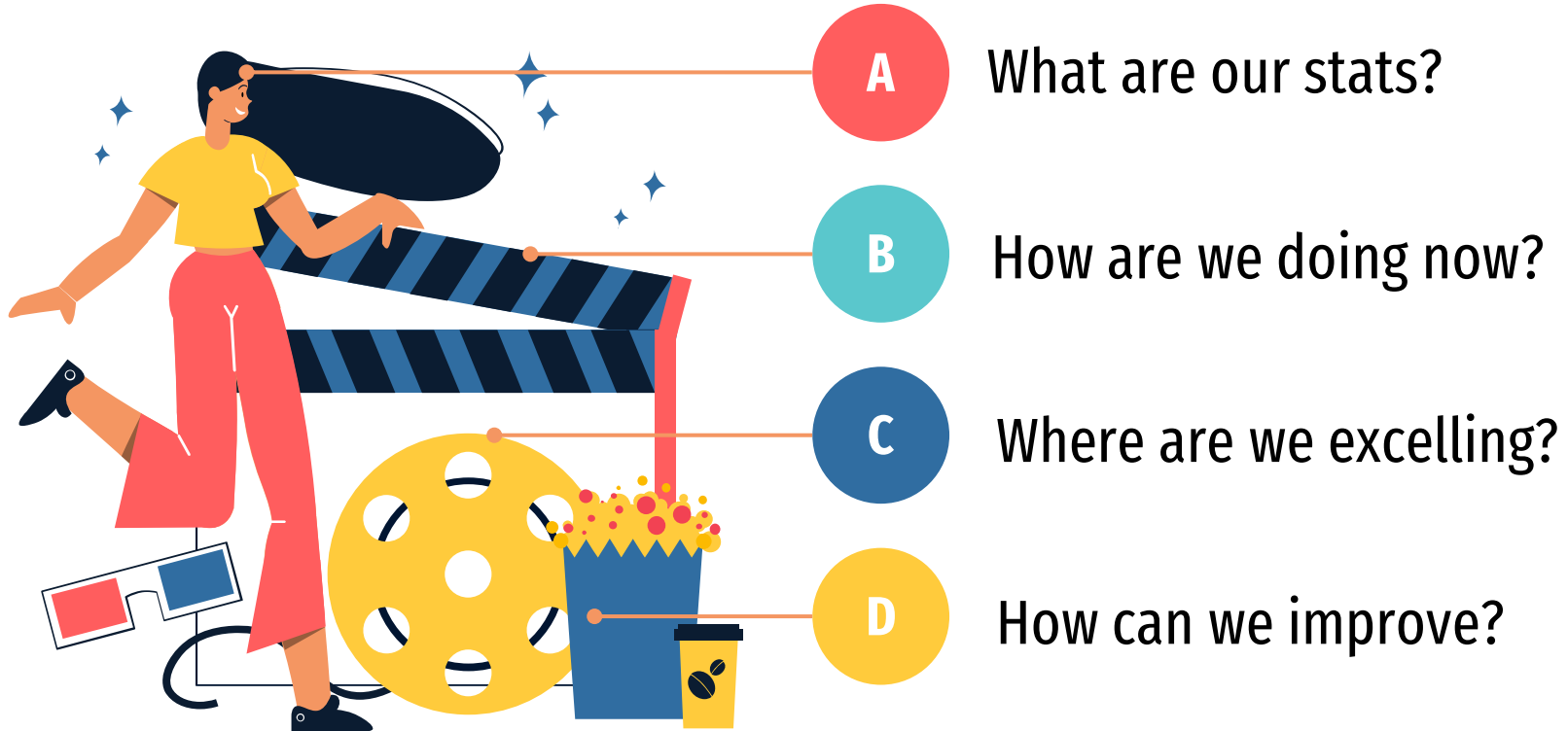# Rockbuster Stealth, LLC

**Strategic Plan for
Online Video Service Launch**

Presented by Data Analyst Mindy Duong, Business Intelligence (BI) Department

Let's get some answers!

A What are our stats?

B How are we doing now?

C Where are we excelling?

D How can we improve?

What are our stats?

Total Revenue

$61,312

Film Count

4,581

Active Customers

584

Physical Stores

2

What are our <u>average</u> stats?

