
ROCKBUSTER STEALTH

from stores to streaming...

Presented by: Farah Javed



Objective

Develop a strategy to launch an online video rental service using existing movie licenses.

Fundamental Questions

In order to devise an effective strategy Rockbuster's management likes to draw insights via following business questions

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

Current Business Statistics

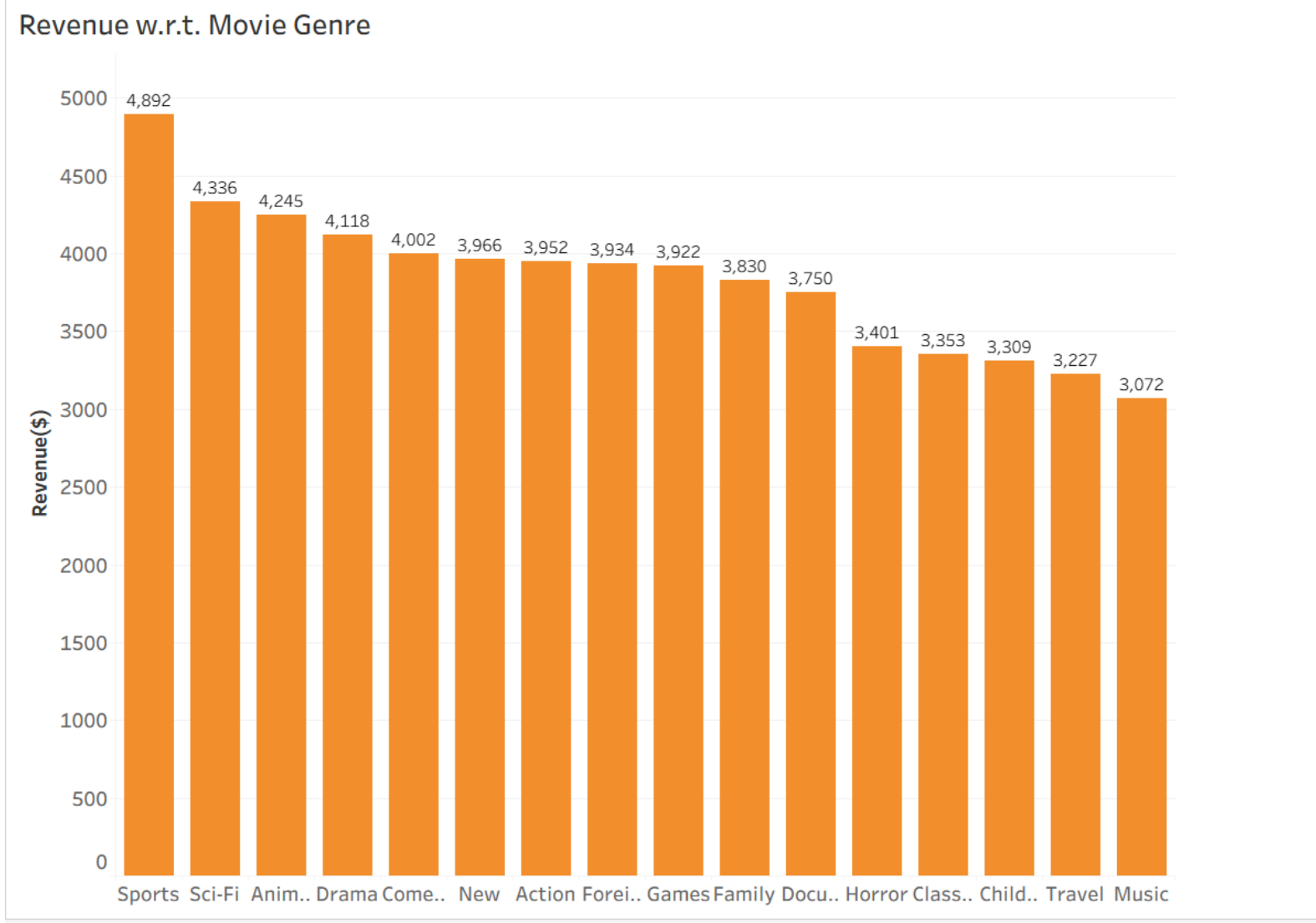
Minimum	Rental rate 0.99\$	Rental duration 3 days	Replacement cost 9.99\$
Maximum	4.99\$	7 days	29.99\$
Average	2.98\$	5 days	19.98\$

Current Business Statistics

- At present Rockbuster Stealth offers 1000 films in English language.
- Rockbuster offers films in 16 different genres to cater to a wide variety of customers.
- Rockbuster's rent services are available in 109 different countries across the globe.
- Majority of the movies offered by Rockbuster are rated PG-13.
- Currently Rockbuster has 584 active customers.

