

The background is a dark blue gradient with a subtle pattern of white dots. On the left side, there are several concentric circles and a large circular scale with degree markings from 140 to 260. Some of the circles have arrows indicating a clockwise direction. The text is positioned on the right side of the image.

ROCKBUSTER STEALTH INC.

2020 BUSINESS STRATEGIES

ROCKBUSTER STEALTH LLC

With competition from streaming services such as Netflix and Amazon Prime, we are planning to use our existing movie licenses from our stores around the world to launch an online video rental service in order to stay competitive.

Objective: Discover a launch strategy for the new online video service in 2020.



QUESTIONS FOR OUR ANALYSIS

- Which movies contributed the most/least 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?



ROCKBUSTER OVERVIEW

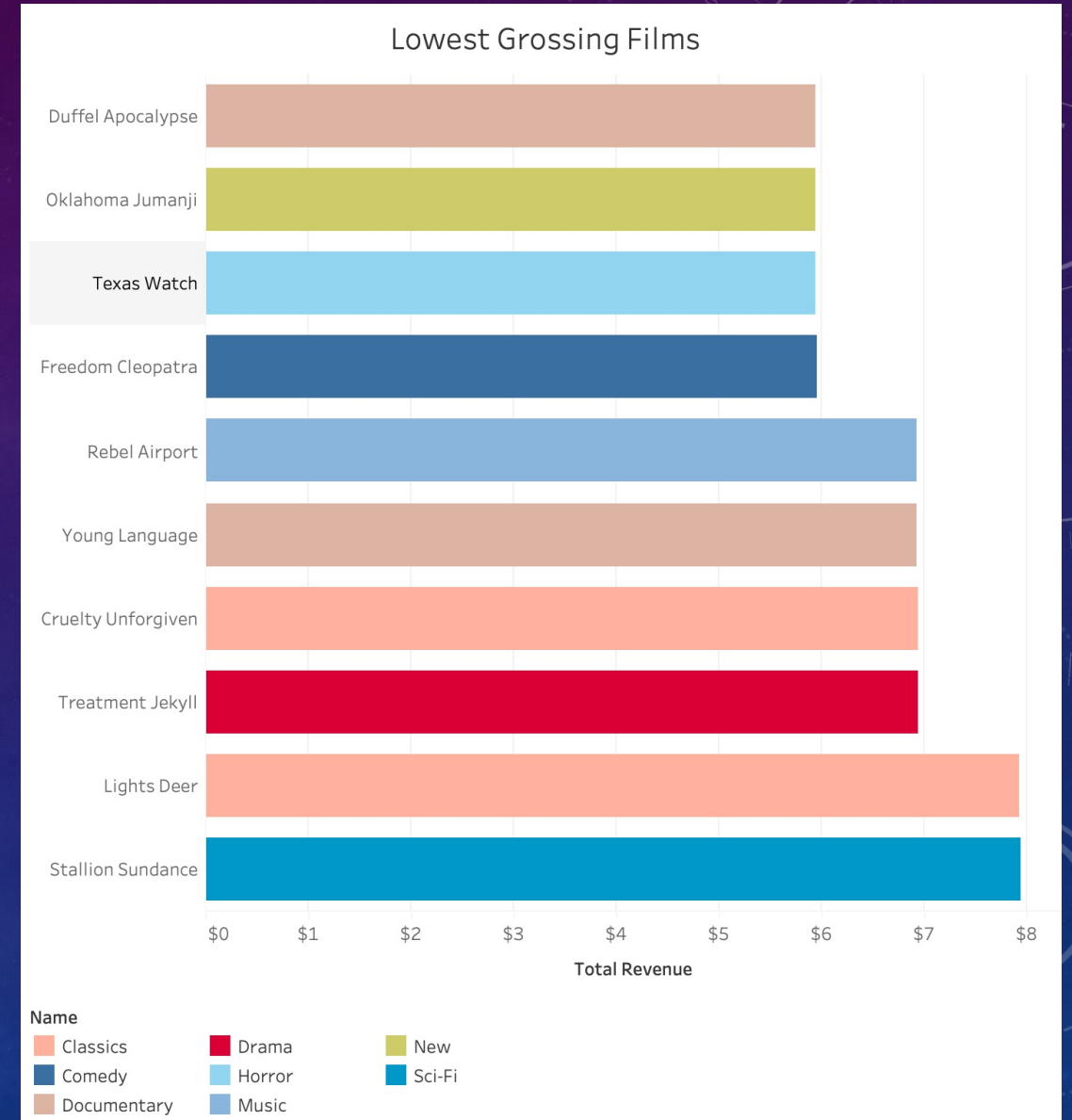
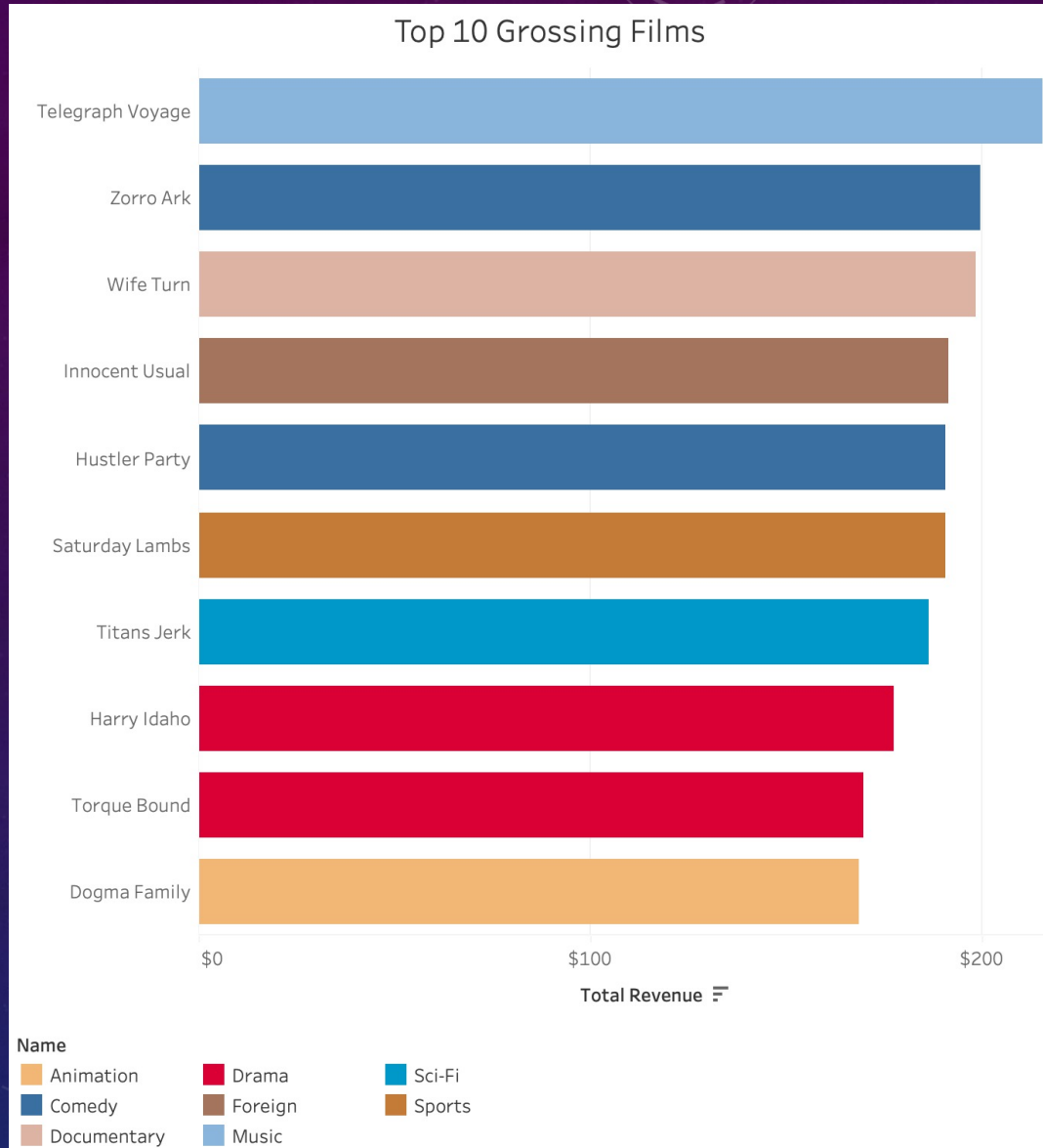
Number of Films	1001
Number of Customers	599
Most Common Film Rating	PG-13
Most Common Release Year	2006

