



ROCKBUSTER STEALTH LLC

LAUNCHING PLAN FOR ONLINE
VIDEO SERVICE

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GOAL & OBJECTIVE

The primary goal of this meeting is to comprehensively review Rockbuster's current sales performance and to strategize the deployment of the new online video rental service.





KEY QUESTION

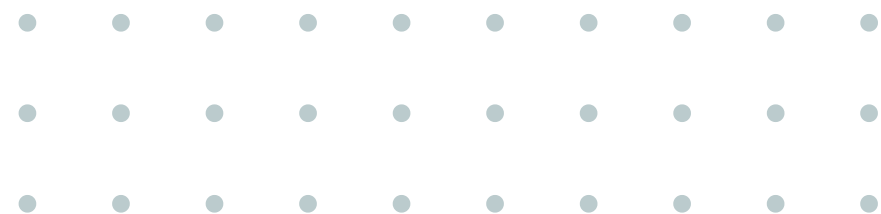
Which movies contributed the **most/least** to **revenue** gain?

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**?



TOP 10 HIGHEST REVENUE FILMS

	Total Payment	Rental Duration	Movie Type
Telegraph Voyage	215.75	3	Music
Zorro Ark	199.72	3	Comedy
Wife Turn	198.73	3	Documentary
Innocent Usual	191.74	3	Foreign
Hustler Party	190.78	3	Comedy
Saturday Lambs	190.74	3	Sports
Titans Jerk	186.73	4	Sci-Fi
Harry Idaho	177.73	5	Drama
Torque Bound	169.76	3	Drama
Dogma Family	168.72	5	Animation

TOP 10 LOWEST REVENUE FILMS

	Total Payment	Rental Duration	Movie Type
Duffel Apocalypse	5.94	5	Documentary
Oklahoma Jumanji	5.94	7	New
Texas Watch	5.94	7	Horror
Freedom Cleopatra	5.95	5	Comedy
Young Language	6.93	6	Documentary
Rebel Airport	6.93	7	Music
Treatment Jekyll	6.94	3	Drama
Cruelty Unforgiven	6.94	7	Classics
Lights Deer	7.93	7	Classics
Stallion Sundance	7.94	5	Sci-Fi

REVENUE ANALYSIS

Key Findings:

- Rental Duration Influence: Shorter rental durations (3 days) are associated with higher revenues, suggesting customer preference for brief rentals. In contrast, longer durations (up to 7 days) feature in the lowest revenue films, indicating less profitability.
- Genre Impact: High revenue films span popular genres like Music, Comedy, and Drama, while lower revenue films often fall into Documentary and Classics. This suggests genre preferences significantly influence rental success.
- Revenue Range: There's a stark contrast in earnings between the highest and lowest revenue films, with the top film making nearly 36 times more than the lowest.

