

# ROCKBUSTER STEALTH

STRATEGY FOR THE NEW ONLINE VIDEO SERVICE

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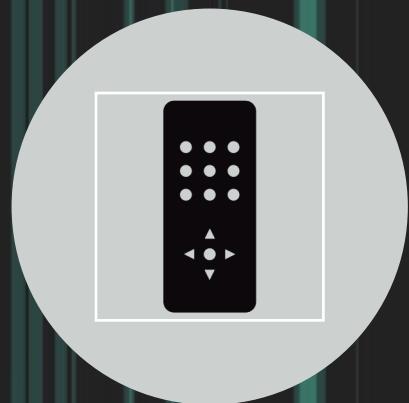
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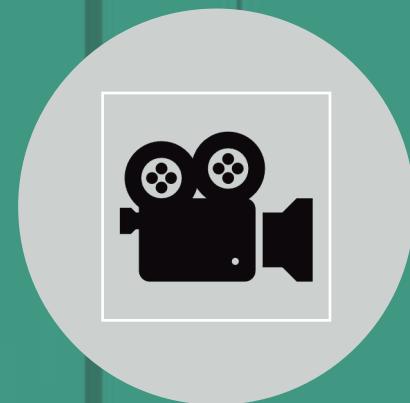
# Introduction



ROCKBUSTER STEALTH LLC IS A **MOVIE RENTAL COMPANY** THAT USED TO HAVE STORES AROUND THE WORLD.



CURRENTLY, THE COMPANY **FACES STIFF COMPETITION** FROM NEW STREAMING SERVICES.



THE PLAN IS, TO USE ITS EXISTING MOVIE LICENSES TO LAUNCH AN **ONLINE VIDEO RENTAL SERVICE** IN ORDER TO STAY COMPETITIVE.

# Key Questions

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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 customers with a high lifetime value based?



Do sales figures vary between geographic regions?

# FACTS

1		language
2		stores
109		countries
597		cities
599		customers
1000		movies
4581		copies
16044		rentals
\$61312		revenue

