

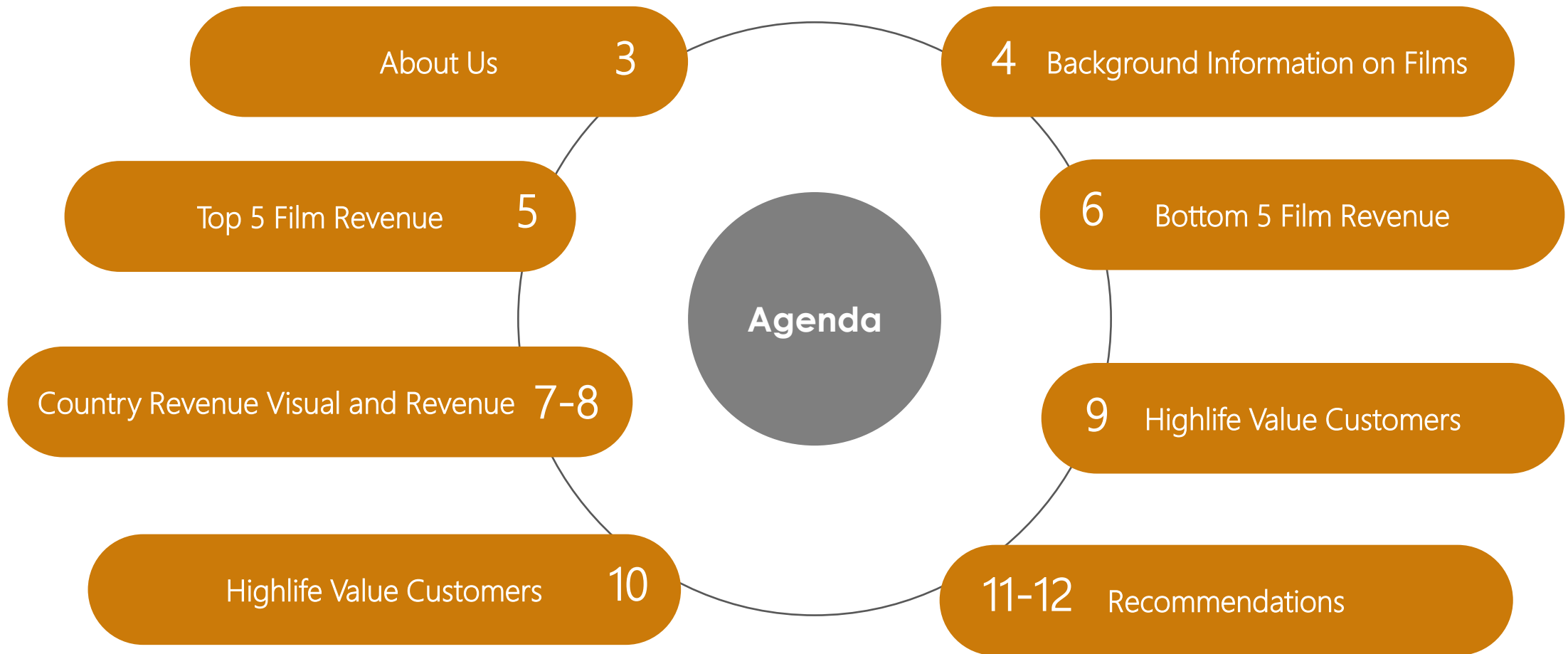


Rockbuster Stealth LLC

Proposal Business Strategy

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About Us

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.

Our Objective: To help Rockbuster Stealth BI department with the launch strategy for the new online video rental service

• Background Information For Films •

Rockbuster Stealth has 1000 films to select with varying genres and ratings. All films are from 2006.

Films are rented out between 3 days minimum and 7 days maximum. On average, they are rented out around 5 days.

