

Rockbuster Stealth LLC



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Project Overview



Rockbuster Stealth LLC, formerly a global movie rental company with numerous storefronts, is poised to launch an online video rental service. Utilising their existing movie licenses, Rockbuster Stealth's management aims to remain competitive in the face of fierce competition from streaming giants like Netflix and Amazon Prime. The primary objective of the upcoming meeting is to summarise the sales performance of Rockbuster and to outline the strategic plans for this new digital venture.

Key Questions and Objectives

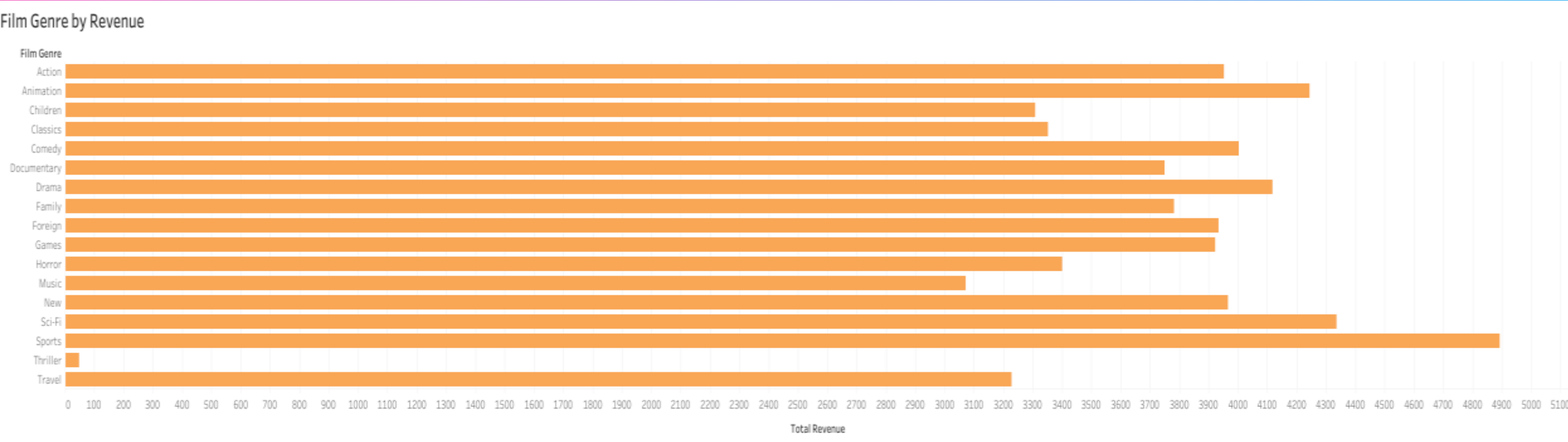
1. Which were the top ten films by revenue?
2. Which were the top ten film genres by revenue?
3. Do sales figures vary between geographic regions?
4. Which were the top 10 cities by customer count?
5. Which countries had the top 5 customers by individual revenue?

