

# ROCKBUSTER STEALTH LLC LAUNCH STRATEGY ANALYSIS

**By CECELIA OSIRE KULUME**

# OVERVIEW

- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.
- In response to stiff competition from streaming giants like **Netflix** and **Amazon Prime**, the Rockbuster Stealth management team is strategizing to leverage its current movie licenses by introducing an online video rental service, aiming to maintain competitiveness.



# KEY QUESTIONS & OBJECTIVES

Which movies contribute the most/least to revenue gain?

What was the average rental duration for all videos?

Which countries are Rockbuster customers based in?

Where are customers with a high lifetime value based?

Do sales figures vary between geographic regions?



# SUMMARY STATISTICS

Total Revenue -  
\$61,312

599 customers  
in 108 countries

Most common  
movie rating -  
PG-13

Three rental  
rates From  
\$0.99/day -  
\$4.99/day

Average  
Rental  
Duration – 5  
days

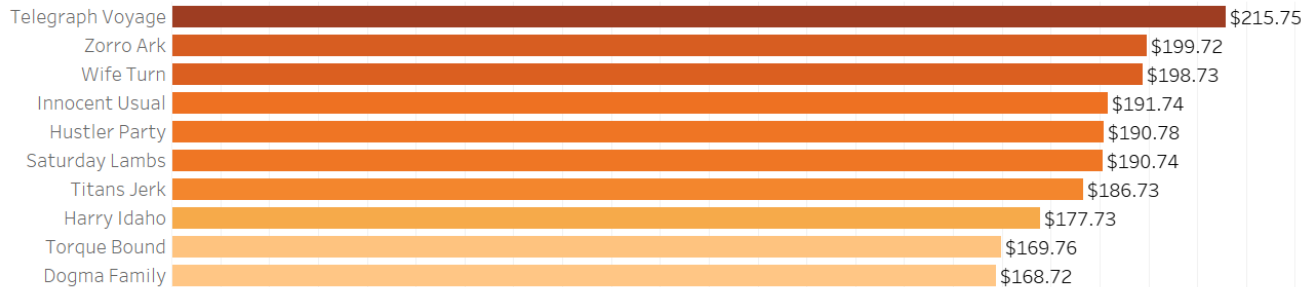
Average revenue  
per movie - \$61

Average length  
of film – 115  
min

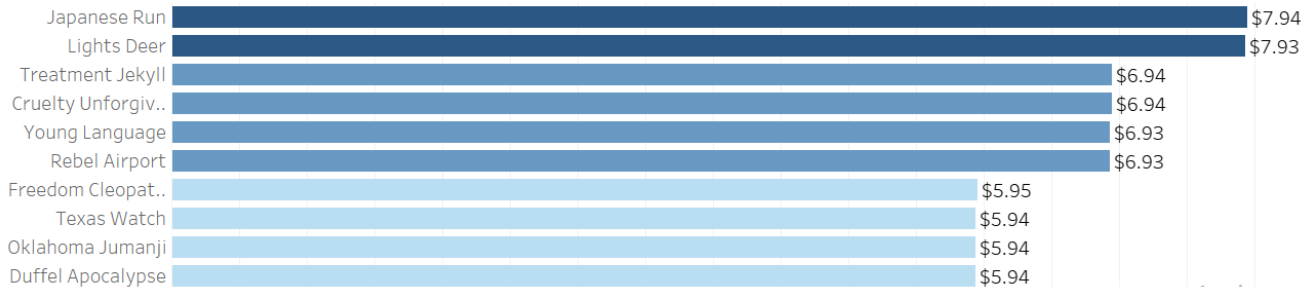


# WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE?

## Top 10 Movies by Revenue



## Least 10 Movies by Revenue



## Movies with no Revenue

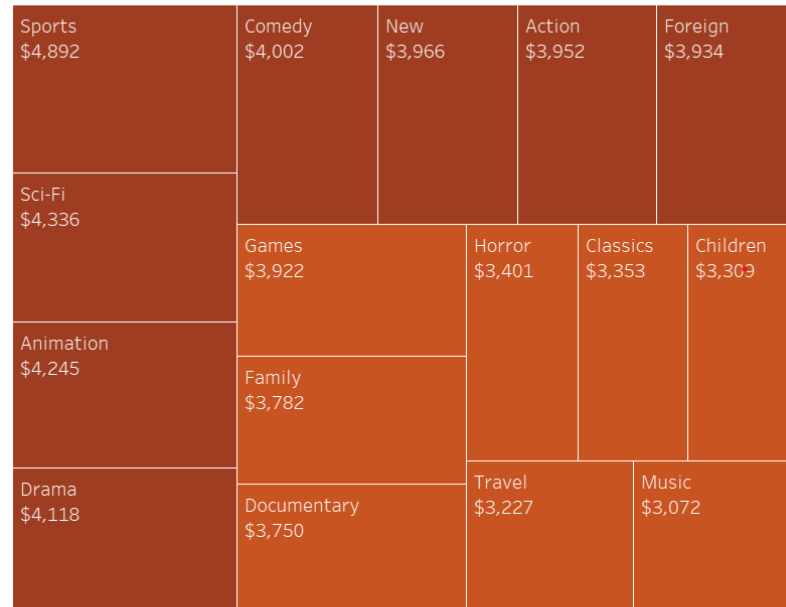
Alice Fantasia  
 Apollo Teen  
 Argonauts Town  
 Ark Ridgmont  
 Arsenic Independence  
 Boondock Ballroom  
 Butch Panther  
 Catch Amistad  
 Chinatown Gladiator  
 Chocolate Duck  
 Commandments Express  
 Crossing Divorce  
 Crowds Telemark  
 Crystal Breaking  
 Dazed Punk  
 Deliverance Mulholland  
 Firehouse Vietnam  
 Floats Garden  
 Frankenstein Stranger  
 Gladiator Westward  
 Gump Date  
 Hate Handicap  
 Hocus Frida  
 Kentuckian Giant  
 Kill Brotherhood  
 Muppet Mile  
 Order Betrayed  
 Pearl Destiny  
 Perdition Fargo  
 Psycho Shrunk  
 Raiders Antitrust  
 Rainbow Shock  
 Roof Champion  
 Sister Freddy  
 Sky Miracle  
 Suicides Silence  
 Tadpole Park  
 Treasure Command  
 Villain Desperate  
 Volume House  
 Wake Jaws  
 Walls Artist

