



Rockbuster Stealth LLC Launch Strategy

Tana Tamaki

How to Stay Competitive?

- Rockbuster Stealth LLC, once prevalent around the world now faces tough competition from streaming services.
- In order to stay competitive, existing movie licenses will be used to launch an online video rental service.

- **Objectives:**

- Provide data-driven answers to key business questions to guide the upcoming launch of services.

Key Business Questions



IN WHICH COUNTRIES ARE
ROCKBUSTER CUSTOMERS
BASED?



WHERE ARE CUSTOMERS WITH
A HIGH LIFETIME VALUE BASED?



WHICH MOVIES CONTRIBUTED
THE MOST/LEAST TO REVENUE
GAIN?



HOW DO SALES FIGURES VARY
ACROSS DIFFERENT
GEOGRAPHIC REGIONS?

Current Statistics

Average

- Rental Duration: 4.9 days
- Rental Rate: \$2.98
- Replacement Cost: \$19.98
- Film Length: 115.27 minutes

Minimum

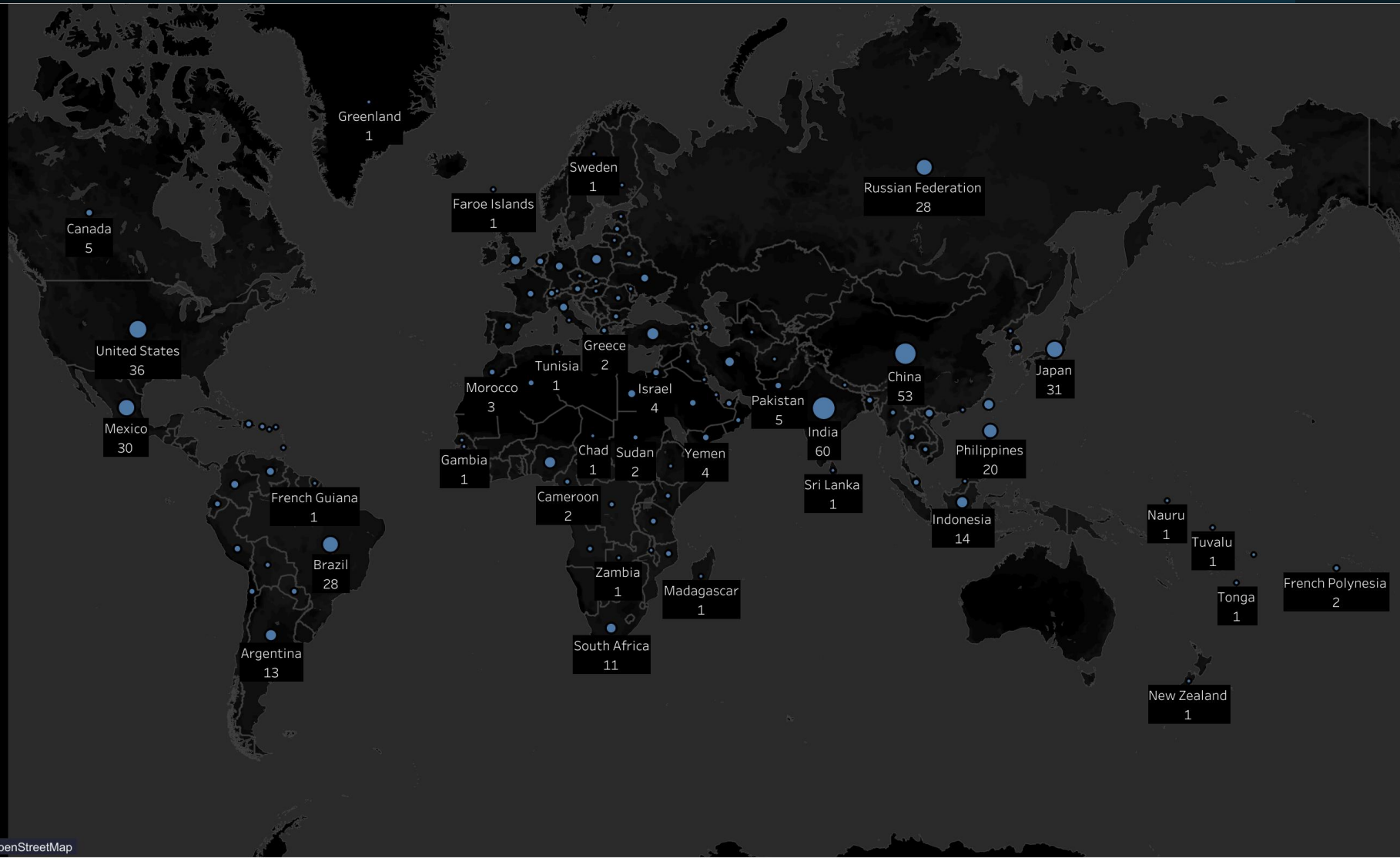
- Rental Duration: 3 days
- Rental Rate: \$0.99
- Replacement Cost: \$9.99
- Film Length: 46 minutes