1. **Movie Rental Duration**
   5 Days

2. **Movie Rental Rate**
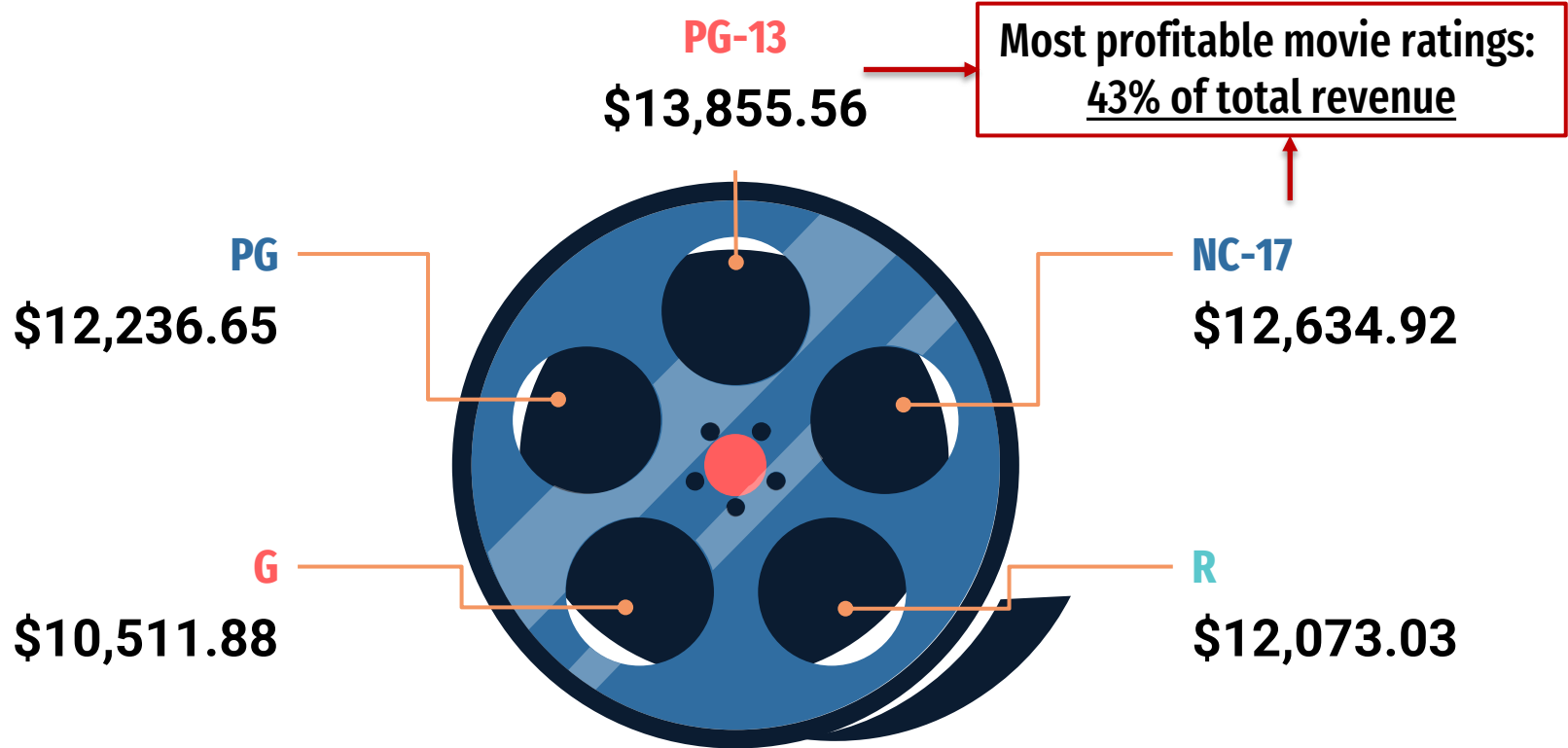 $2.98

3. **Length of Rented Movie**
   115 Minutes

4. **Replacement Cost**
   $19.98

How are we doing now?

Revenue by Movie Rating

PG-13
$13,855.56

Most profitable movie ratings:
<u>43% of total revenue</u>

PG
$12,236.65

NC-17
$12,634.92

G
$10,511.88

R
$12,073.03

How are we doing now?

Revenue by Movie Genre

Genre	Total Revenue	% of Total
Sports	$ 4,892.19	8%
Sci-Fi	$ 4,336.01	7%
Animation	$ 4,245.31	7%
Drama	$ 4,118.46	7%
Comedy	$ 4,002.48	7%
New	$ 3,966.38	6%
Action	$ 3,951.84	6%
Foreign	$ 3,934.47	6%
Games	$ 3,922.18	6%
Family	$ 3,782.26	6%
Documentary	$ 3,749.65	6%
Horror	$ 3,401.27	6%
Classics	$ 3,353.38	5%
Children	$ 3,309.39	5%
Travel	$ 3,227.36	5%
Music	$ 3,071.52	5%
Thriller	$ 47.89	0.1%

Most Profitable

Least Profitable

How are we doing now?

Customers from Around the World

Canada

United States

Mexico

Colombia

Peru

Brazil

Argentina

Spain

France

Algeria

Egypt

Italy

Turkey

South Africa

India

Indonesia

Australia

* We currently have customers in 108 out of 195 (55%) countries!

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Where are we excelling?

Top 10 Customers from Around the World

3 Customers in the US

2 Customers in China

* 1 customer in each country pinpointed unless otherwise noted.

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How can we improve?