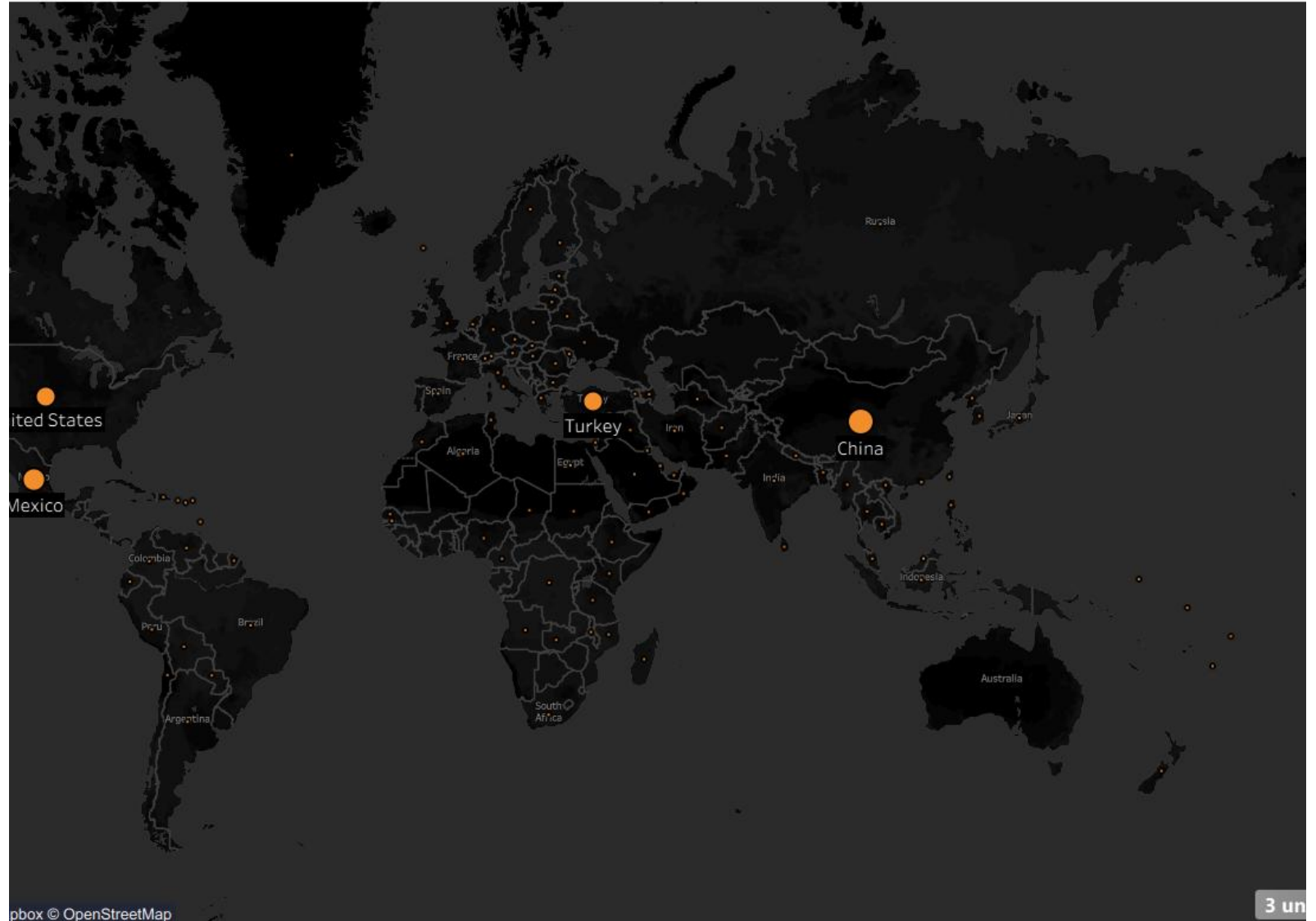
Revenue (Which movies contributed the most/least to revenue gain?)

- Rockbuster's most popular movie genre is **sports** with 4,892 \$ in revenue, whereas movies under the **Music** category appears to be least popular among Rockbuster's customers with 3,072 \$ in revenue.