	Minimum	Maximum	Average
Rental Duration	3 days	7 days	5 days
Rental Rate	\$0.99	\$4.99	\$2.98
Replacement Cost	\$9.99	\$29.99	\$19.98
Film Length	46 minutes	185 minutes	115 minutes

Rating	Film Inventory
G	179
PG	194
PG-13	223
R	195
NC-17	210

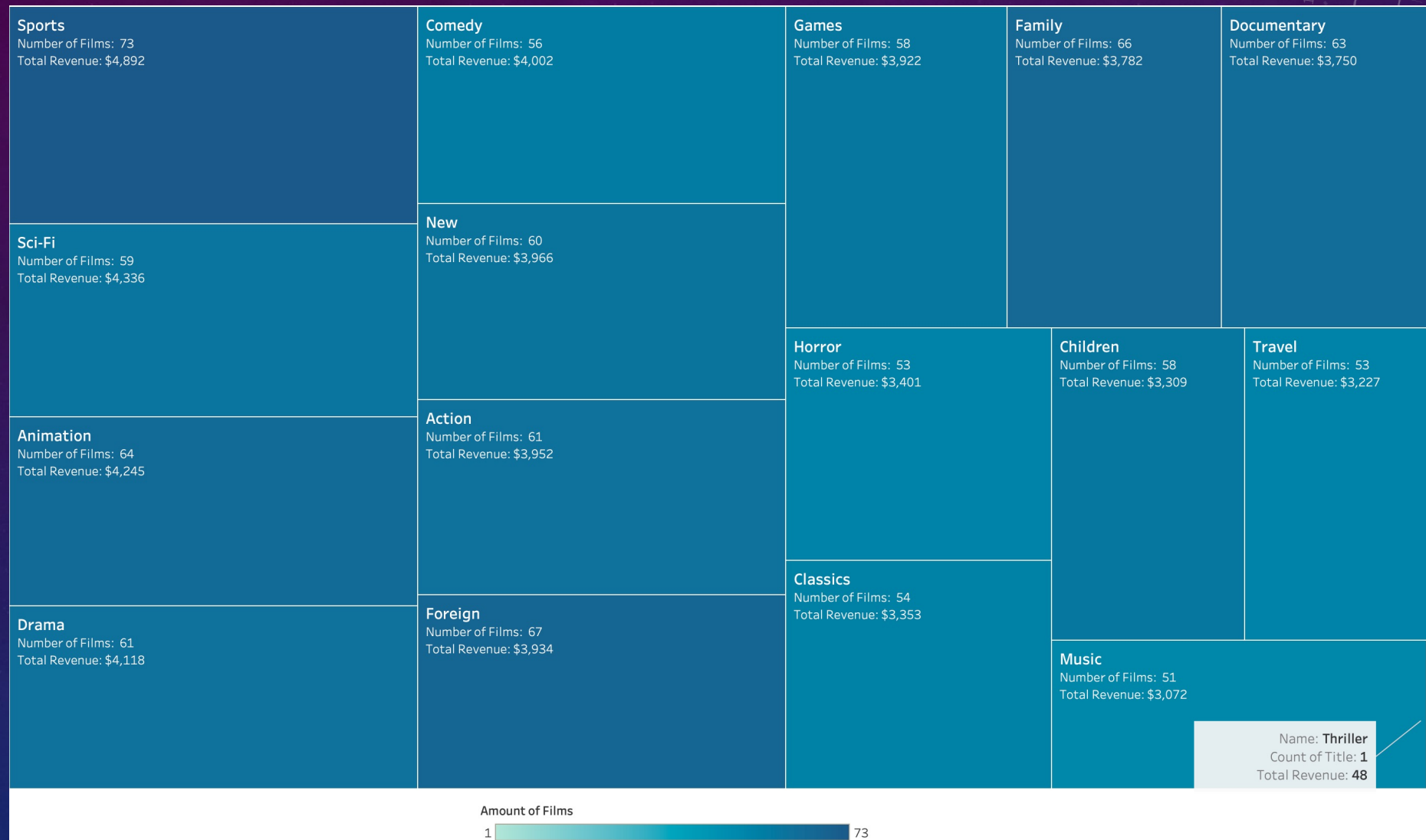
Genre	Film Inventory
Action	64
Animation	66
Children	60
Classics	57
Comedy	58
Documentary	68
Drama	62
Family	68
Foreign	73

