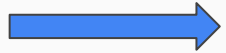# Rockbuster Stealth LLC Market Strategy 2020
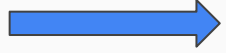
Presented by Jennyfer Vik

AGENDA

- Key Questions and Objectives
- Data Facts
- Film Most/Least Revenue
- Film Rating Stats
- Global Look at Revenue and Customers
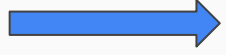- Genre Preferences
- Top 5 Customers
- Conclusion
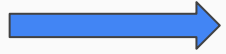
Key Questions and Objectives

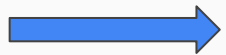→ Which movies contributed the most/least to revenue gain?

→ What was the average rental duration for all videos?

→ Which countries are Rockbuster customers based in?

→ Where are customers with a high lifetime based?

→ Do sales figures vary between geographic regions?

Data Facts

Minimum Movie Length: 46 Minutes

Maximum Movie Length: 185 Minutes

Average Movie Length: 115 Minutes

Minimum Rental Duration: 3 Days

Maximum Rental Duration: 7 Days

Average Rental Duration: 5 Days

Minimum Rental Rate: $0.99

Maximum Rental Rate: $4.99

Average Rental Rate: $2.98
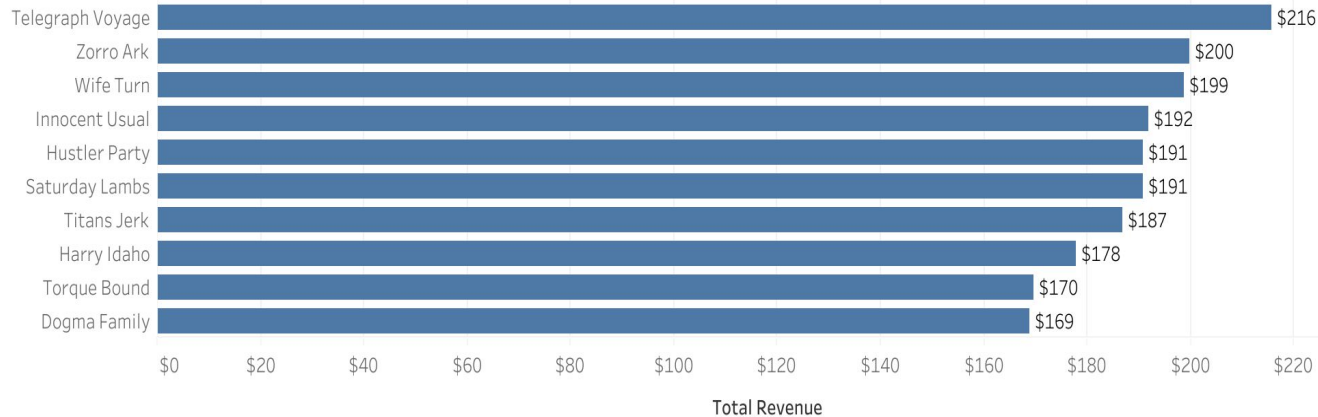
Minimum Replacement Cost: $9.99

Maximum Replacement Cost: $29.00

Average Replacement Cost: $20

Total Movie Count: 1000

G	178 Movies
PG	194 Movies
R	195 Movies
NC-17	210 Movies
PG-13	223 Movies

Top 10 Films by Revenue

Film	Total Revenue
Telegraph Voyage	$216
Zorro Ark	$200
Wife Turn	$199
Innocent Usual	$192
Hustler Party	$191
Saturday Lambs	$191
Titans Jerk	$187
Harry Idaho	$178
Torque Bound	$170
Dogma Family	$169

These movies are worth keeping in inventory.