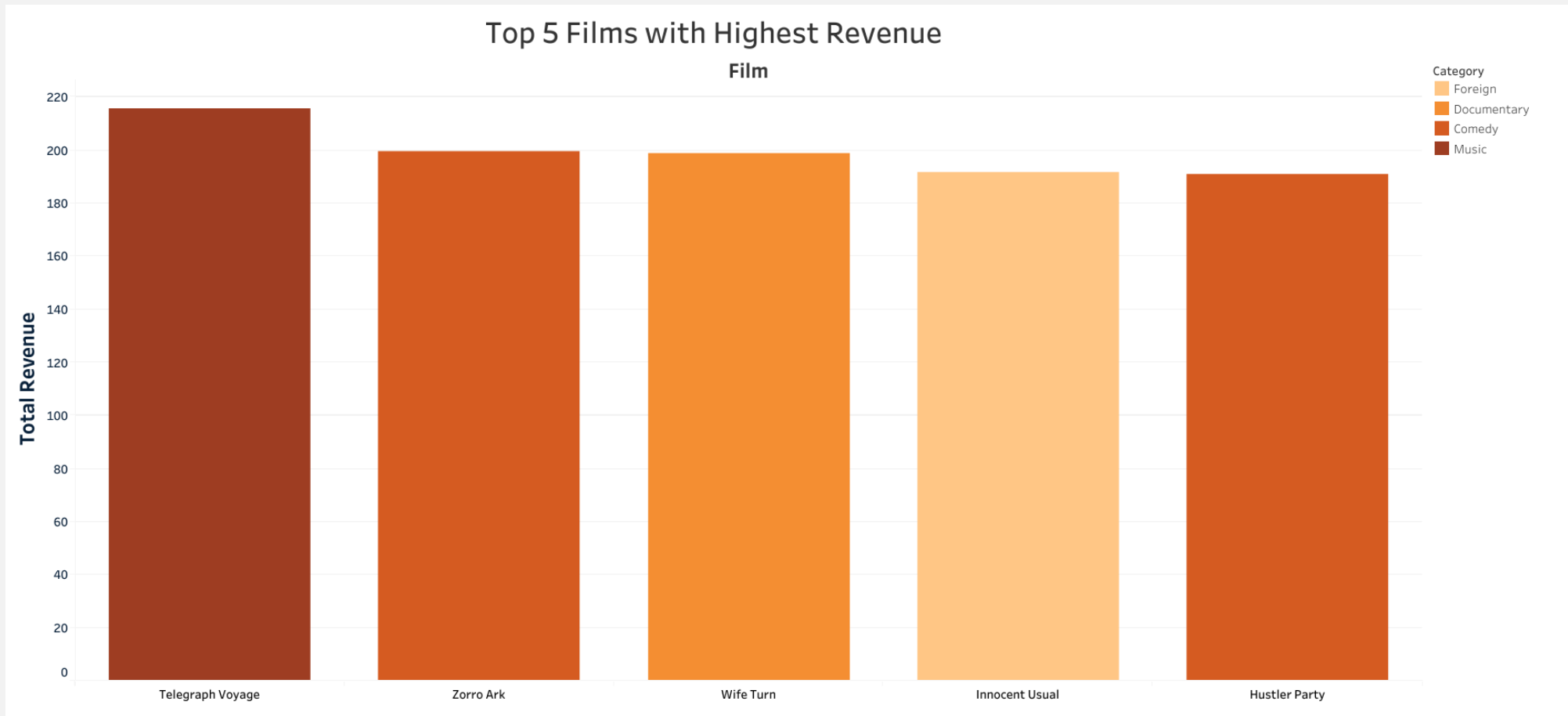
The films have a length from 46 minimum to 185 maximum which the average length for the films is 115.3

Movies have IMDB ratings which are: G, PG, PG-13, R, and NC-17.

Renting a film cost a minimum of 0.99 with a maximum cost of 4.99. The average cost is 2.98.

There are 17 Genres in the film categories.