Maximum

- Rental Duration: 7 days
- Rental Rate: \$4.99
- Replacement Cost: \$29.99
- Film Length: 185 minutes

- We offer 1000 films.
(958 unique titles)
- Average rental duration is
~5 days.
- Average payment is \$4.20.

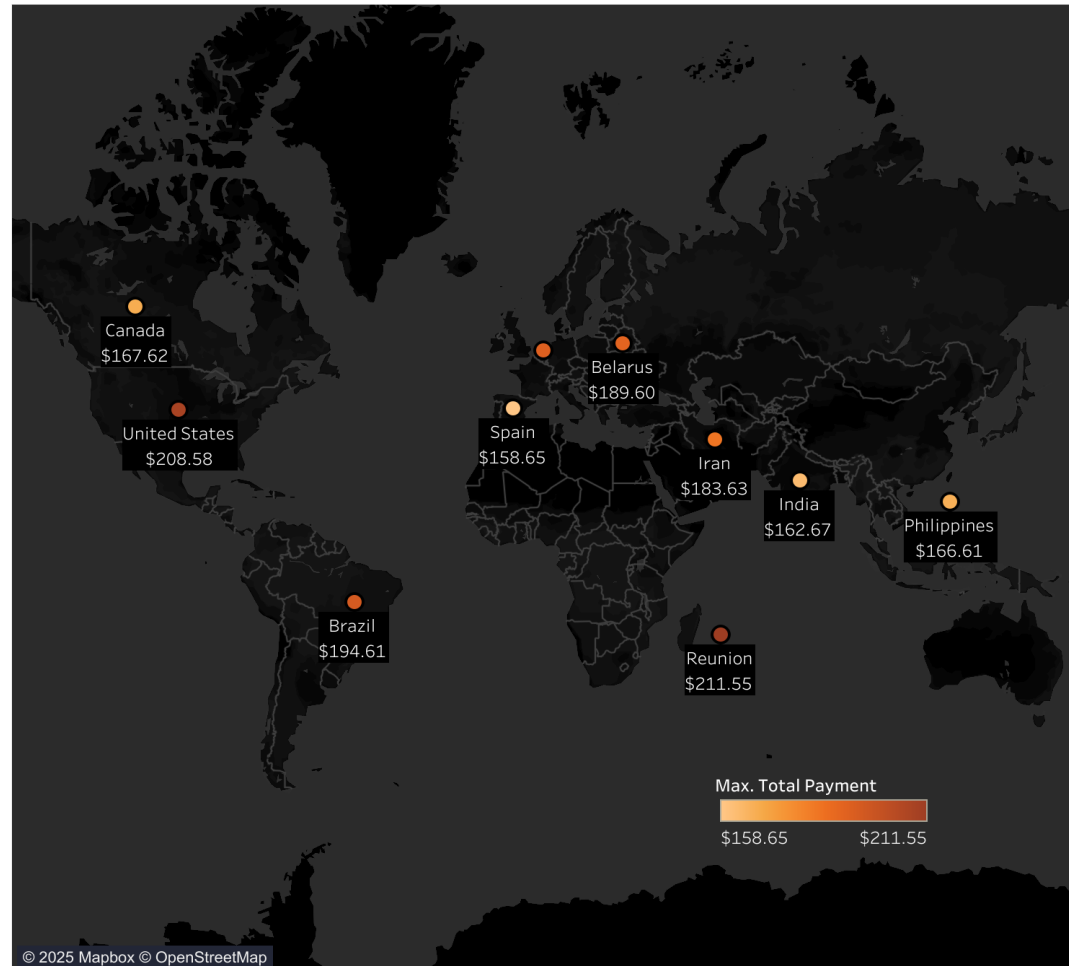
In Which Countries are Rockbuster Customers Based?