Bottom 10 Films by Revenue

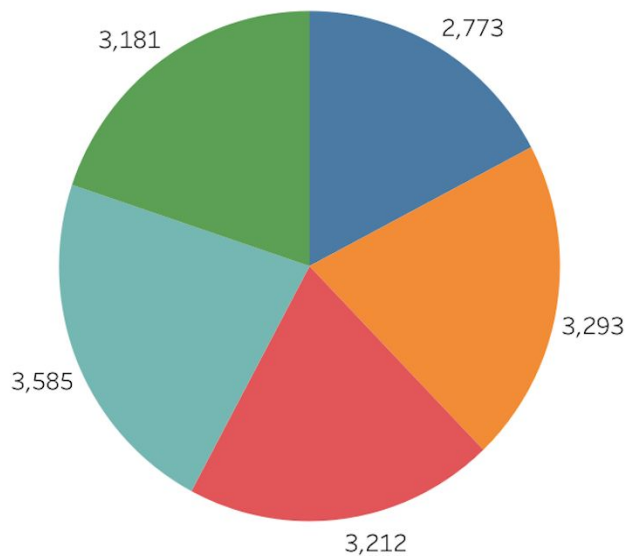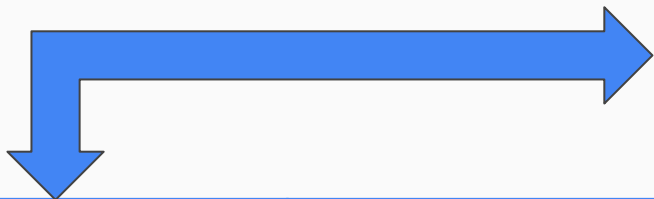| Film	Total Revenue
Japanese Run	$8
Lights Deer	$8
Cruelty Unforgiven	$7
Treatment Jekyll	$7
Rebel Airport	$7
Young Language	$7
Freedom Cleopatra	$6
Duffel Apocalypse	$6
Oklahoma Jumanji	$6
Texas Watch	$6

The low rental revenue of these movies may not justify the license cost of keeping them in the library