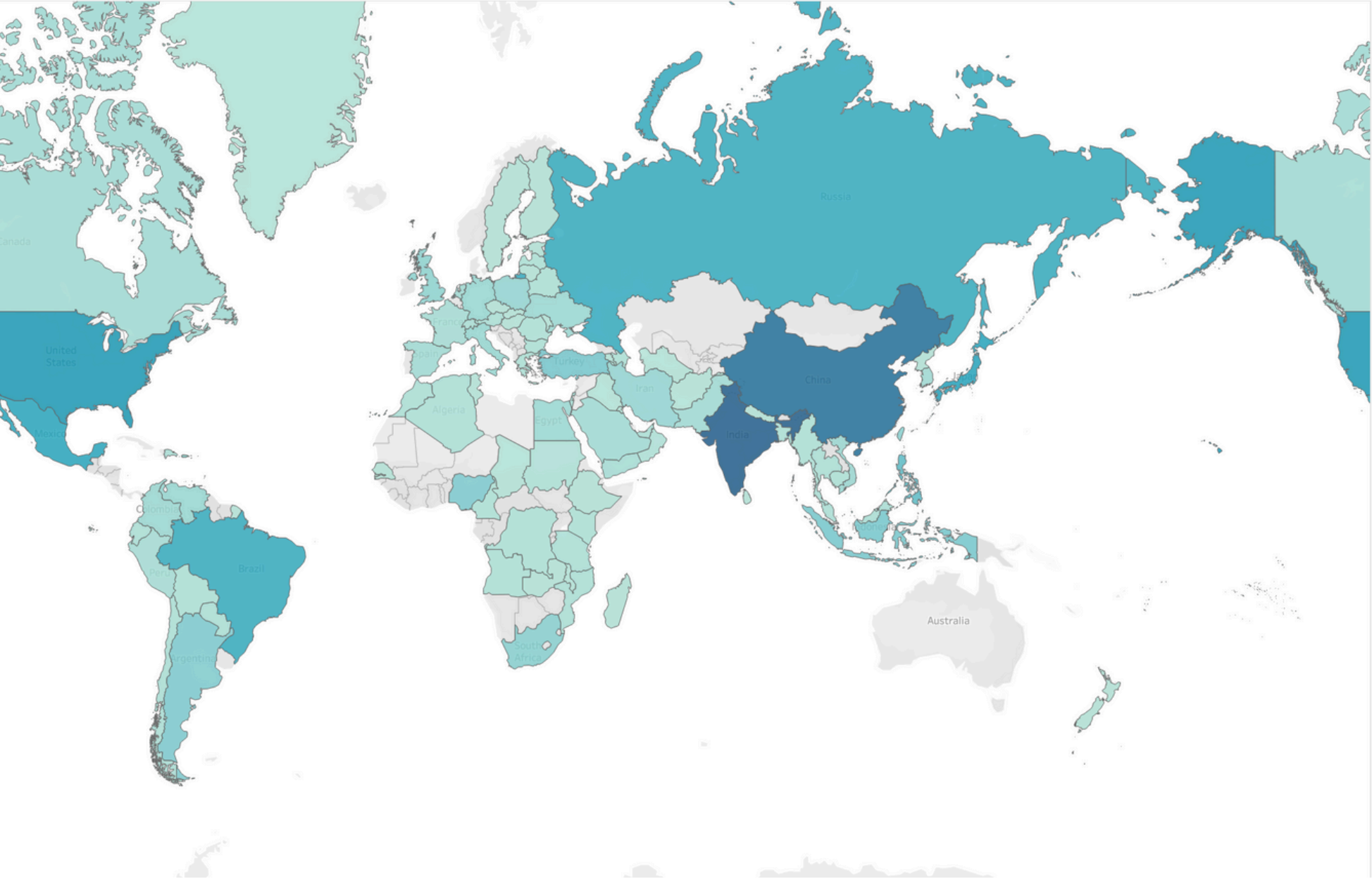
Strategic Recommendations:

- Focus on Popular Genres: Prioritize acquisition and promotion of films in genres that generate the most revenue.
- Adjust Rental Terms: Consider revising rental duration strategies to optimize revenue, potentially by promoting shorter rentals more aggressively.
- Genre Analysis: Additional analysis might be useful to determine specific promotional strategies for underperforming genres like Documentaries and Classics to boost their revenue potential.

