



ROCKBUSTER STEALTH LLC

Global Planning 2020

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OVERVIEW

OVERVIEW

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**



OBJECTIVE

The **Rockbuster Stealth Management Board** has asked a series of business questions and they expect data-driven answers that they can **use for their 2020 company strategy**.



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Key Insights



General data

customers: **599**

countries: **109**

movies: **1,000**

genres: **22**

Rating (AVG):
PG-13



Rental data

Movies Released year:
2006

Rental Duration:
MIN: **3 days**
MAX: **7 days**
AVG: **5 days**



Financial data

Revenue:
\$61,312.04

Rental rate:
MIN: **\$0.99**
MAX: **\$4.99**
AVG: **\$2.98**

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Project Abstract



GOALS

1. Rockbuster **Global** presence **insights**
2. Top **Customers Analysis**
3. **Regions** trends and behaviours
4. **Movies** & Genres performance **analysis**

Rockbuster Global Presence

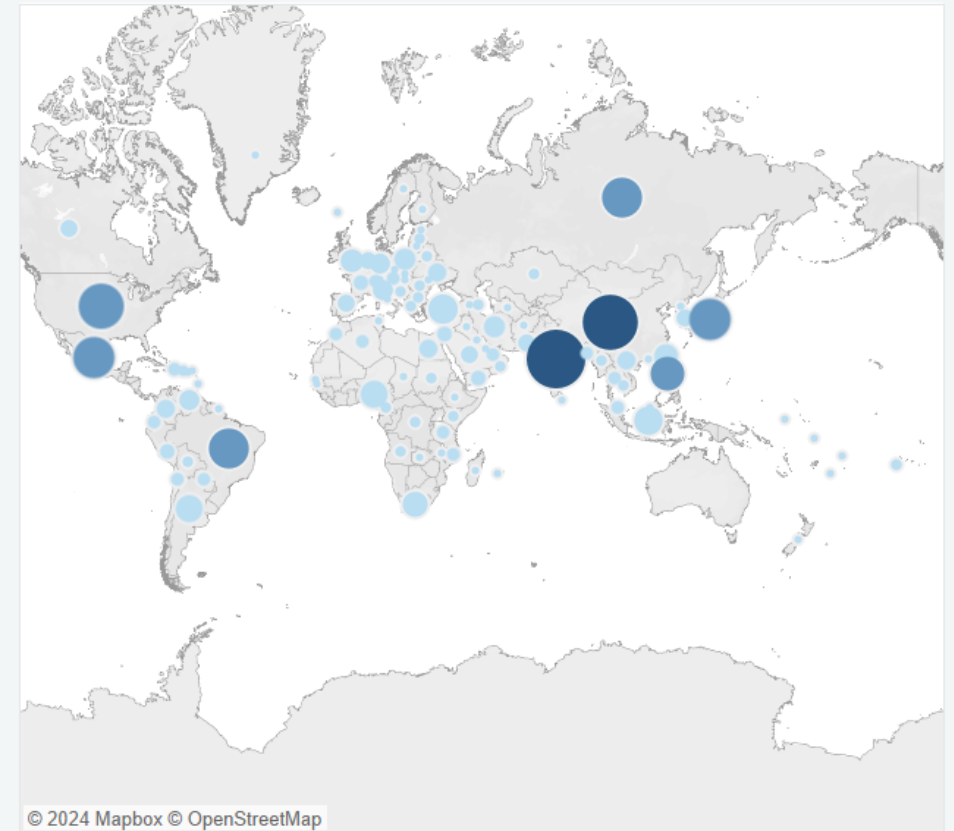
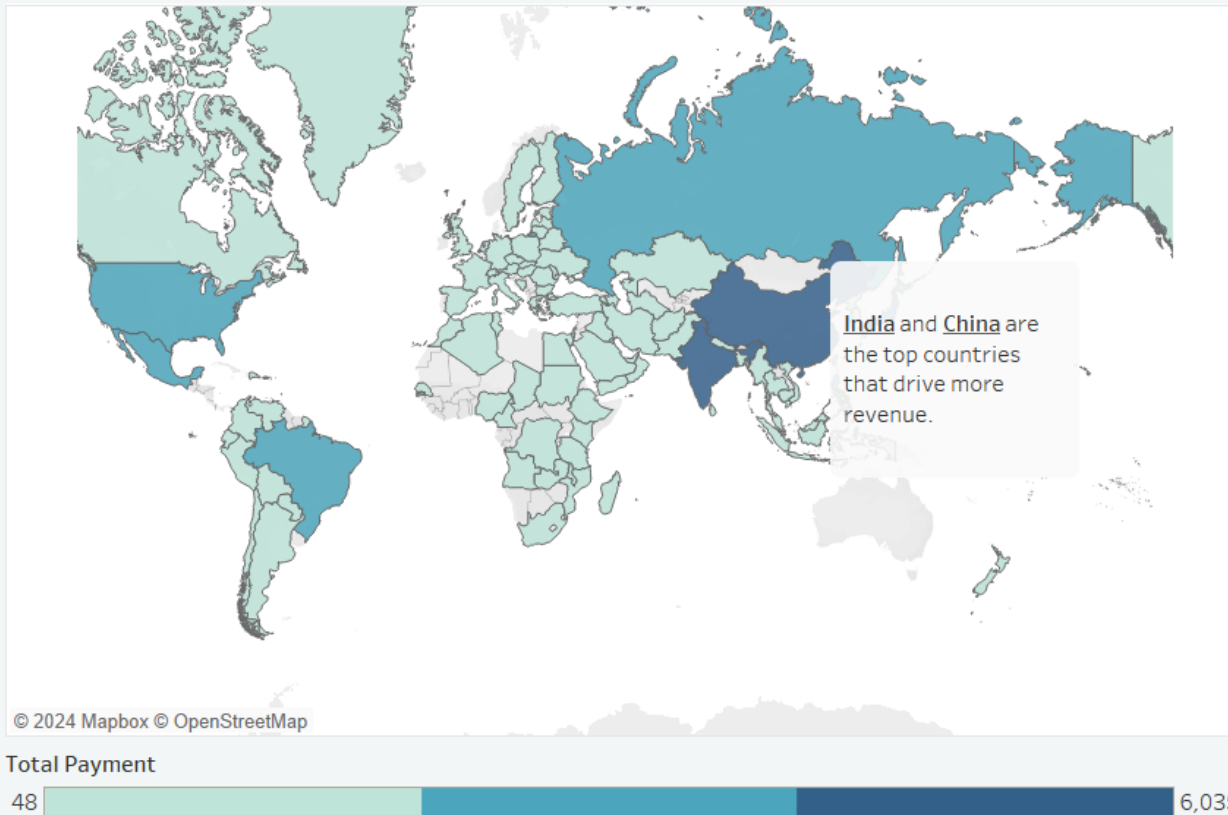


