

Rockbuster Stealth

TOWARDS A COMPANY STRATEGY
FOR 2020

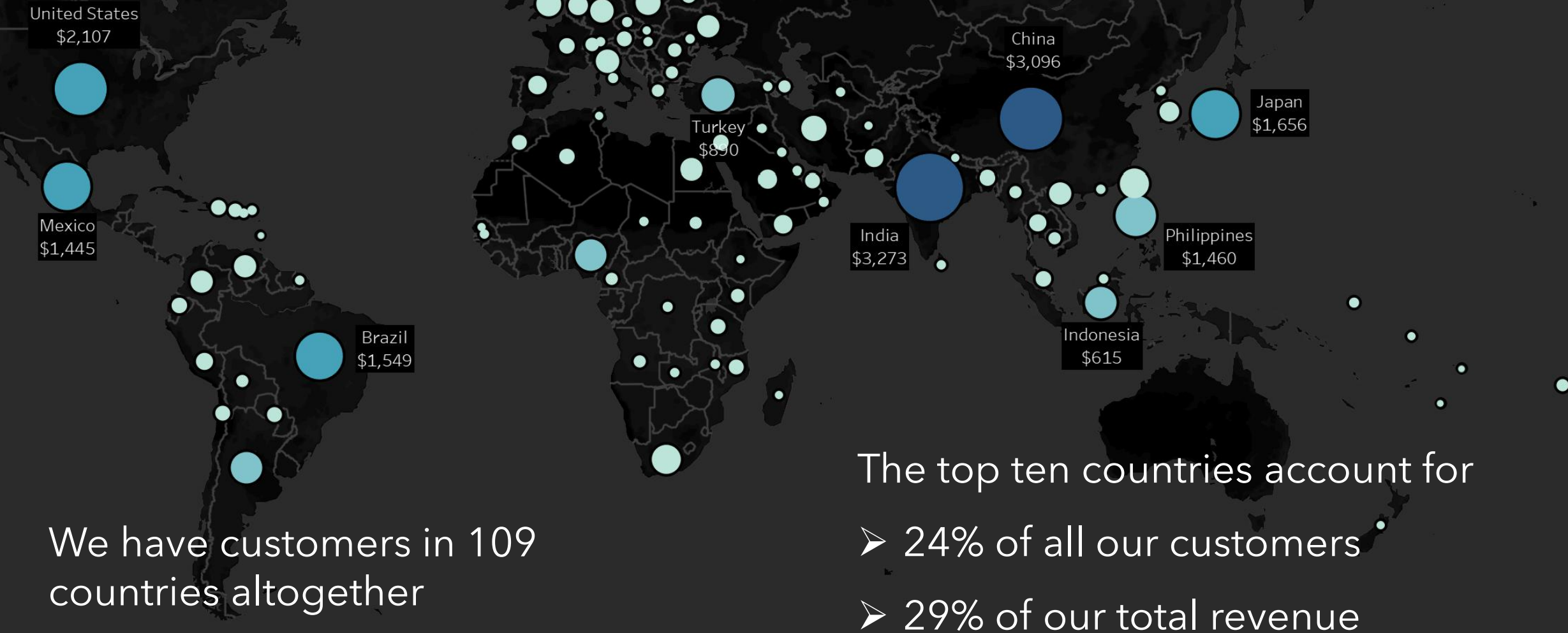
CATHERINE SIMMONS



Key Questions

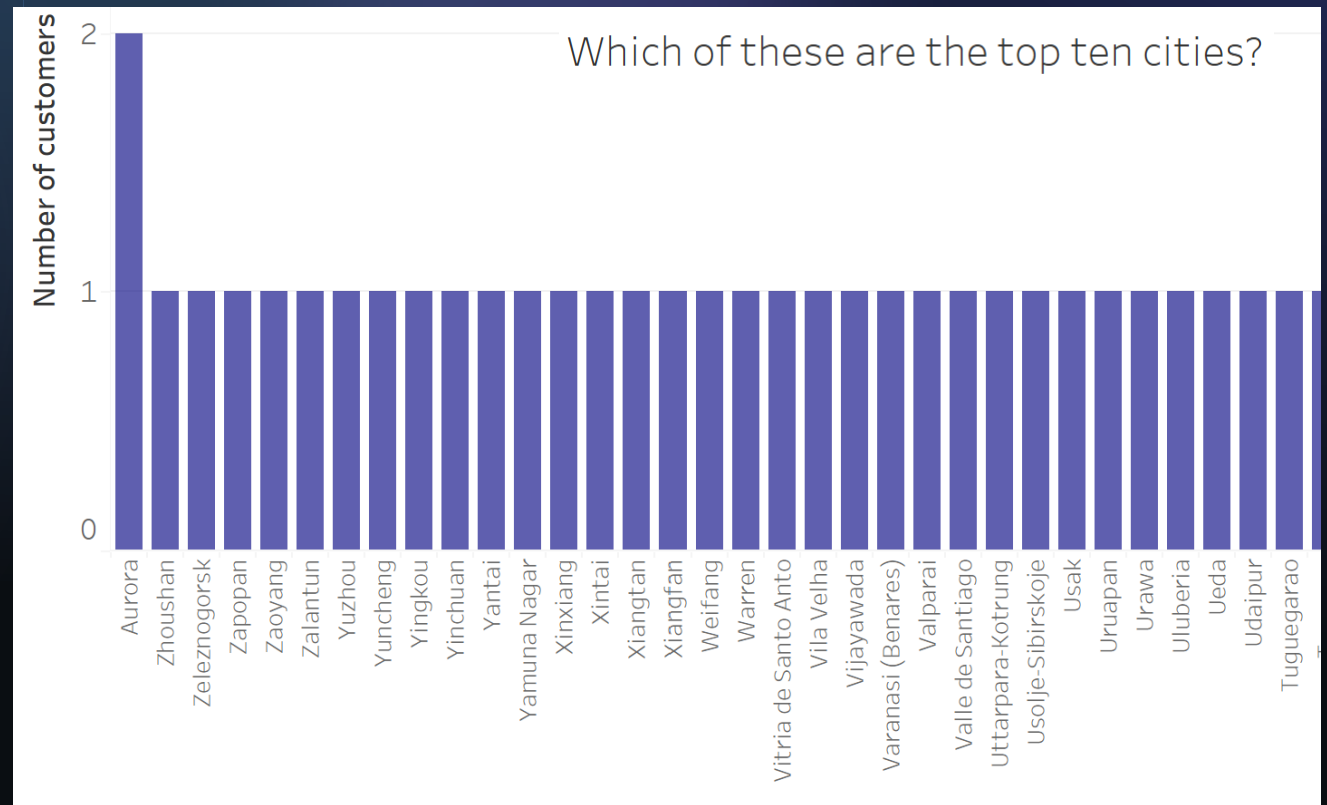
- Which countries are Rockbuster customers based in?
- Do sales figures vary between geographic regions?
