



ROCKBUSTER STEALTH LLC

ONLINE LAUNCH STRATEGIC PLANNING DECK

Introduction:

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Movie Revenue by Categories

Sports 4,892	Comedy 4,002	Games 3,922	Family 3,782	Documentary 3,750
Sci-Fi 4,336	New 3,966			
Animation 4,245	Action 3,952	Horror 3,401	Travel 3,227	
Drama 4,118	Foreign 3,934	Classics 3,353		
		Children 3,309	Music 3,072	

By calculating the revenue for each genre by title, we can see that the Sports, Sci-Fi, Animation and Drama genres are the highest earners. Based on total revenue, however, the Sports genre has earned the most. The biggest loser is the Thriller genre, with only one title only earning \$48 (Which is invisible in the visualization)

Key Questions and objectives

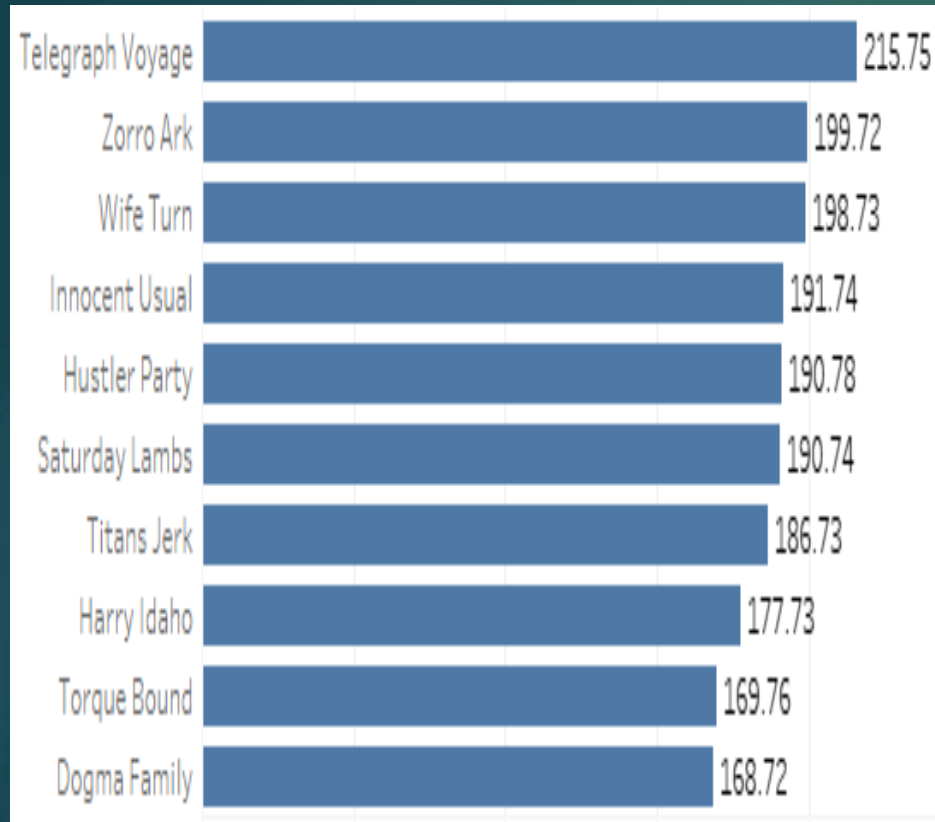


Questions to resolve:

- ▶ 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?