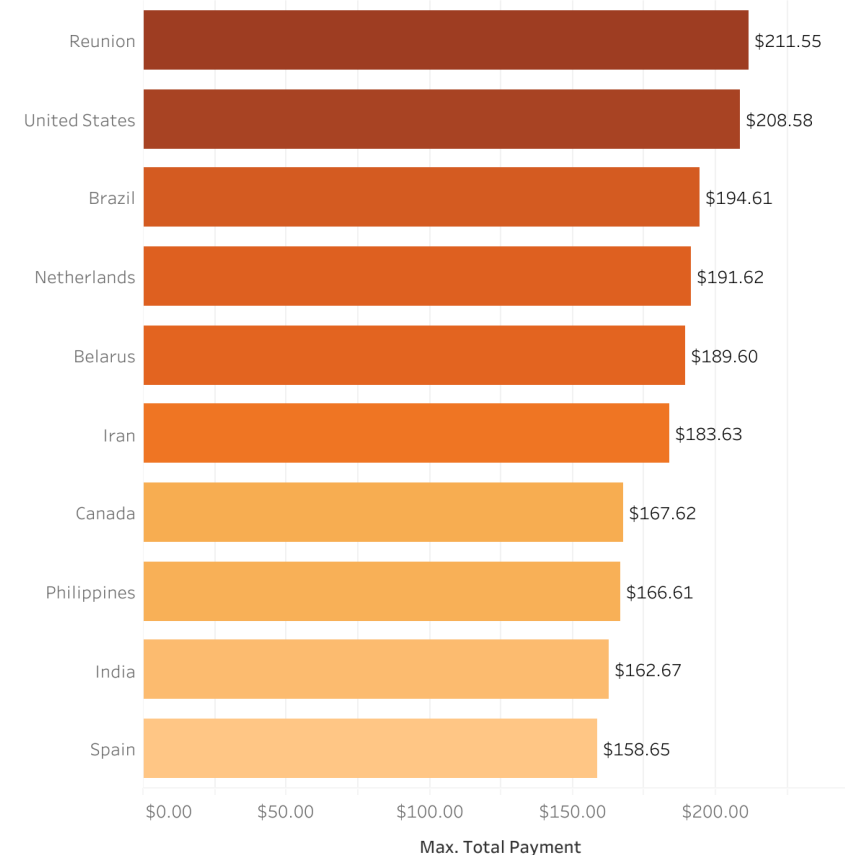
- Currently have **599 customers** located in **108 countries**.
- We have customers in most continents, **except Australia and Antarctica**.

Where are Customers with a High Lifetime Value Based?

- These are the top 10 countries with the highest paying customers.
- Among them are the **U.S.**, **Brazil**, and the **Reunion Islands**.
- Understanding where customers with a high lifetime value are located, can help us target similar audiences while aiming to retain these valuable customers.

