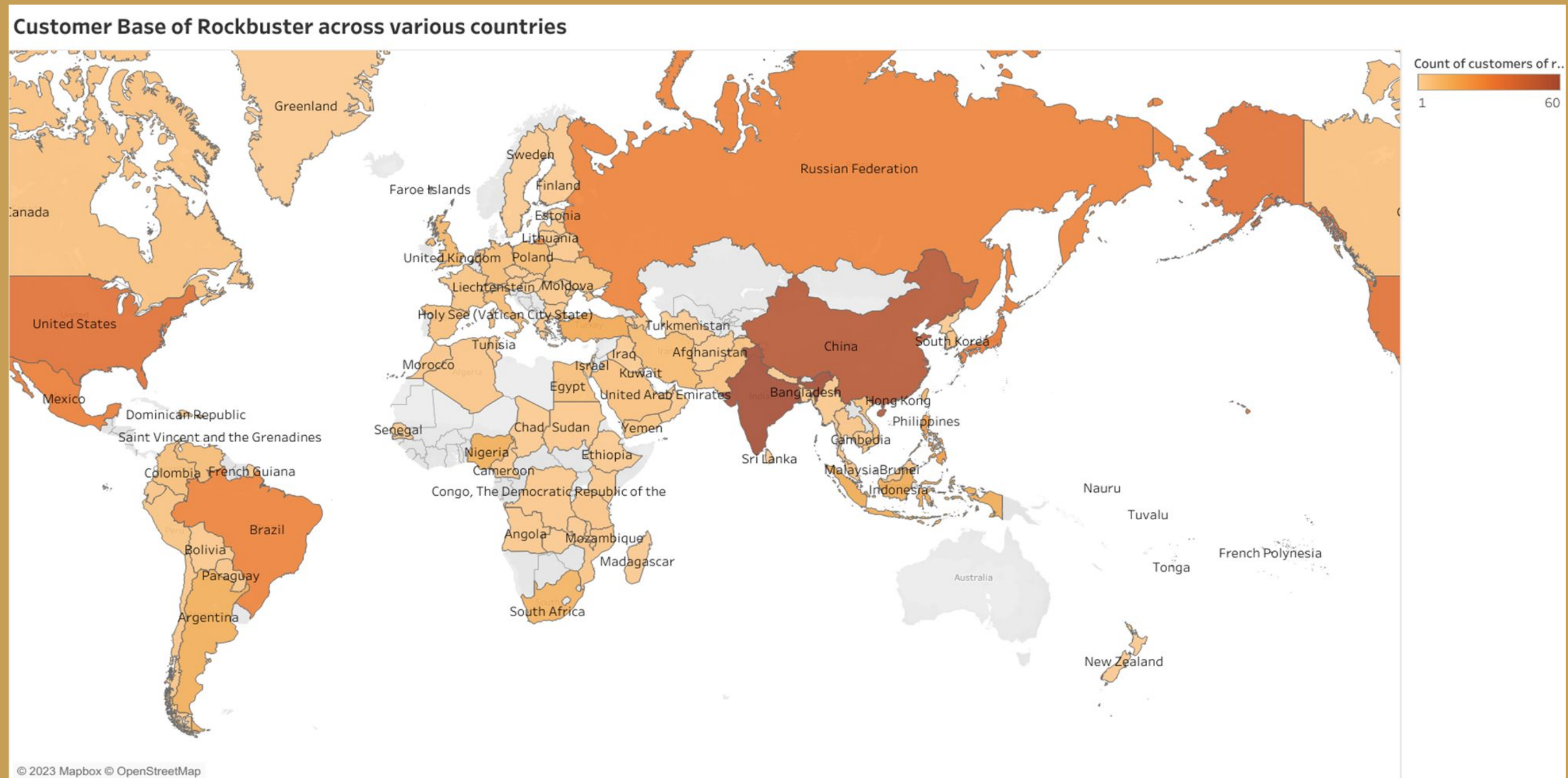


The genres that generate the highest revenue are **sports, sci-fi, and animation**, while travel, music, and thriller genres are the least profitable in terms of revenue.



# Global Demand

**Rockbuster has it's presence in 109 countries, with India, China, and the United States leading the way in terms of market share.**





# Movies Contributed the Most/Least to Revenue Gain

## Most Revenue Gain

- Telegraph Voyage -\$215.75
- Zorro Ark-\$199.72
- Wife Turn-\$198.73
- Innocent Usual-\$191.74
- Hustler Party-\$190.78