Movie Rating by Rental Counts and Revenue Generated

PG-13 is the most popular movie rating
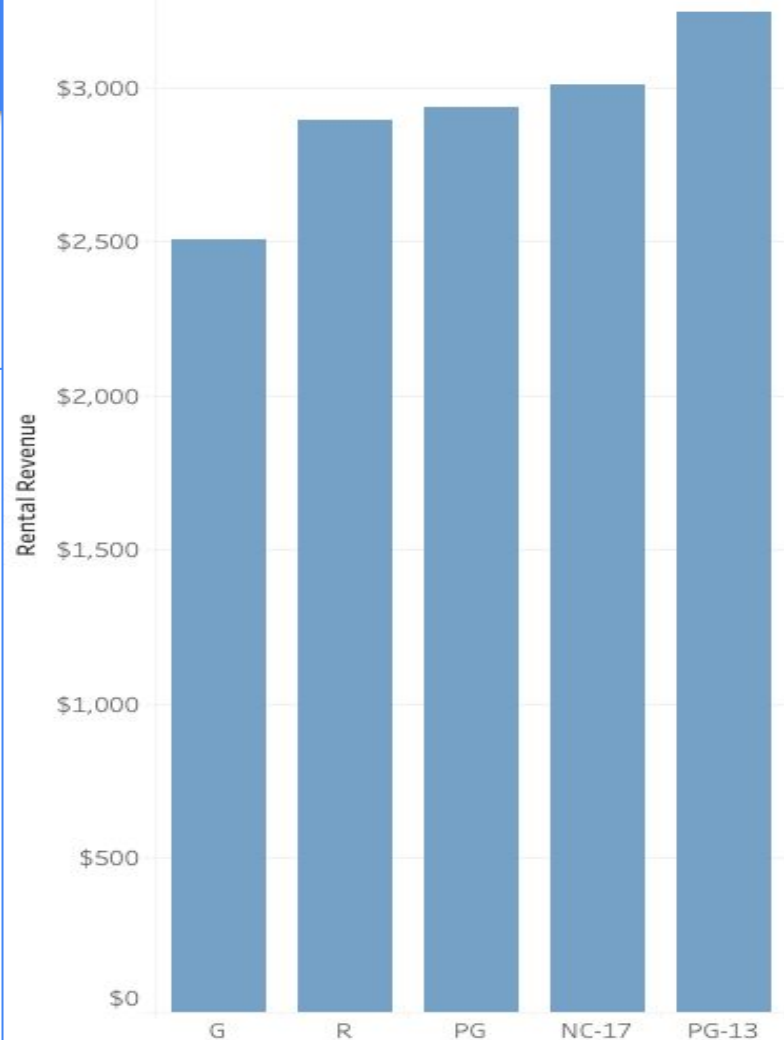

Pie chart values: 2,773; 3,293; 3,212; 3,585; 3,181
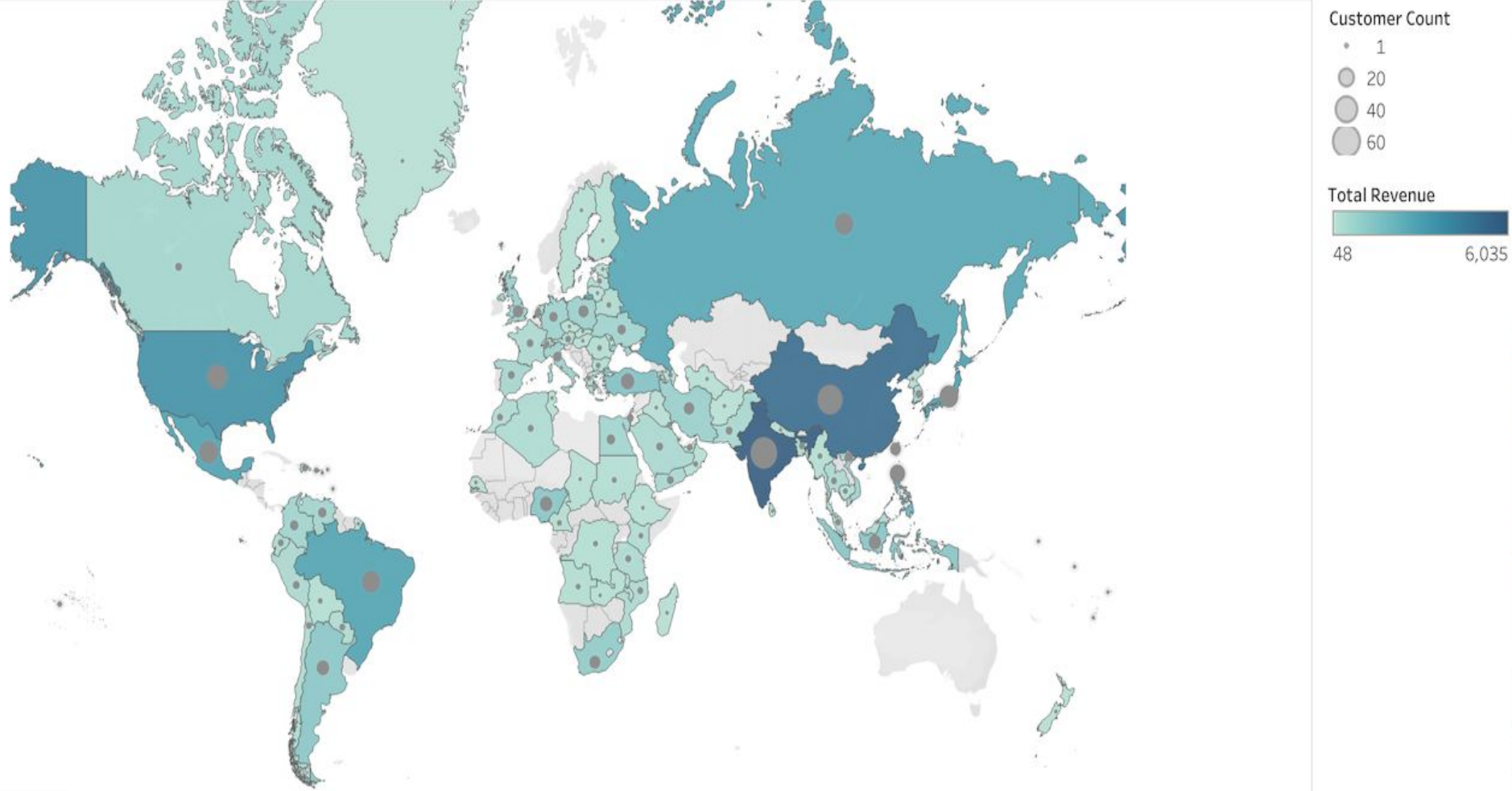
Total Rentals 16,044