Tableau dashboard

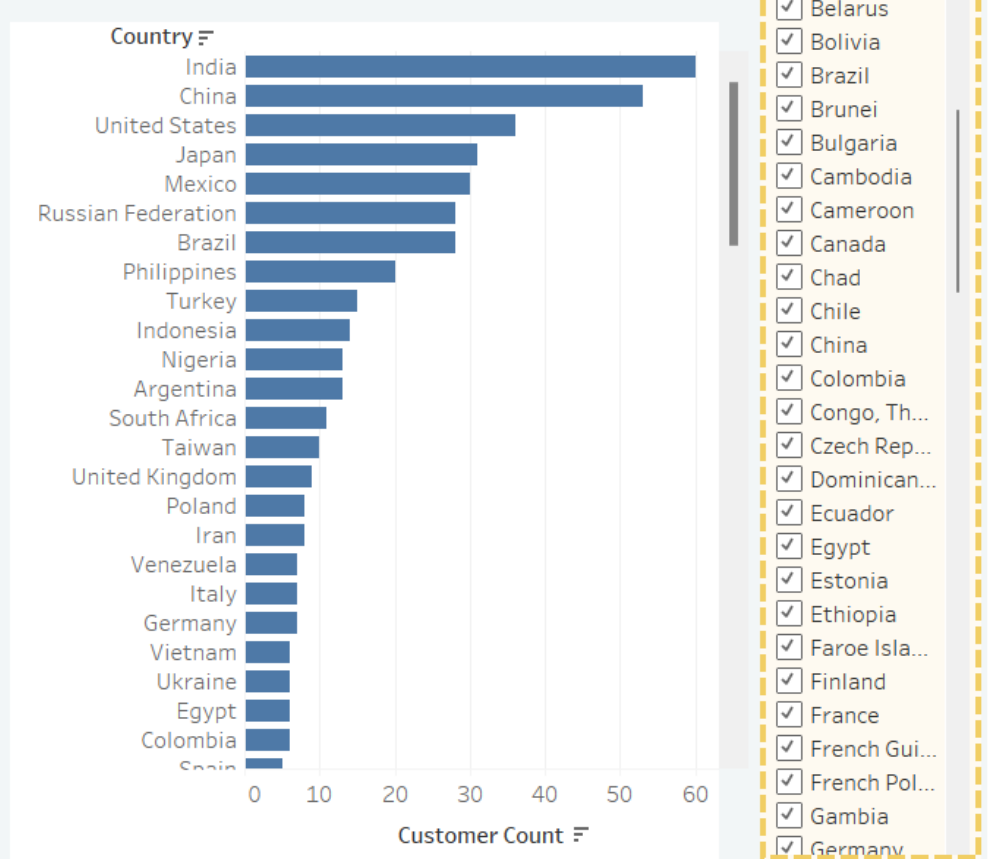
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Global Insights

