

Rockbuster Stealth Business Strategy Meeting

Christopher Evangelista

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Objectives

- Establish a strategy for the new online video service
- Leverage existing customer base as a guide for an online customer base
- Answer key questions critical to Rockbuster's strategy

Key Questions

- What movies contributed the most/least to revenue gain?
- Which countries are Rockbuster customers based in?
- Where are customers with a high life time value based?
- Do sales figures vary between geographic regions?
- What makes the popular movies more profitable?

Business Overview

- Rockbuster Stealth boasts a solid customer base however sales are on the declining

Customer Base

Country Count	Customer Count
108	599

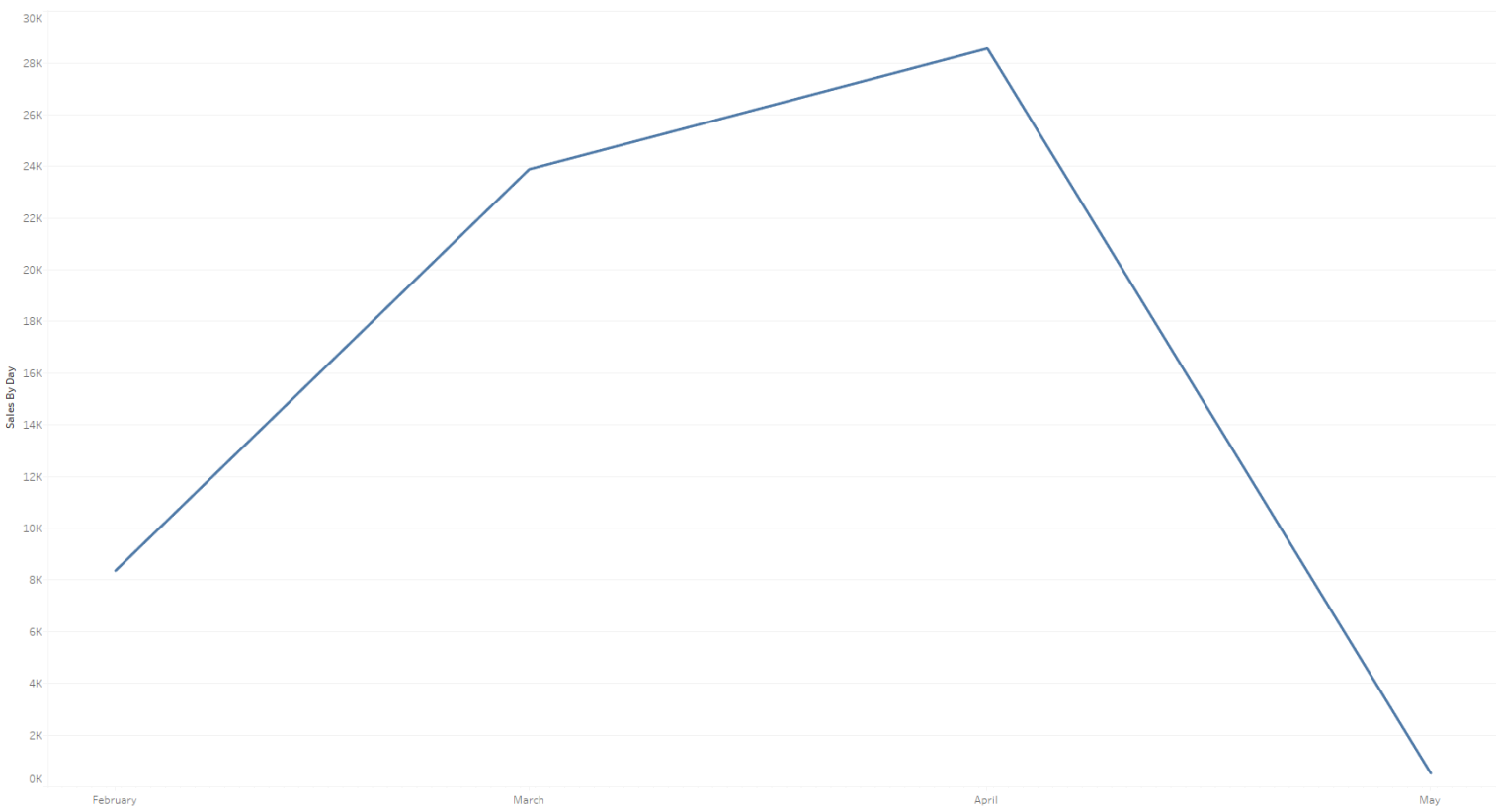
Non Numerical Statistics

Metric	Avg	Max	Min
Rental Duration (days)	5.00	7.00	3.00
Rental Rate (\$)	2.98	4.99	0.99
Rental Replacement Cost (\$)	20.00	29.99	9.99