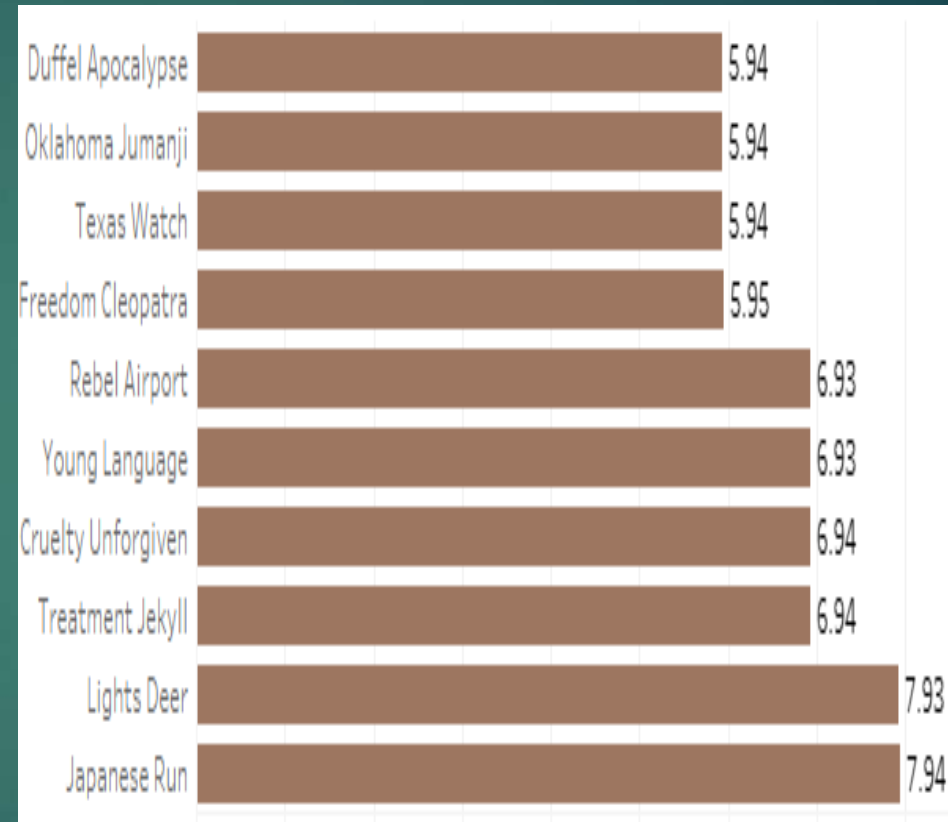
Which movies contributed the most/least to revenue gain?

TOP 10 MOVIES



In the top 10 movies, the most revenue contributed movies are Telegraph Voyage and Zorro Ark.

Bottom 10 movies



In the bottom 10 movies, the least revenue contributed movies are Duffel Apocalypse, Oklahoma Jumanji and Texas Watch.

What was the average rental duration for all videos?

	Minimum	Maximum	Average
Rental Duration	3	7	5
Rental Rate	0.99	4.99	2.98
Replacement Cost	9.99	29.99	19.98

In the above picture you can see the Minimum, Maximum and Average rental duration. The average rental duration for all videos is 5 days.

Which countries are Rockbuster customers based in?