About 42 movies were not rented at all therefore had contributed revenue

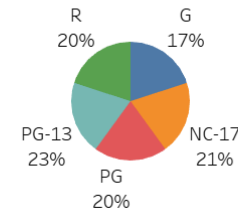


# MOST POPULAR GENRES?

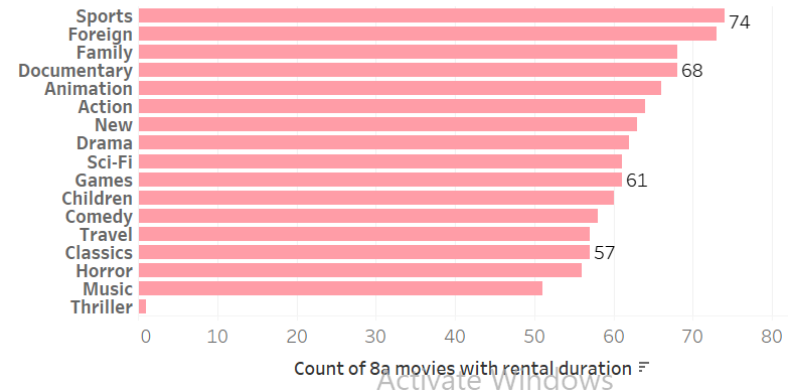
**By Revenue**



**By Rating**



**By Category count**



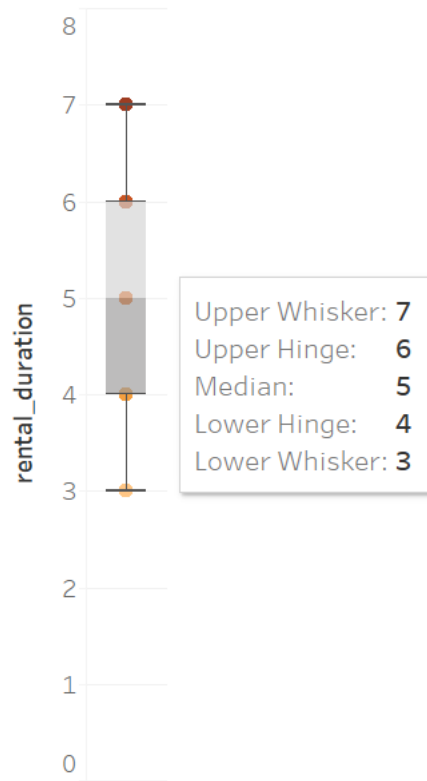