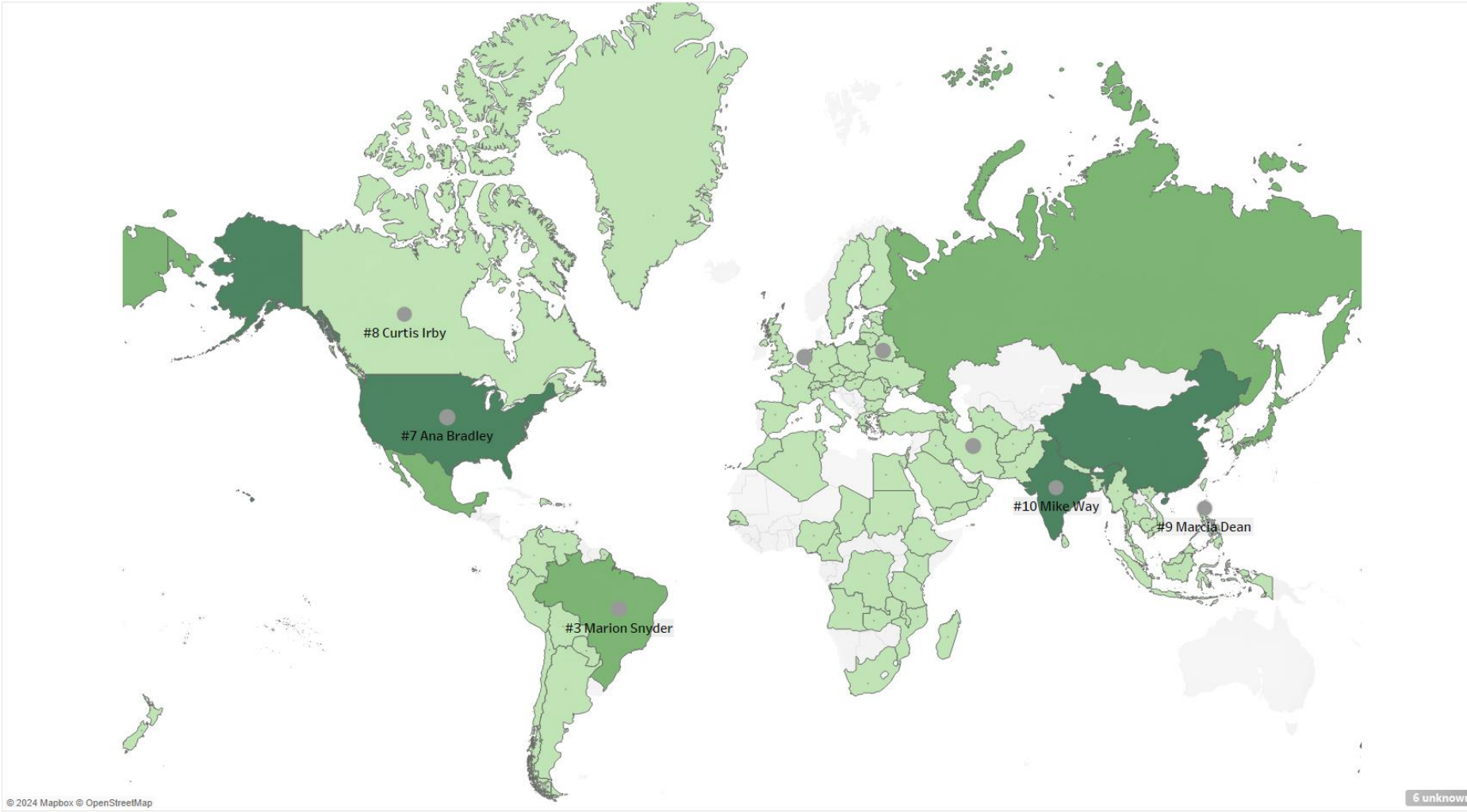
Non Numerical Statistics

Film Feature	Film Attribute	
Most Popular Full Text	'baloon':19 'confront':14 'documentari':5 'fem..	1
Most Popular Rating	PG-13	223
Most Popular Special Features	{Trailers,Commentaries,"Behind the Scenes"}	79

