



Rockbuster Stealth LLC Launch Strategy Analysis

Bridget Hale

Overview

Rockbuster Stealth LLC is a global movie rental company that once had stores worldwide.

In the face of competition, the Rockbuster Stealth management team has moved to allocate preexisting movie licenses in order to launch an online movie rental service.



Summary Statistics

Total Revenue
(2007) - \$61,312

Average Revenue
per Movie - \$64

1000 movie
licenses in
inventory

Average Rental
Duration
5 days

584 active
customers in 108
countries

2 Rockbuster
stores

Revenue per
Movie Title ranges
from \$216-\$6

Three rental rates
from \$0.99/day -
\$4.99/day

A collage of two images on the left side of the slide. The top image shows a film reel with red and white frames against a dark background. The bottom image shows a black and white clapperboard with the word "HOLLYWOOD" and "ACTION" printed on it, set against a red background.

Key Questions

Necessary for Transition

Which movies contributed the most/least revenue gain?

What was the average rental duration for all videos?

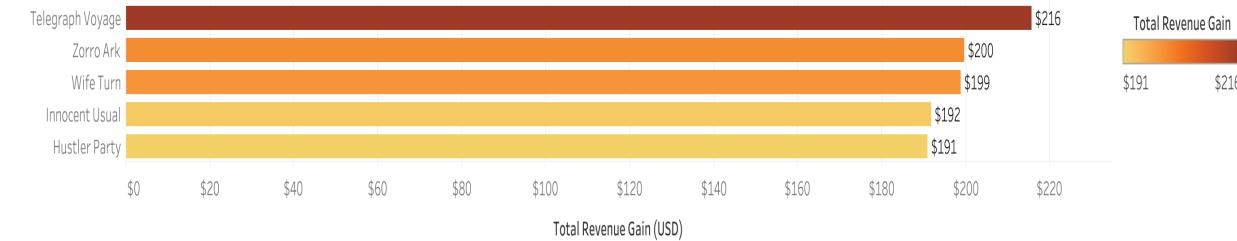
Which countries are Rockbuster customers based out of?

Do sales figures vary between geographic regions?

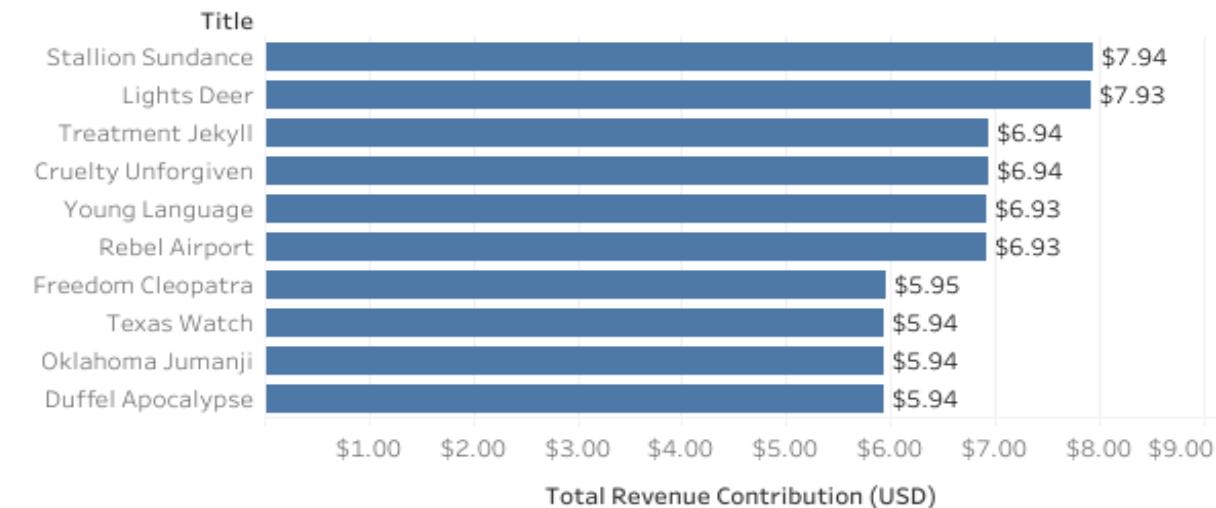
Where are customers with a high lifetime value based?