Genre	Film Inventory
Games	61
Horror	56
Music	51
New	63
Sci-Fi	61
Sports	74
Thriller	1
Travel	57



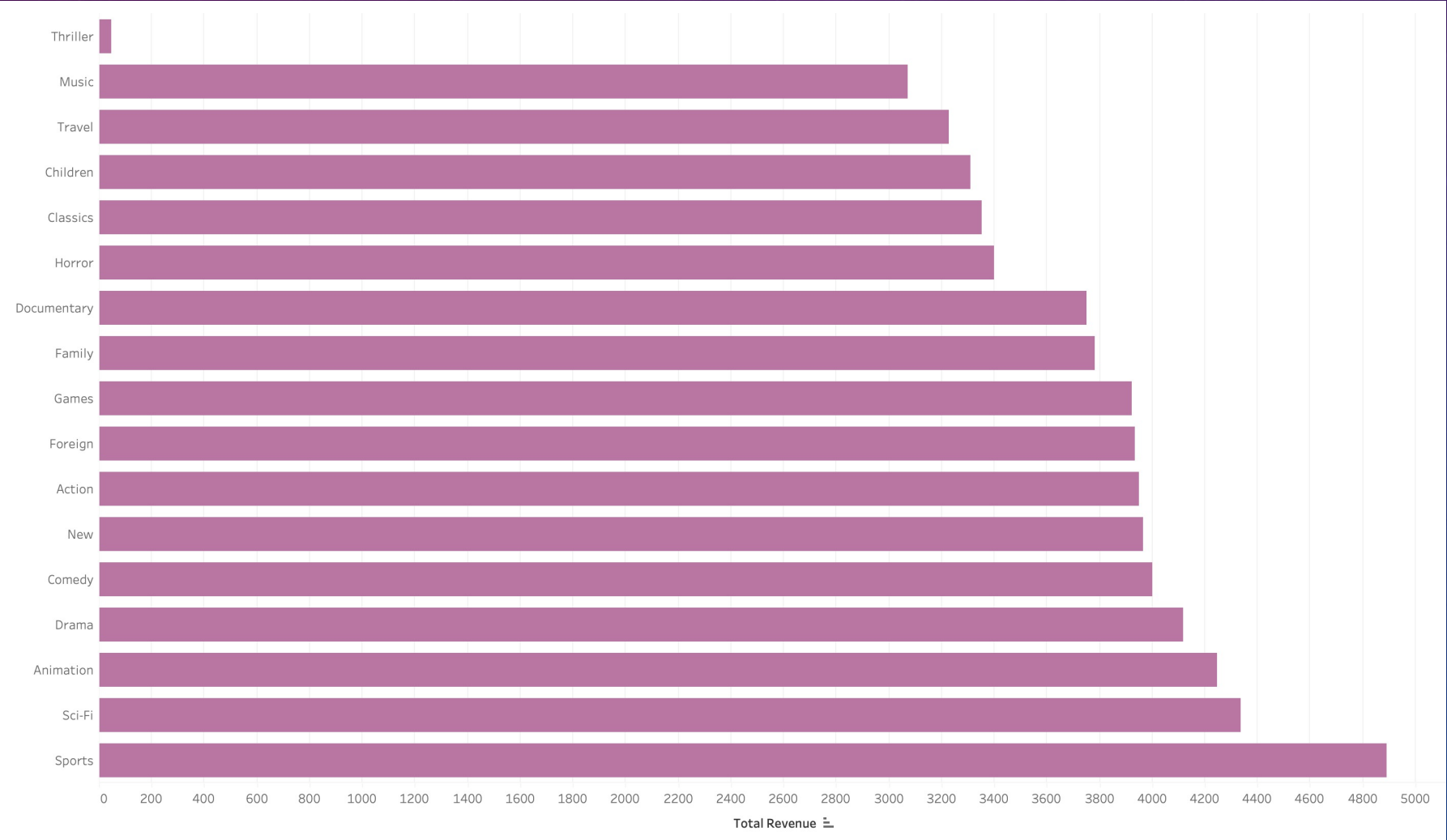
- The top grossing film is Music genre
- Comedy and Drama each have two films in the Top 10

