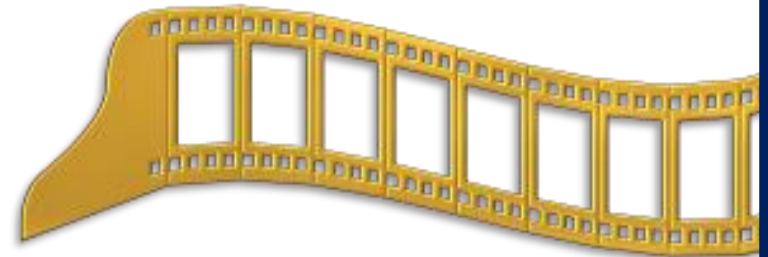Rockbuster Stealth LLC

Launch strategy for the new online video service
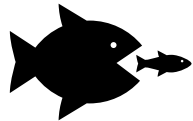
23/03/2024

Julia Theobald

Project Overview

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

In order to stay competitive, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service.

We face stiff competition from streaming services such as Netflix and Amazon Prime.

Questions from the Rockbuster Management Board

✵ 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?

Data Set

1000
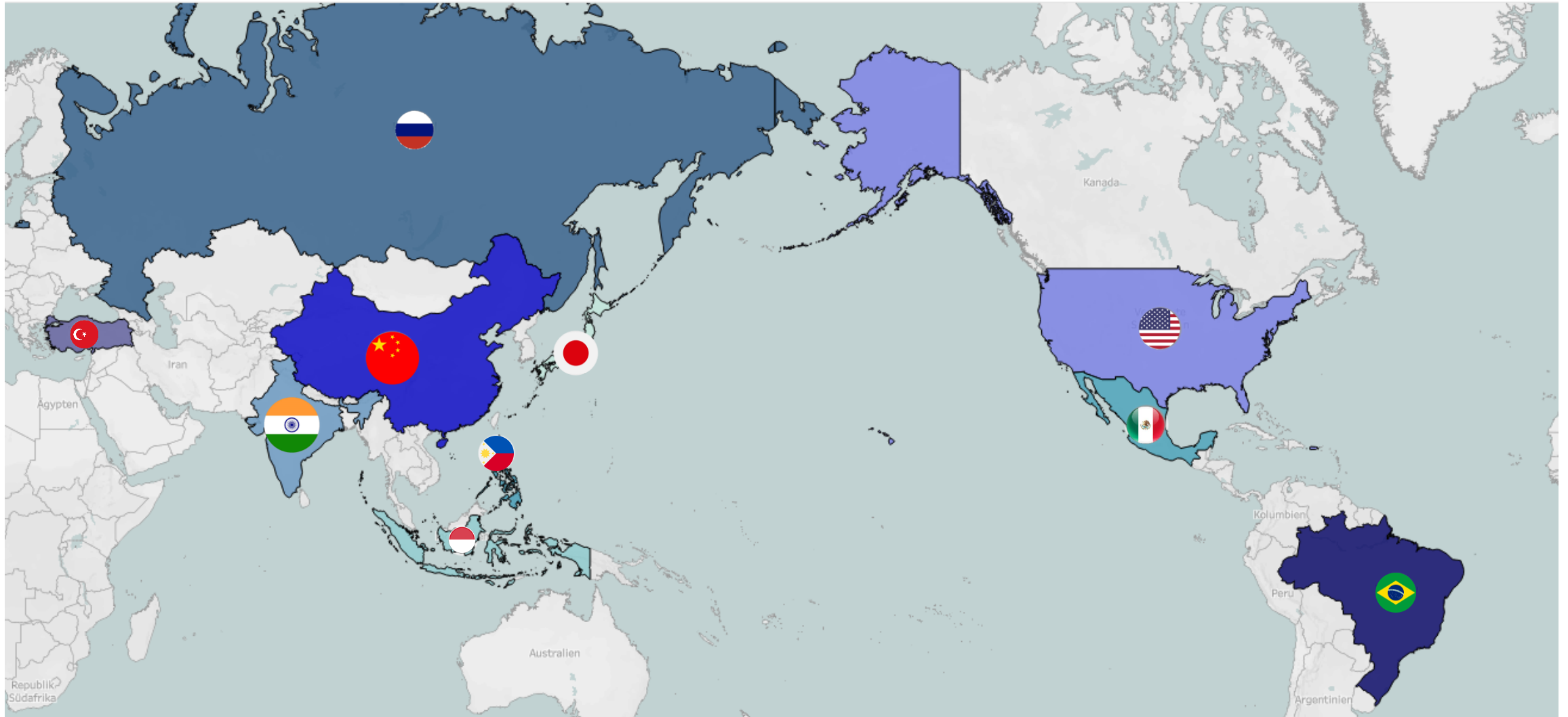Film Inventory
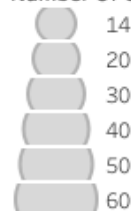
20
Genres