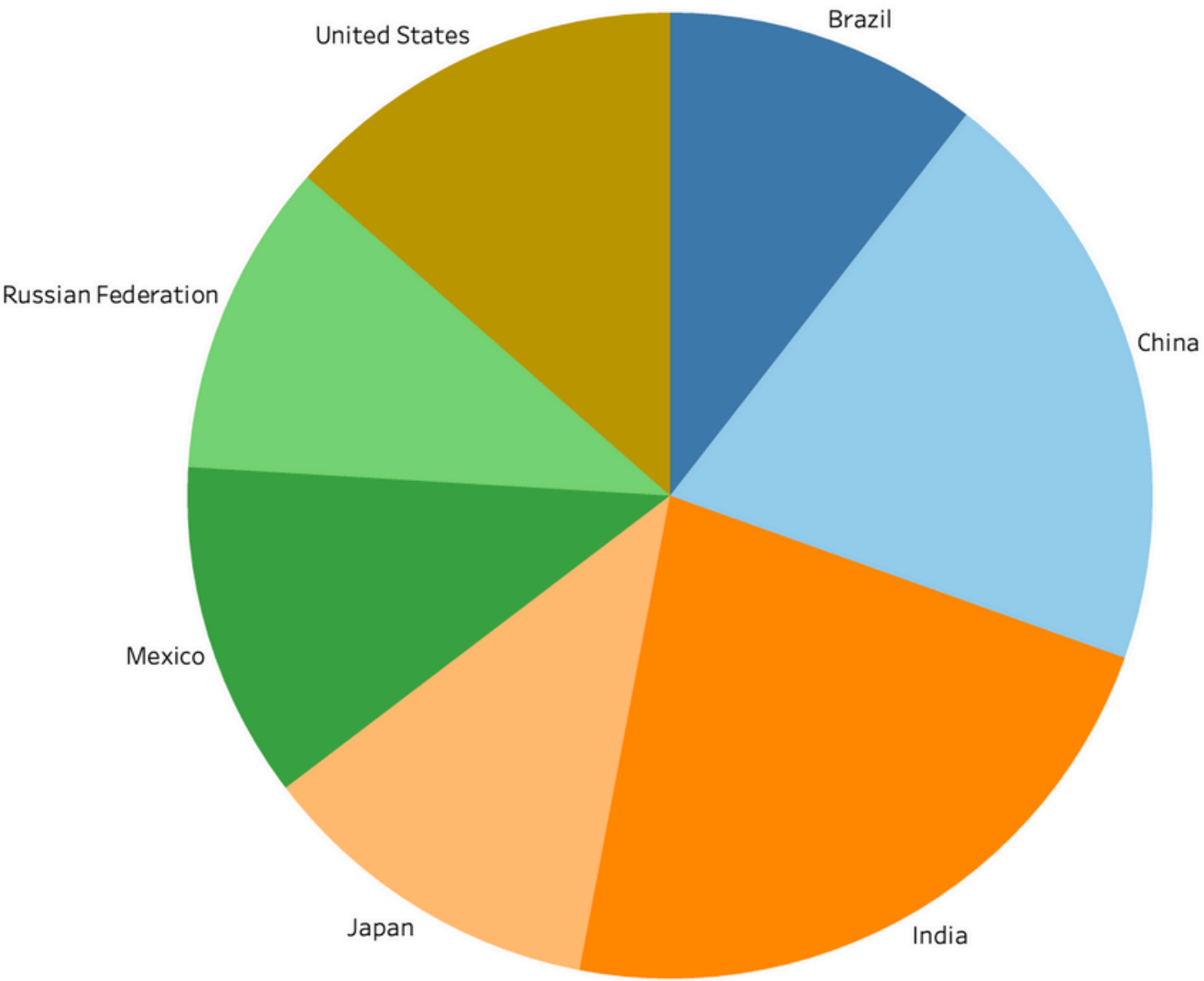
For more detail, we will continue in the next analysis