REVENUE BY GENRE

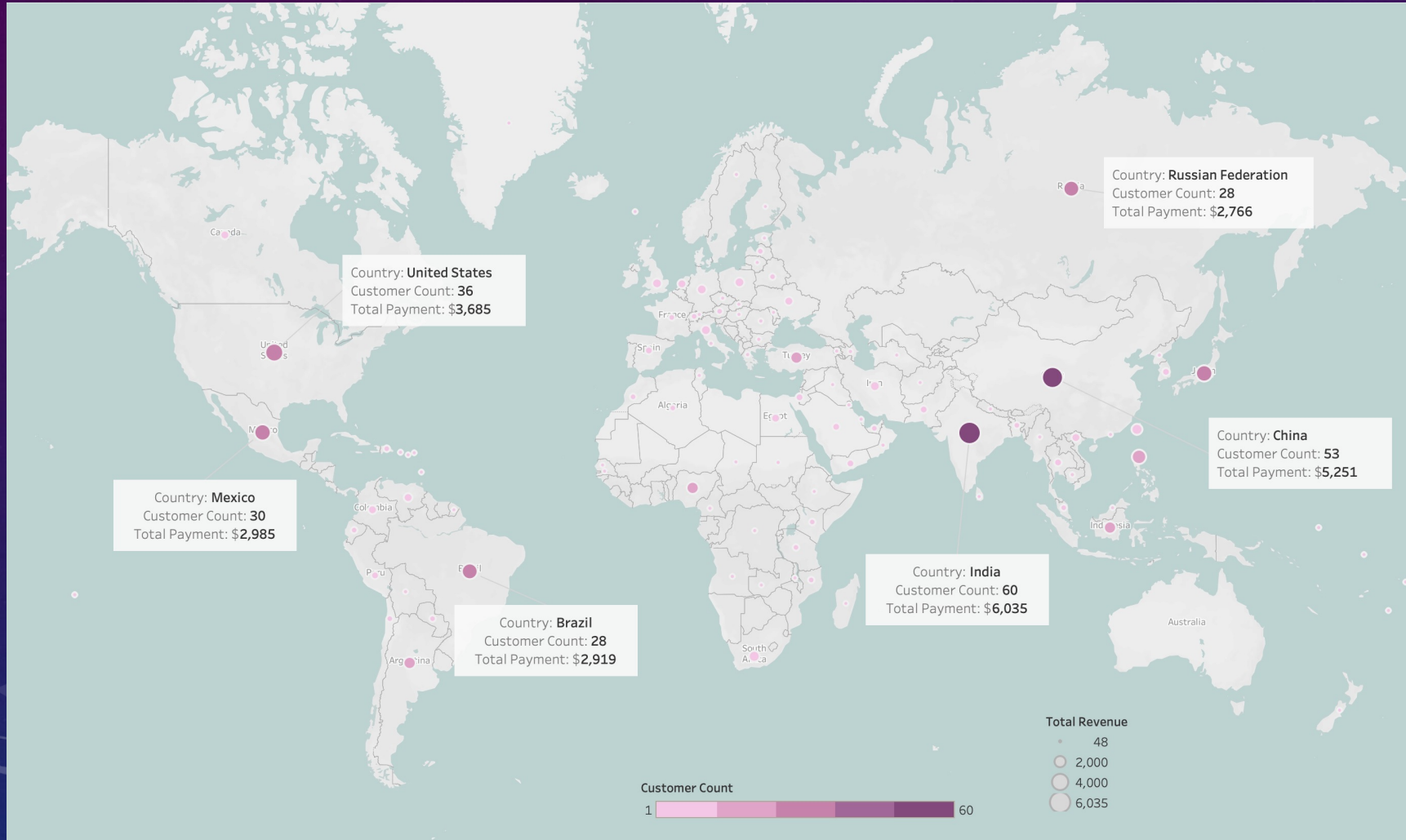


- **Sports** genre creates the highest revenue for Rockbuster

REVENUE BY GENRE (CONT.)



