

ROCKBUSTER LLC

*STRATEGY FOR THE NEW ONLINE
VIDEO SERVICE*

OBJECTIVE

Rockbuster Stealth LLC, a global movie rental company with a history of physical stores worldwide, finds itself in a challenging landscape due to the fierce competition posed by streaming giants like Netflix and Amazon Prime. To combat this, our management team is devising a strategic plan to leverage our extensive collection of movie licenses by launching an online video rental service, aiming to maintain competitiveness in the market.

KEY QUESTIONS

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

Which movies contributed the most/least to revenue gain?

TOP 10 MOVIES

TITLE	REVENUE IN \$
Telegraph Voyage	
Zorro Ark	
Wife Turn	
Innocent Usual	
Hustler Party	
Saturday Lambs	
Titans Jerk	
Harry Idaho	
Torque Bound	
Dogma Family	

BOTTOM 10 MOVIES

TITLE	REVENUE IN \$
Stallion Sundance	7,94
Lights Deer	7,93
Cruelty Unforgiven	6,94
Treatment Jekyll	6,94
Rebel Airport	6,93
Young Language	6,93
Freedom Cleopatra	5,95
Texas Watch	5,94
Duffel Apocalypse	5,94
Oklahoma Jumanji	5.94

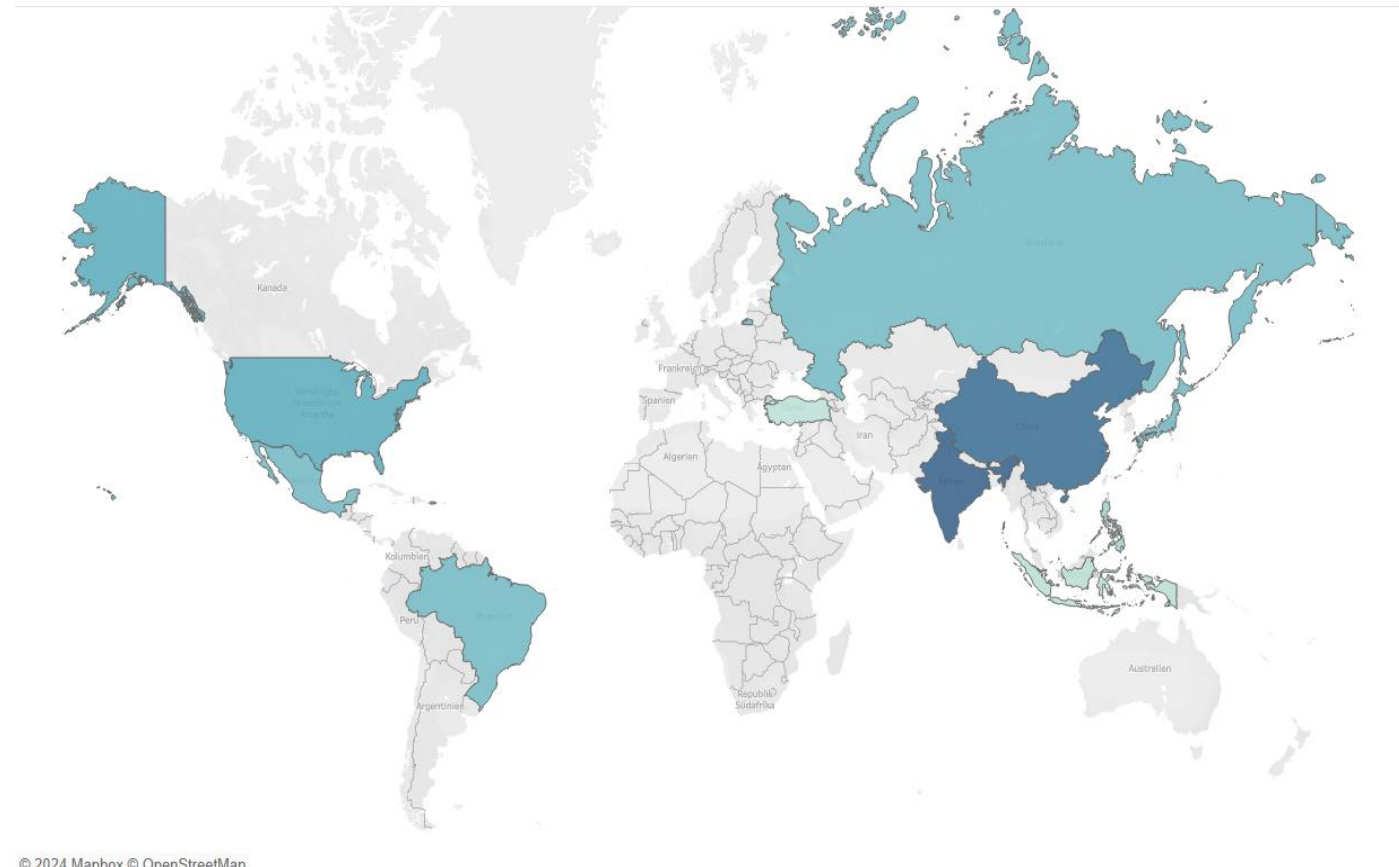
RENTAL DURATION

	MINIMUM	MAXIMUM	AVERAGE
RENTAL DURATION	3	7	5
RENTAL RATE IN \$	0,99	4,99	2,98

Which countries are Rockbuster customers based in?

COUNTRY	NUMBER OF 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 COUNTRIES WITH MOST CUSTOMERS



Where are the top customers based?