**Which movies contributed the  
most/least to revenue gain?**

In our library we have 1000 movies in 17 categories

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Sports

Sci-Fi

Animation

Drama

Comedy

New

Action

Foreign

Games

Family

Documentary

Horror

Classics

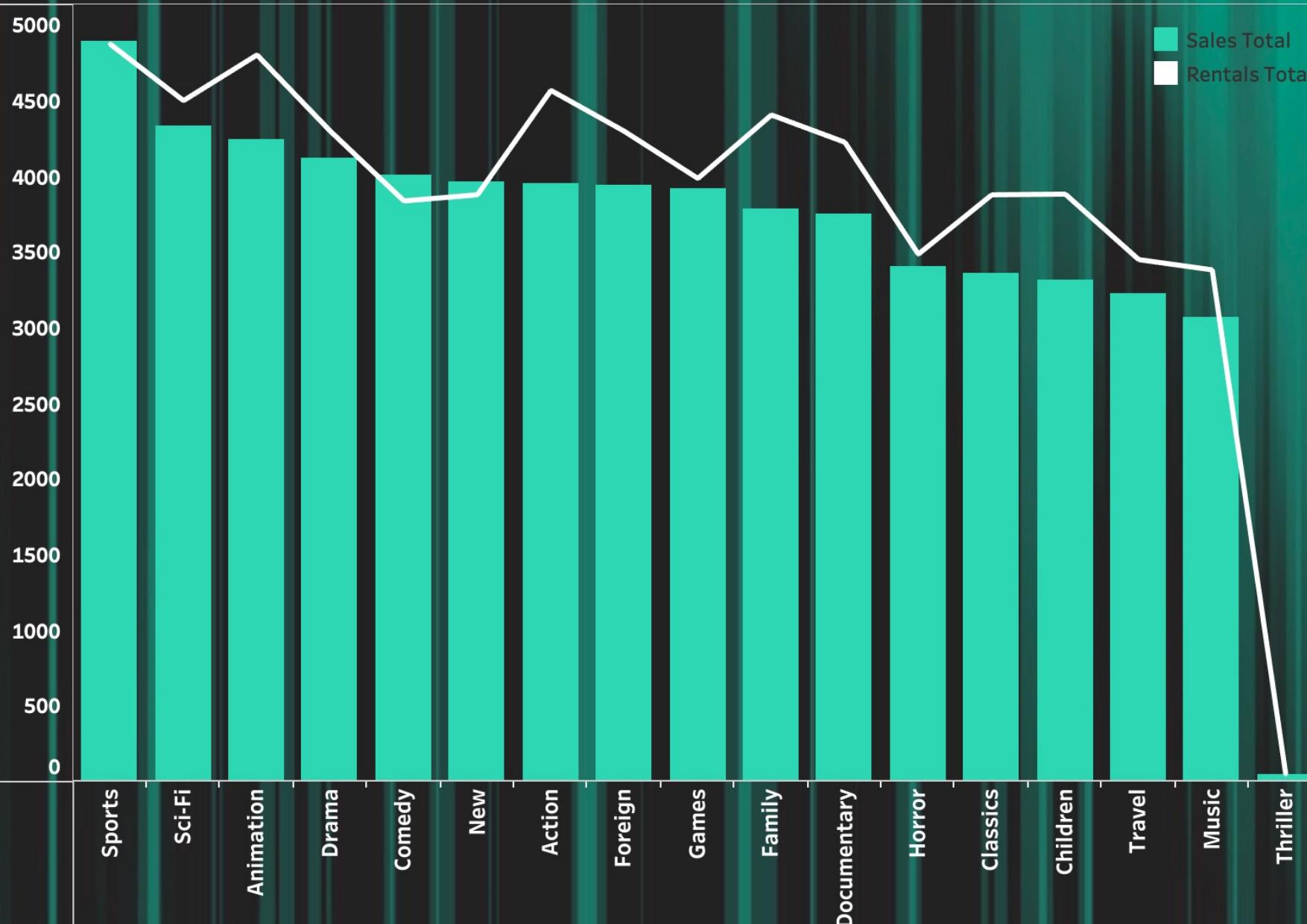
Children

Travel

Music

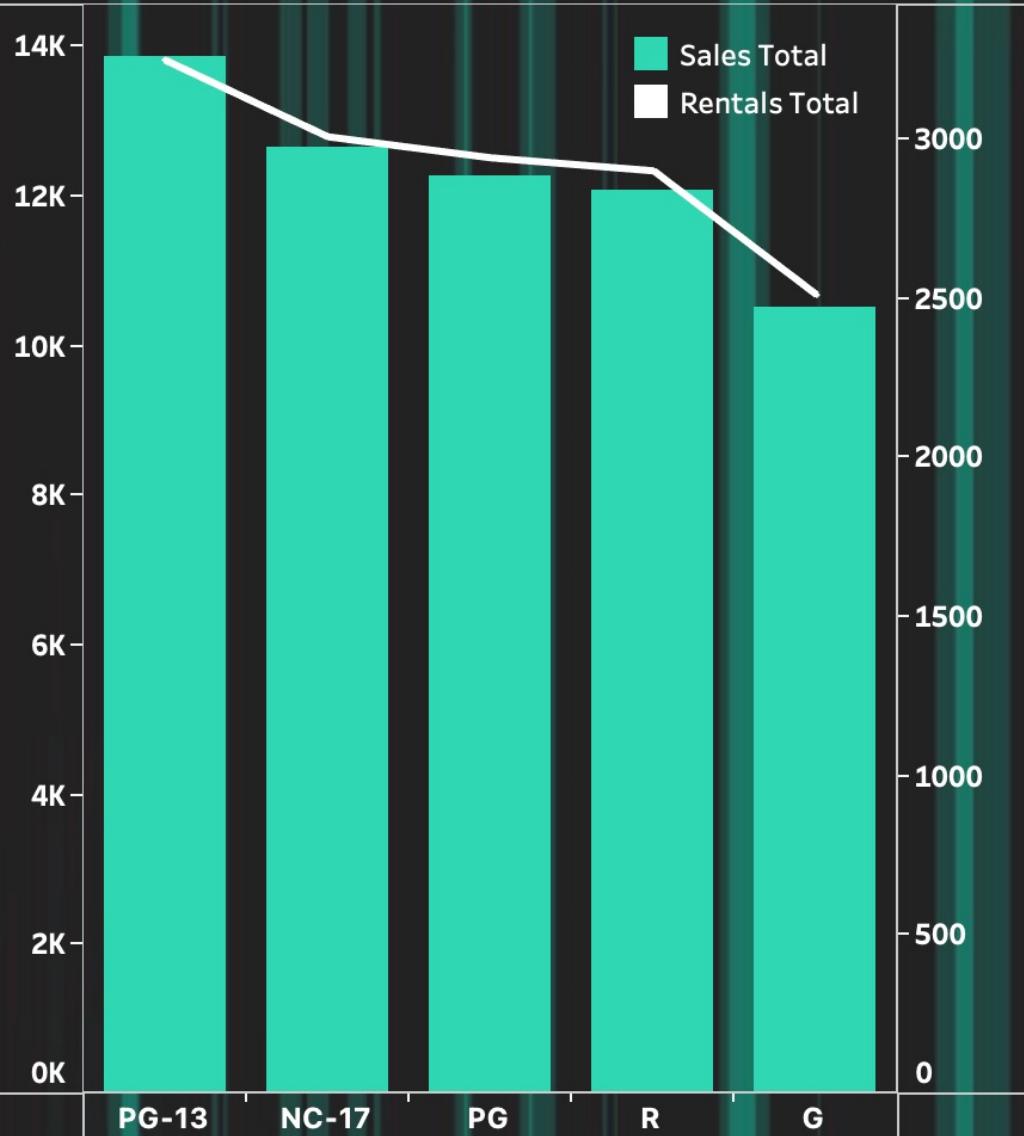
Thriller

# Movie genres by sales



Most popular genres are: **Sports, Sci-Fi, Animation, Drama, Comedy**

# Sales do not vary significantly between content rating categories



## MOTION PICTURE CONTENT RATING SYSTEM

G — General Audiences. All Ages Admitted.

PG — Parental Guidance Suggested. Some Material May Not Be Suitable For Children.

PG-13 — Parents Strongly Cautioned. Some Material May Be Inappropriate For Children Under 13.

R — Restricted. Children Under 17 Require Accompanying Parent or Adult Guardian.

NC-17 — No One 17 and Under Admitted.

# TOP MOVIES

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Telegraph	\$215,75
Voyage Zorro Ark	\$199,72
Wife Turn	\$198,73
Innocent Usual	\$191,74
Hustler Party	\$190,78