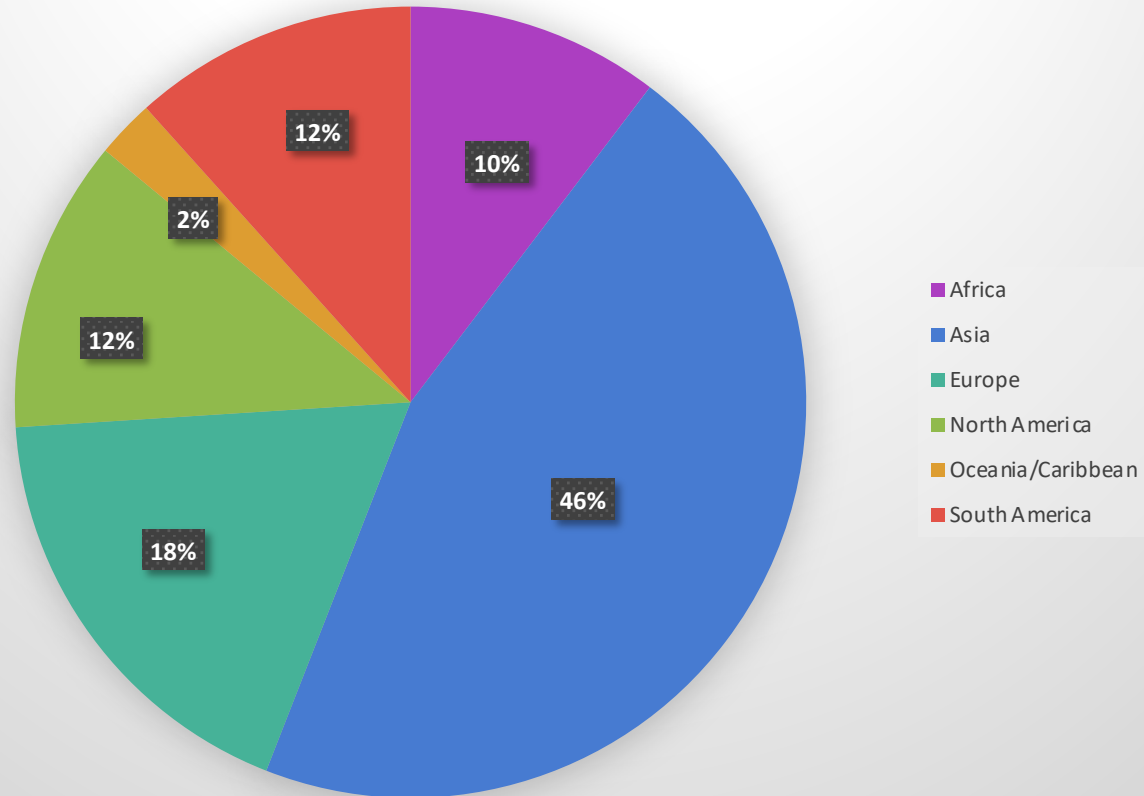
WHERE ARE WE LOCATED?



Top 10 Countries with Highest Customer Count

- India
- China
- United States
- Japan
- Mexico
- Russian Federation
- Brazil
- Philippines
- Turkey
- Indonesia

Revenue By Region



- Rockbuster has customers in 109 different countries.
- **Asia** is our leading market, holding 46% of our revenue.

TOP 5 HIGH-VALUE CUSTOMERS

Customer	City	Country	Amount Paid
Arlene H.	Ambattur	India	\$111.76
Kyle S.	Shanwei	China	\$109.71
Marlene W.	Iwaki	Japan	\$106.77
Glen T.	Acua	Mexico	\$100.77
Clinton B.	Aurora	United States	\$98.76

KEY TAKEAWAYS

- Most films in our inventory are rated PG-13
- Almost all the films in our inventory were released in 2006
- On average, our customers rent a film for 5 days at \$2.98
- The highest grossing film in our inventory was Telegraph Voyage
- We have only one Thriller film in our inventory
- Sports films bring in the most revenue
- We have an even mix of inventory for each rating
- Our top three countries with the highest customer counts are: India, China, and the United States
- Asia brings in over 45% of our revenue

RECOMMENDATIONS

- Update our inventory to include more films released after 2006—streaming is about what is current and new, so to stay competitive with the other services we should offer a more recent collection of films.
- Adjust the price of rentals based on the time it is rented—a rental for 3 days could cost less than one kept for 7 days.
- Include more Thriller films—every other genre has a larger inventory of films.
- Examine our marketing in India, China, and the United States to see how we can expand and find that level of success in other markets.
- Offer more incentives for customers, especially high value ones, with promotions or discounts.



THANK YOU!

- [Tableau Storyboard](#)