109
Countries

600
Cities

599
Customers

2
Stores

2
Staff

6
Languages

Distribution of Customers

Number Of Customers
- 14
- 20
- 30
- 40
- 50
- 60
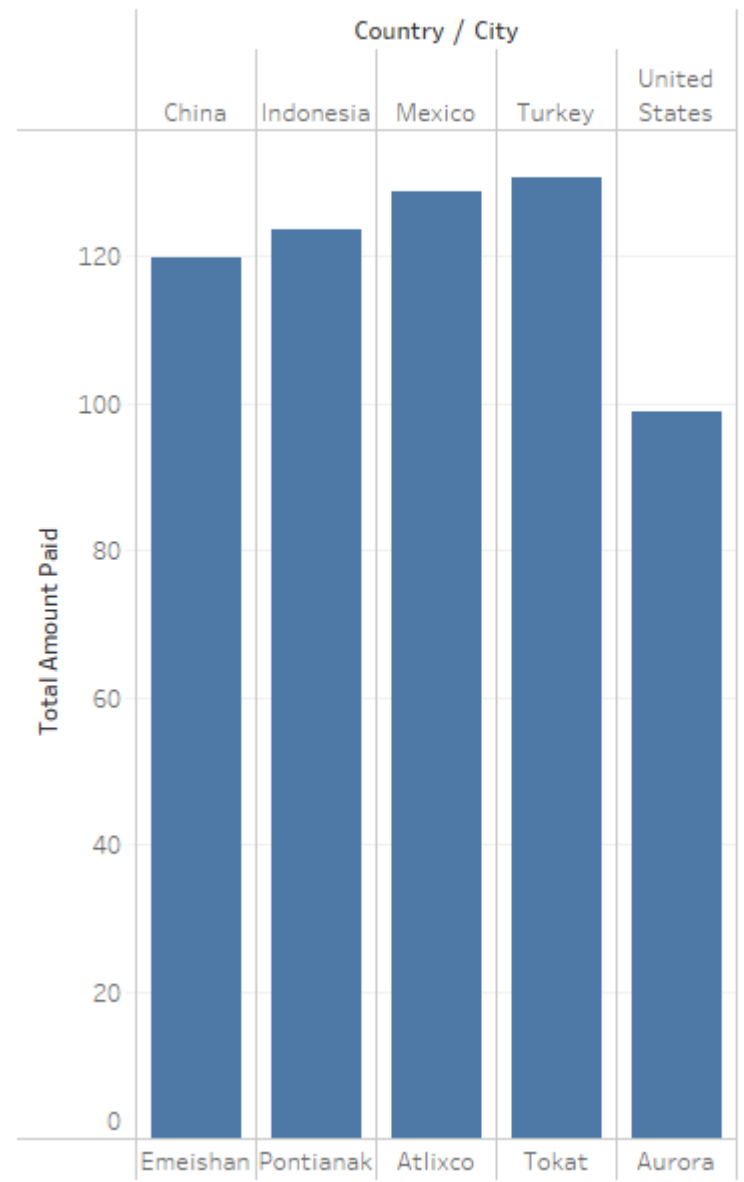
Brazil | Mexico
China | Philippines
India | Russian Federation
Indonesia | Turkey
Japan | United States