- Where are customers with a high lifetime value based?
- Which films contributed the most/least to revenue gain?
- What was the average rental duration for all videos?

Our worldwide presence



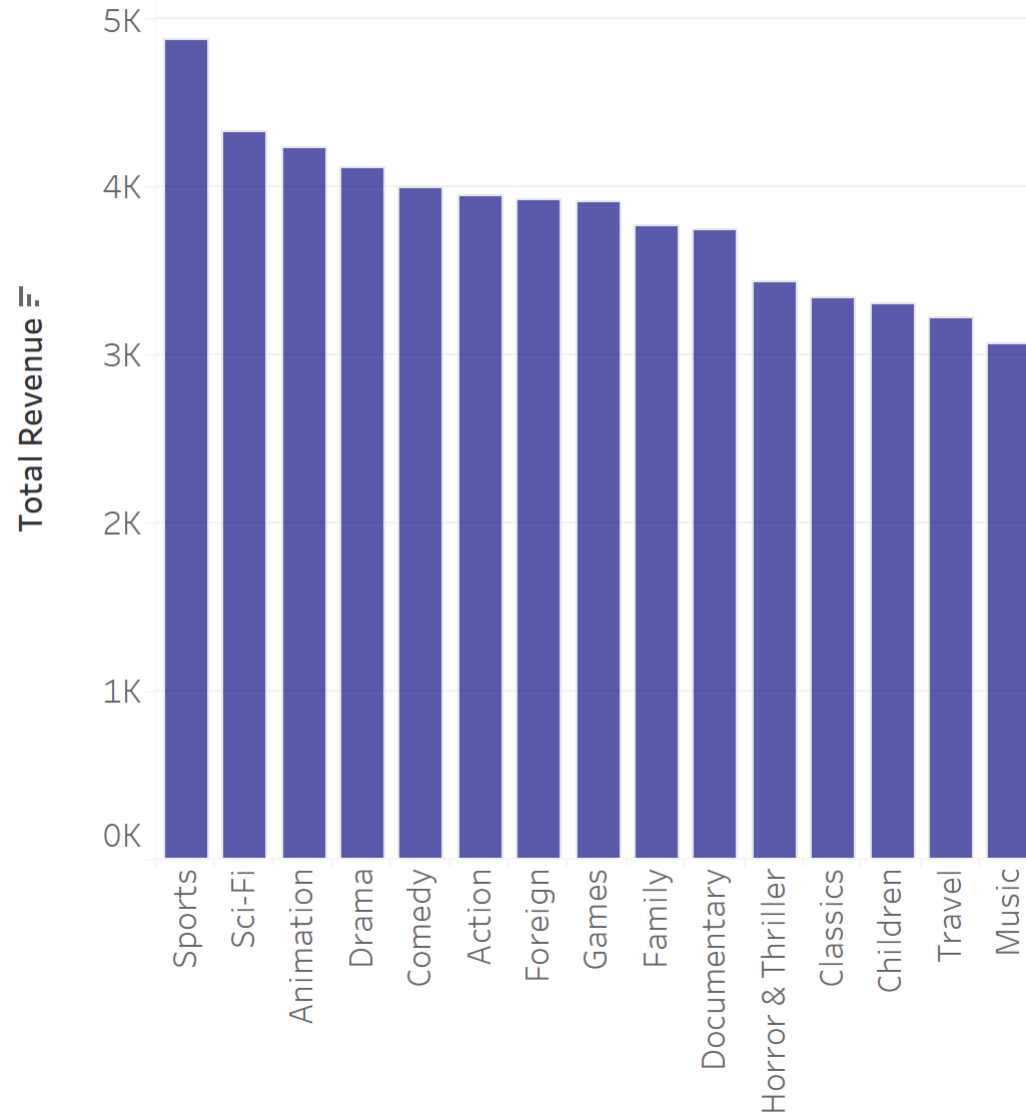
Top 5 customers of the top 10 cities of the top 10 countries