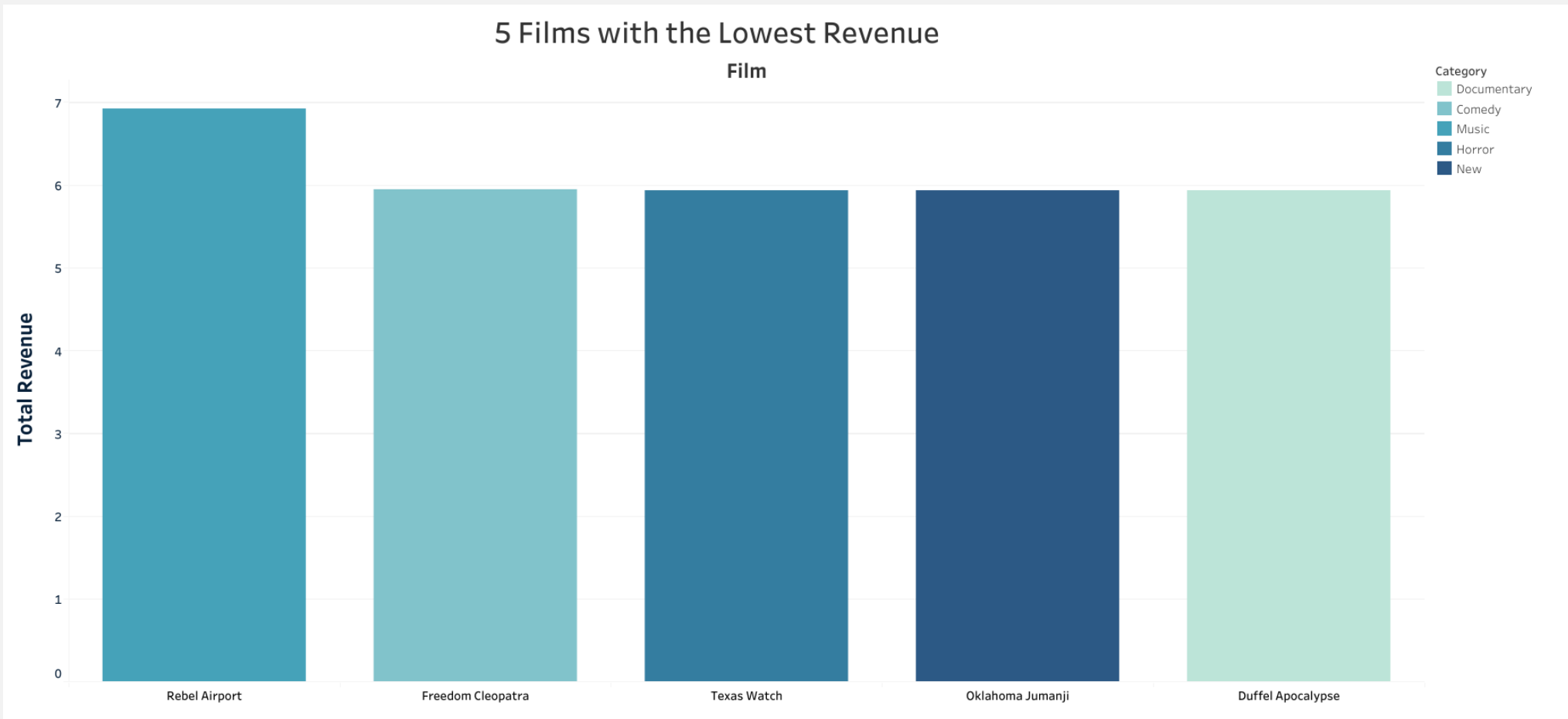
Film Revenue



Two of the top 5 films are in the Comedy Genre, however the top movie, Telegraph Voyage is in the Music Genre.

Looking at the database, these films are rented for 4.99.