Strategies

Pricing	Movie Selection	Marketing

Subscription

< $15 per month
< $3 per movie

Increase Top Genres

Focus and invest on
what people want

Expand our Market

Target European &
African audiences

Competitive | Relevant | Profitable
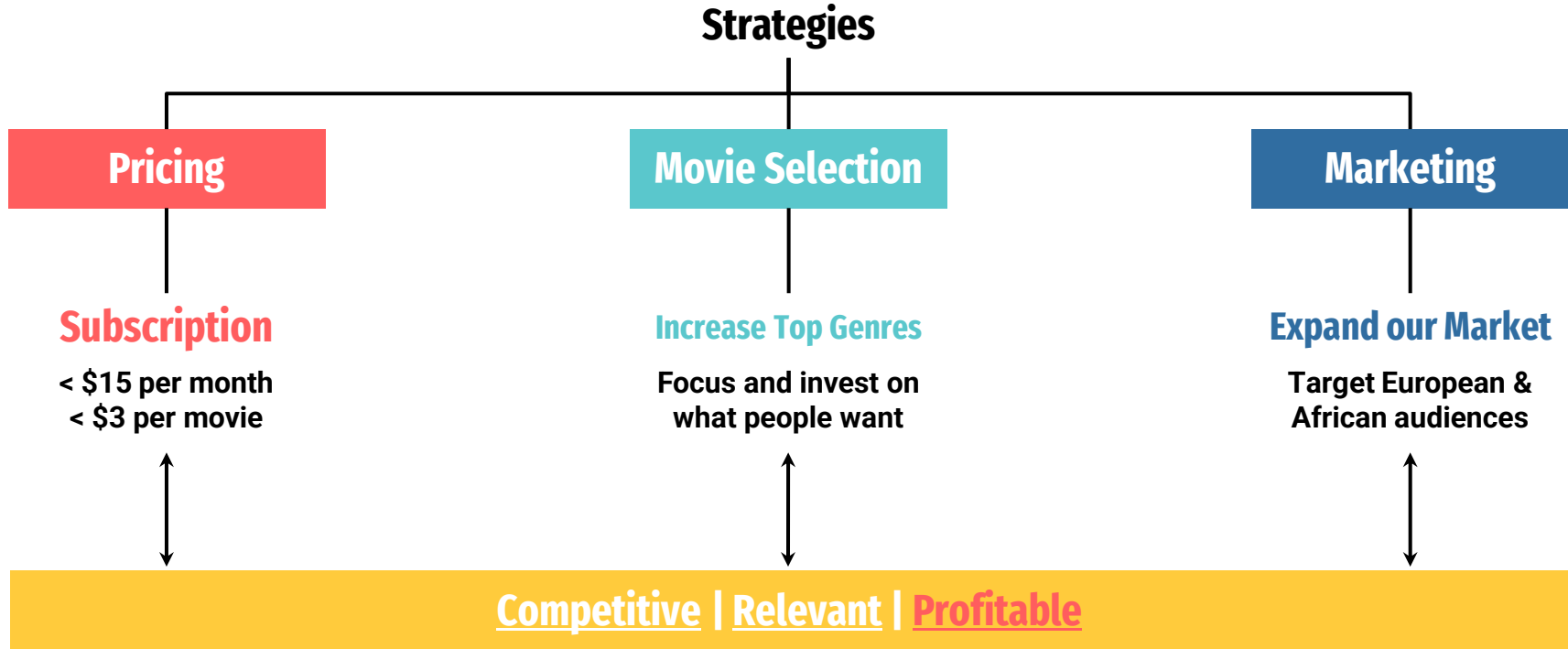
How can we improve?

Hire the Right People

Social media

Social media expert to expand our reach, relevance, and brand across all available platforms.
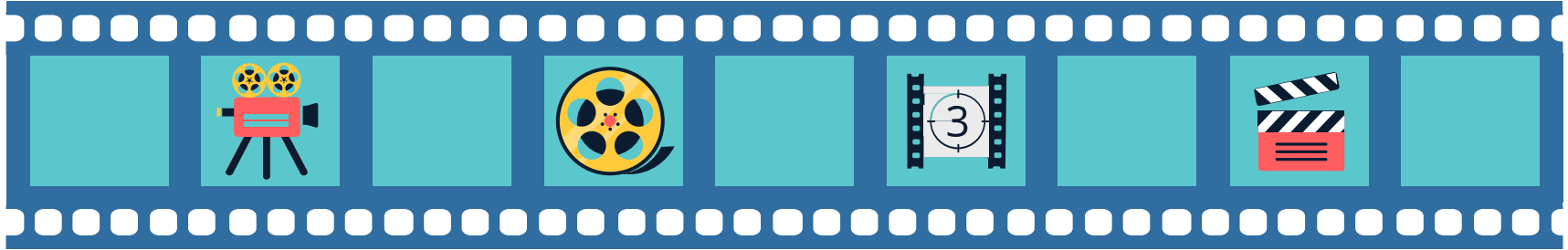
Website

Webmaster to ensure website content is easily accessible in all countries.

Evaluation

Researchers and analysts to regularly track and measure progress across all facets of the company, and recommend improvements.

Thank You!

Got questions?
I'm here to help!

Contact me at:
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