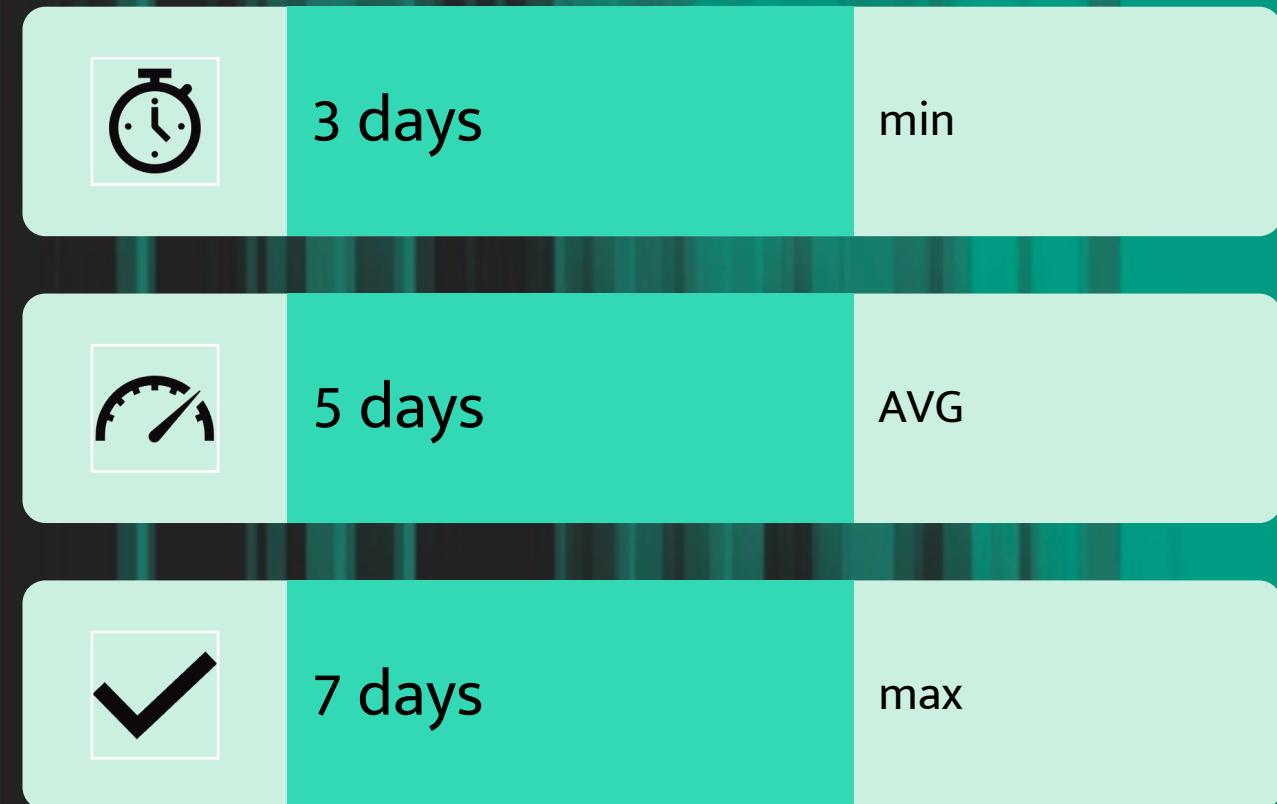
# BOTTOM MOVIES

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Duffel Apocalypse	\$5,94
Oklahoma Jumanji	\$5,94
Texas Watch	\$5,94
Freedom Cleopatra	\$5,95
Rebel Airport	\$6,93