- The customer team asked me to find these top 5 customers so they can be rewarded for their loyalty
- However, it isn't clear which are the top 10 cities...
- Aurora is the top city, with 2 customers. There are then 313 cities each with one customer.

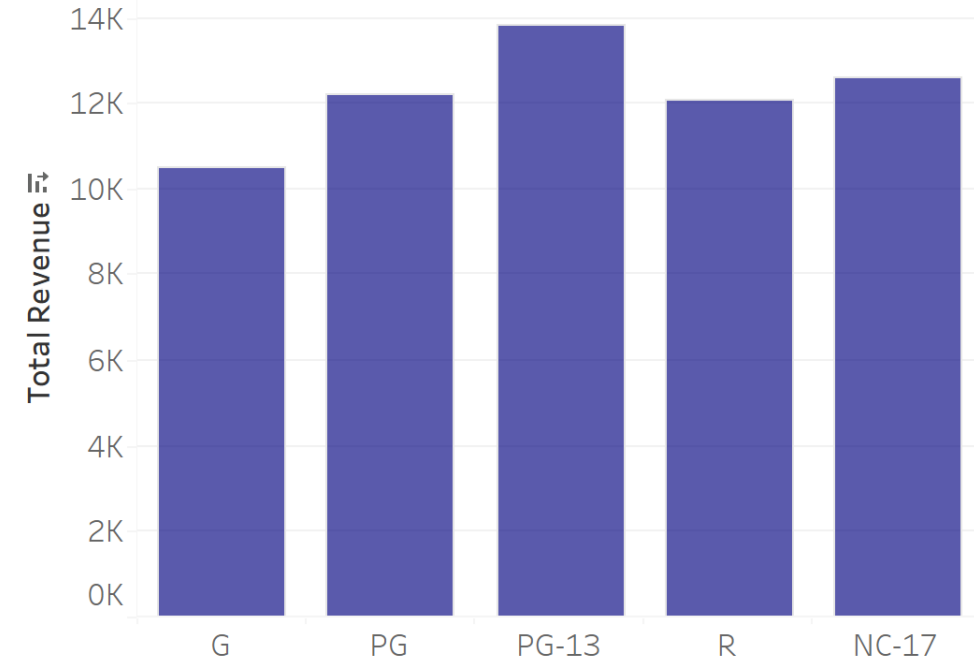


Our films

Revenue by category



Revenue by rating



- Sports, Sci-Fi and Animation contribute the most to revenue gain
- PG-13 is the most popular rating

Rental duration

	Allowed/specified	Actual
Average rental duration	5 days	4 days
Minimum rental duration	3 days	18 hours
Maximum rental duration	7 days	9 days

Do we have an issue with overdue rentals?

Specified rental duration	Average actual duration	Percentage of films returned late
3 days	5.8 days	62%
4 days	5.7 days	52%
5 days	5.5 days	40%
6 days	5.6 days	29%
7 days	5.4 days	18%

Specified rental duration has little to do with actual duration, but does affect how many films are being returned late

Recommendations

- Consider whether to focus energies on the top countries where our presence is greatest, or on other countries where we have a presence but it is smaller
- Adjust the definition of our top 5 customers to be those who spend the most in our top 10 countries, dropping the requirement that they should live in the top 10 cities
- Continue to stock a wide range of film types, being aware that the top categories for revenue are currently Sports, Sci-Fi, Animation, Drama, Comedy
- Continue to stock a wide range of film ratings, maybe offering more PG-13 and fewer G rated movies to reflect current tastes among our customers
- Consider standardising rental times to 5 days for all films
- Consider if anything more should be done to reduce overdue rentals

Any questions?

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