

An abstract network diagram on the left side of the slide. It features a complex web of thin grey lines connecting various colored nodes (red, orange, blue, purple, black). The nodes are of different sizes and are scattered across the left half of the slide, with some lines forming a curved, shell-like structure on the left edge.

Rockbuster Launch Strategy

RAJIT SIKKA

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Context

- 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.

Objective

- Analyze Rockbuster's historical data and create an effective launch strategy



Key Questions



**WHAT WAS THE AVERAGE
RENTAL DURATION FOR
ALL VIDEOS?**



**WHICH COUNTRIES ARE
ROCKBUSTER CUSTOMERS
BASED IN?**



**WHERE ARE CUSTOMERS
WITH HIGH LIFETIME
VALUE BASED?**



**DO SALES FIGURES VARY
BETWEEN GEOGRAPHIC
REGIONS?**



**WHICH MOVIES
CONTRIBUTED THE
MOST/LEAST TO REVENUE
GAIN?**

Rockbuster Customer Statistics



Total Company Revenue:
\$61,312



1000 Films



Average Replacement Cost: \$19.98



Average Customer Value: \$104



17 Genres



Average Rental Duration: 5 days



**Average Movie length: ~2 hours
(115 min)**

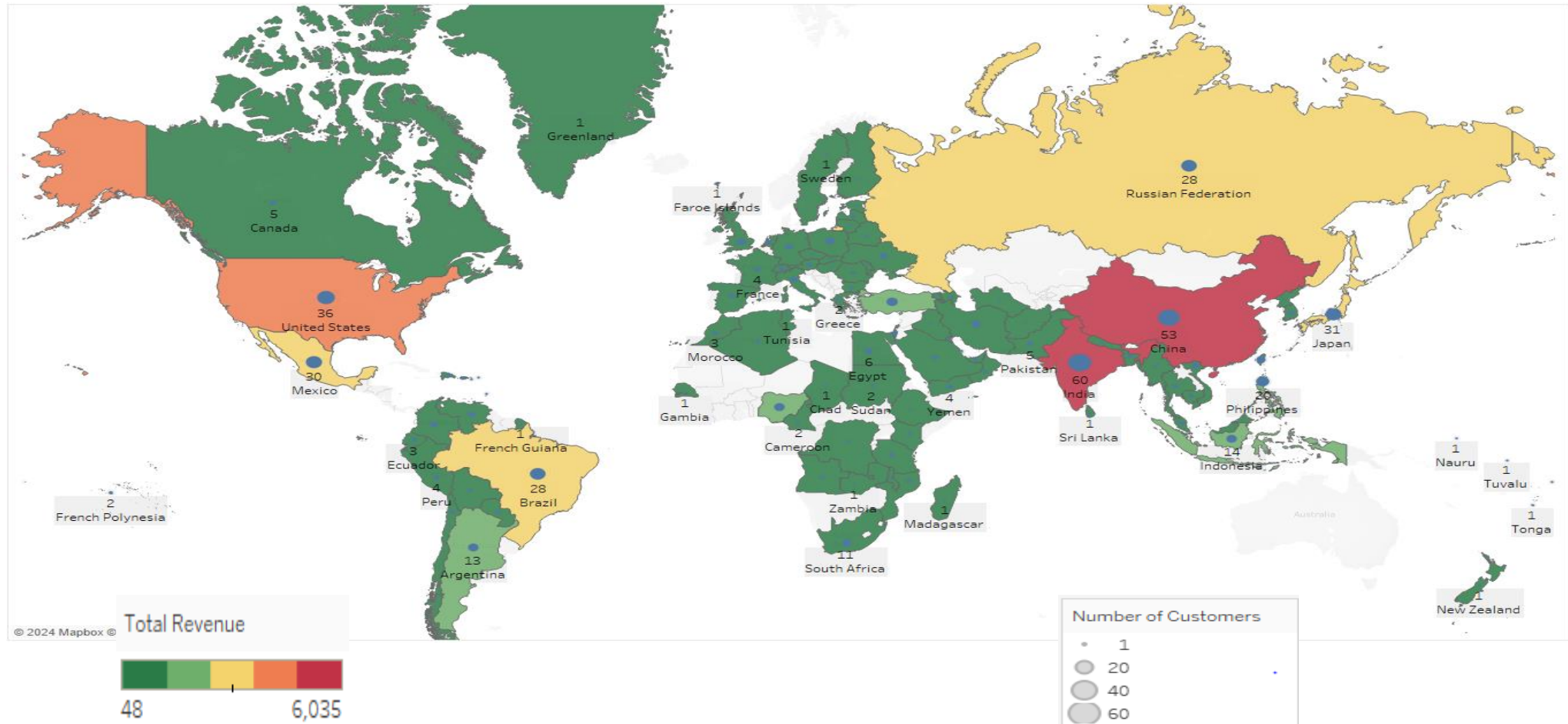


**599 Customers
(108 Countries)**