Rating
- G
- NC-17
- PG
- PG-13
- R

A global look at number of customers and revenue generated

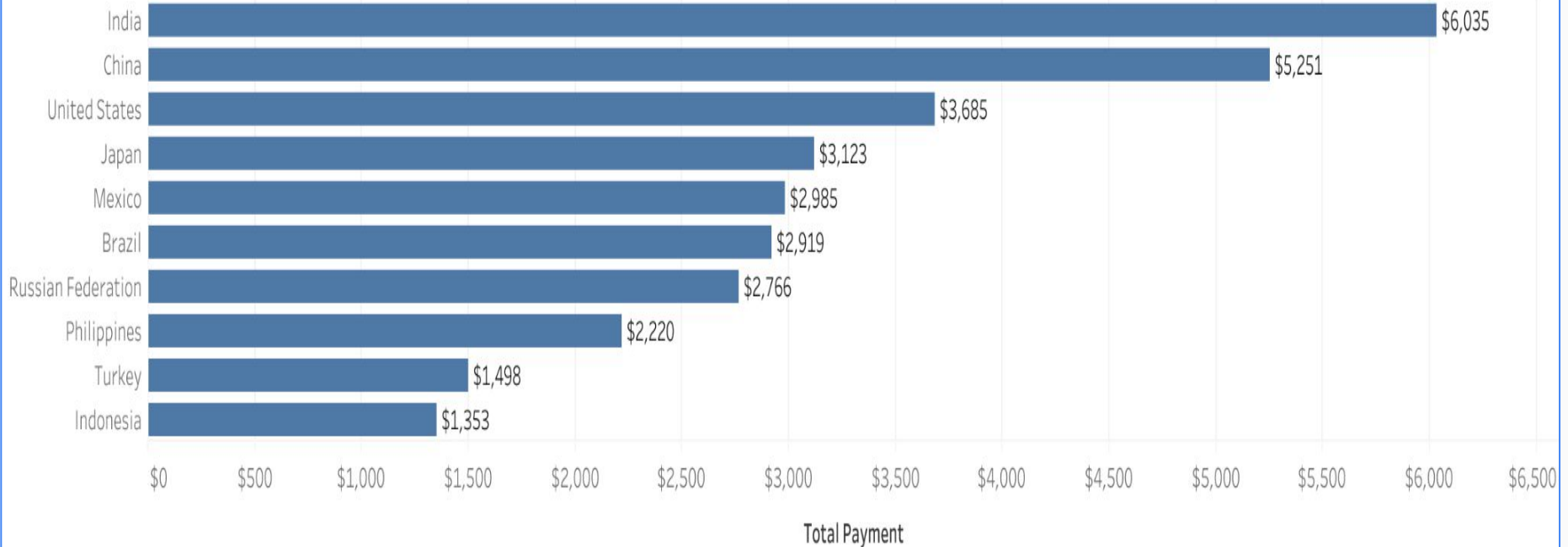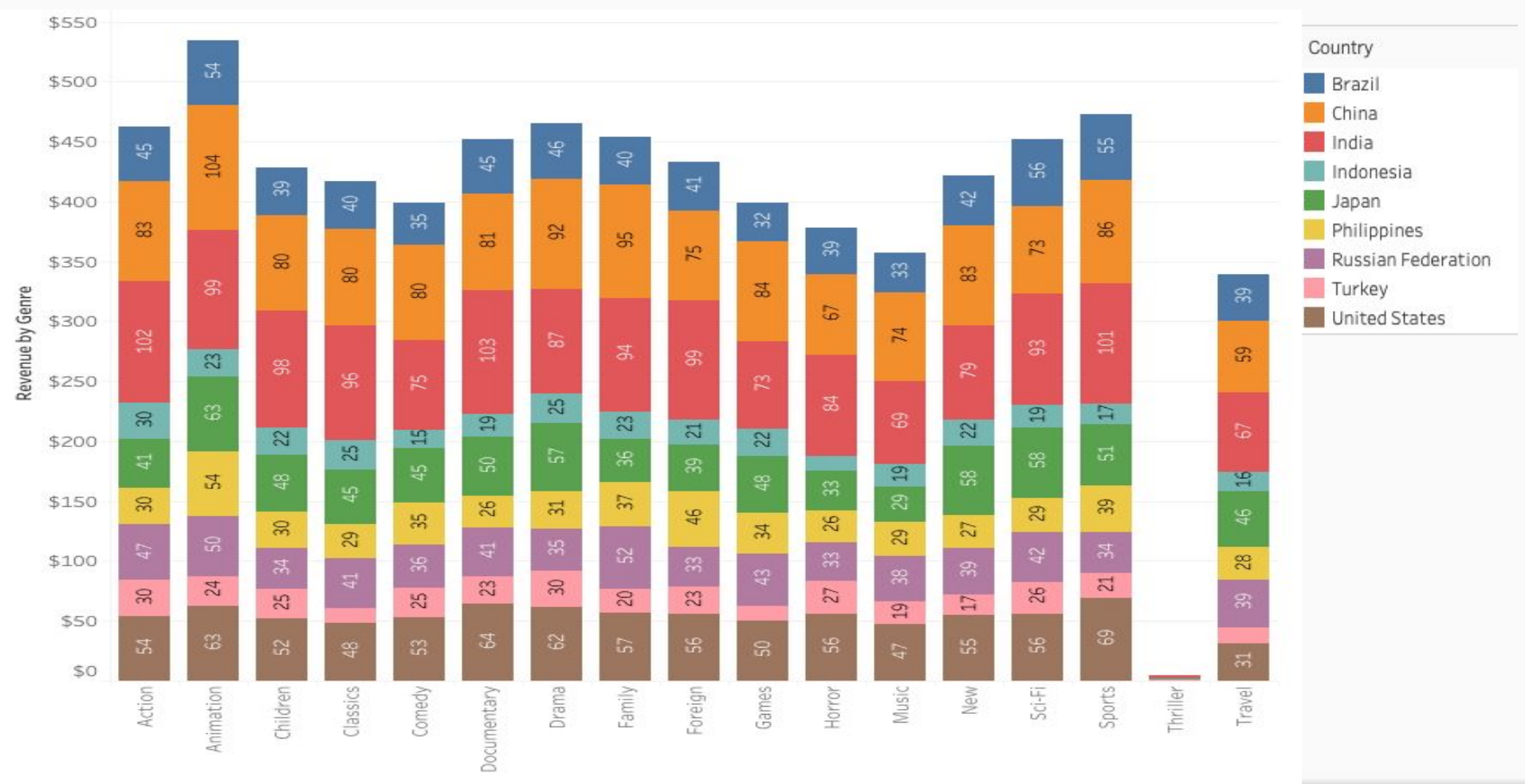# Revenue and Number of Customers by Country