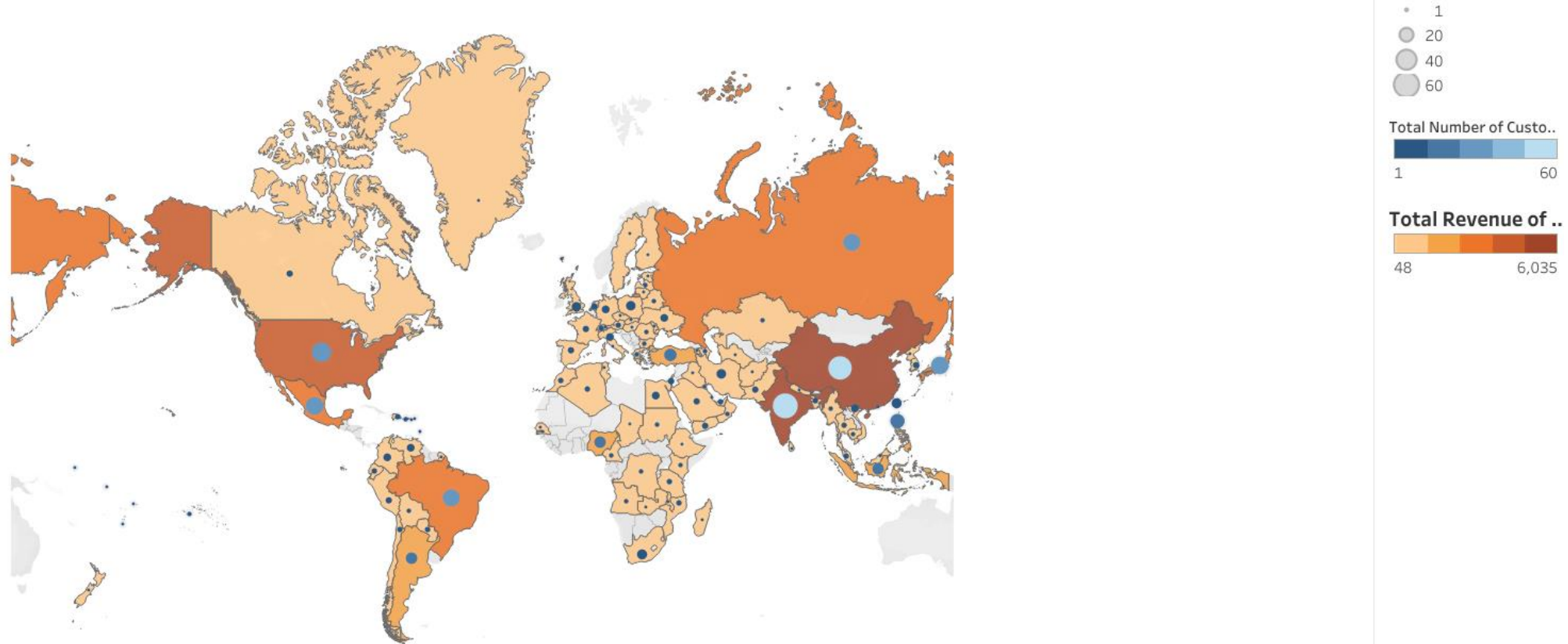
Film Revenue



All of these films are rented at 0.99 which is the minimum rental cost from Rockbuster Stealth.

Country Revenue Map

Correlation of Total Customers and Revenue per Country



Most of the customers are based in:

1. India – 60

4. Japan – 31

7. Russian Federation - 28

2. China – 53

5. Mexico – 30

8. Philippines - 20

3. United States – 36

6. Brazil – 28

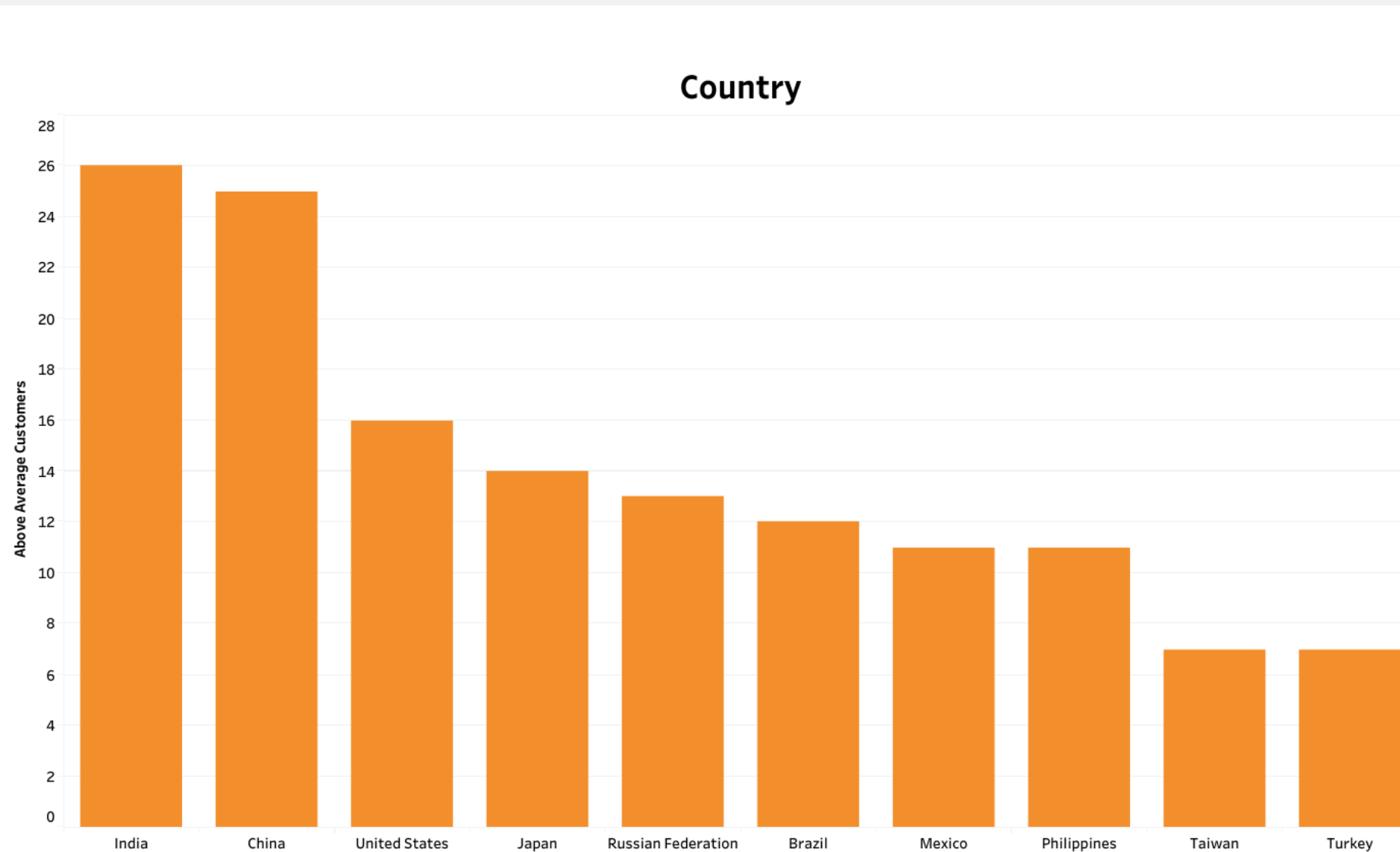
Country Revenue

Country	Total Revenue	Region
India	6034.78	Asia
China	5251.03	Asia
United States	3685.31	North America
Japan	3122.51	Asia
Mexico	2984.82	North America
Brazil	2919.19	South America
Russian Federation	2765.62	Europe
Philippines	2219.7	Asia
Turkey	1498.49	Asia
Indonesia	1352.69	Asia

Looking at the table above, we can see that the revenue decreases dramatically after the second country.

Most of these Countries lie in Asia, which could indicate that Asia is Rockbuster Stealth's highest revenue.

Highlife Value Customers



High Lifetime Value Customers are those who have $-1.5 \times \text{Average payments towards films from Rockbuster Stealth}$.

The average payment a customer makes is 102.36.

Looking at the graph, we can see most Highlife Value Customers are from: India, China and the United States

Recommendations

- Pricing: Increase the sales of renting films by testing two plans
 1. Offer a monthly/annual subscription service to those who want to be renting from the company frequently.
 2. Find deals for the inconsistent rental price points, for example the 0.99 movies could have a bundle discount.
- Entertainment: Expand inventory to include a variety of films.
 1. The rental catalog is limited to the year 2006, then by expanding the inventory to include different years it would increase customer appealability.
 2. Expand the language of films since most of our market is going towards India and China.
- Marketing: Target/incentivize appeal audience.
 1. Target marketing budget towards the countries with the highest revenue, i.e. : India, China and the U.S.
 2. Offer an incentive program to the High Lifetime Value customers to bring current and future customers to rent out more films.



Thank You

1. [Visual One Link](#)
2. [Visual Two Link](#)
3. [Visual Three Link](#)
4. [Visual Four Link](#)