Rockbuster Revenue per country



Rockbuster Total Customers

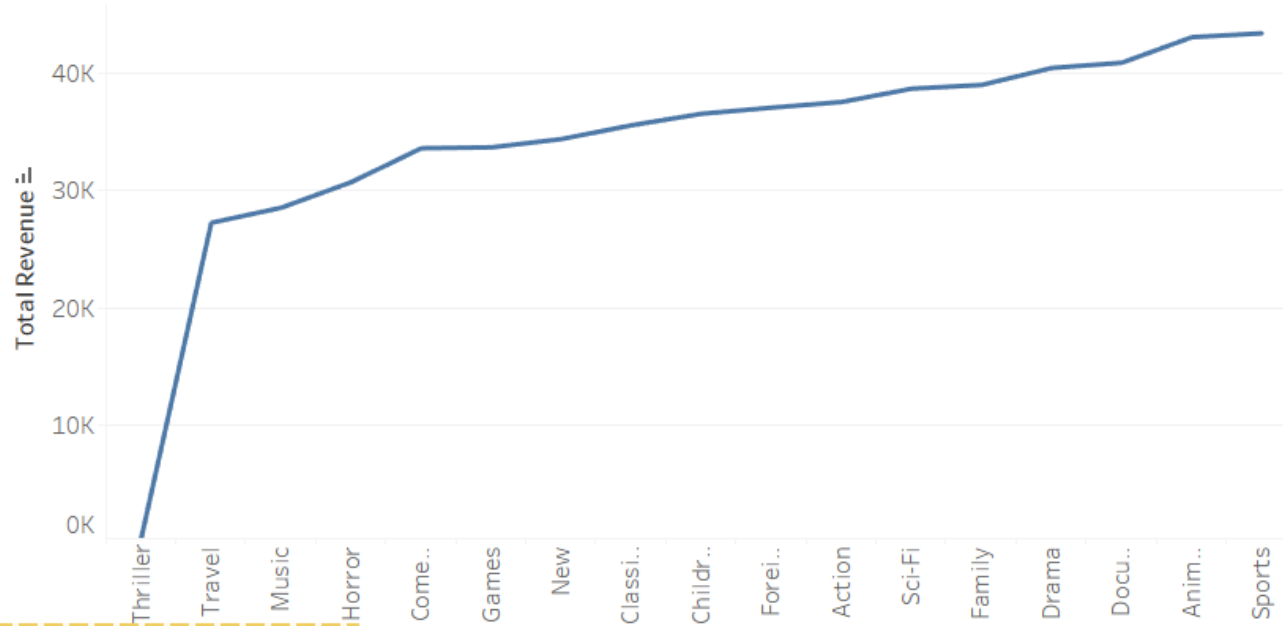


TOP 5 Countries Analysis

Genre Sales drivers & Movies

TOP 5 Countries Analysis (Genre)

Movie Genre



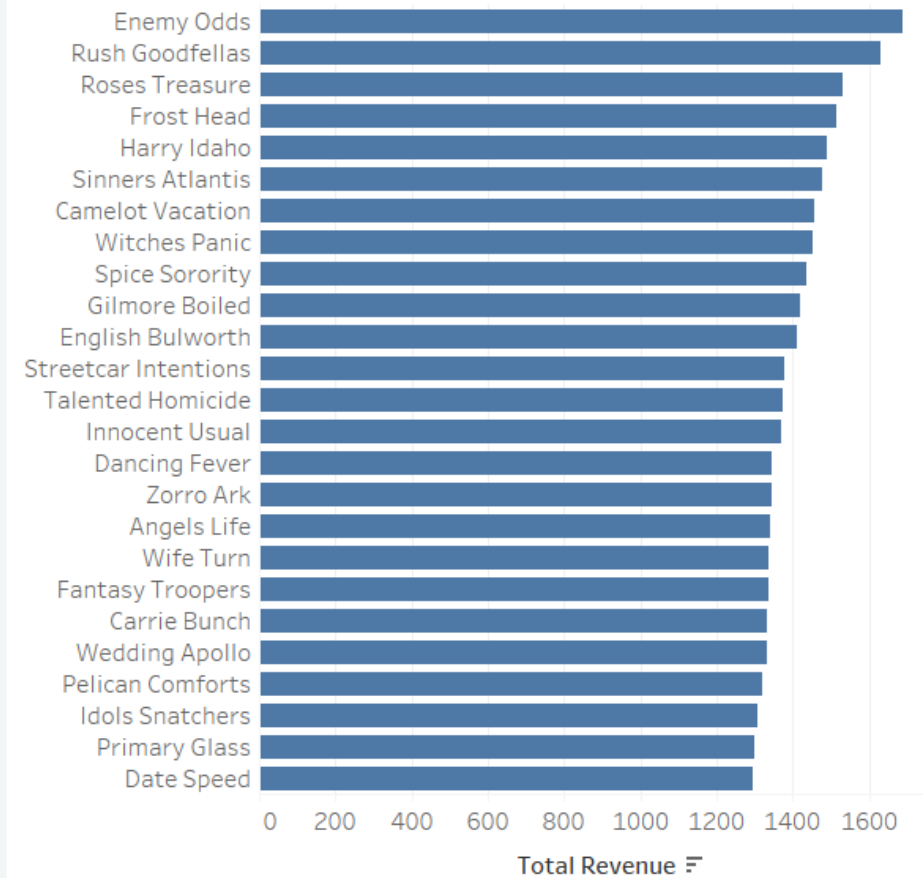
TOP 5 Countries (Filter)

- ☒ (All)
- ☒ China
- ☒ India
- ☒ Japan
- ☒ Mexico
- ☒ United States

Access to the **Tableau dashboard** to review the customers preferences within the TOP 5 countries: India, China, United States, Japan and Mexico.

