

Rockbuster Stealth LLC Online Video Rental Service Launch Strategy

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Introduction

The Company:

- Rockbuster Stealth LLC is a movie rental company that formerly had stores around the world.

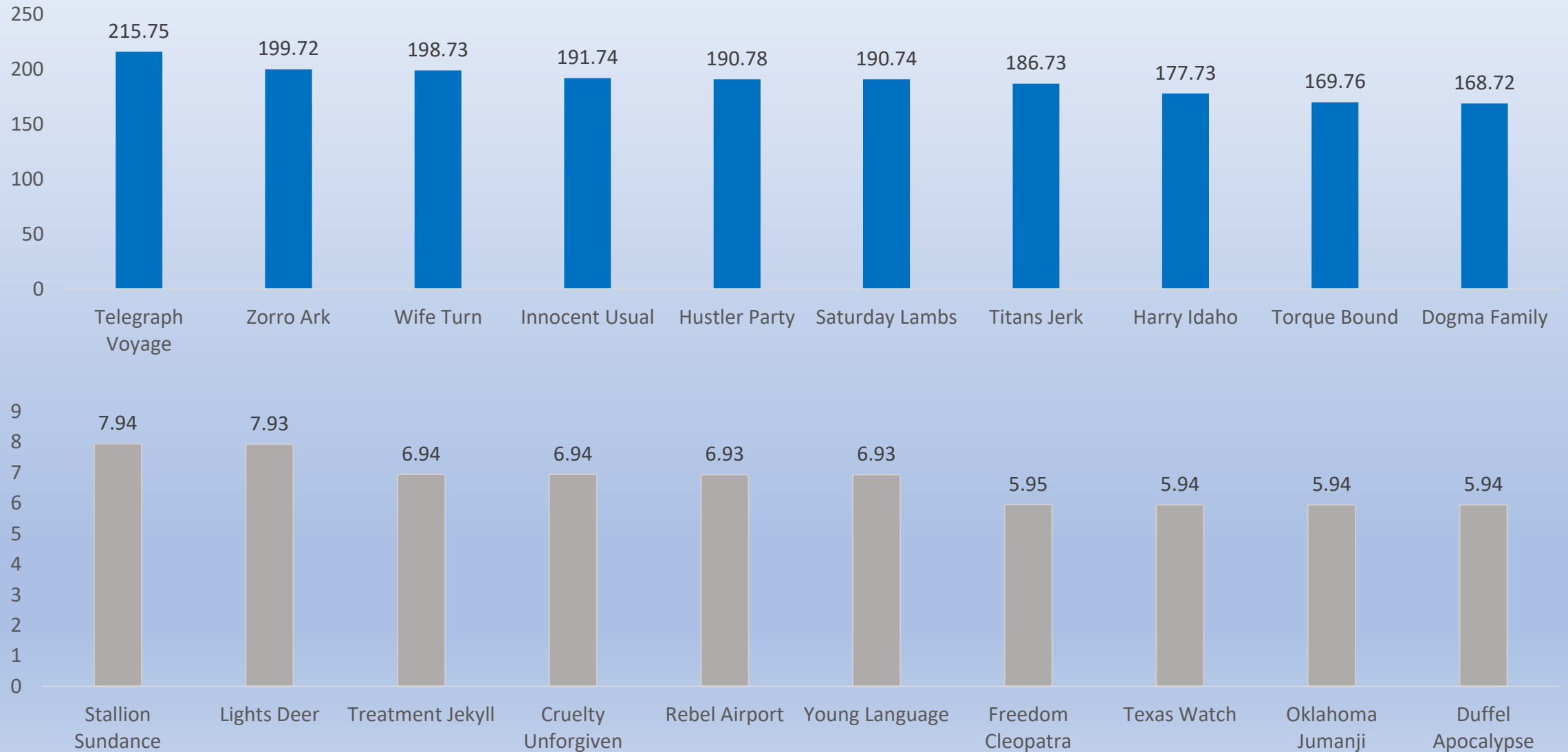
The Challenge:

- Facing stiff competition from streaming services such as Netflix and Amazon Prime as Rockbuster Stealth is launching its own online video rental service.

We will be addressing the following concerns

- Which movies contributed the most/least to revenue gain?
 - It will help in optimize the inventory and marketing strategy
- What was the average rental duration for all videos?
 - It will help in pricing and inventory management
- Which countries are Rockbuster customers based in?
 - It will help in guiding the company's expansion and marketing efforts
- Where are customers with a high lifetime value based?
 - It will keep them inform in customer retention strategies
- Do sales figures vary between geographic regions?
 - It will help in adjusting its marketing and inventory strategies to optimize revenue generation in each region

Top 10 movies that contributed most and least to revenue gain (In USD)



On average, a film is rented for 5 days.