CUSTOMER BASED

Customer Based



Customer Based



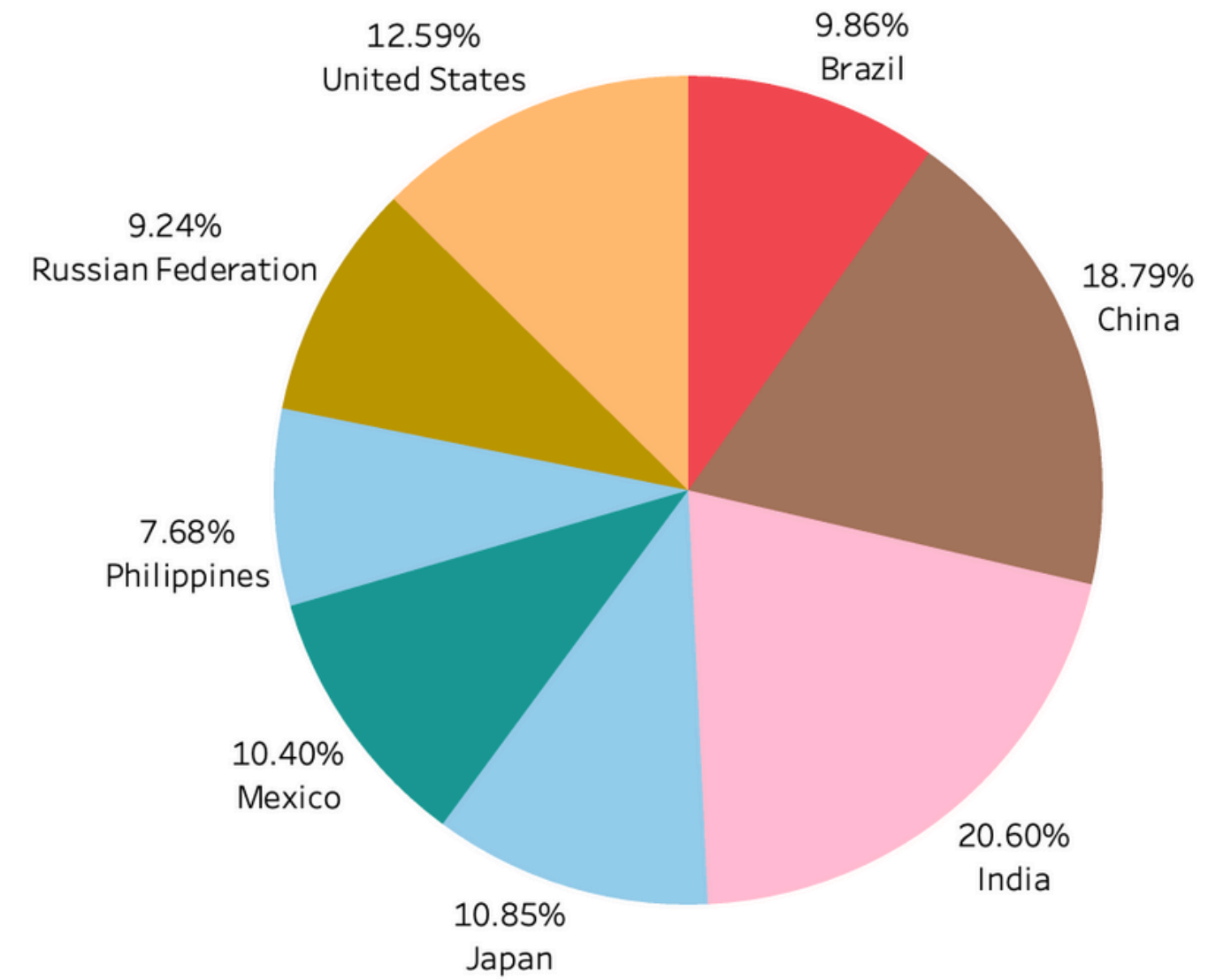
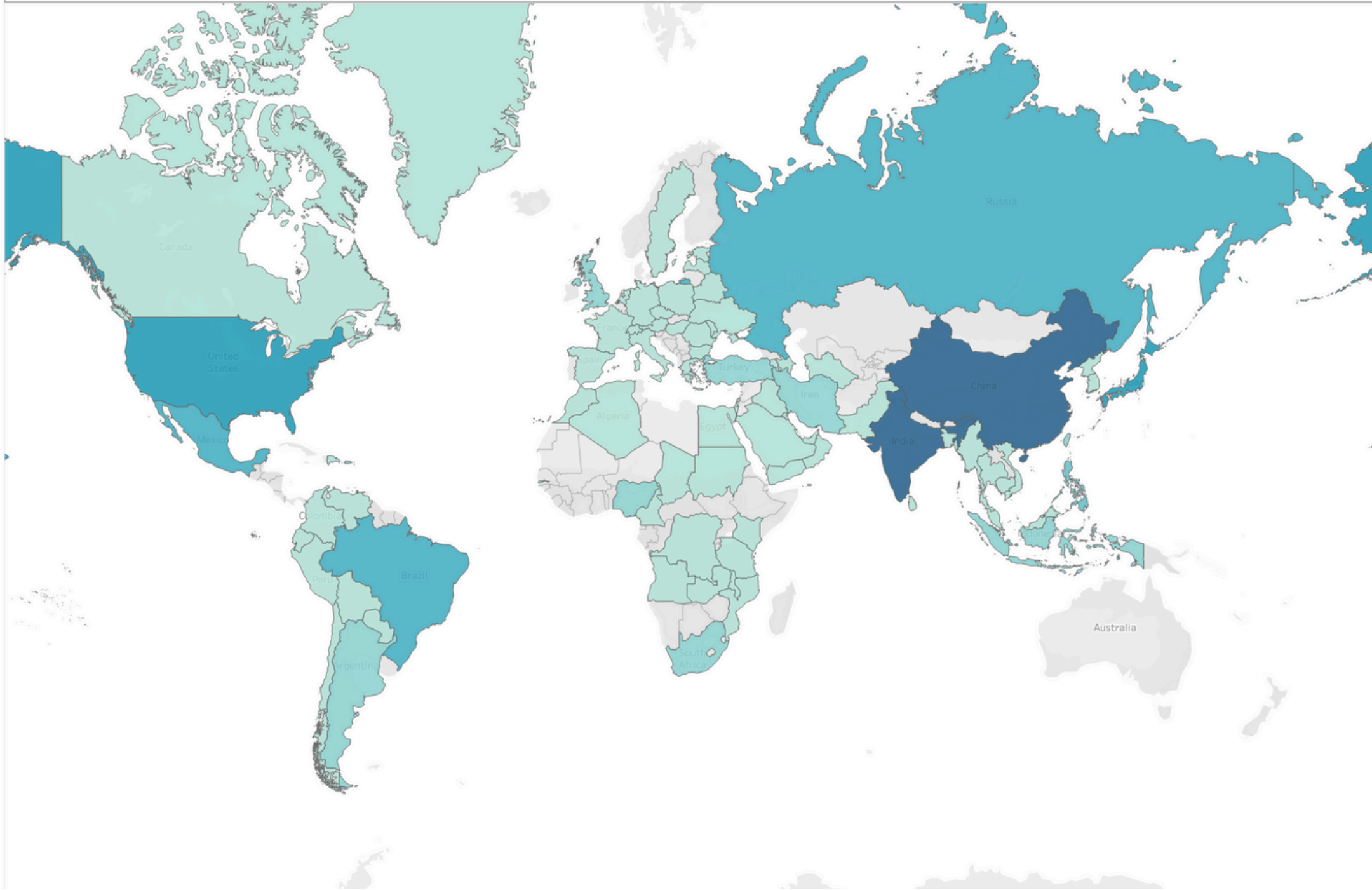
CUSTOMER ANALYSIS