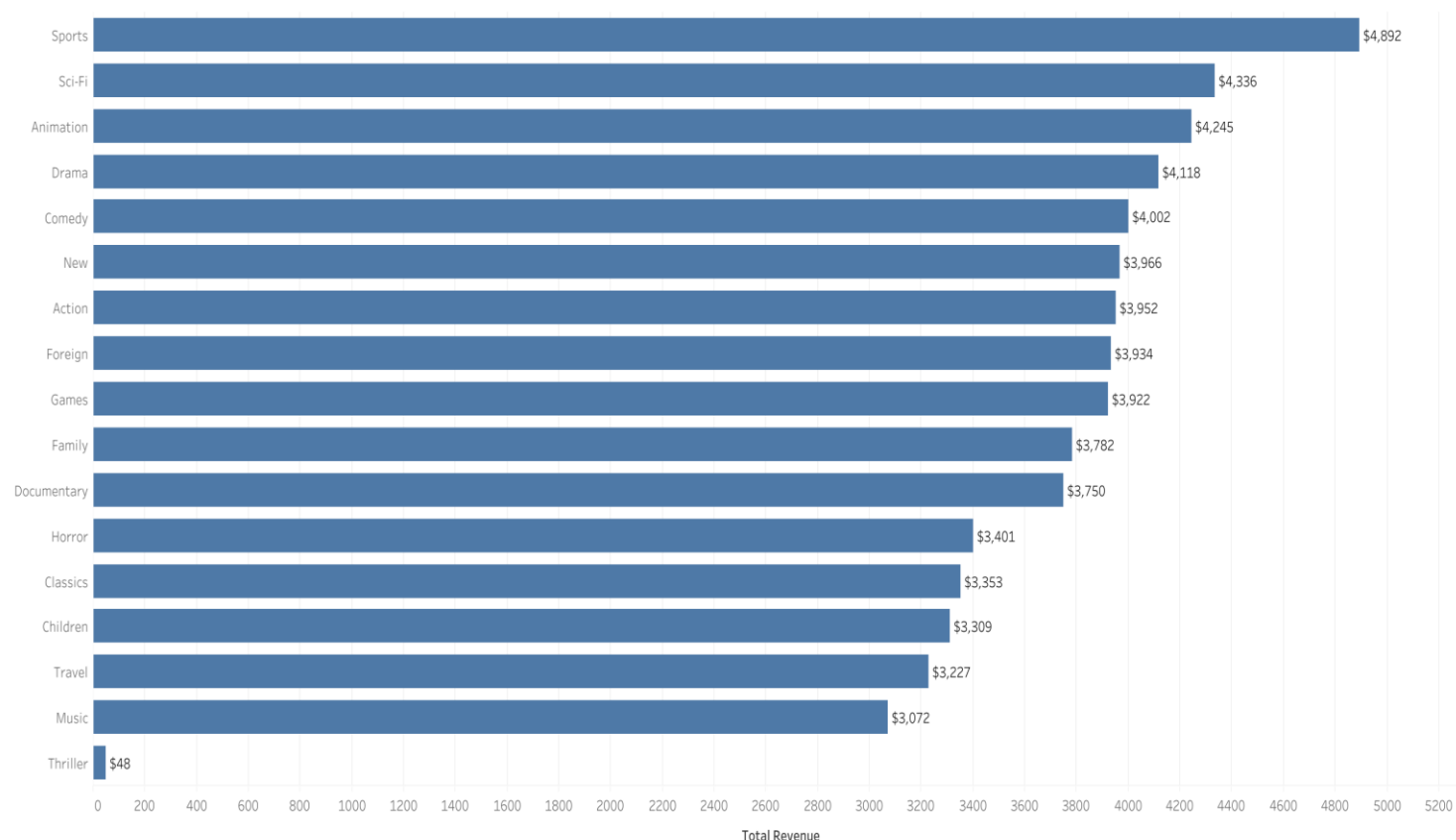


Top 10 HLV Customers by Country



Which Movies Contributed the Most/Least to Revenue Gain?

