



ROCKBUSTER STEALTH LLC

SALES ANALYSIS

**A presentation by Obanla Joseph
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PROJECT SUMMARY

COMPANY PROFILE:

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

MOTIVATION:

Rockbuster is facing stiff competition from streaming services such as Netflix and Amazon Prime. As a result, 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.

OBJECTIVE AND KEY QUESTIONS

Create a plan designed to assist Rockbuster to stay competitive, through an online video rental service.

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

Rockbusters Average Rental Duration

	Rental Duration	Rental Rate	Movie Length	Replace Cost
MIN	3 Days	\$0.99	46min	\$9.99
MAX	7 Days	\$4.99	185min	\$29.99
AVG	5 Days	\$2.98	115min	\$19.98

ROCKBUSTER STEALTH-Sales Analysis

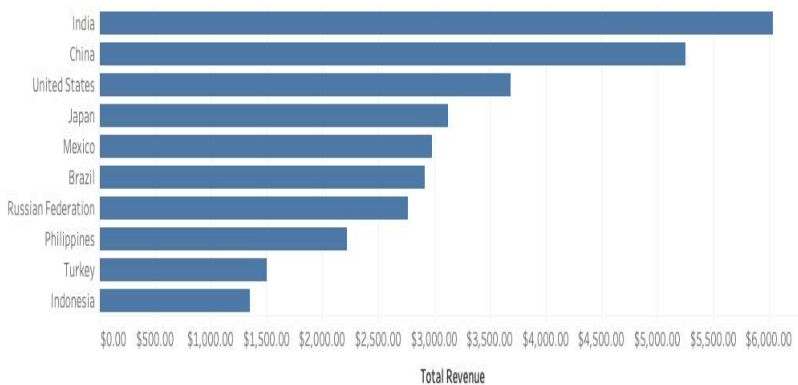
Revenue for Rockbuster by Country



Looking at the map, we can see that Rockbuster has generated revenue from various regions across the globe.

The graph shows an example of geographical diversification indicating where Rockbuster's revenue span across different regions. Thus, the online rental platform will have to consider these regions in order to keep increasing the company performance, future sales in foreign markets enabling them to overcome threat from other competitors.

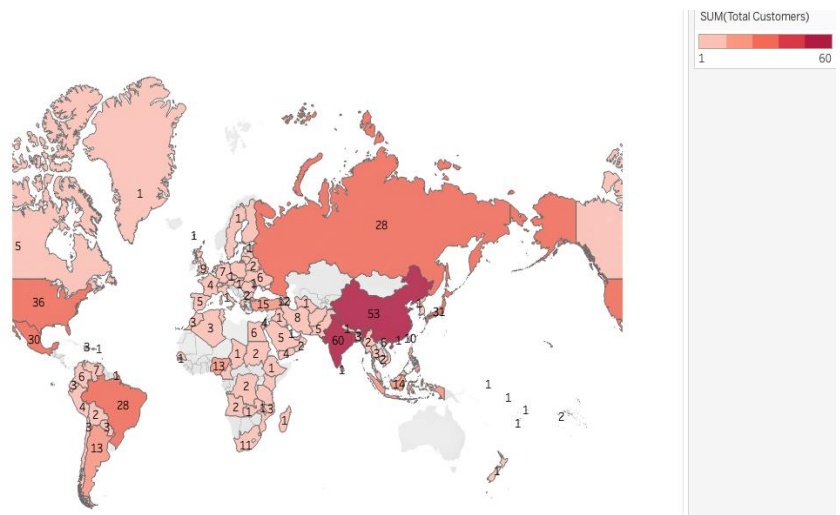
Top 10 countries by Total Revenue Sales for Rockbuster.



The bar graph indicates that in 2006, Rockbusters total revenue from different parts of the world

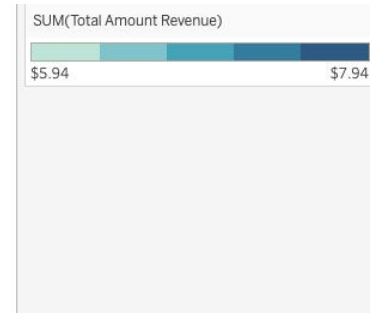
Total customer count for Rockbuster

The map represents Rockbuster total customer. In order to compete with it's rivals, Rockbuster needs to invest more on marketing which different strategies to increase it's global customers demanding for its movie.