The provided visualizations highlight Rockbuster's global customer distribution:

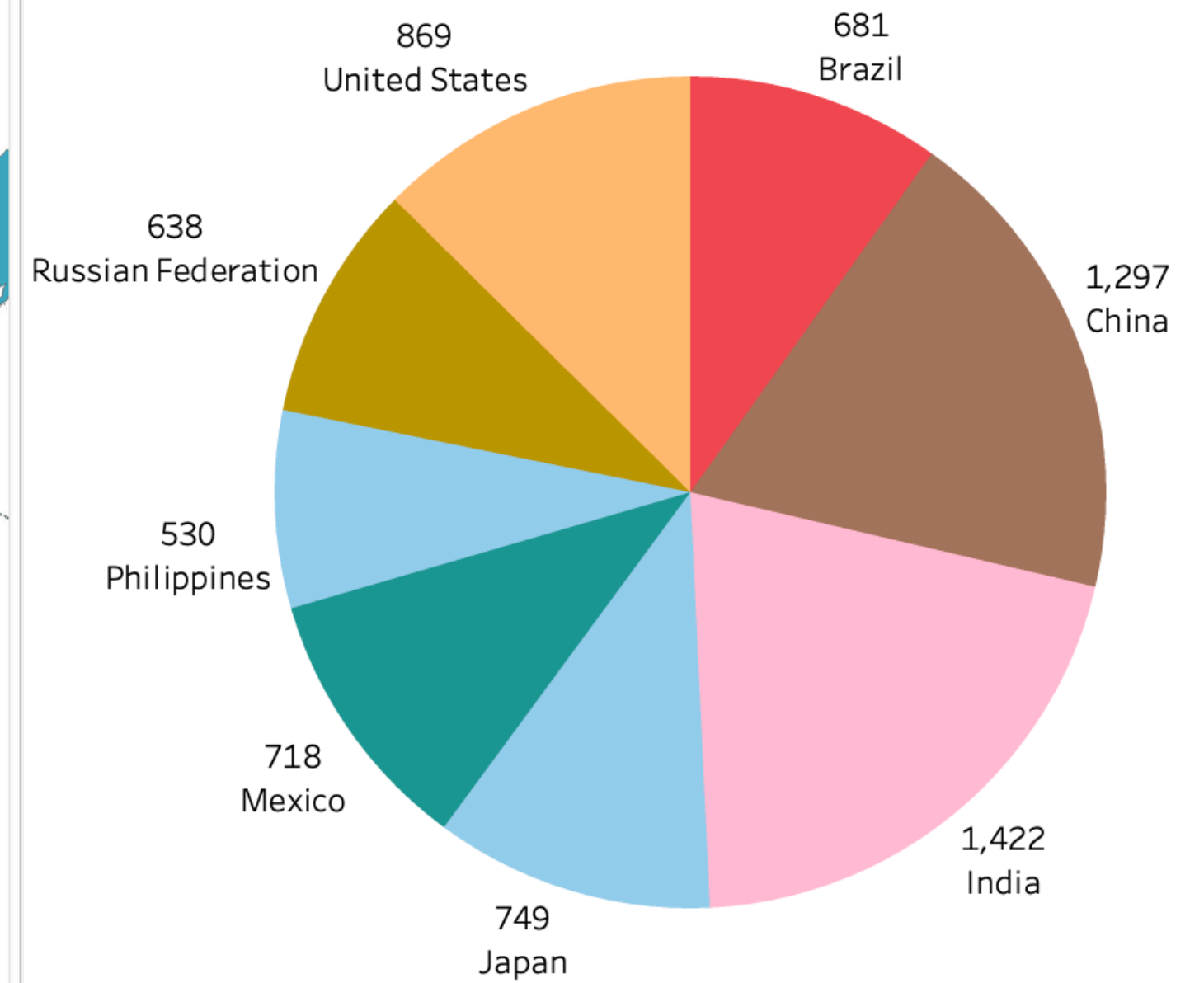
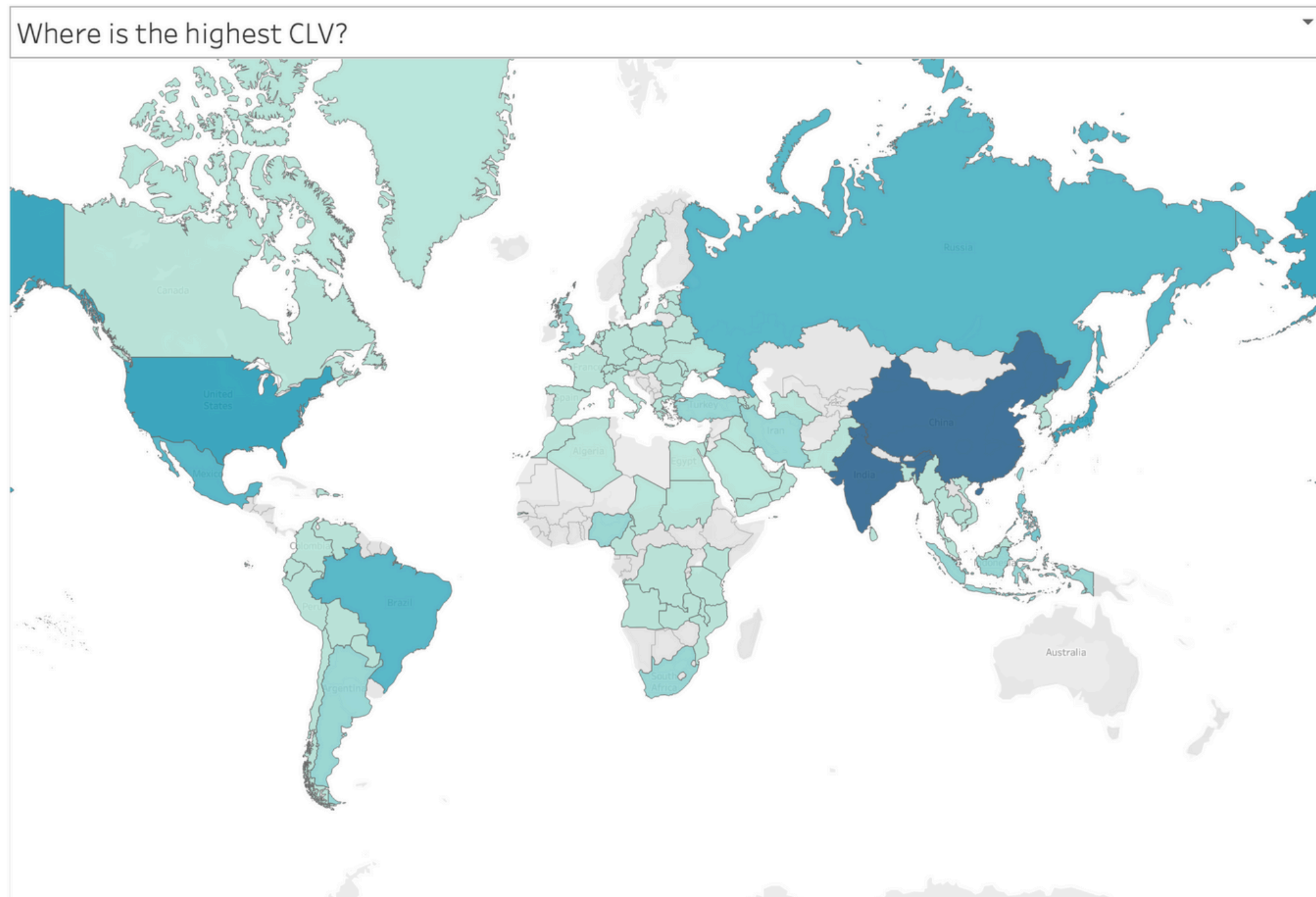
- 1.Strong Presence in Asia: China and India show substantial customer bases, reflecting strong market penetration in populous countries.
- 2.Significant Customer Base in the Americas: The United States and Mexico also account for a considerable portion of Rockbuster's customer demographics.
- 3.Diverse Global Reach: There is a visible presence in various other countries, including Russia and Brazil, indicating Rockbuster's wide-ranging international market presence.