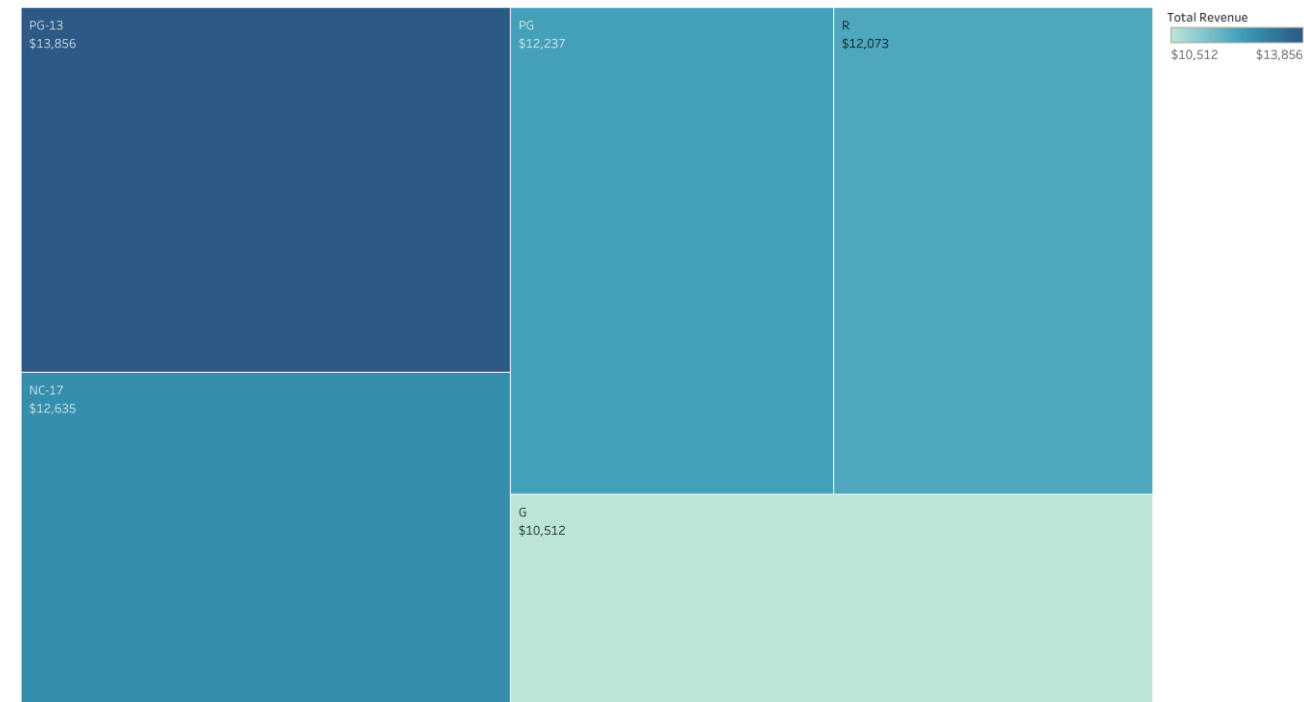
Most Popular Genres by Revenue



- **Top 3 Genres with the Most Revenue:**
 - Sports
 - Sci-fi
 - Animation