**Genre by;**

Revenue, Highest revenue was **Sports** films with **\$4,892**

Rating by percentage, **PG-13** rated films had the highest rating of **23%**

Category, **Sports** films had the highest category count of **74**

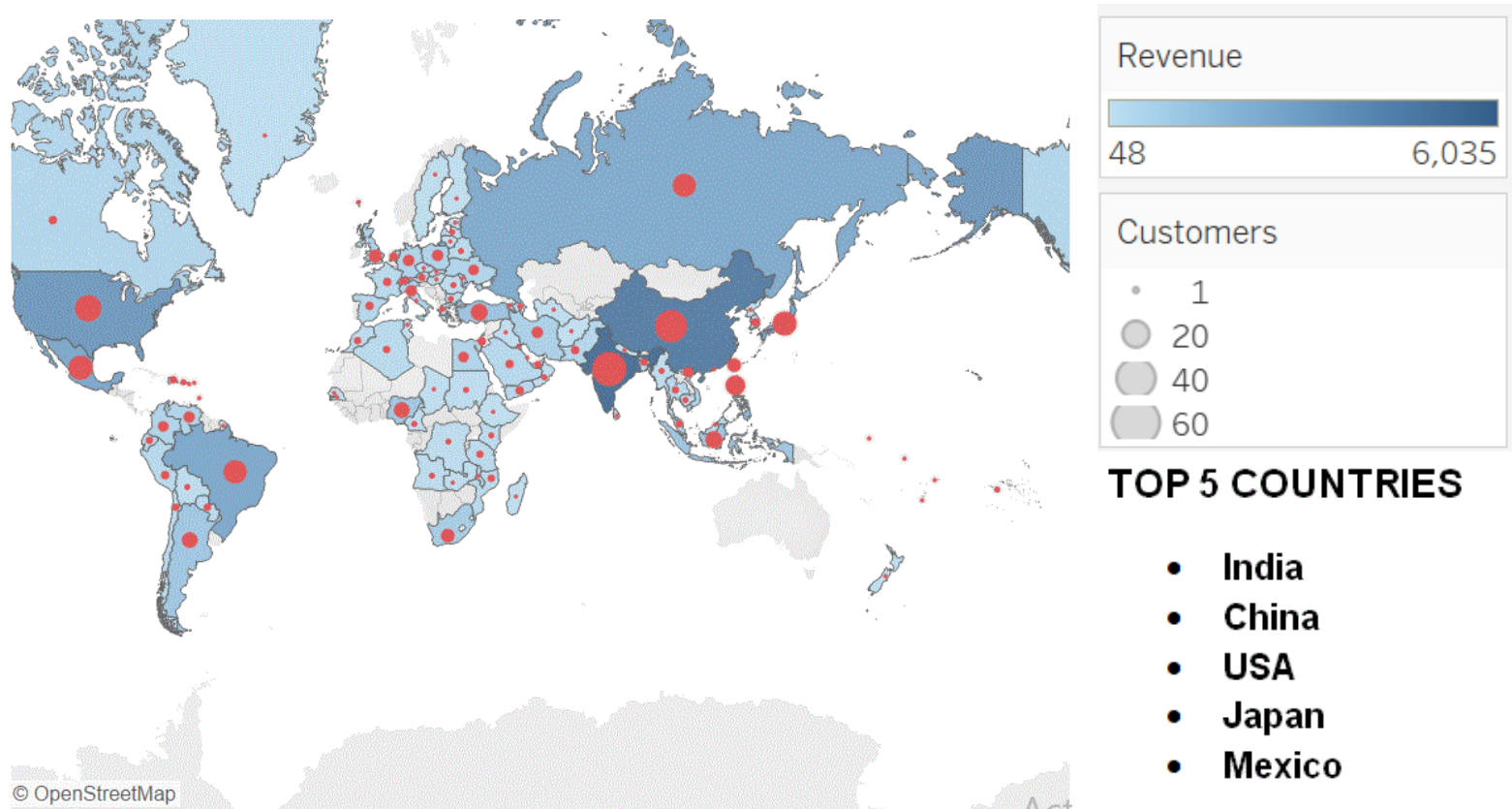
# WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?