HIGHEST CLV

Where is the highest CLV?



HIGHEST CLV



SALE VARY ANALYSIS

The provided visualizations display the Customer Lifetime Value (CLV) distribution across various countries:

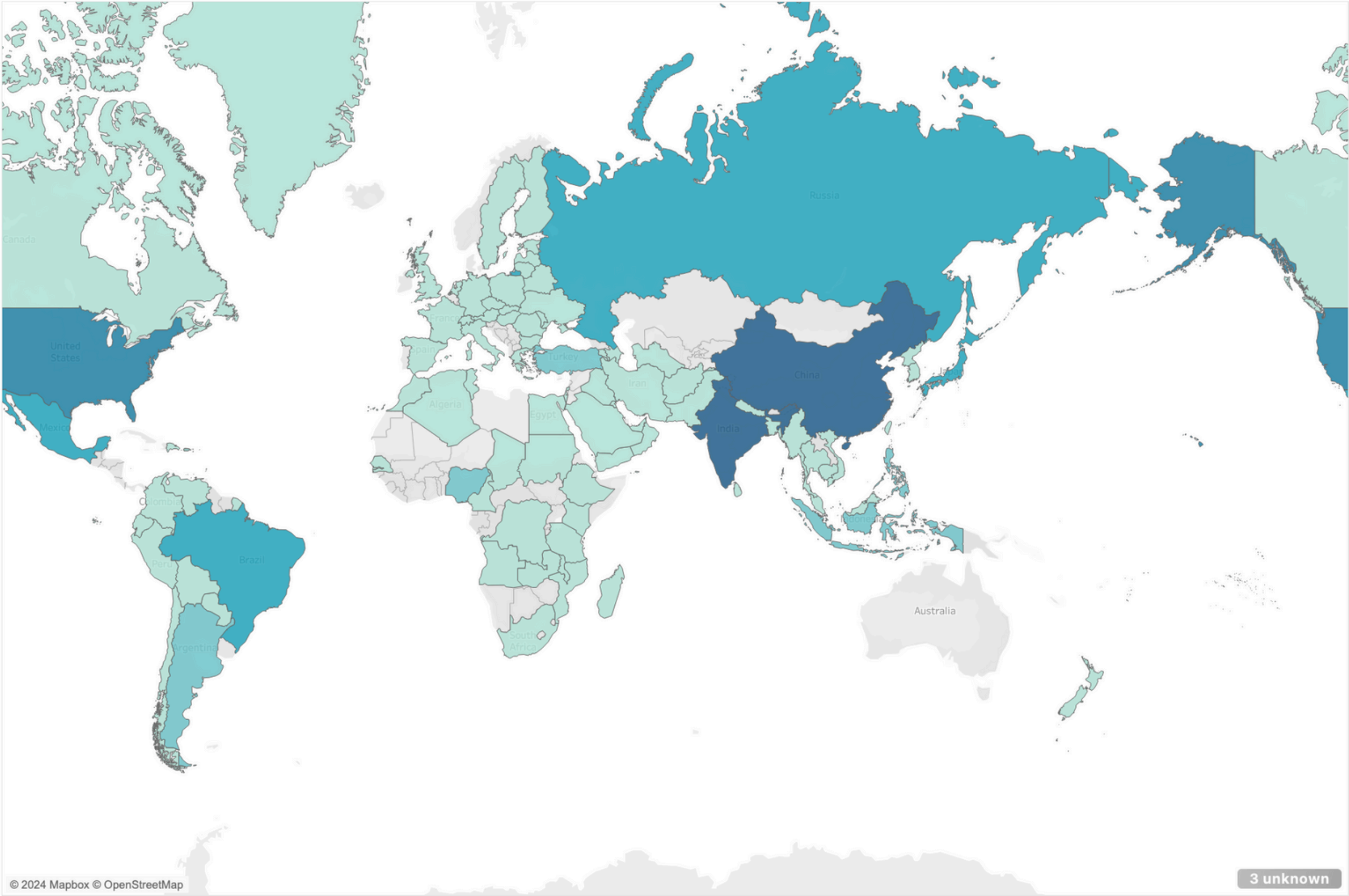
- 1.Dominant Markets: China shows the highest CLV, followed closely by India, indicating significant customer value generation in these populous markets.
- 2.Significant Contributors: The United States, although not leading, still shows a substantial CLV, highlighting its importance as a stable market.
- 3.Other Notable Markets: Russia, Japan, and Mexico also demonstrate considerable CLV, suggesting that while their customer bases might not be as extensive, the value derived from each customer is significant.

