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ROCKBUSTER STEALTH LLC
13TH FEBRUARY 2022

PROFILING ROCKBUSTERS MARKETS

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PURPOSE OF THIS REPORT

MOTIVATION

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.

OBJECTIVE

Create an action plan designed to assist Rockbuster to stay competitive, through an online video rental service.

SCOPE

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

PROFILING ROCKBUSTERS MARKETS

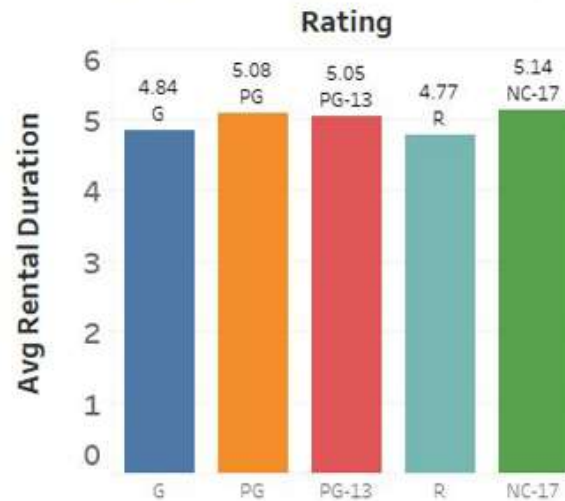
RATINGS: AMOUNT PER GROUP, RENTAL DURATIONS AND RENTAL RATES

This is a breakdown of the movies Rockbuster has in its inventory, by Rating. The following charts will give a better understanding of the durations and rates for these Rating Groups as well.

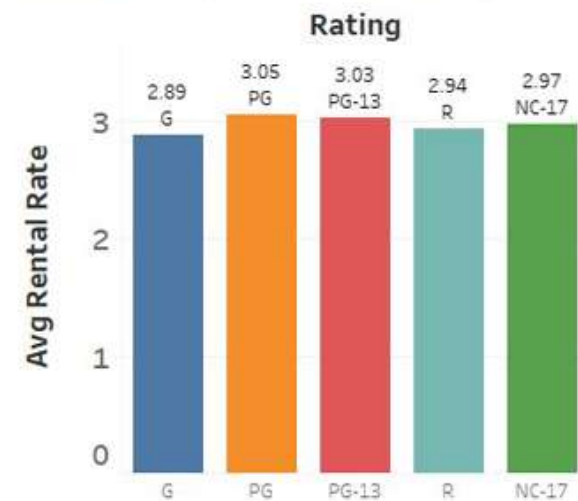
Number of Films in each Rating Group



Average Rental Duration by Rating Group



Average Rental Rate by Rating Group



Analysis:

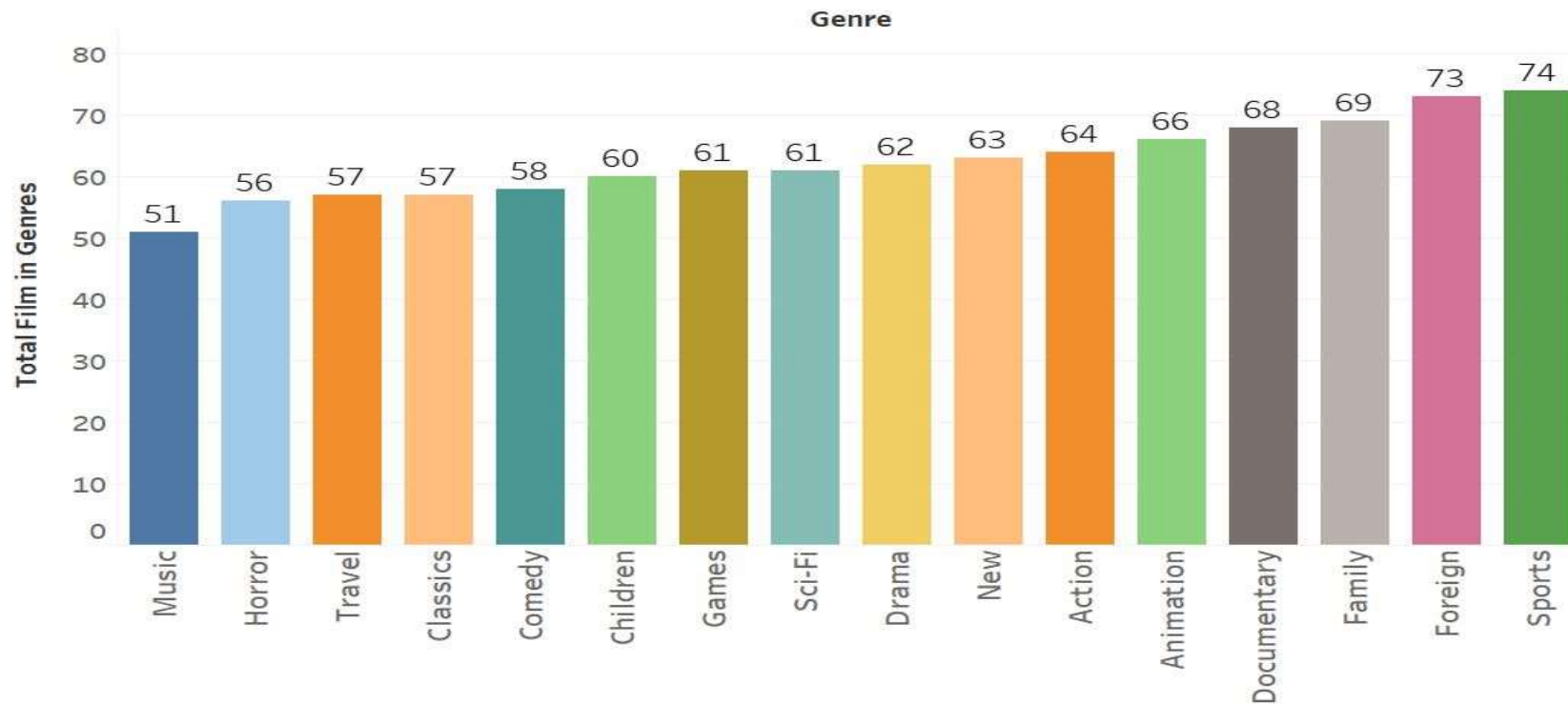
While Rockbuster has a difference of 45 movies in some of the Rating groups, there is minimal difference in the Rental Duration and Rental Rates.

PROFILING ROCKBUSTERS MARKETS

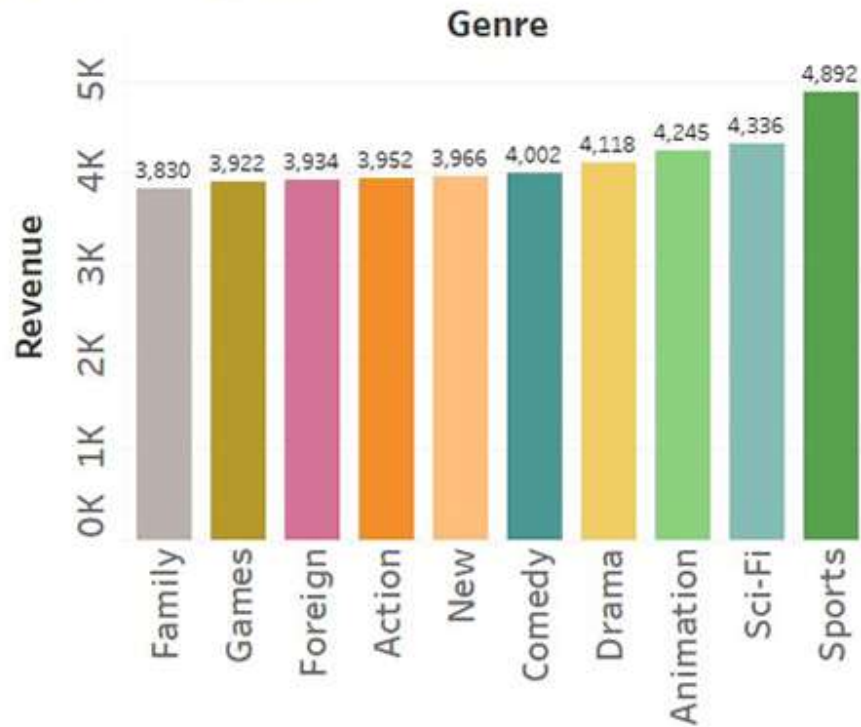
GENRES: AMOUNT PER, TOTAL INCOMES AND AVERAGES

This is a breakdown of the movies Rockbuster has in its inventory, by Genre. The following charts will give a better understanding of the Total Income as well as Average Income, by the Top 10 Genres for each.