Top 10 Countries by Number of Customers
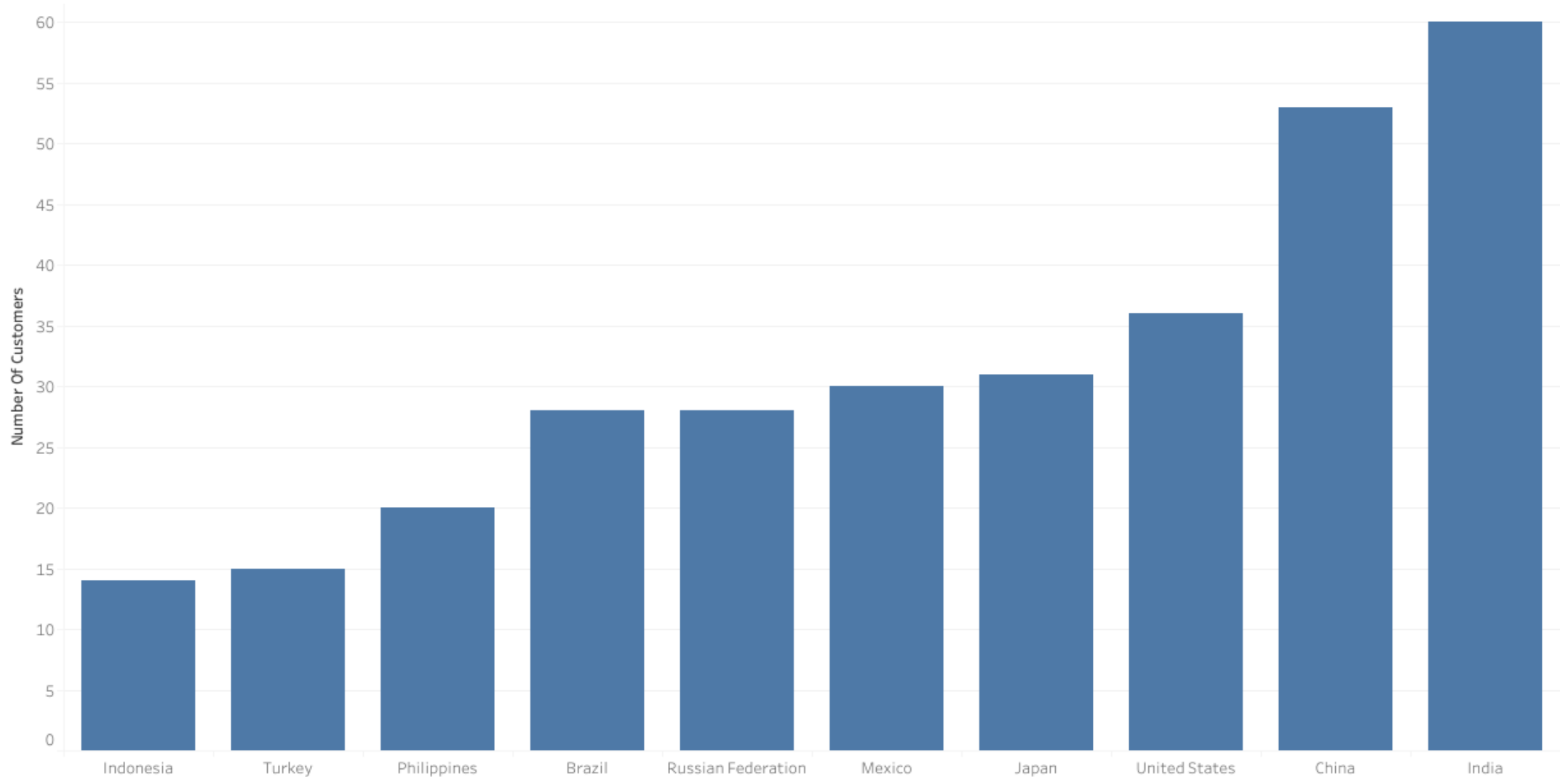
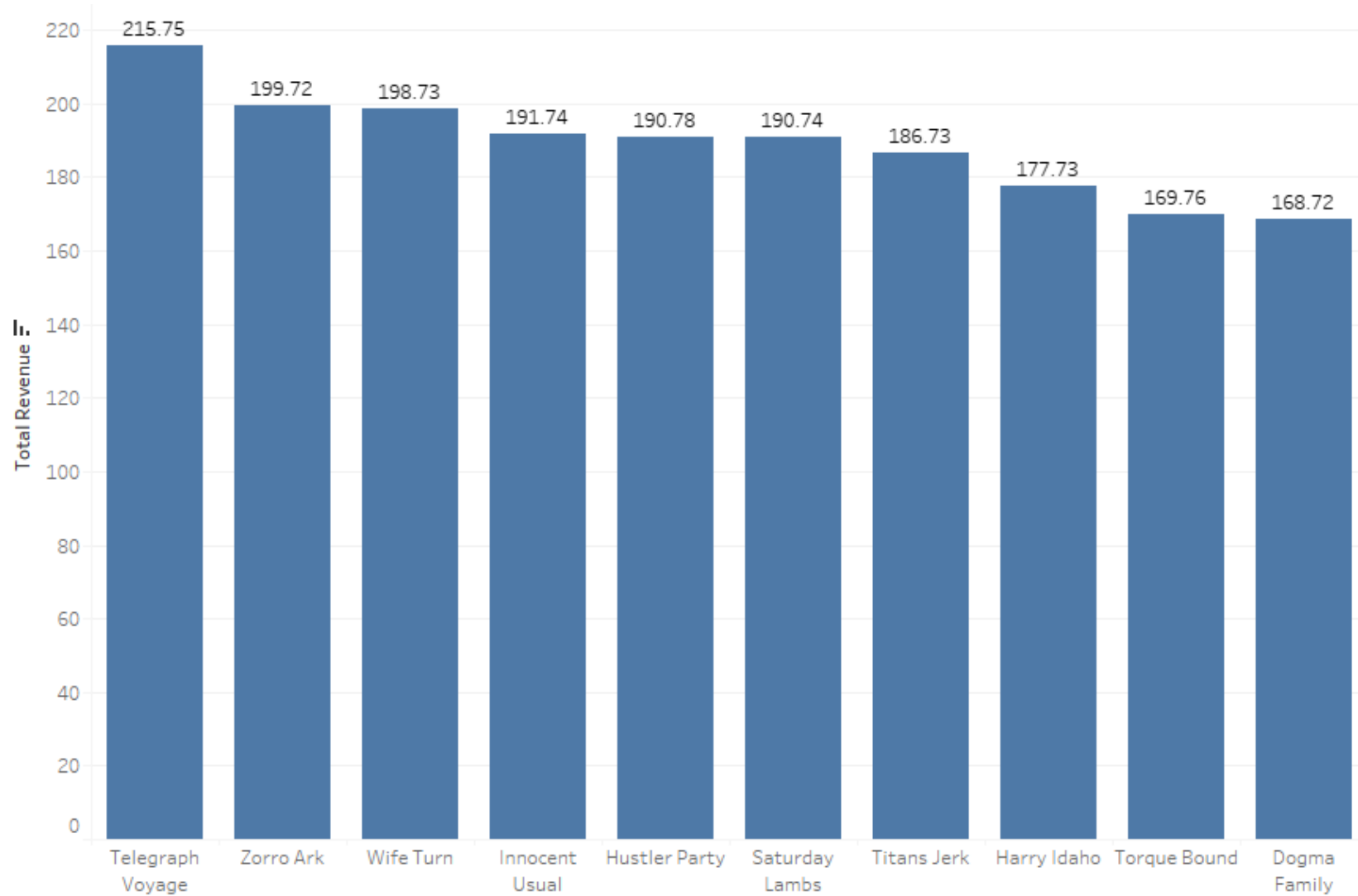Top 10 Cities and Top 5 Customers

Top 10 Films by Revenue

Summary

India, China & USA
have the most customers globally

Telegraph Voyage
Top Film by Revenue
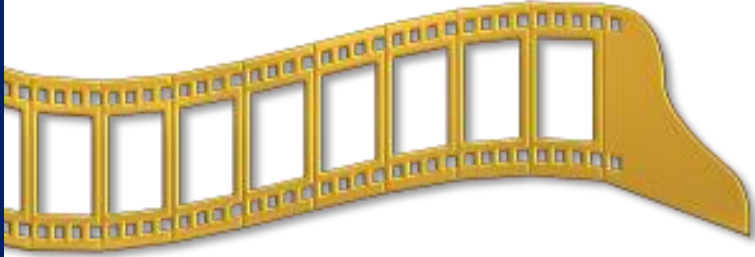
Texas Watch
Worst Film by Revenue

Recommendations

Market Strategy

Rockbuster already has loyal customers. The most of them are in India, China and the US. We should prioritize our efforts in these markets.

Price Strategy

We should consider a similar model as Amazon Prime. We'll have an inventory of films and tv shows and some of them are available to rent or buy for an additional price.

Thank you