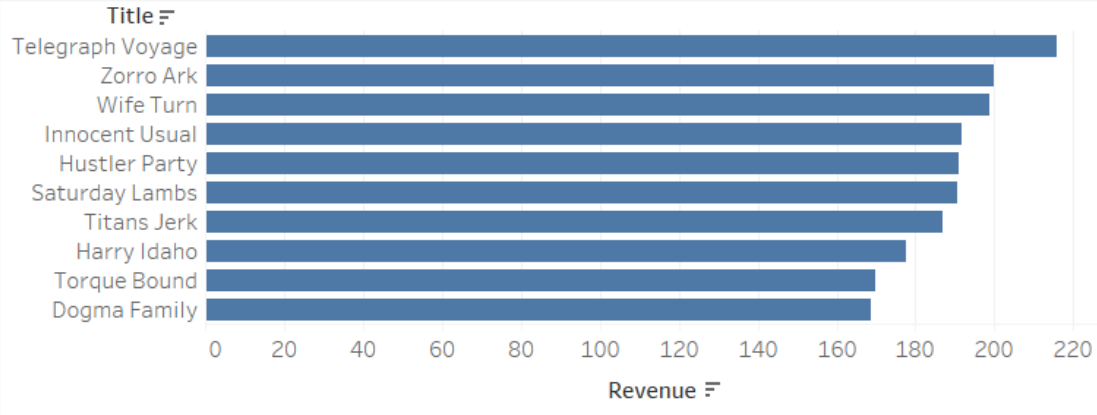
TOP 5 Countries Analysis(Movies)

Title ₹



MOVIES & GENRE PERFORMANCE

Revenue per movie



Rental days

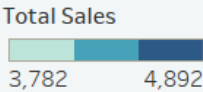
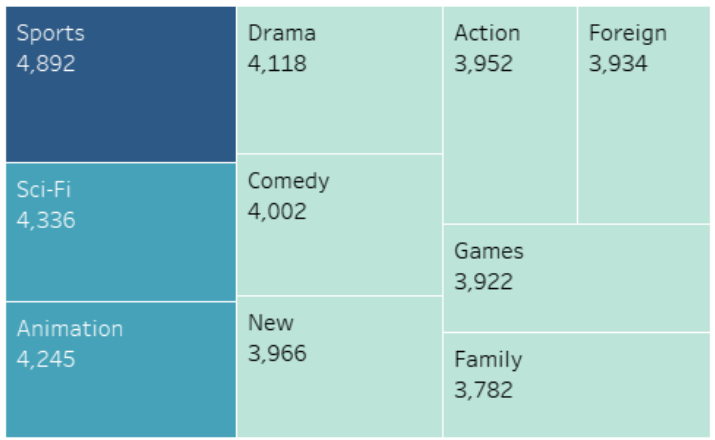
Title	
Harry Idaho	5
Dogma Family	5
Titans Jerk	4
Zorro Ark	3
Wife Turn	3
Torque Bound	3
Telegraph Voyage	3
Saturday Lambs	3
Innocent Usual	3
Hustler Party	3

The 2006 blockbuster movie has been Telegraph Voyage (musical) followed by Zorro Ark (Comedy)

The longest rental days are for Harry Idaho (Drama) and Dogma Family (Animation) with 5 days rental.

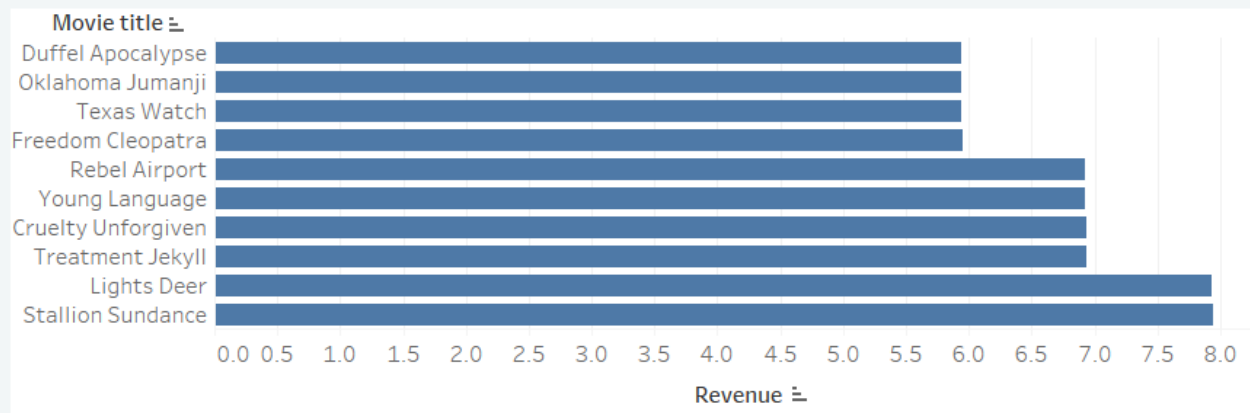
Across all markets Sports is the most profitable genre is \$4,892 , followed by Sci-Fi with \$4,336 and Animation with \$4,242.