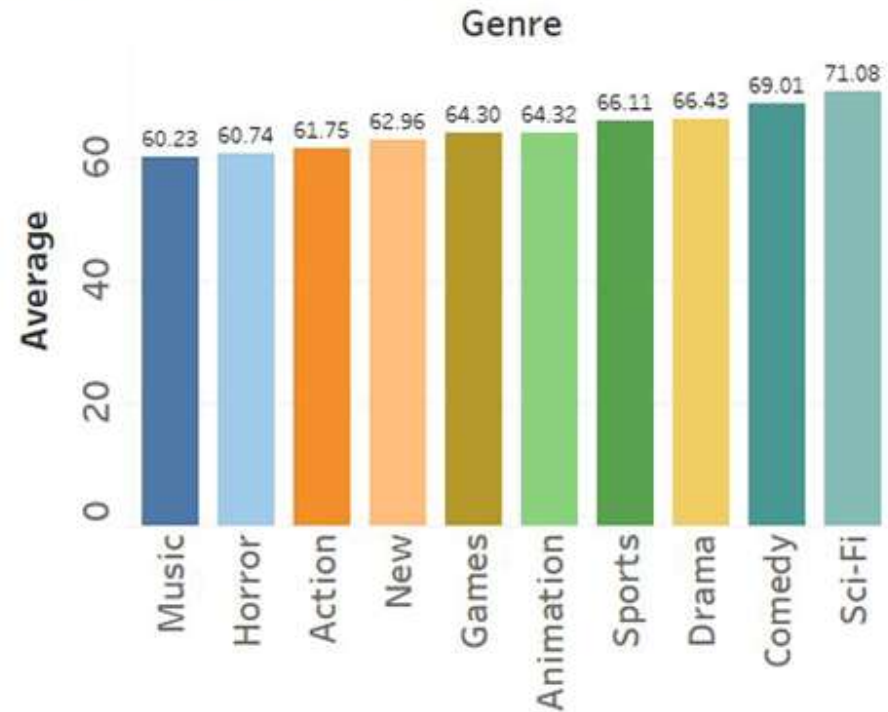
Number of Films in each Genre



Top 10 Earning Genres



Average Income in Top 10 Genres



Analysis:

While the number of movies in each Genre ranges from 51 to 74 we can see that having more movies does not actually make a genre more profitable. As an example, the Sci-Fi genre only has 61 movies, and sits exactly halfway in the ranking of number of movies. Yet it is our second best Total Earner and has the top Average Income, earning approximately 71.08 dollars for every Sci-Fi movie Rockbuster has.

CUSTOMERS: TOP COUNTRIES, TOP CITIES AND TOP CUSTOMERS

The following chart shows the Top 10 countries with the most customers, the bigger the blue dot, the more customers in the country.