Top 10 Films by Revenue

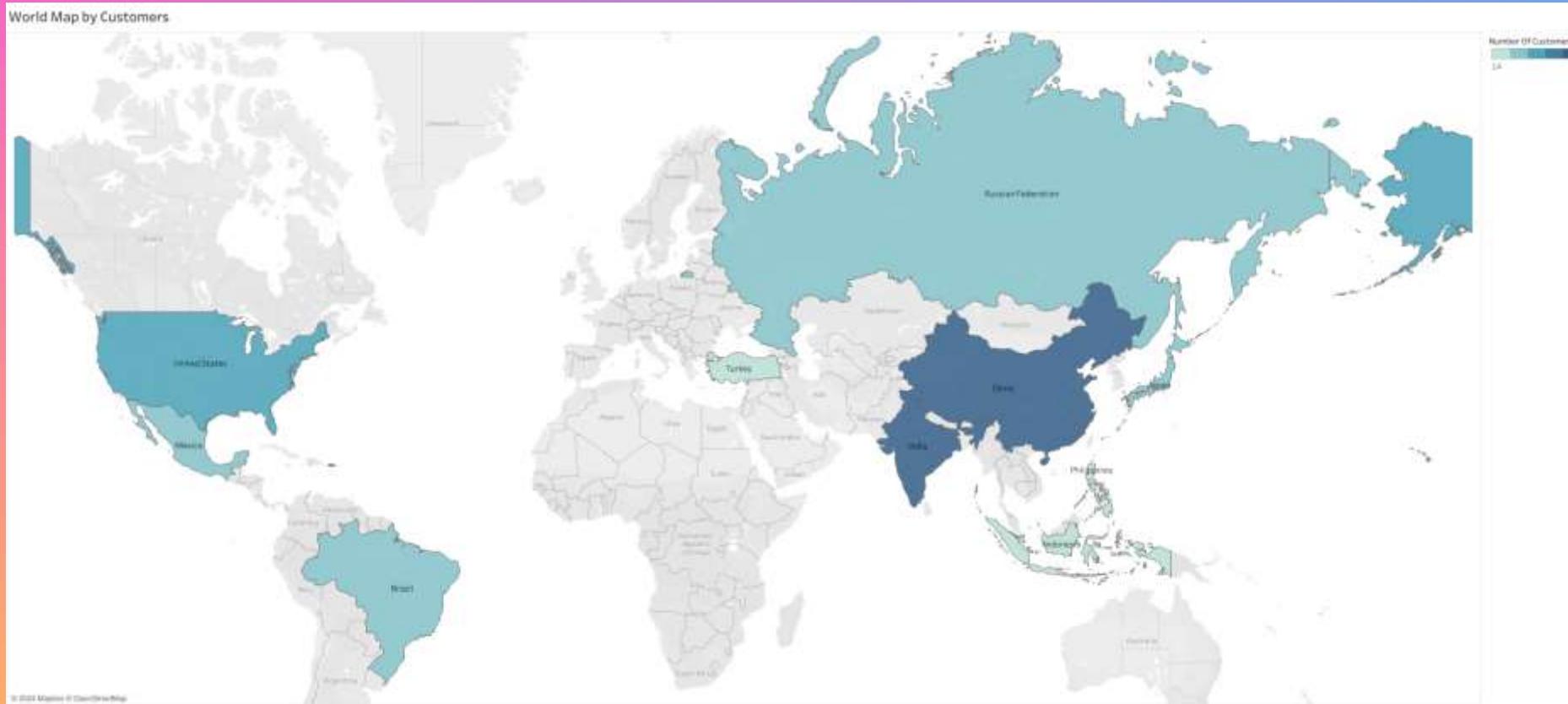


The top 10 movies by revenue shown in the image exhibit a diverse range of profitability, with "Telegraph Voyage" leading the chart at \$215.75. The list includes a mix of genres, indicating that various types of films resonate with audiences, ensuring their success in terms of revenue generation