The average rental duration for all videos is **5 days** as seen on the **Whisker plot** as Median

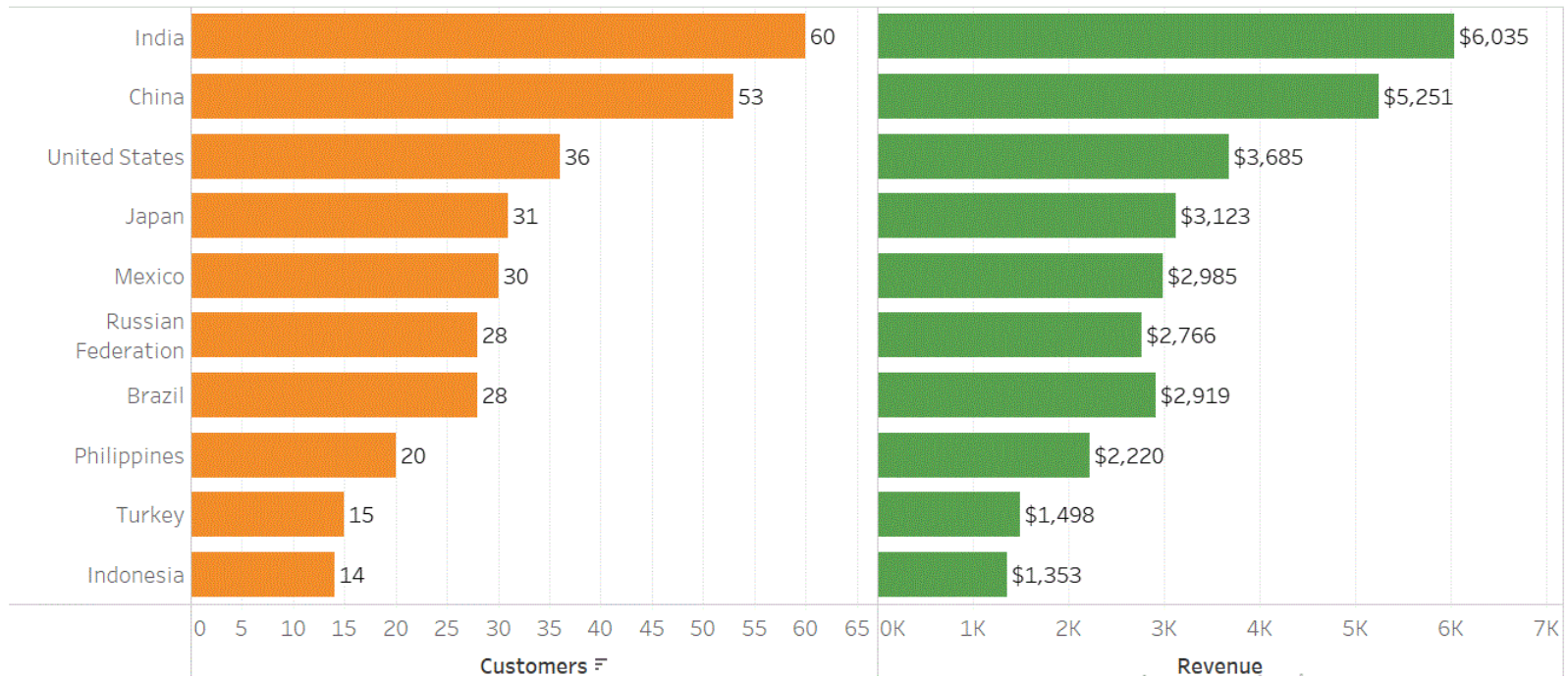


# WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?





# DO SALES FIGURES VARY BETWEEN GEOGRAPHY REGIONS?



Clearly shown, there is change in revenue across locations. Higher sales correlate with larger customer bases. **India** has the highest customer count and highest revenue generation as well. **China, United States, Japan & Mexico** follows.



# WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

Customer	First Name	Last Name	Country	City	Revenue (\$)
1	Eleanor	Hunt	Runion	Saint-Denis	212
2	Karl	Seal	United States	Cape Coral	209
3	Marion	Snyder	Brazil	Santa Brbara dOeste	195
4	Rhonda	Kennedy	Netherlands	Apeldoorn	192
5	Clara	Shaw	Belarus	Molodetno	190
6	Tommy	Collazo	Iran	Qomsheh	184
7	Ana	Bradley	United States	Memphis	168
8	Curtis	Irby	Canada	Richmond Hill	168
9	Marcia	Dean	Philippines	Tanza	167
10	Mike	Way	India	Valparai	163



# RECOMMENDATIONS

- Concentrate marketing efforts in countries with the highest customer base and greatest popularity. This involves analysing market data to identify regions with the largest customer concentrations and tailoring marketing campaigns to effectively reach and engage these key demographics.
- Create customized marketing strategies and loyalty programs for high-value customers, and attract mid-tier customers with specific promotions and incentives.
- The most purchased movie genres are SPORTS, SCI-FI, and ANIMATION. Therefore, concentrating on producing more films in these categories would boost revenue.
- Feature new movies, as well as movies from the last 10 years
- Feature movies of various lengths and consider the data for average length of rented film i.e. 115 minutes.



# THANK YOU

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