

ROCKBUSTER

Online Store Launch Strategy
for 2020

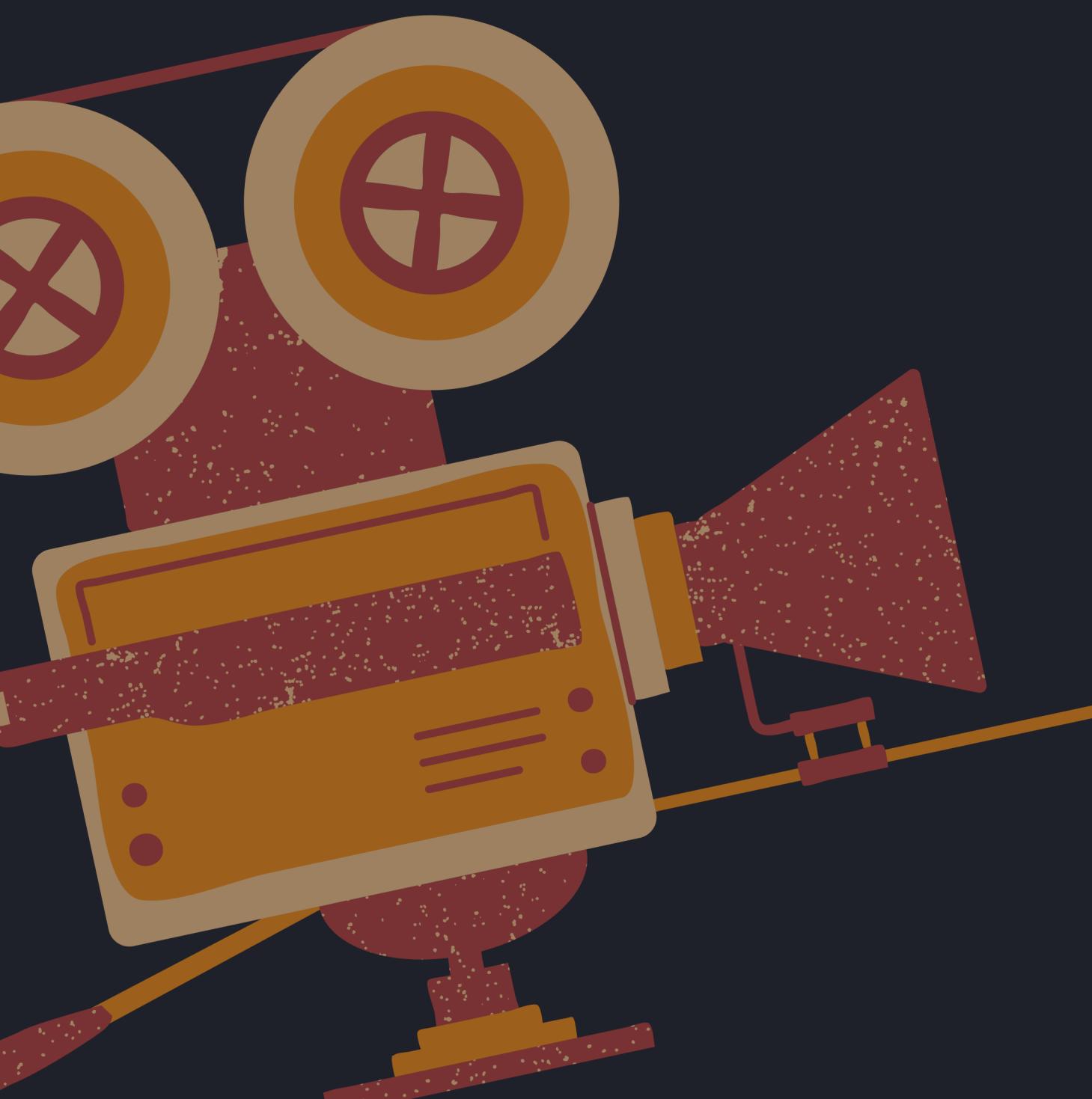
by Nicole Wall

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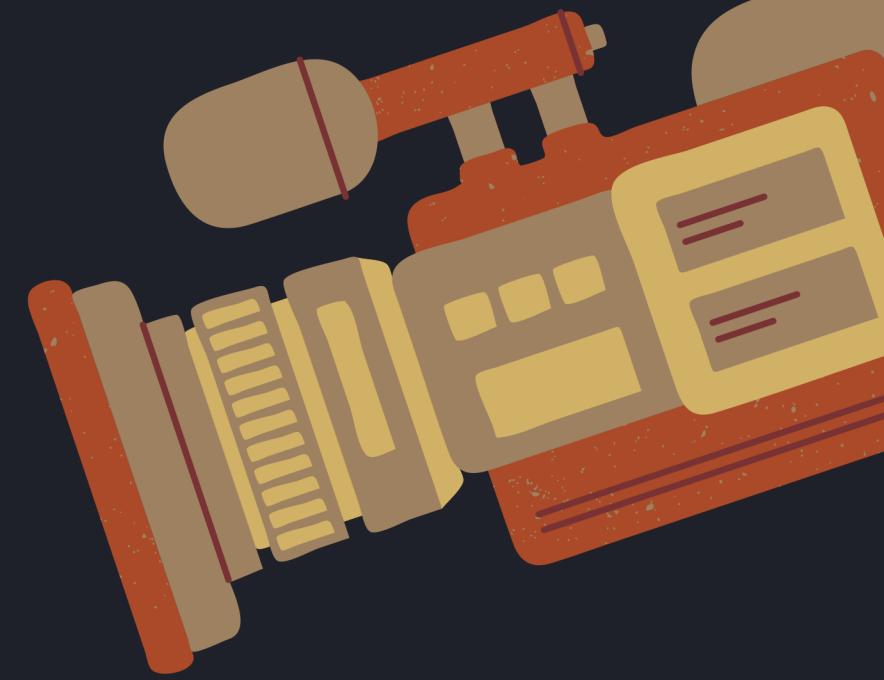


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OBJECTIVE

A stylized illustration of a movie camera and film reels. The camera is orange and yellow with a red lens. It is positioned in front of two large, circular film reels, one orange and one yellow, each featuring a red crosshair symbol. The background is dark.

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.