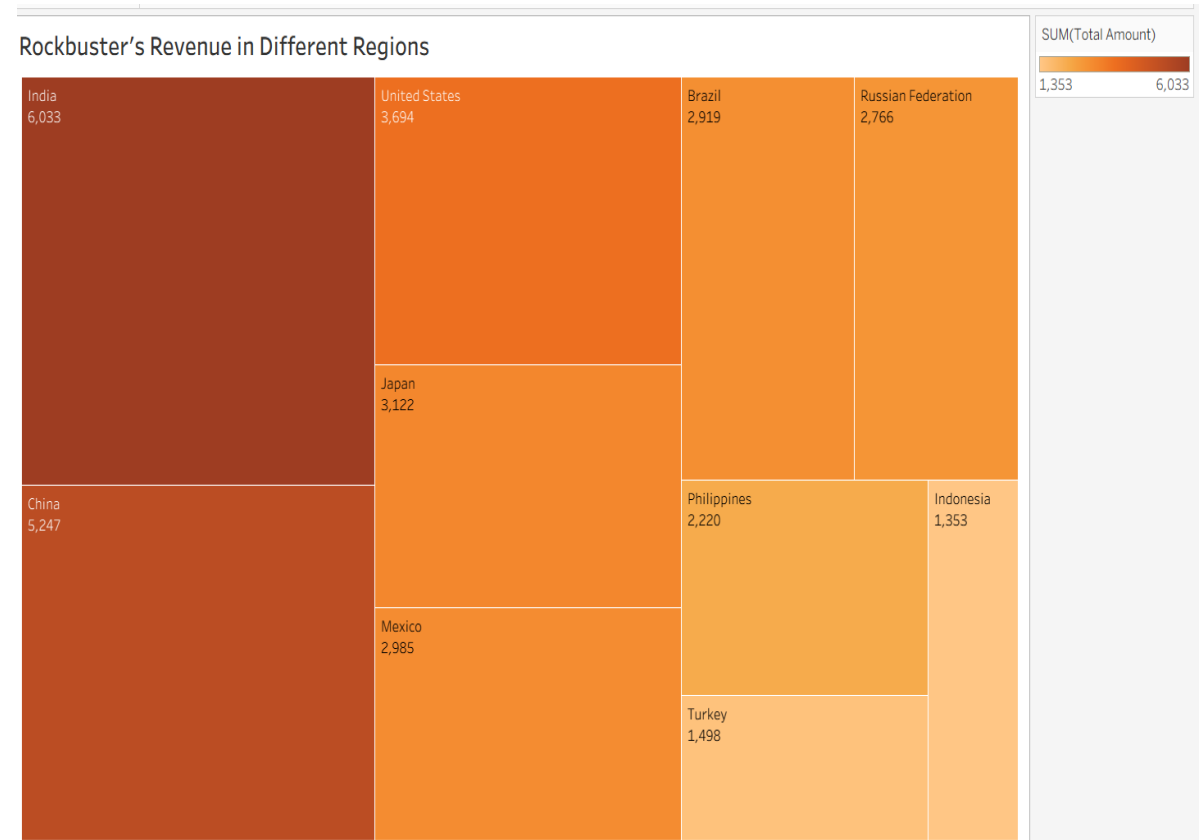
High LTV Customers(Where are customers with a high lifetime value based?)

- Rockbuster's high lifetime value customers are based in **China, Turkey, United States** and **Mexico**.



Revenue by Regions (Do sales figures vary between geographic regions?)

- At present the most lucrative markets for Rockbuster in terms of revenue are **India(\$6,033)**, **China(\$5,247)**, **Japan(\$3,122)**, **United States (\$3,694)**, and **Mexico(\$2,985)**.
- The top revenue regions for Rockbuster are Asia and North America contributing approximately 34% to the total revenue.



Insights

- Most popular movie genres are sports, animation and Sci-Fi.
- Rockbuster's biggest customer base is in China, India, Japan and United states.
- Sales figures vary among different regions, Asia and North America are the most profitable regions.
- The modest revenue gap between movie genres suggest that Rockbuster's customer base appreciates the full spectrum of genres on offer.
- High LTV customers reside in high revenue generating countries.

Recommendations

- Invest in marketing strategies to help communicate and educate existing customers understand the benefits of the new service effectively.
- Targeted online market campaigns can help attract new customers.
- Posting flyers with information about the new online rental service to all the existing customer addresses in the system can help communicate the new launch by Rockbuster.
- Asia is among the top revenue generating regions, acquiring licenses of current most popular movies in that region in local languages can help attract more customers.
- Creating attractive subscription plans like, 50% subscription cost for the first three months or point collection system to unlock new features can help acquire new customers in other emerging markets like Mexico, Russian Federation, Turkey and Philippines.

Recommendations

- Implement advance algorithms in online platform to offer personalised content suggestions, improving user satisfaction and engagement.
- Focus on maintaining high streaming quality to prevent buffering and ensure viewer satisfaction.
- Ensure effective server capacity management to handle traffic spikes and maintain service stability.
- Implement robust digital rights management systems to help protect intellectual property effectively from piracy.