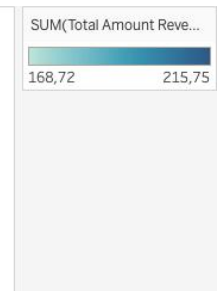
Movie with lowest earnings for Rockbuster in \$

Movie Name	
Cruelty Unforgiven	\$6.94
Duffel Apocalypse	\$5.94
Freedom Cleopatra	\$5.95
Japanese Run	\$7.94
Lights Deer	\$7.93
Oklahoma Jumanji	\$5.94
Rebel Airport	\$6.93
Texas Watch	\$5.94
Treatment Jekyll	\$6.94
Young Language	\$6.93



Movie with highest earnings for Rockbuster in \$

Movie Name	
Dogma Family	168,72
Harry Idaho	177,73
Hustler Party	190,78
Innocent Usual	191,74
Saturday Lambs	190,74
Telegraph Voyage	215,75
Titans Jerk	186,73
Torque Bound	169,76
Wife Turn	198,73
Zorro Ark	199,72



The two table above indicates movies with lowest and highest earning for Rockbuster.

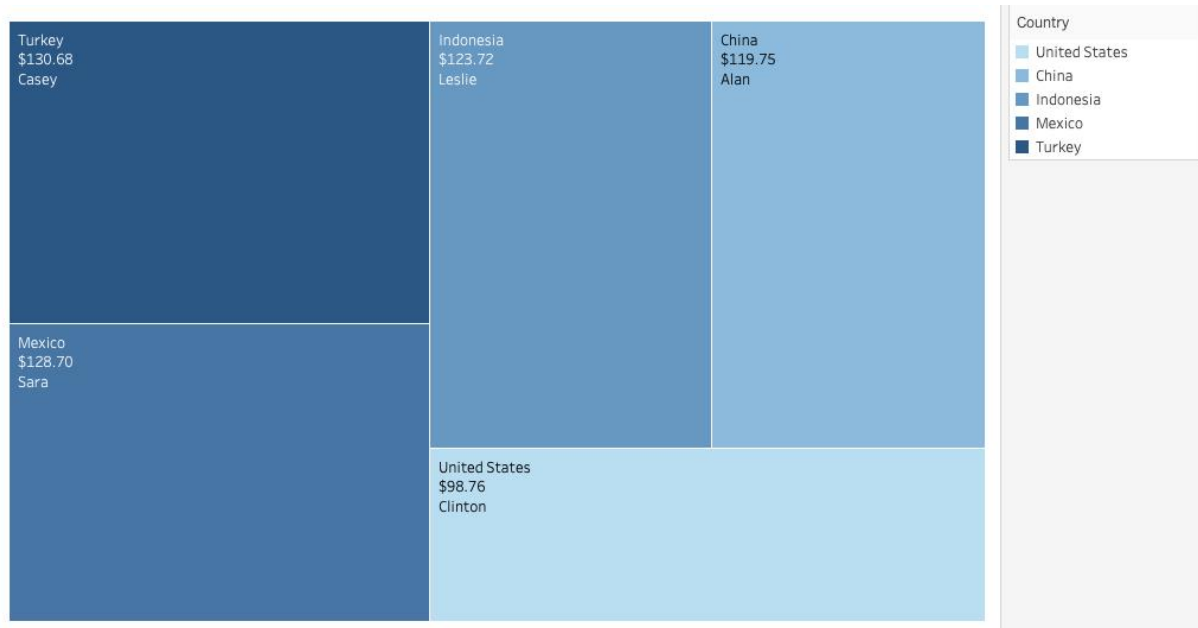
The method used where a particular movie generates more income than another movie is beyond the scope of this analysis. Nevertheless, the data can be useful in creating price strategies that yield optimal profits and increase sales thereby increasing the market share and goals of Rockbuster.



Sports	\$4,892.19
Sci-Fi	\$4,336.01
Animation	\$4,245.31
Drama	\$4,118.46
Comedy	\$4,002.48
New	\$3,966.38
Action	\$3,951.84
Foreign	\$3,934.47
Games	\$3,922.18
Family	\$3,782.26
Documentary	\$3,749.65
Horror	\$3,401.27
Classics	\$3,353.38
Children	\$3,309.39
Travel	\$3,227.36
Music	\$3,071.52
Thriller	\$47.89

The data shows that Genres have determined sales revenue for Rockbuster. On the right side, shows the list of genres that have generated the highest sales in 2006 for example: Sports, Sci-fi and Animation.

Top 5 customers that paid the highest amount



Mexico and Turkey represent strong customer support that paid highest amount. Observing customers payments from other countries, there isn't much significant different in payment just with a little margin. Thus, validating the initial findings that Rockbuster sales are highest in the top 10 countries where customers are paying higher amounts.

With the help of the online rental service, Rockbuster can also rewards these customers through points, discounts and some other benefits packages, example: rent two films and enjoy one for free without paying enabling them to be more competitive in comparison to other companies.