Overall, the high CLV in China and India suggests effective market penetration and customer engagement, making these regions critical for sustained revenue generation and growth initiatives. The consistent CLV in other regions like the U.S., Russia, and Japan underscores their strategic importance as stable markets for Rockbuster's global operations.



SALE VARY

Sale Vary



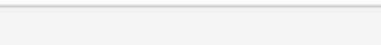
SUM(Total Sales)

48 6,035



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48 6,035

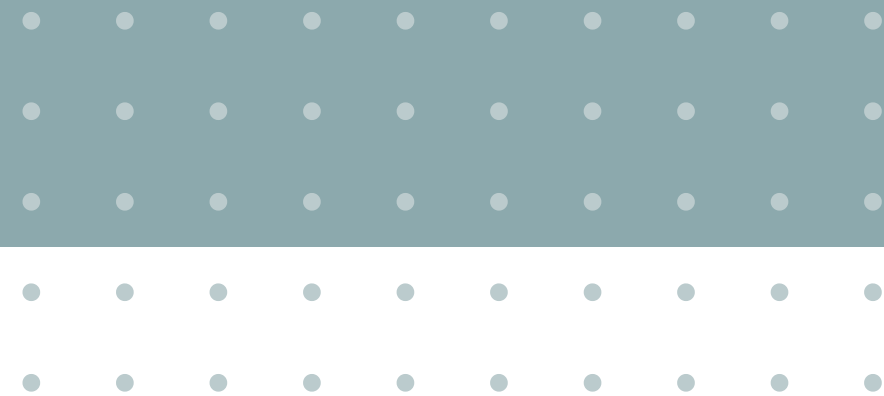


ANALYSIS FOR SALE VARY

The map visualization indicates that China and Russia are Rockbuster's strongest markets with the highest sales, while the United States shows relatively lower volumes. European countries display moderate sales activity, with potential for growth. Regions like Africa and parts of South America, depicted with the lightest shades, may represent untapped markets or areas with minimal presence. Strategically, Rockbuster should capitalize on strong markets by enhancing marketing efforts, explore expansion in underperforming regions through localized content strategies, and consider targeted promotions to boost sales in emerging markets. This tailored approach could help achieve a more balanced global sales distribution.

01.

OVERALL ANALYSIS & RECOMENDATION

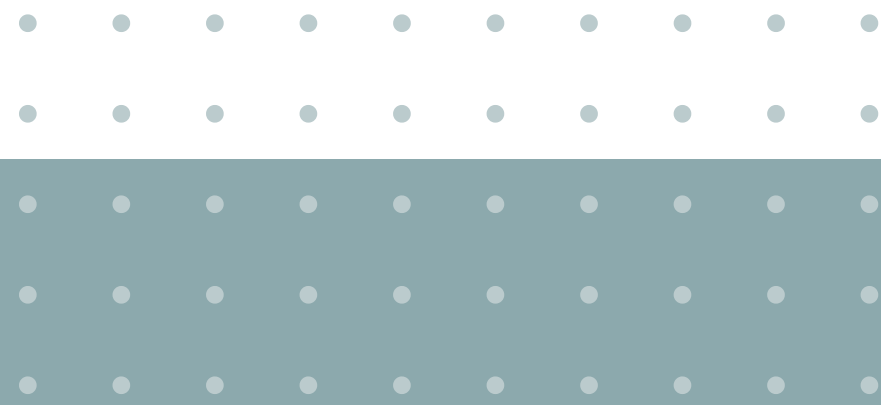


ANALYSIS

- China and India demonstrate the highest Customer Lifetime Value (CLV) and sales, indicating robust market engagement.
- The United States also shows significant CLV, underlining its importance as a stable market.
- Russia, Japan, and Mexico have high profitability per customer, suggesting potential in these regions despite smaller customer bases.
- Sales and CLV variability across regions highlights Asia and North America as high-value areas, with Europe and South America indicating underpenetration or lesser affinity.

RECOMMENDATIONS

- Enhance Engagement in Key Markets: Strengthen marketing in China and India with localized content and tailored features. Consolidate the U.S. market position through enhanced service offerings.
- Explore Expansion in Underleveraged Markets: Analyze consumer behavior in South America for potential growth, and boost CLV in high-value markets like Russia, Japan, and Mexico through personalized marketing and loyalty programs.
- Optimize Technology and Platform: Ensure the platform is optimized for various devices, especially in mobile-prevalent markets. Invest in technology enhancements to improve the customer experience.



THANK YOU

Have any question?

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