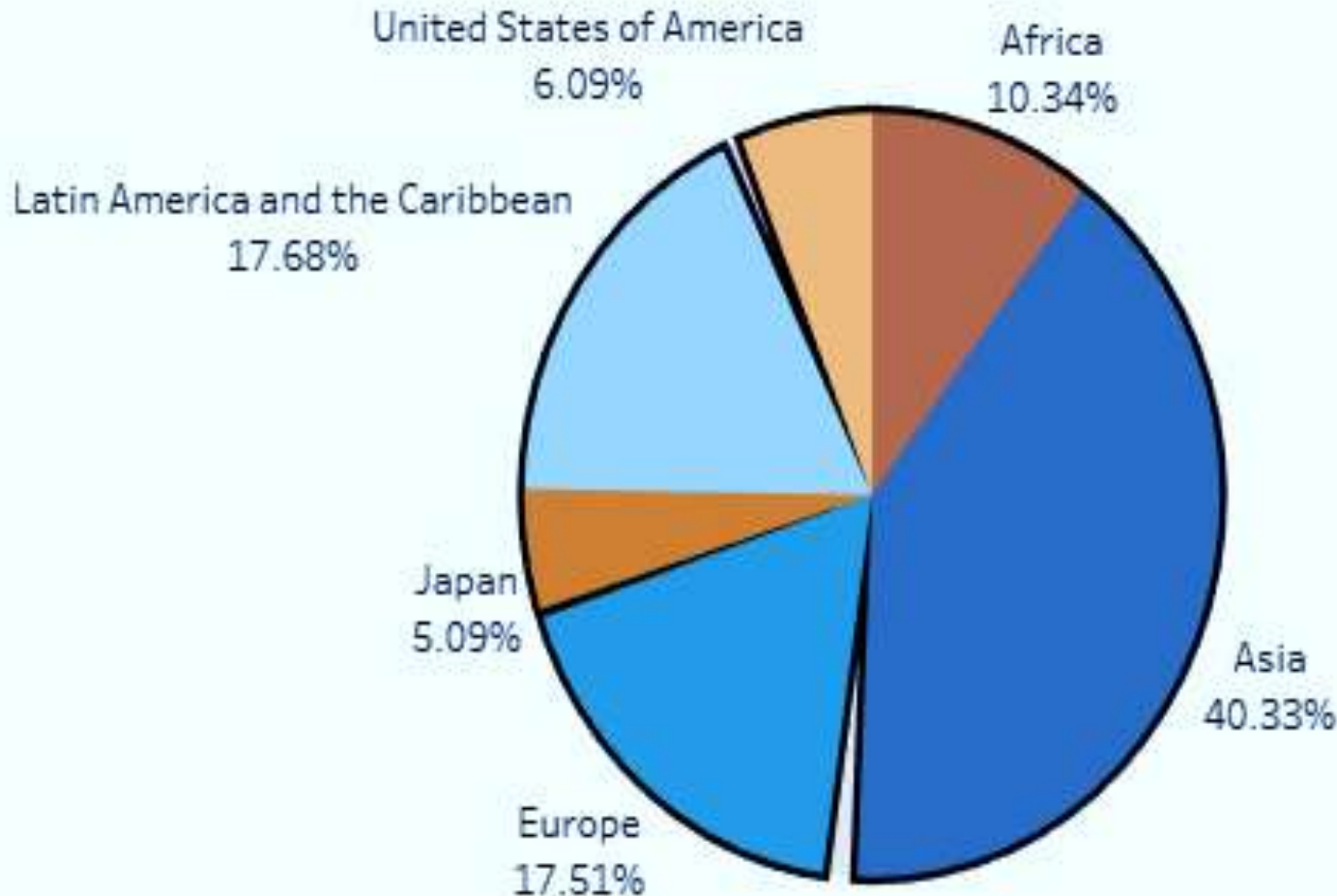
The previous graph shows the Rockbuster serves 109 countries within 6 regions with 2 stores located in Canada and Australia.

Top 10 Customers by revenue

Customer Rank	First Name	Last Name	City	Country	
1	Eleanor	Hunt	Saint-Denis	Runion	211.55
2	Karl	Seal	Cape Coral	United States	208.58
3	Marion	Snyder	Santa Brbara dOeste	Brazil	194.61
4	Rhonda	Kennedy	Apeldoorn	Netherlands	191.62
5	Clara	Shaw	Molodetno	Belarus	189.60
6	Tommy	Collazo	Qomsheh	Iran	183.63
7	Ana	Bradley	Memphis	United States	167.67
8	Curtis	Irby	Richmond Hill	Canada	167.62
9	Marcia	Dean	Tanza	Philippines	166.61
10	Mike	Way	Valparai	India	162.67

The above graph shows the Top 10 customers by revenue.

Revenue by Region



Total Revenue = \$61,312

Asia, Europe and Latin America has the highest Revenue followed by Africa, US and Japan.

Observations:

- ▶ Rental duration averages 5 days. This provides a guide for how long new content should remain available, keeping in mind that in order to retain subscribers, new content needs to be constantly made available to customers.
- ▶ The average rental rate of \$2.98 can be offset by competitive monthly or annual subscription options for access to all content.
- ▶ Focus should be on the top income generating categories (Sports, Sci-Fi, Animation, Drama and Comedy) and rating groups (PG-13 and NC-17).
- ▶ Rockbuster customers are based in many countries across the globe, with India and China at the top, followed by the U.S., Japan & Mexico, in the top 5.
- ▶ The top 5 customers with a high lifetime value are based in Réunion, the United States, Brazil, the Netherlands and Belarus.
- ▶ Sales figures vary greatly between geographic regions. 41%, the highest percentage of Rockbuster's revenue, is being generated by the customers located in the region of Asia.
- ▶ Currently, Rockbuster's database includes only movies. There is also a high demand for customers who stream TV shows. In order to remain competitive Rockbuster should also expand its content to tap into that market.



Thank You Everyone!

If anyone has questions, please
reach out to:

geetha.sou13@gmail.com

I wish you a very nice day!