Top 10 Countries with the most customers

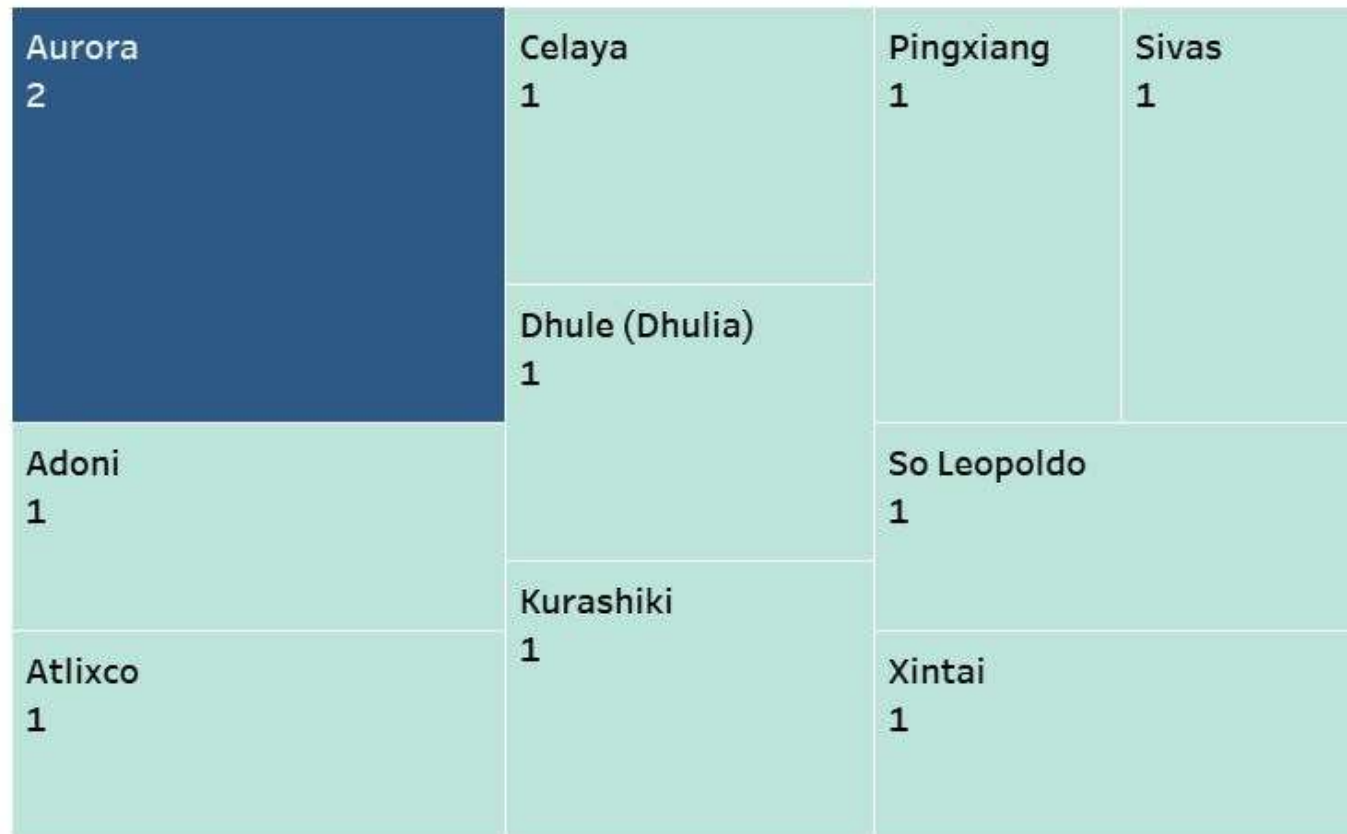


Analysis:

Rockbuster has customers based all around the world, however the European and African markets are ranking low in the customer numbers ranking.

The following chart shows the Top 10 Cities, in those Top 10 Countries.

Top 10 Cities








Analysis:

While Aurora has 2 customers in it, all other cities in the Top 10 Countries each only have 1 customer, making it hard to pick a specific Top 10.

Here are our Top 5 customers, from the Top 10 countries, based on monetary spend.

Our Top 5 Customers from the Top 10 Countries

First Name	Last Name	Cape Coral United States	Santa Brbara dOeste Brazil	Memphis United States	Tanza Philippines	Valparai India
Karl	Seal	 208.58				
Marion	Snyder		 194.61			
Ana	Bradley			 167.67		
Marcia	Dean				 166.61	
Mike	Way					 162.67

RECAP AND RECOMMENDATIONS

Recap of Analysis

- While the number of movies in each Genre ranges from 51 to 74 we can see that having more movies does not actually make a genre more profitable.
- Rockbuster has customers based all around the world, however the European and African markets are ranking low in the customer numbers ranking.
- While our top city has 2 customers in it, all other cities in the Top 10 Countries each only have 1 customer, making it hard to pick a specific Top 10.

Recommendations

- Buy more licenses for movies in the Top 6 Genres, from the Avg Income bar chart: Sci-Fi, Comedy, Drama, Sports, Animation and Games, keeping in mind the Rental Rate of the current, and new movies.
- Work out the lowest grossing movies in our inventory and do not renew the licenses.
- All but one city in our Top 10 Countries only has 1 customer. Rockbuster should run a promotion to encourage those users to invite friends and colleagues.
- Online advertising should be targeted at the Top 10 Countries, as this is where we have a healthy base of customers.