KEY QUESTIONS:

- 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?



FILM DATA SUMMARY



1000 films



5 days avg
rental
duration



\$2.98 avg
rental rate



20
categories



PG-13
most rented
rating at 233



\$0.99 min
rental rate



599 customers



Sports
most rented
genre at 74



\$19.94 avg
replacement
cost

HIGHEST & LOWEST GROSSING REVENUE

TOP FIVE

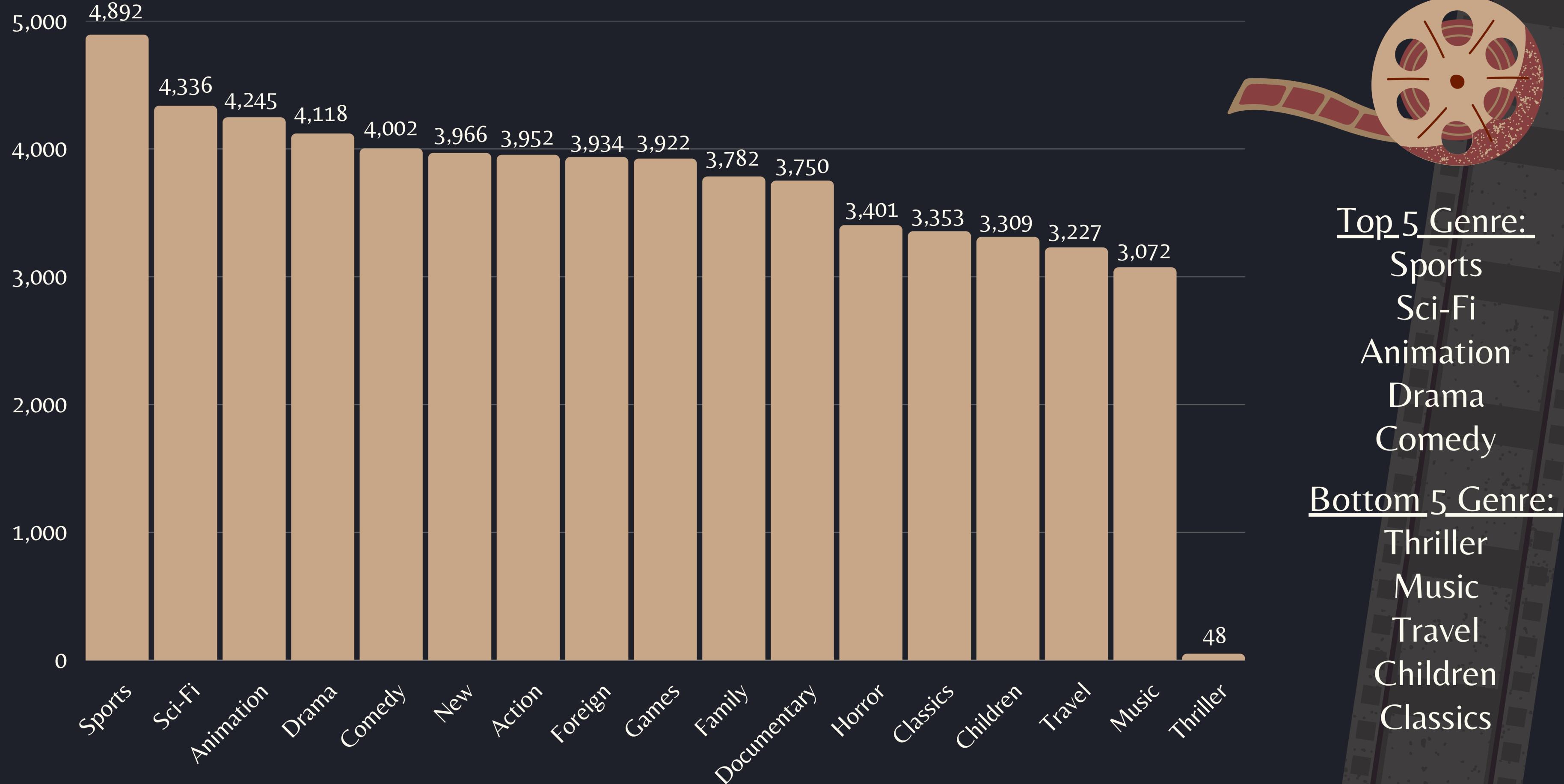
<u>Title</u>	<u>Revenue</u>
Telegraph Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Unusal	\$191.74
Hustler Party	\$190.78