**What was the average rental duration for all videos?**

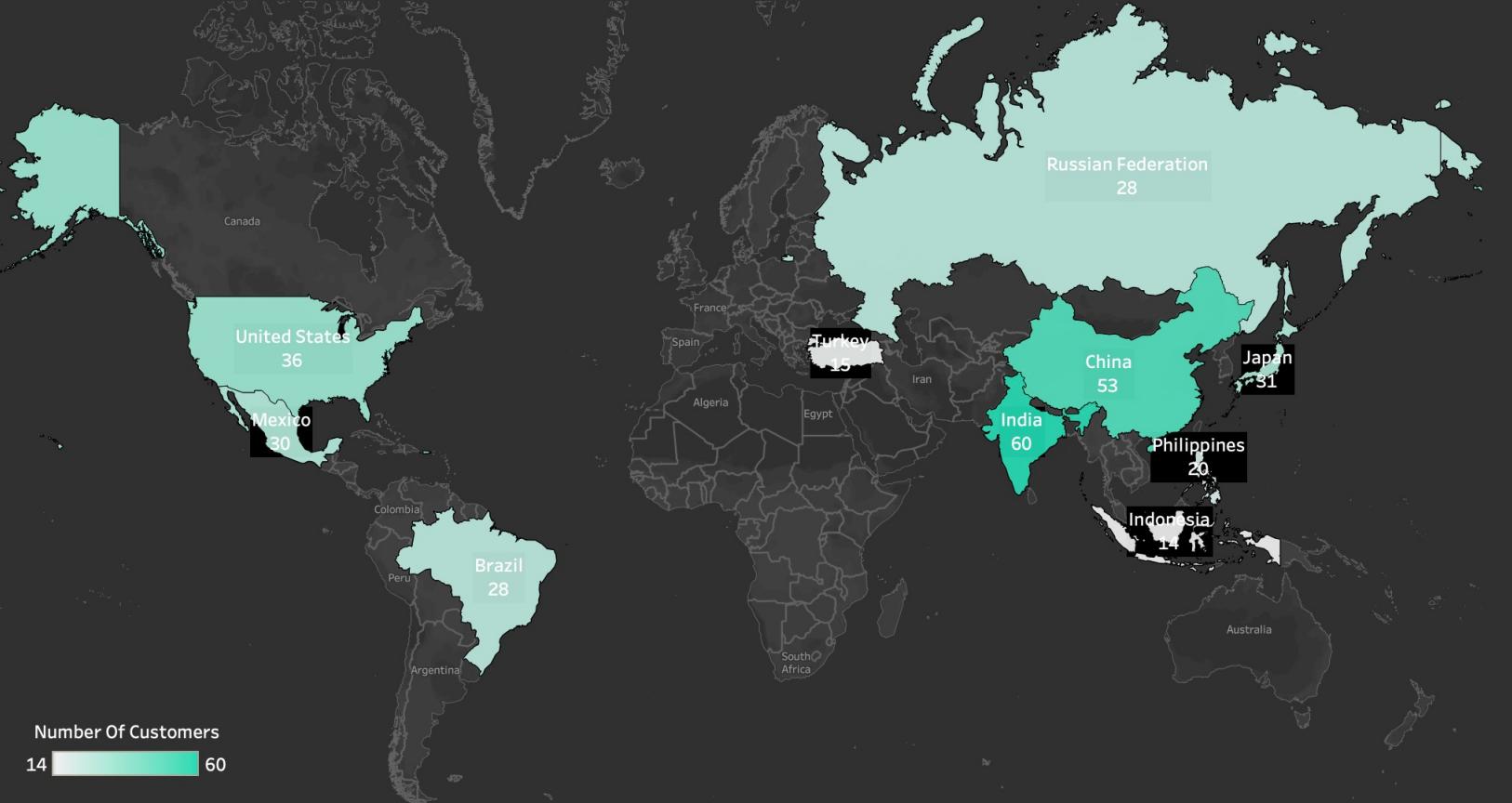
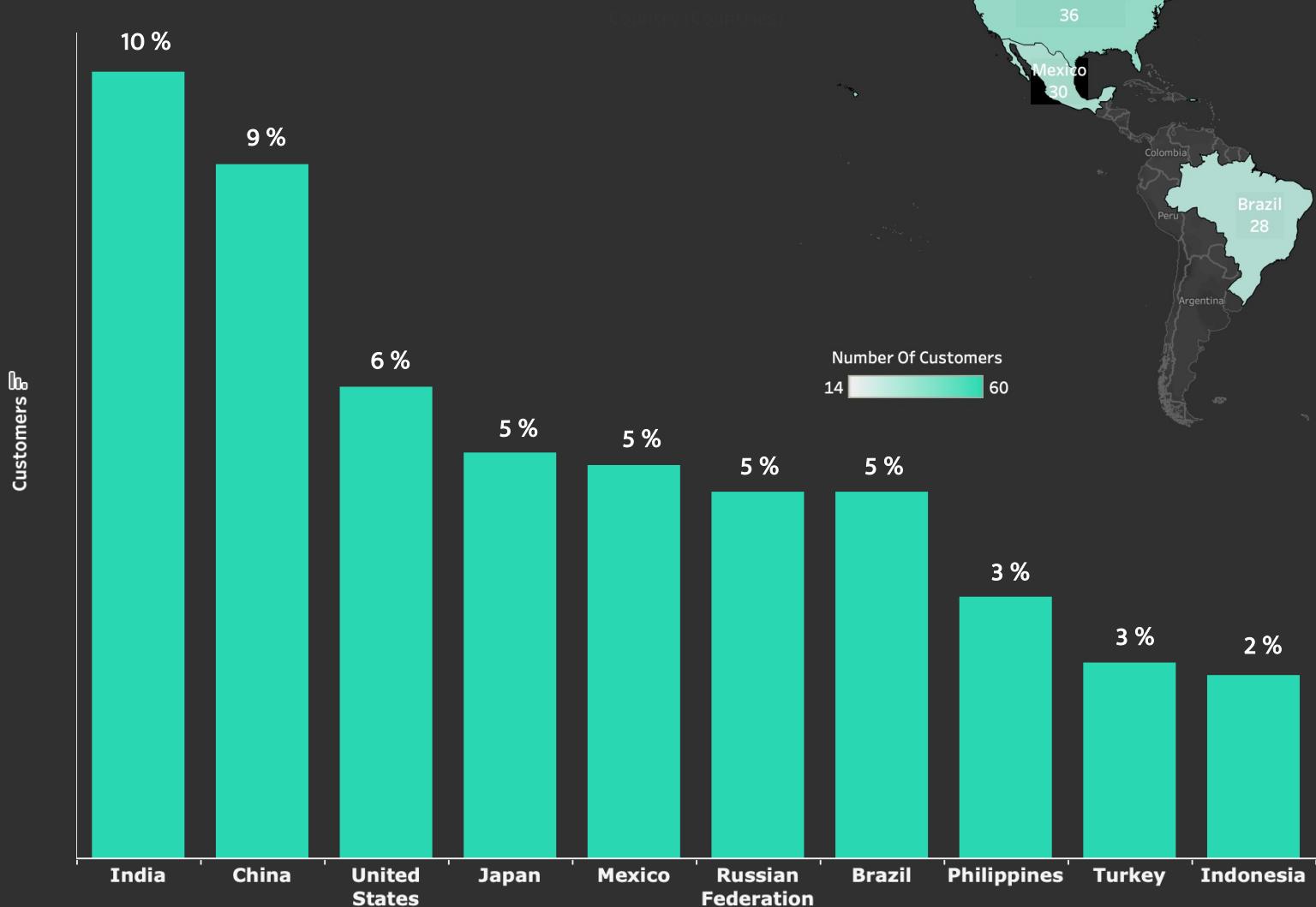
# Rental duration



**Which countries are Rockbuster  
customers based in?**



# More than 50% of our customers live in these 10 countries



! There are 41 countries where we only have a single customer

**Where are customers with a high  
lifetime value based?**

# TOP customers

<b>Eleanor Hunt - Runion</b>	45 rentals - \$211,55
<b>Karl Seal - United States</b>	42 rentals - \$208,58
<b>Marion Snyder - Brazil</b>	39 rentals - \$194,61
<b>Rhonda Kennedy -Netherlands</b>	38 rentals - \$191,62
<b>Clara Shaw - Belarus</b>	40 rentals- \$189,60

! Not all TOP customers  
live in TOP countries

# Conclusions

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Our movies are only available in English

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The most popular movie genre is Sports

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Some movies generate minimal revenue

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Over 20% of rentals exceeded the allowed rental period

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10 out of 109 countries generate 50% of revenue

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There are 41 countries where we have only a single customer

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We have few loyal customers

# Recommendations



Consider films in different languages



Invest in thrillers and other new genres



Remove unprofitable titles



Promote popular films and stay up to date with hot premiere



Focus your marketing on best performing markets



Enter a loyalty program for regular customers



Measure customer satisfaction

QUESTIONS?  
CONCERNS?  
COMMENTS?

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