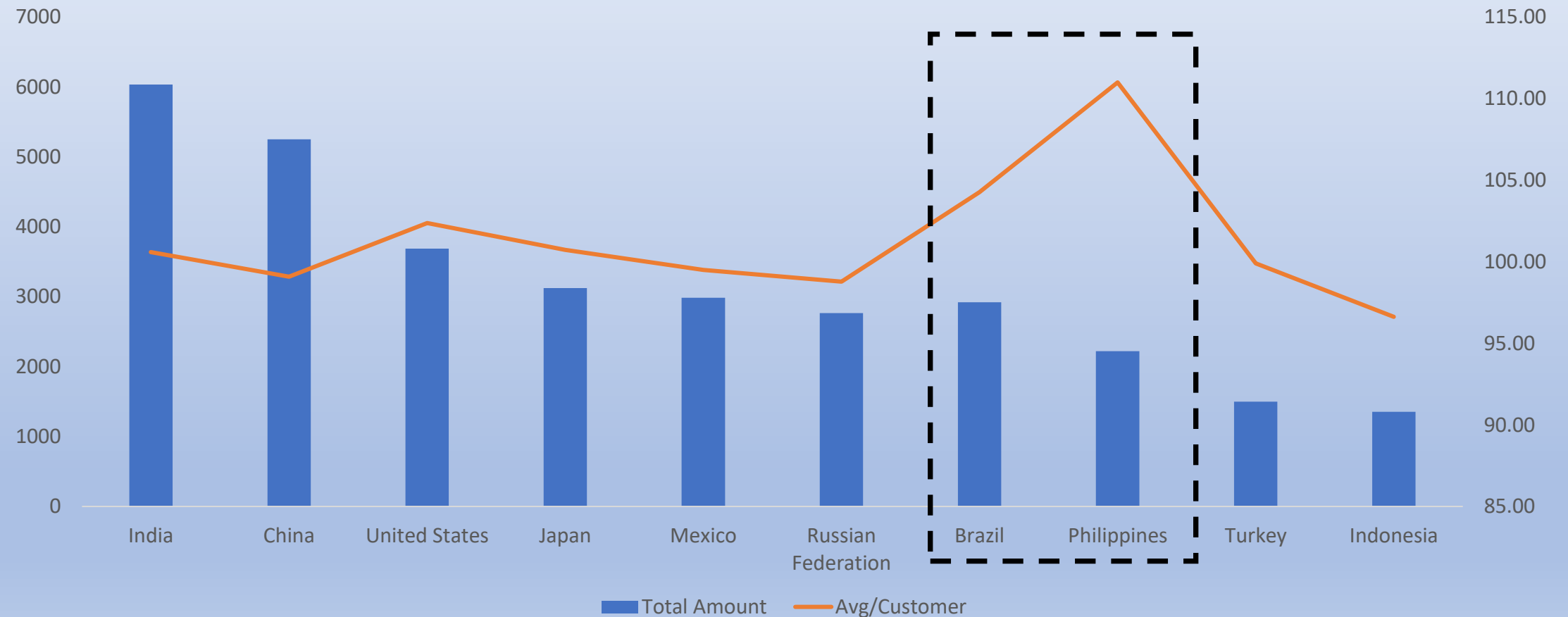
Here, they are broken down by genre and rental price:

Genre	Avg Rental Duration (in days)
Thriller	6.00
Travel	5.35
Music	5.24
Family	5.16
Foreign	5.11
Drama	5.08
Classics	5.07
Games	5.07
Children	5.03
Action	4.95
Comedy	4.93
Animation	4.89
Sci-Fi	4.89
Horror	4.86
Documentary	4.76
New	4.75
Sports	4.72

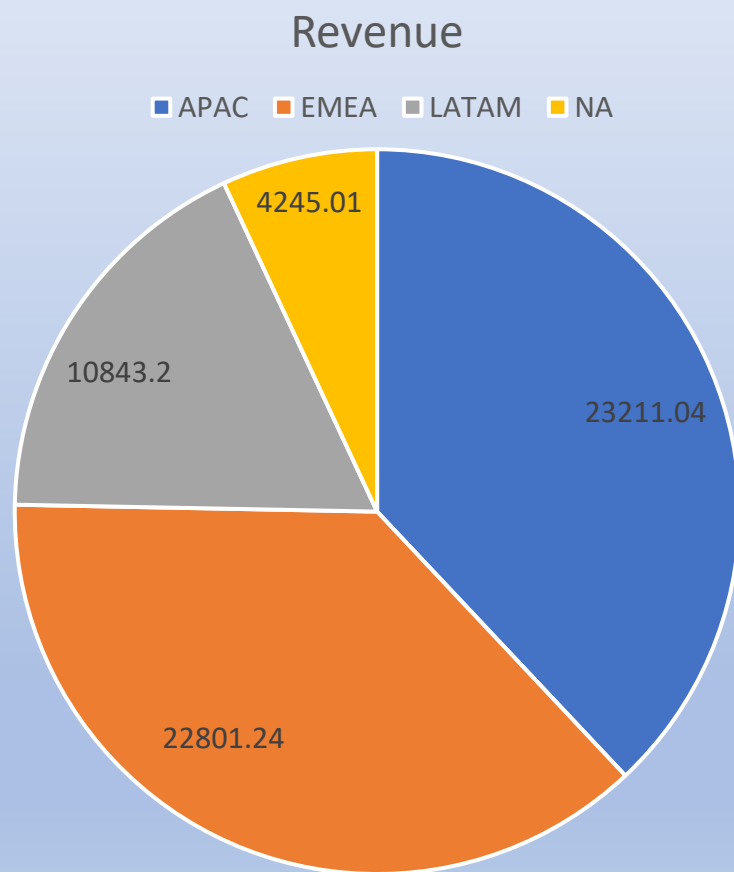
Price	Avg Rental Duration (in days)
2.99	5.07
4.99	4.99
0.99	4.90

Top 10 Countries as per revenue gain and customer base

India, China and US are the top 3 countries with respect to revenue and customer base, however Brazil and Philippines does generate more revenue per customer



Region wise revenue figure (In USD)



Following are the countries with major contribution within the respective region

APAC		
India		6034
China		5251
EMEA		
Russia		2765
Turkey		1498
LATAM		
Mexico		2984
Brazil		2919
NA		
US		3685

Summary and Recommendation

Most Profitable Regions: APAC, EMEA

Countries with high Customers Count and Revenue: India, China, US

1. Remove movies that create low profit to make space for high revenue generating movies
2. Continue promotional services in APAC and EMEA region and increase in LATAM and NA regions
3. Focus on countries that have customers with high average spending: Brazil and Philippines