TOP 10 CUSTOMERS

CUSTOMER ID	FIRST NAME	LAST NAME	COUNTRY	city	TOTAL AMOUNT PAID IN \$
225	Arlene	Harvey	India	CITY	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
14	Betty	White	United States	Citrus Heights	96,77
443	Francisco	Skidmore	Brazil	So Leopoldo	93,79
249	Dora	Medina	China	Tianjin	88,81
411	Norman	Currier	Indonesia	Cianjur	73,76
350	Juan	Fraley	Russian Federation	Teboksary	63,79

MAP

TOP 10 CUSTOMERS

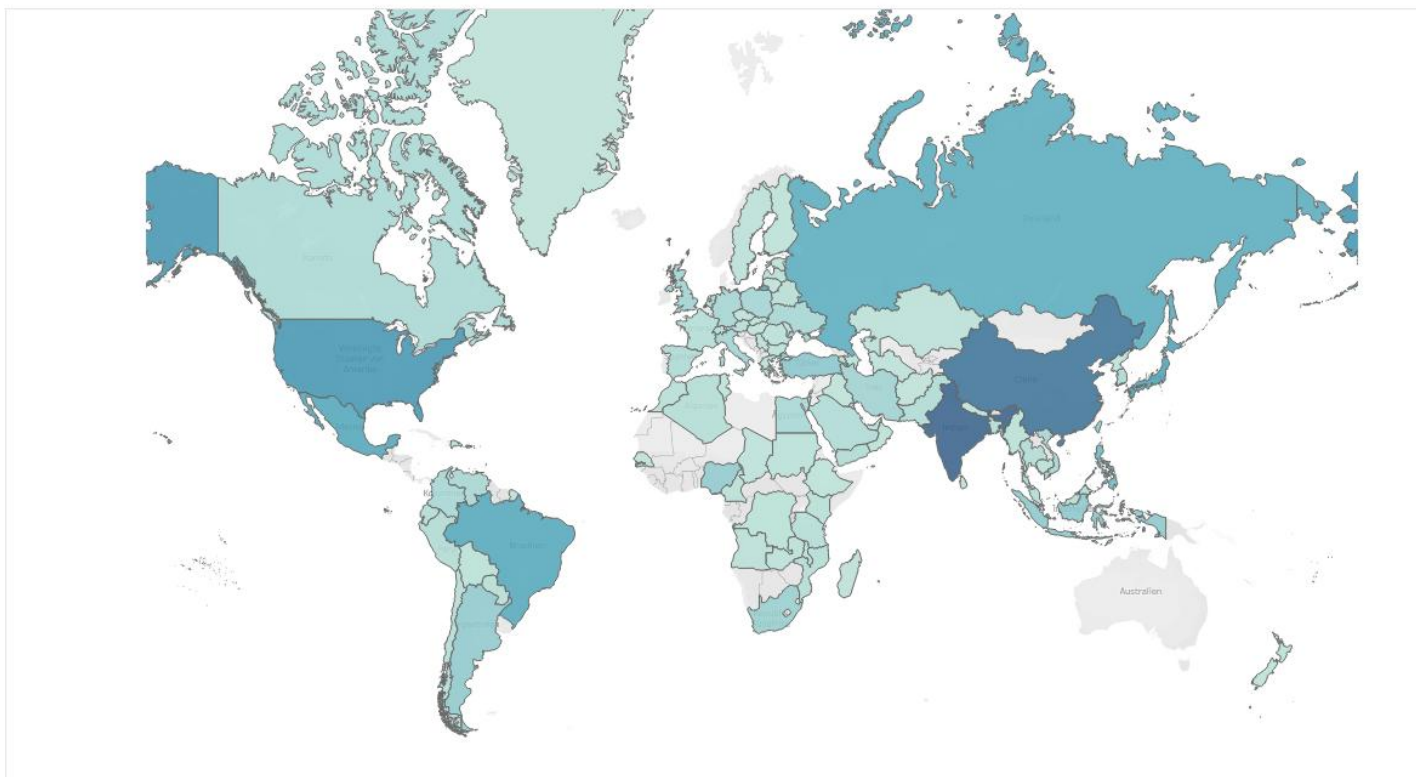


Do sales figures vary between geographic regions?

TOP 10 COUNTRIES

COUNTRY	TOTAL SALES IN \$
India	6034,78
China	5251,03
United States	3685,31
Japan	3122,51
Mexico	2984,82
Brazil	2919,19
Russian Federation	2765,62
Philippines	2219,7
Turkey	1498,49
Indonesia	1352,69

SALES ACROSS THE WORLD



CONCLUSIONS AND RECOMMENDATIONS

- Amplify Focus on Asia and elevate marketing initiatives and enhance local content offerings to deepen market presence.
- Undertake a full transition to streaming by phasing out remaining physical stores, reallocating resources toward digital expansion.
- Develop a dedicated loyalty program targeting top customers to bolster retention and maximize lifetime value.
- Initiate targeted campaigns in Asian markets and explore partnerships for local content co-development.
- Prioritize genres with high performance and actively seek popular local content in key markets.
- Efficiently manage the transition of resources from physical stores to digital infrastructure.
- Create culturally resonant loyalty programs with rewards that appeal to our top customer segments.

- THANK YOU FOR YOUR ATTENTION

LINKS:

- https://public.tableau.com/app/profile/christian.hans5070/viz/top10countries_17047054305460/Sheet1
- https://public.tableau.com/app/profile/christian.hans5070/viz/top10customers_17047065887920/Sheet1
- https://public.tableau.com/app/profile/christian.hans5070/viz/topsales_17047098569260/Sheet1