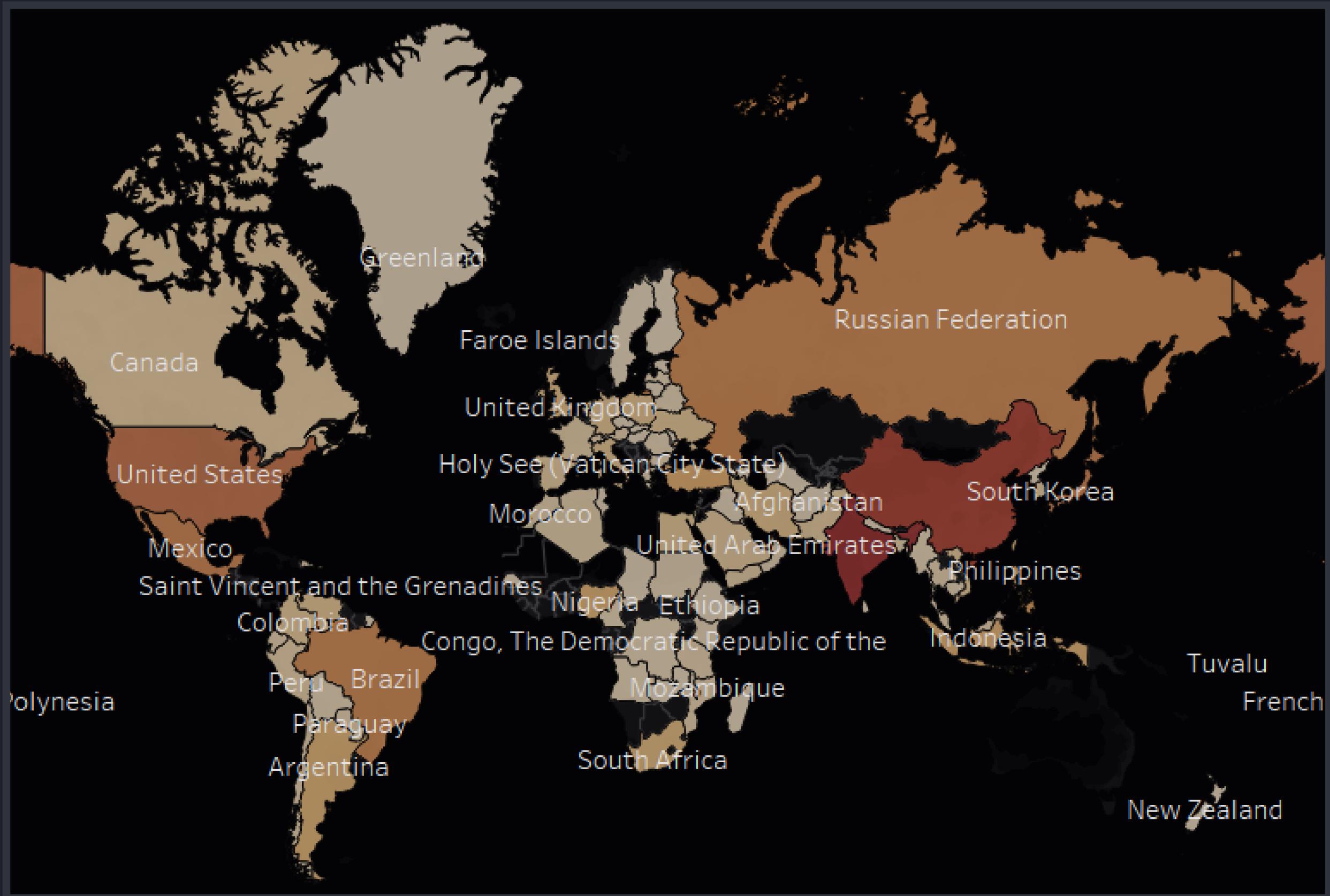
BOTTOM FIVE

<u>Title</u>	<u>Revenue</u>
Texas Watch	\$5.94
Oklahoma Jumanji	\$5.94
Duffel Apocalypse	\$5.94