Film Genres by Revenue



Rockbuster Global Customer Distribution- Overview Map



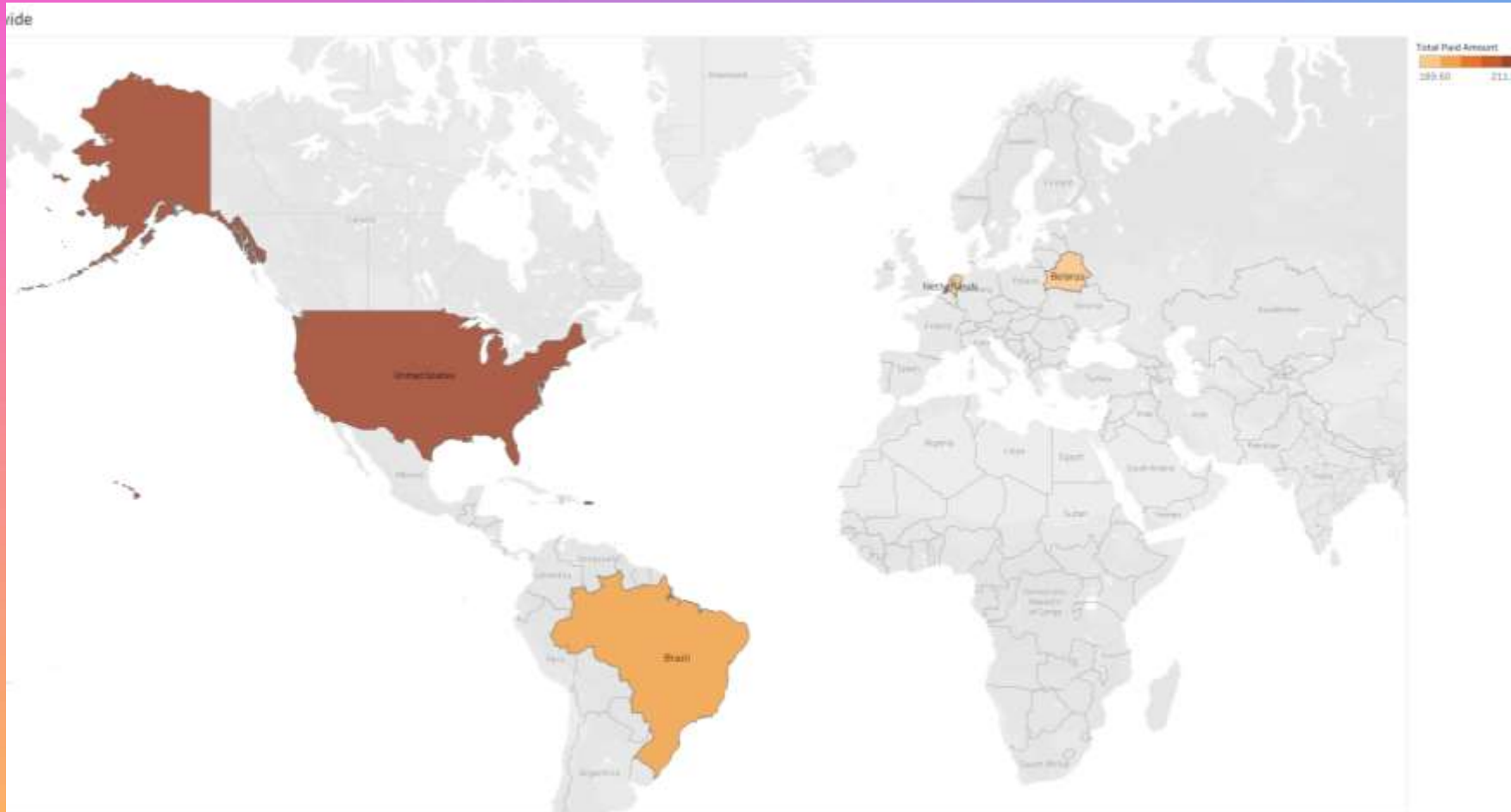
Currently, Rockbuster has a total of 599 customers distributed across 108 countries globally. Notably, India and China are the leading countries in terms of customer count and generated revenue

Top Ten Cities by Customer Count



The top five cities by customer count reveal Rockbuster's strong presence in North America, particularly in Aurora and Acua, which lead in customer numbers. The presence in Citrus Heights, highlights Rockbuster's global reach into Asia

Top 5 Customers by Amount Paid



They are primarily located in the United States and Brazil

An average of \$199.192 was paid by these top customers

Recommendations and Summary

Strategic Recommendations

Customer

- Utilise data from the top 10 customers to create personalized recommendation engines for the online rental platform, boosting user satisfaction and retention.
- Incorporate user feedback mechanisms into the streaming platform to facilitate continuous improvement based on customer insights.

Product

- Based on insights from key markets and customer data, Rockbuster should expand its movie selection to include:
 - Newly released films
 - Films in various languages
 - Time-honoured classics
- Implement flexible rental periods and pricing models:
 - Offer premium pricing for new or popular movies with shorter rental options
 - Provide cost-effective options for longer rentals of less popular films

A vibrant sunset scene over a city. In the foreground, a multi-lane highway bridge spans a body of water. Several vehicles are on the bridge, including a white van, a bus, a car, and a large semi-truck with a trailer that has the word "Patriot" on it. The sky is a mix of orange, pink, and purple, with scattered clouds. A tall antenna tower is visible in the background on the left, and a city skyline is visible in the distance. An airplane is flying in the upper right portion of the sky.

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