**Average Rental Rate:
\$3/rental movie**

Rockbuster Customer Base and Revenue by Country



Customer Analysis



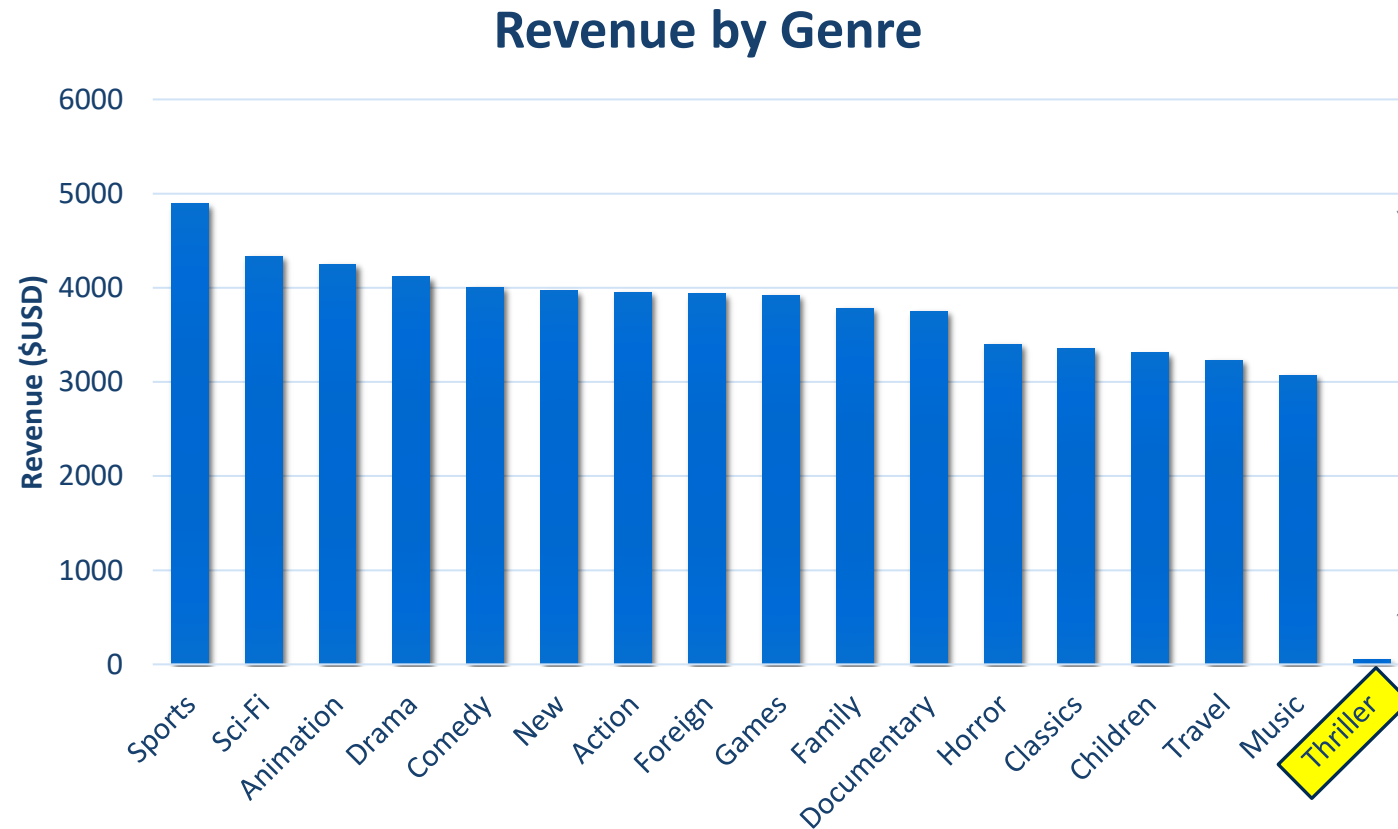
Customer Base for Top 10 Countries

Country	Total Customers
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

Top 10 Highest Lifetime Value Customers

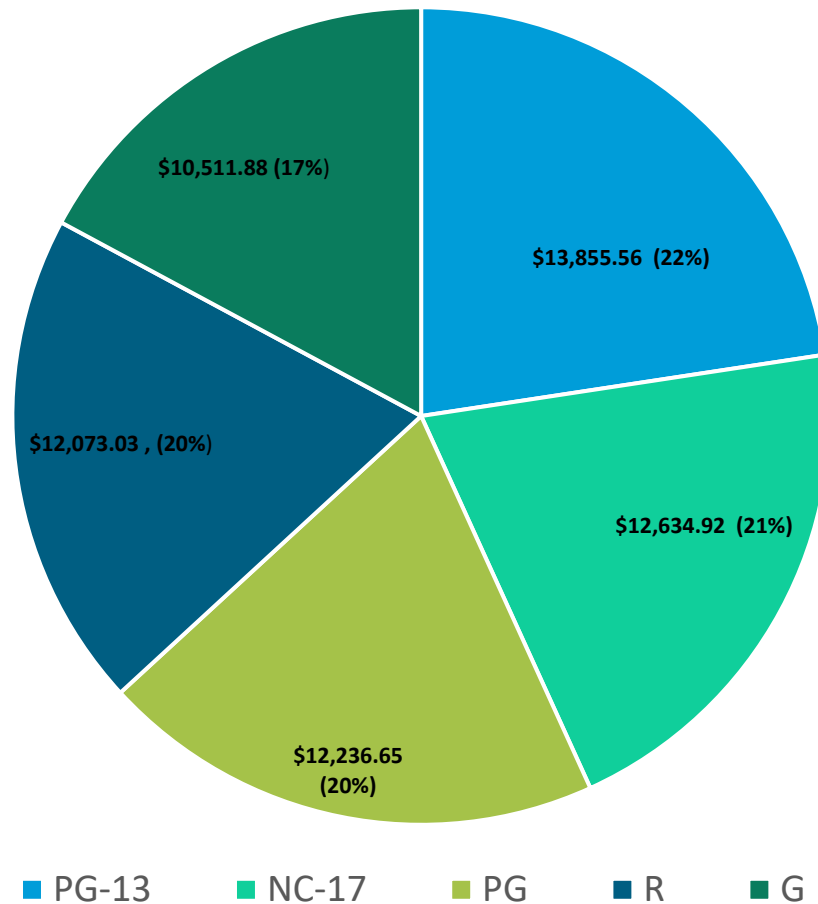
Name	Country	City	Total Spent (USD)
Eleanor Hunt	Runion	Saint-Denis	\$211.55
Karl Seal	United States	Cape Coral	\$208.58
Marion Snyder	Brazil	Santa Brbara dOeste	\$194.61
Rhonda Kennedy	Netherlands	Apeldoorn	\$191.62
Clara Shaw	Belarus	Molodetno	\$189.60
Tommy Collazo	Iran	Qomsheh	\$183.63
Ana Bradley	United States	Memphis	\$167.67
Curtis Irby	Canada	Richmond Hill	\$167.62
Marcia Dean	Philippines	Tanza	\$166.61
Mike Way	India	Valparai	\$162.67

Genre Analysis



The Thriller Genre performed significantly worse compared to the other genres, only yielding \$47.89 in revenue.

Revenue By Rating



Rating Analysis

Revenue was spread fairly even across all Ratings with Rating G (\$10,511, 17%) yielding the lowest revenue and PG-13 (\$13,855, 22%) yielding the highest .

FILM SALES ANALYSIS

Top 5 Films

Film	Revenue
Telephone Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Usual	\$191.74
Hustler Party	\$190.78

Bottom 5 Films

Film	Revenue
Oklahoma Jumanji	\$5.94
Duffel Apocalypse	\$5.94
Texas Watch	\$5.94
Freedom Cleopatra	\$5.95
Rebel Airport	\$6.93

Insights and Recommendations

Just Average: Some major customer statistics we discovered are: Average Rental Duration (5 days), Average Rental Rate (\$3/movie), and Average Customer Value (\$104). (pg. 4)

Mr. Worldwide: We have customers in practically every continent (except Antarctica), but most of our current customer base comes from Asia and North America (pg. 5)

Lack of Thrills: When it came the Genre Revenue (pg. 7), every genre except Thriller achieved at least \$3,000 in revenue. The Thriller genre had a staggering ~\$48 in revenue.

Scale the Foundation: Prioritize advertising in the top 10 countries and expand the customer base. Consider launching a referral service to incentivize new customers in these top countries.

Buy the Winners, Sell the Losers: Prioritize offering movies in the top 5 genres (Sports, Sci-Fi, Animation, Drama, Comedy). Drop future offerings in Thriller Genre as they are not worth the investment.

Reward the Loyal: Offer a rewards program for High Value Customers. An example would be: Get a free rental every 10 movies.

Thank you!