India
Total Revenue: 6,035
Number of Customers: 60

Japan
Total Revenue: 3,123
Number of Customers: 31

Philippines
Total Revenue: 2,220
Number of Customers: 20

Turkey
Total Revenue: 1,498
Number of Customers: 15

Indonesia
Total Revenue: 1,353
Number of Customers: 14

Mexico
Total Revenue: 2,985
Number of Customers: 30

Argentina
Total Revenue: 1,299
Number of Customers: 13

Nigeria
Total Revenue: 1,315
Number of Customers: 13

South Africa
Total Revenue: 1,069
Number of

Taiwan
Total Revenue: 1,155
Number of

China
Total Revenue: 5,251
Number of Customers: 53

Brazil
Total Revenue: 2,919
Number of Customers: 28

United Kingdom
Total Revenue: 851

Germany
Total Revenue: 741
Number

Italy
Total Revenue: 753
Number

Iran
Total Revenue: 878

United States
Total Revenue: 3,685
Number of Customers: 36

Russian Federation
Total Revenue: 2,766
Number of Customers: 28

Colombia
Total Revenue:

Poland
Total Revenue: 786

Egypt
Total Revenue:

Only displaying countries with at least 6 customers

Countries to Focus on for Initial Launch

Top 10 Countries with Highest Revenue

Country	Total Payment
India	$6,035
China	$5,251
United States	$3,685
Japan	$3,123
Mexico	$2,985
Brazil	$2,919
Russian Federation	$2,766
Philippines	$2,220
Turkey	$1,498
Indonesia	$1,353

Total Payment

Revenue Generated by Genre in the Top 10 Countries

Top 5 Lifetime Customers

		Lifetime Amount Paid
Eleanor	Hunt	$212
Karl	Seal	$209
Marion	Snyder	$195
Rhonda	Kennedy	$192
Clara	Shaw	$190

Lifetime Amount Paid

Special incentive could be given to long time customers as a reward for loyalty.

Country
- Belarus
- Brazil
- Netherlands
- Runion
- United States

Recommendations

- Market in top countries first to retain current customers and spread awareness of new format.
- Provide incentive to current customers to promote loyalty.
- All films are currently in English - look into more diversity of film languages, especially those that align with the top 10 countries.
- Drop non- or low-revenue producing movies in favor of more popular movies.
- Invest in additional preferred genres for each country.

Thank You

Feel free to reach out with any questions.
Technical information provided upon request.

Link to interactive map for slides 7 & 8:
https://public.tableau.com/views/GlobalLookatCustomers/Global?:language=en-US&:display_count=n&:origin=viz_share_link