Freedom Cleopatra	\$5.95
Rebel Airport	\$6.93

REVENUE BY GENRE



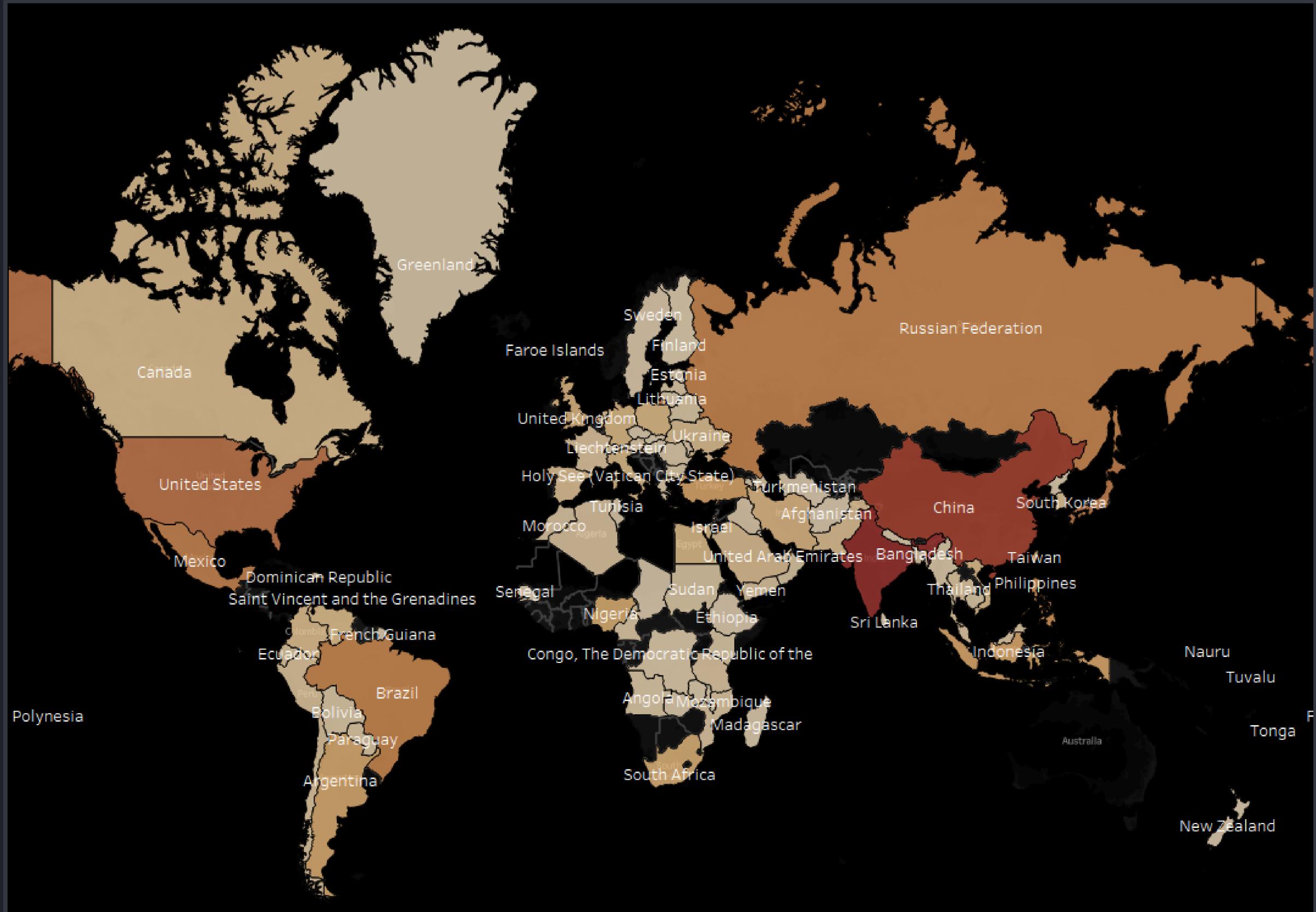
COUNTRIES CUSTOMERS BASE



TOP TEN COUNTRIES:

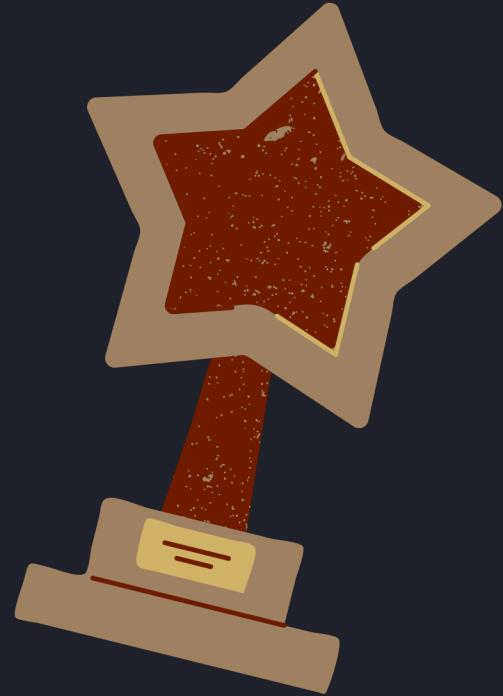
Country	Population (millions)	GDP per capita (USD)
India	60	\$6032.79
China	53	\$5247.04
United States	36	\$3694.27
Japan	31	\$3121.52
Mexico	30	\$2984.82
Brazil	28	\$2919.19
Russian Federation	28	\$2765.62
Philippines	20	\$2219.70
Turkey	15	\$1498.49
Indonesia	14	\$1352.69

CUSTOMER LIFETIME VALUE



TOP TEN COUNTRIES:

Iran	738.8
Bangladesh	678.7
United States	658.8
Mexico	628.6
Runion	608.7
Greece	588.9
United States	559.1
Philippines	559
Bangladesh	549
South Korea	548.7

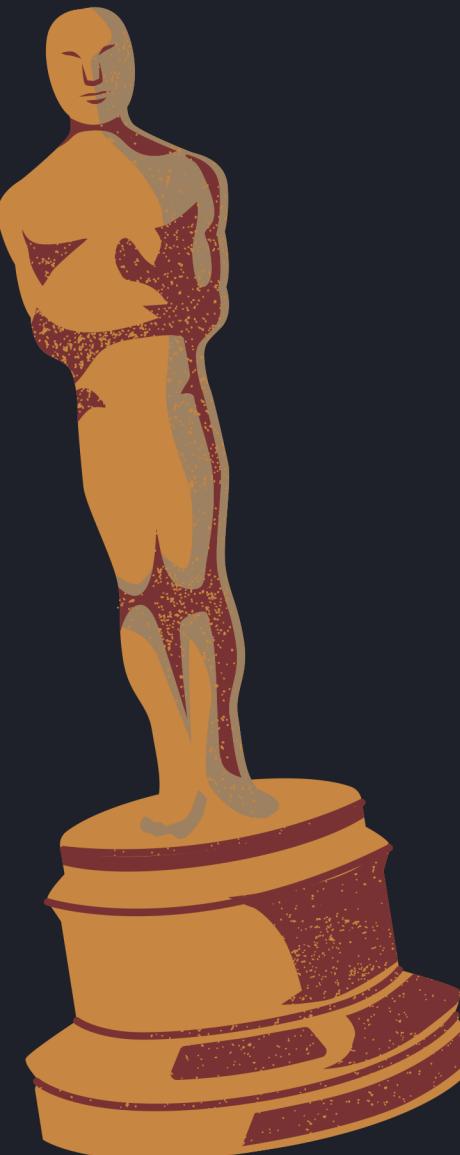


INSIGHTS & RECOMMENDATIONS

Place the most attention on the highest performing film genres:
Sports, Sci-Fi, Animation, Drama, and Comedy

Enhance movie selection by analyzing customer preferences and habits,
utilizing customer data for personalized recommendations, and
implementing a tailored rewards program to boost rental purchases

To expand customer base in top 10 countries, add Spanish, Mandarin,
and Japanese language options to the catalog





THANK YOU!

Q & A