- **Thriller films were the least profitable genre.**

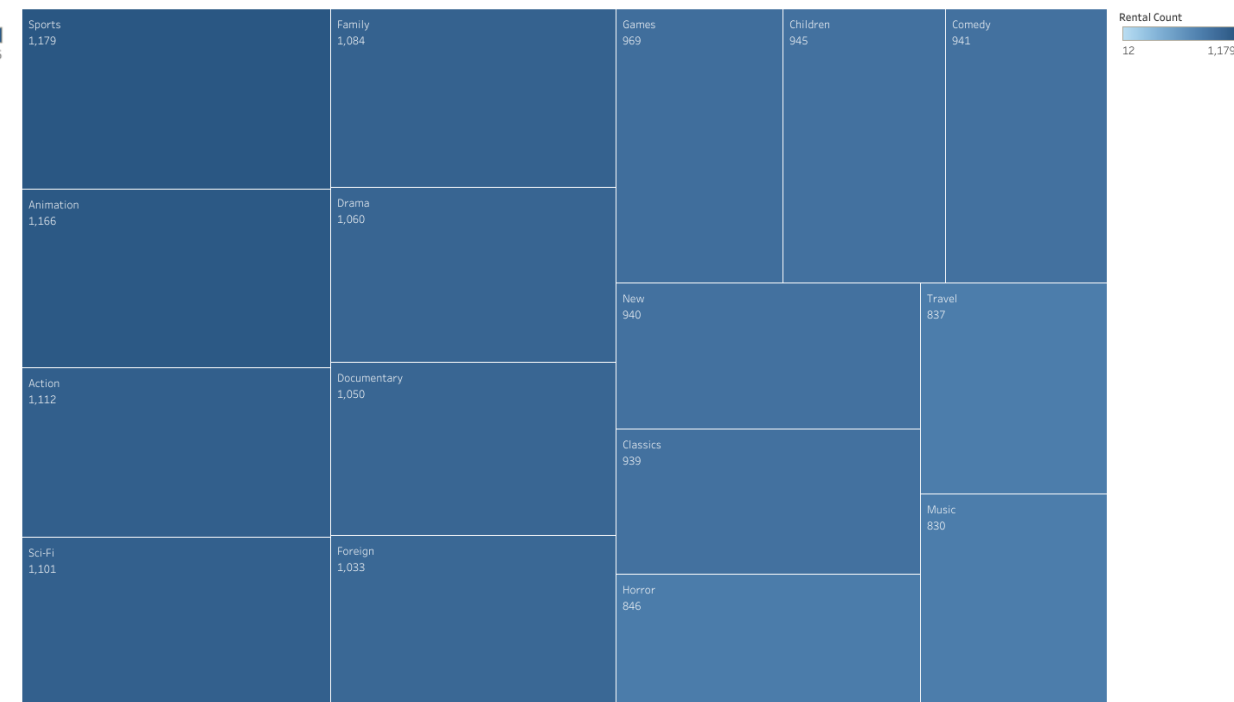
Which Movies Contributed the Most/Least to Revenue Gain?

