

Rockbuster Stealth LLC

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- ▶ Strategy for 2020
 - ▶ Evan Greenwood
 - ▶ June 2025

Agenda

- Where should the initial focus be for the new streaming video service?
- What countries and cities contribute the most to revenue?
- Where are the top customers located?



Data Overview

Data was sourced internally from Rockbuster's customer information.

Data includes:

- Film inventory
- Customers
- Payments

Avg movie rental duration – 4.9 days

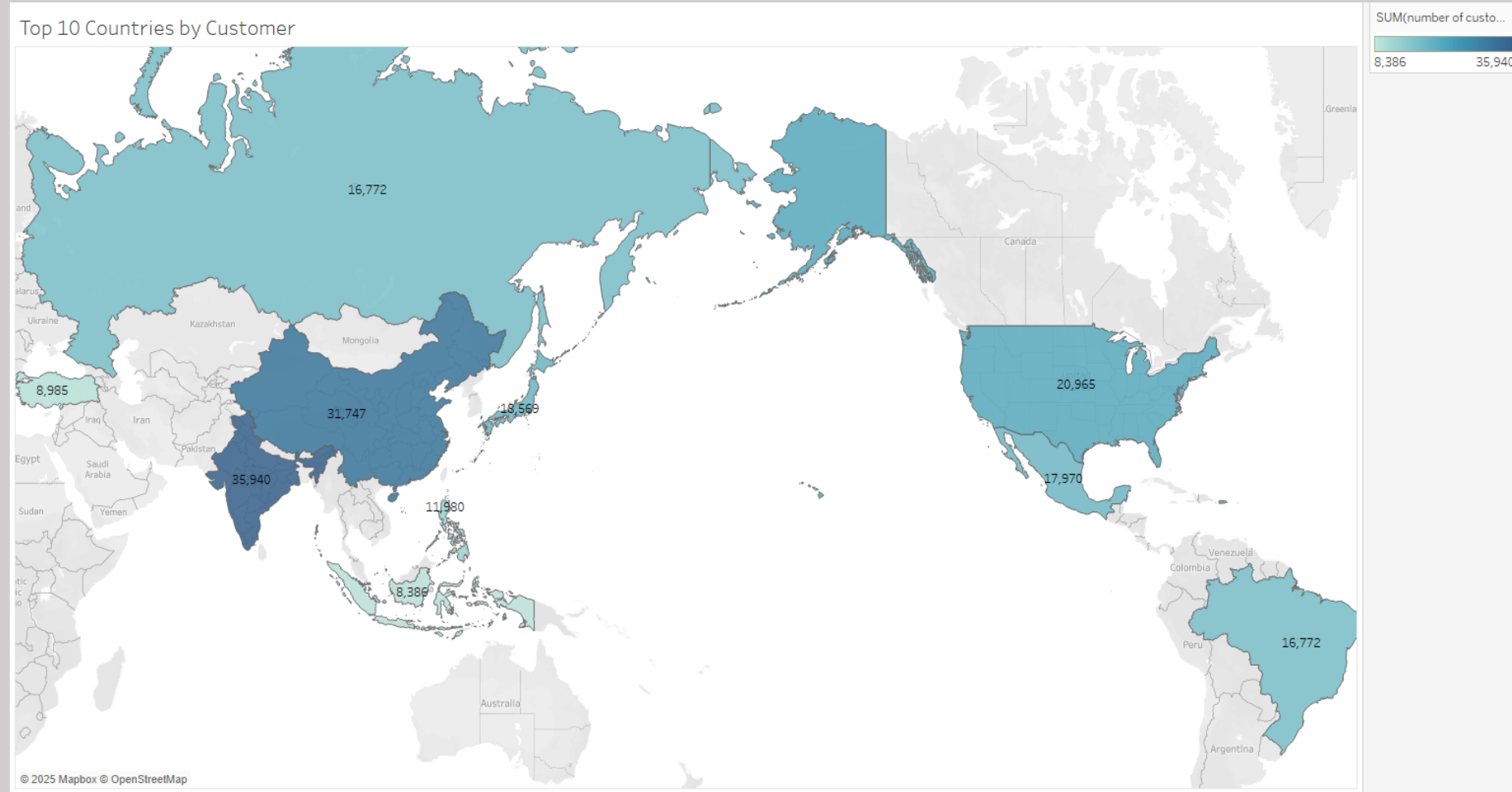
Avg movie rental rate - \$2.98

Avg length of film – 115 minutes

Top 10 Countries by Number of Customers

Total Customers:

1. India – 35,940
2. China – 31,747
3. United States – 20,965
4. Japan – 18,569
5. Mexico – 17,970
6. Brazil
7. Russian Federation
8. Philippines
9. Turkey
10. Indonesia – 8,386



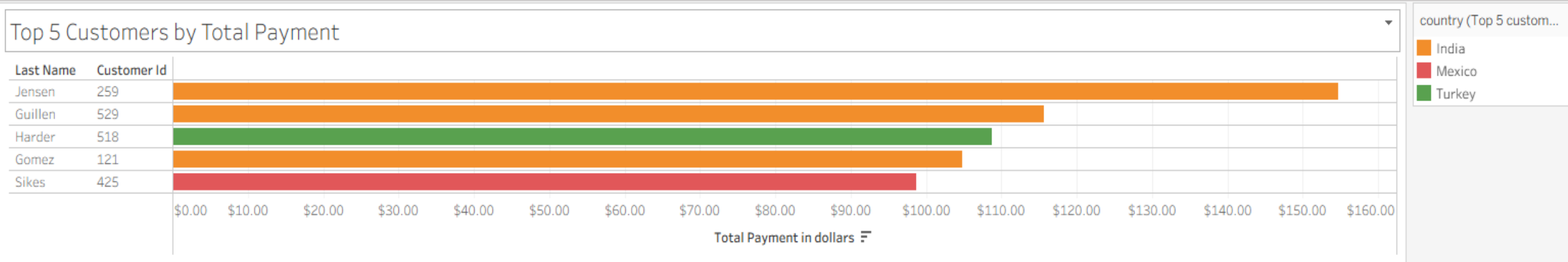
Top 10 Cities by Number of Customers

5 of the top 10 cities with the highest customer count are in India



Top 5 Customers by Total Payment

3 OF THE TOP 5 CUSTOMERS ARE IN INDIA.



Conclusions and Recommendations

- India has the highest customer count, 5 of the top 10 cities, and 3 of the top 5 highest paying customers.
- Our customers are spread out between countries with various languages including English, Chinese, Spanish, Japanese, and others.
- Begin by focusing on cities with high volume and value
- Target marketing campaigns towards regions with high customer count.
- Extend to emerging cities with growth potential.

Thank you

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- ▶ https://public.tableau.com/views/3_10Presentation_17513081928120/RockbusterStealthPresentation?:language=en-US&publish=yes&:sid=&:redirect=auth&:displaycount=n&:origin=viz_share_link