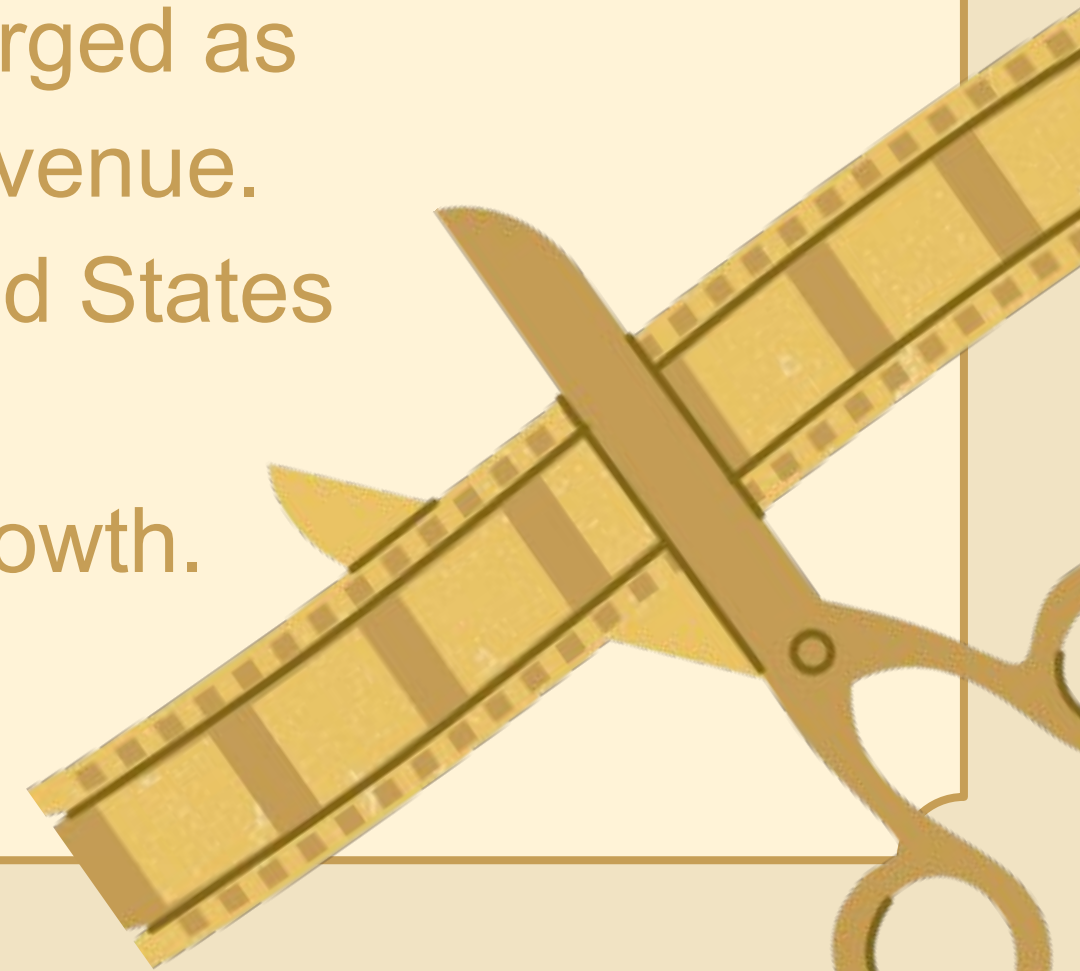
## Least Revenue Gain

- Oklahoma Jumanji-\$5.94
- Duffel Apocalypse-\$5.94
- Texas Watch-\$5.94
- Freedom Cleopatra-\$5.94
- Freedom Cleopatra-\$6.93



# Conclusion

Rockbuster Stealth LLC stands at the forefront of a promising online streaming market. By harnessing market insights and understanding customer preferences, Rockbuster is well-positioned to shape a winning streaming service strategy. Notably, the Sports, Foreign, and Drama genres have emerged as customer favorites, significantly boosting the company's revenue. Furthermore, countries such as India, China, and the United States shine as pivotal markets, characterized by their substantial customer base and the potential for substantial revenue growth.





# Recommendation

**Focusing on High-Performing Regions:** Prioritize marketing efforts in high-performing regions, especially in Asia, with a particular emphasis on countries like India and China. These regions exhibit significant growth potential and a large customer base.

**Loyalty Reward Program:** Implement a Loyalty Reward Program aimed at retaining existing customers and attracting new ones. Offer incentives such as discounts, early access to new releases, or exclusive content to loyal subscribers. The goal is to enhance customer lifetime value and drive increased revenue.

**Differentiated Pricing Options:** Explore diversified pricing models, including the introduction of a VIP tier with exclusive perks for higher-paying subscribers. This tier can include benefits like ad-free viewing, early access to premium content, and priority customer support.

**Competitor Analysis:** Continuously track and analyze the performance and strategies of competitors in the online video rental space to stay ahead of industry trends.

**Customer Profiling:** Utilize data analytics to create customer profiles and segment the audience based on preferences, demographics, and viewing habits. This will enable personalized recommendations and targeted marketing efforts to attract and retain customers.



# Questions ??

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