Ratings by Revenue



- Films rated **PG-13** garnered the most revenue among all the ratings.
- NC-17** and **PG** rated films closely followed.

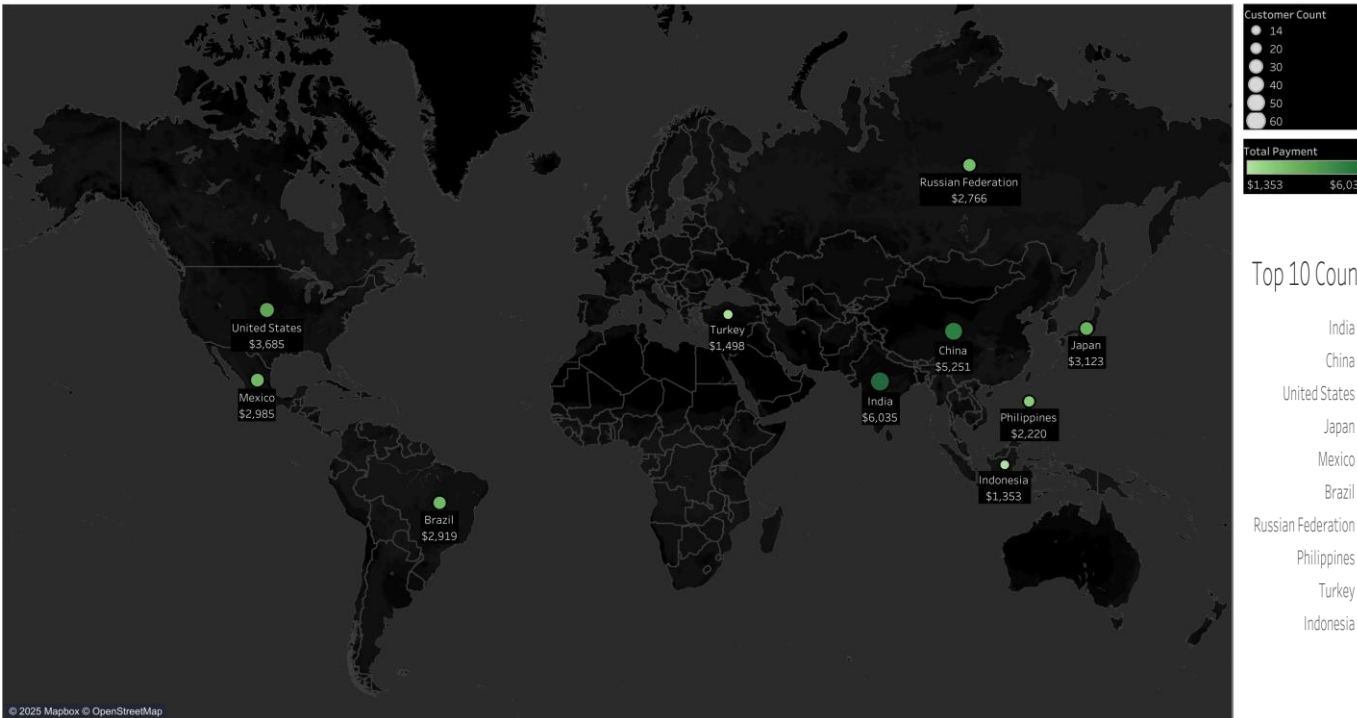
Number of Rentals by Genre



- Sports, Animation, and Action** films were the most rented genres.
- Thriller** films were the least rented genre.

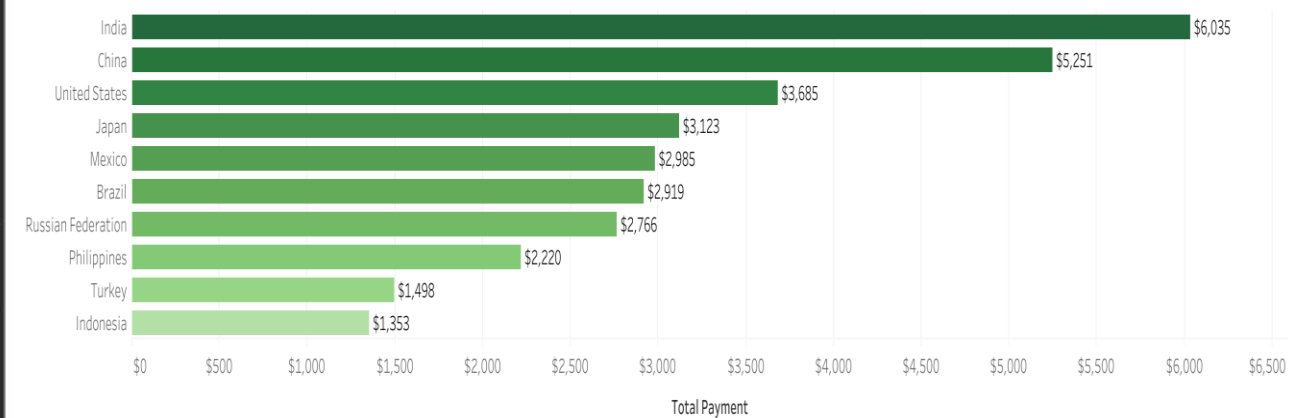
How do Sales Figures Vary Across Geographic Regions?

Top 10 Countries by Revenue and Customer Count



- These are the top countries based on the number of customers and total revenue.

Top 10 Countries by Revenue



- The top three highest grossing countries with a strong customer base are **India**, **China**, and the **U.S.**