Genre Sales Breakdown (in dollars \$)



LOW-END MOVIES PERFORMANCE

Revenue per movie



Revenue per movie

Movie title	
Texas Watch	7
Rebel Airport	7
Oklahoma Jumanji	7
Lights Deer	7
Cruelty Unforgiven	7
Young Language	6
Stallion Sundance	5
Freedom Cleopatra	5
Duffel Apocalypse	5
Treatment Jekyll	3

Duffel Apocalypse (Documentary) , Oklahoma Jumanji (New), Texas Watch (Horror)and Freedom Cleopatra (comedy) had the lowest revenue income with \$5.94 each.

A total of 42 movies were not rented. 26.19% under PG rating followed by 23.8%1 under PG-13.

Foreign was the genre least rented with 26.19% followed by Documentary with 11.9%

Never Rented

Movie Title	Name	Rating	
Alice Fantasia	Classics	NC-17	
Apollo Teen	Drama	PG-13	
Argonauts Town	Animation	PG-13	
Ark Ridgemont	Action	NC-17	
Arsenic Independence	Travel	PG	
Boondock Ballroom	Travel	NC-17	
Butch Panther	New	PG-13	
Catch Amistad	Foreign	G	
Chinatown Gladiator	New	PG	
Chocolate Duck	Foreign	R	
Commandments Exp..	Horror	R	
Crossing Divorce	Foreign	R	
Crowds Telemark	Sci-Fi	R	
Crystal Breaking	Foreign	NC-17	
Dazed Punk	Games	G	
Deliverance Mulholl..	Documentary	R	
Firehouse Vietnam	Action	G	
Floats Garden	Animation	PG-13	
Frankenstein Strang..	Comedy	NC-17	
Gladiator Westward	Family	PG	
Gump Date	Travel	NC-17	
Hate Handicap	Comedy	PG	
Hocus Frida	Family	G	
Kentuckian Giant	Horror	PG	
Kill Brotherhood	Documentary	G	
Muppet Mile	Foreign	PG	
Order Betrayed	Travel	PG-13	
Pearl Destiny	Foreign	NC-17	

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CONCLUSIONS & RECOMMENDATIONS

CONCLUSIONS

Rockbuster Stealth LLC has been operating as a physical rental movie service and plans to transition into an online video rental service. This is a **costly system** that makes the company not competitive against Netflix or Amazon.

They have an engaged global presence particularly in **India, China, United States, Japan** and **Mexico**.

Despite their international audience all the titles are published in **English** from **2006**.



RECOMMENDATIONS

The transition might involved some **tecnical development**, having an online video streamming platform, that might involved changing their revenue income from the individual movie rental rate to a **subscription base** system.

Become a more inclusive platform, providing movies not only in English but in the **different local languages** your audience speaks.

Provide a more **up-to -date content**. Publish new titles with more regularity making it more revelante for your audience.

Advertise those new title relases to your global audience to have a more **immediate impact in views , engaged and feedback**. So you can adjust to your audience needs and behavioral trends.



THANK YOU



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Tableau dashboard