Sales by Month



Rockbuster Stealth's Customer Base



Top 10 Countries

Country	₹	Total Paid	Customer Count	Avg Customer S..
India		6,033	60	101
China		5,247	53	99
United States		3,694	40	92
Japan		3,122	31	101
Mexico		2,985	30	99
Brazil		2,919	28	104
Russian Federation		2,766	28	99
Philippines		2,220	20	111
Turkey		1,498	15	100
Indonesia		1,353	14	97

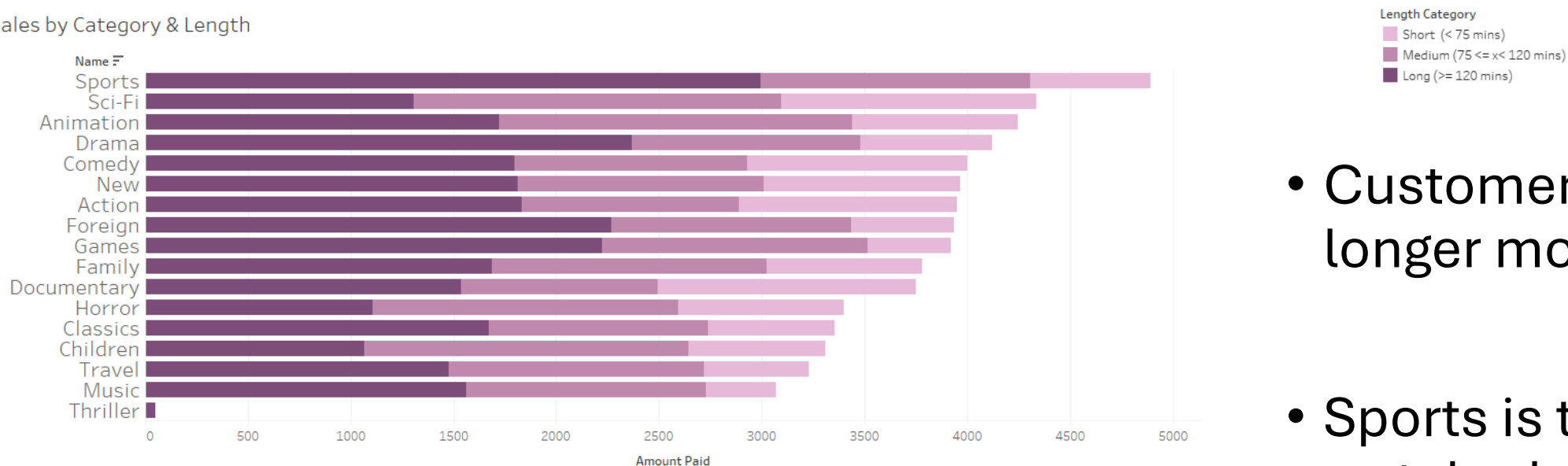
Top 10 Customers

Customer	Country	
#1 Eleanor Hunt	Runion	211.55
#2 Karl Seal	United States	208.58
#3 Marion Snyder	Brazil	194.61
#4 Rhonda Kennedy	Netherlands	191.62
#5 Clara Shaw	Belarus	189.60
#6 Tommy Collazo	Iran	183.63
#7 Ana Bradley	United States	167.67
#8 Curtis Irby	Canada	167.62
#9 Marcia Dean	Philippines	166.61
#10 Mike Way	India	162.67

6 unknown

Film Analysis

Sales by Category & Length



- Customers prefer longer movies
- Sports is the most watched movie

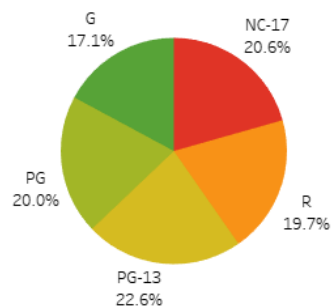
Top 5 Films

Title	Name	
Telegraph Voyage	Music	215.75
Zorro Ark	Comedy	199.72
Wife Turn	Documentary	198.73
Innocent Usual	Foreign	191.74
Hustler Party	Comedy	190.78

Bottom 5 Films

Title	Name	
Duffel Apocalypse	Documentary	5.94
Freedom Cleopatra	Comedy	5.95
Oklahoma Jumanji	New	5.94
Texas Watch	Horror	5.94
Young Language	Documentary	6.93

Sales by MPAA Rating



- Even distribution of MPAA rating preference

Recommendations

- Distribute marketing materials throughout countries with the highest sales
- Develop marketing strategies that rewards customer loyalty
- Focus on strong performing categories and longer movies

- Questions?

- For more information please go to:

- https://public.tableau.com/app/profile/christopher.evangelista/viz/Exercise3_10-Tableau/Dashboard1?publish=yes