Insights

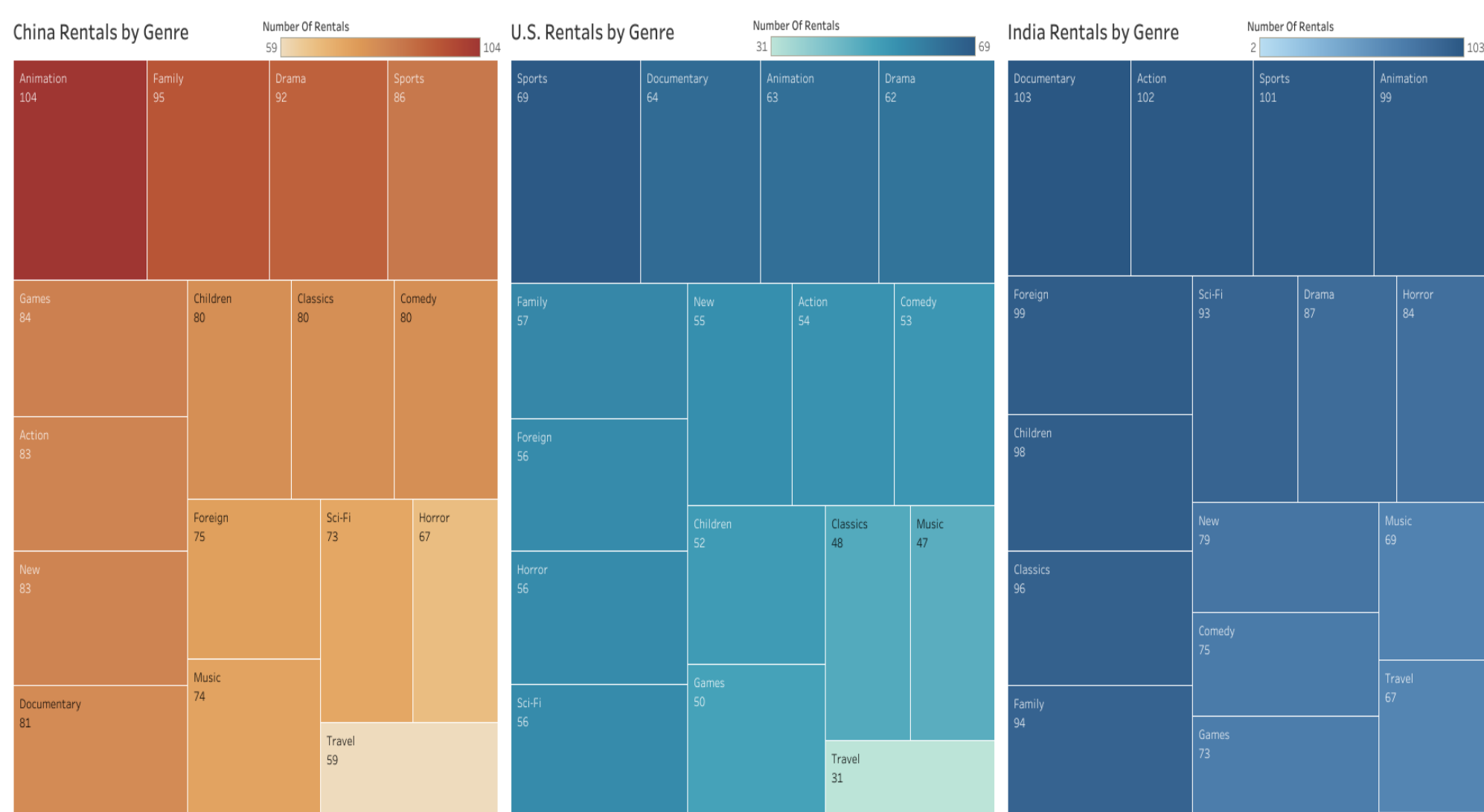
Sports, Sci-Fi, and Animation were the top three genres by total revenue.

Films rated PG-13 produced the most revenue among all rating categories.

Focus on HLV countries (U.S, Brazil, Reunion Islands) to boost customer retention.

The United States, India, and China have the largest customer bases and are among the top revenue producing countries.

Recommendations: Where to Invest in the Top 3 Revenue Producing Countries?



- The most rented genres in **China** are **Animation** and **Family** films.
- **Sports** films are popular in the **U.S.**
- **Action** films were among the most rented in **India**.
- **Documentaries** are popular in both the **U.S.** and **India**.

Recommendations and Next Steps

Popular genres and films rated PG-13 seem to appeal to a wide audience and should be prioritized in marketing campaigns.

Increase current investments in regions with high LTV customers and revenue producing countries, particularly in the U.S, India, and China.

Investigate why genres like thrillers are underperforming and consider reallocating funds to expand inventory of genres with strong earning potential such as Sports films.

We currently lack a customer base in Australia and should analyze local demographics to find what films could be popular to aid in expansion efforts.

The background of the slide is a dark, artistic photograph of a film reel and a clapperboard. The film reel is on the left, showing its circular frame and the film strip winding around it. The clapperboard is on the right, partially visible, with a black and white checkered pattern at the top and white text on a dark background. The text on the clapperboard includes 'PRODUCTION', 'DIRECTOR', 'CAMERA', 'SCENE', and 'TAKE'.A solid orange horizontal bar is located in the top left corner of the slide.

Thank You!

- Tableau Link:

<https://public.tableau.com/app/profile/tana.tamaki/viz/RockbusterLaunchStrategyStoryboard/RockbusterStoryboard#1>