Top 5 Film Titles Revenue Gain

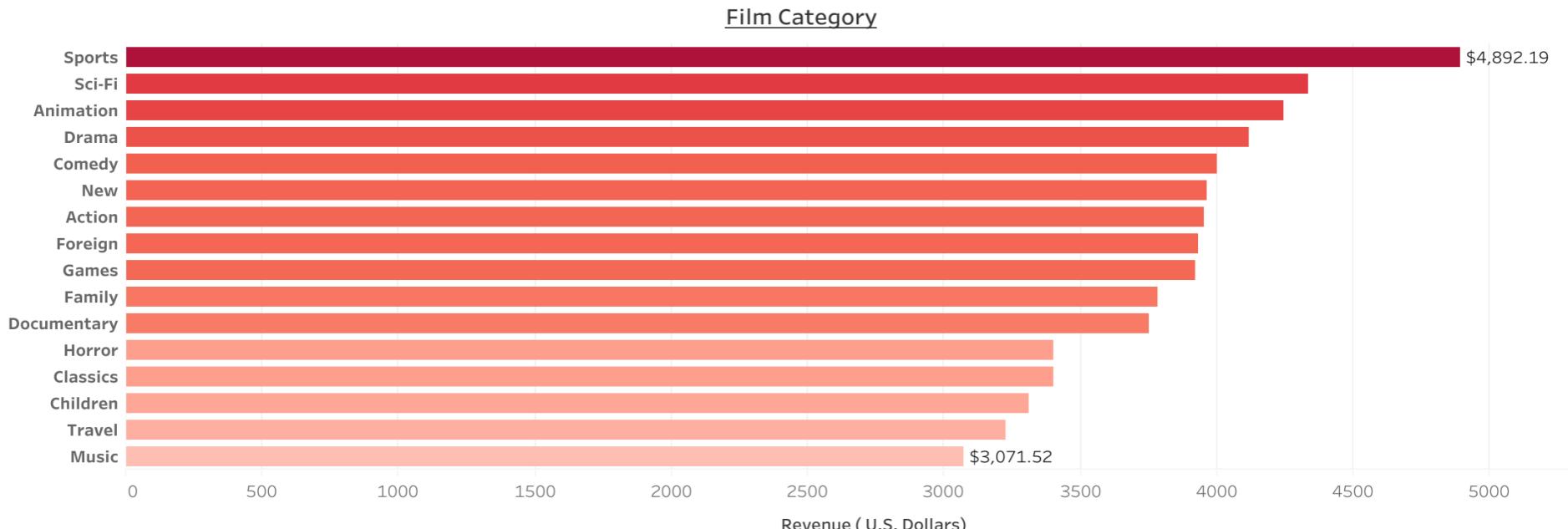


Bottom 10 Films by Revenue



Which movies contributed the most/least
to revenue gain?

Popular Genres



Genre	Number of Films
Thriller	1
Music	51
Horror	56
Classics	57
Travel	57
Comedy	58
Children	60
Games	61
Sci-Fi	61
Drama	62
New	63
Action	64
Animation	66
Family	68
Documentary	68
Foreign	73
Sports	74

Most film genres were profitable with the exception of **Thriller** films

Genre with highest revenue was **Sports** films

Worth noting:

Thriller films have the **least amount** of inventory

Sports films have the **most amount** of inventory



94% of highest revenue titles are priced at \$4.99/day

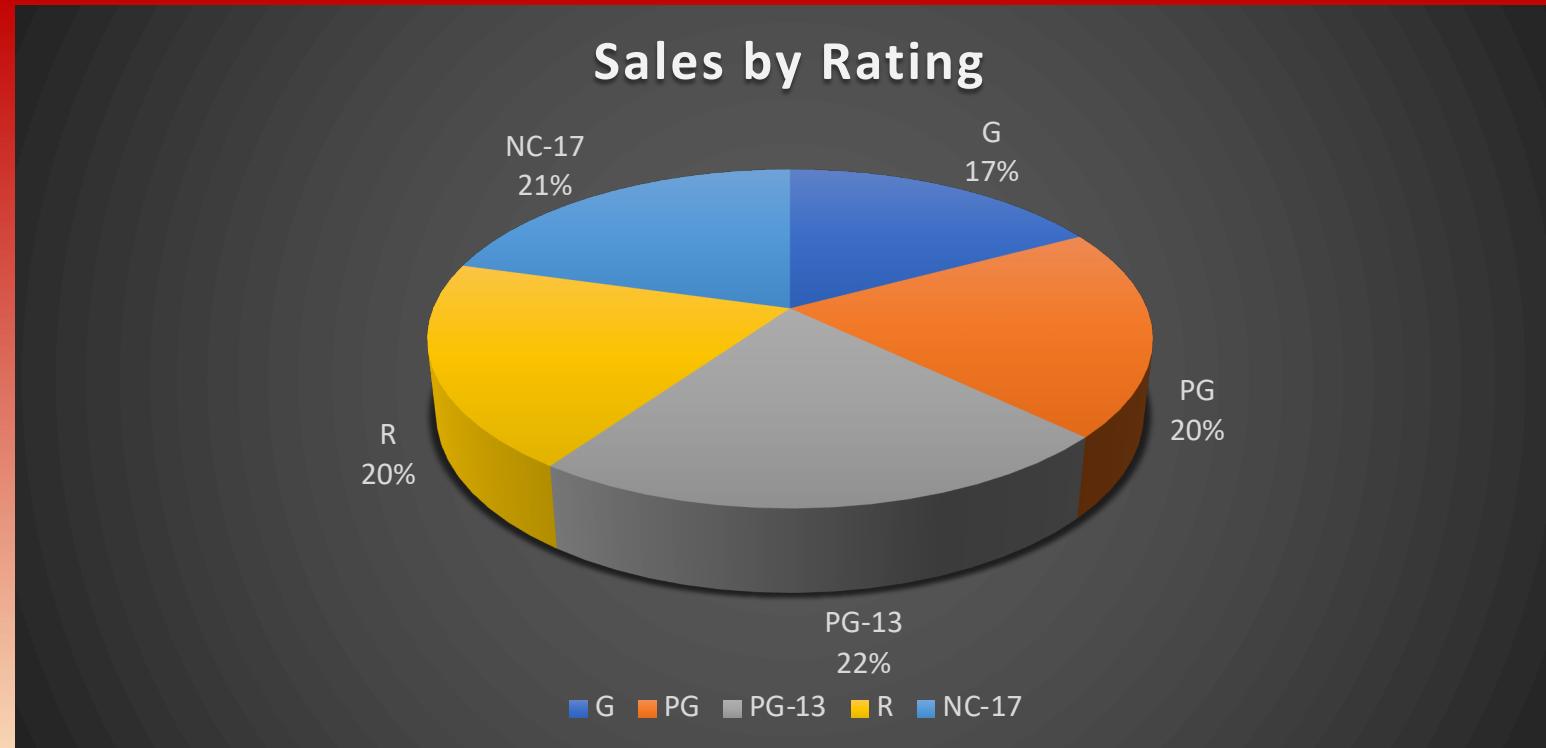
89% of lowest revenue titles are priced at \$0.99/day

Customers most frequently rent titles with a \$0.99/day rental rate

Rental Rate Analysis



Revenue by Rating



Rating	Number of Films
G	178
PG	194
R	195
NC-17	210
PG-13	223

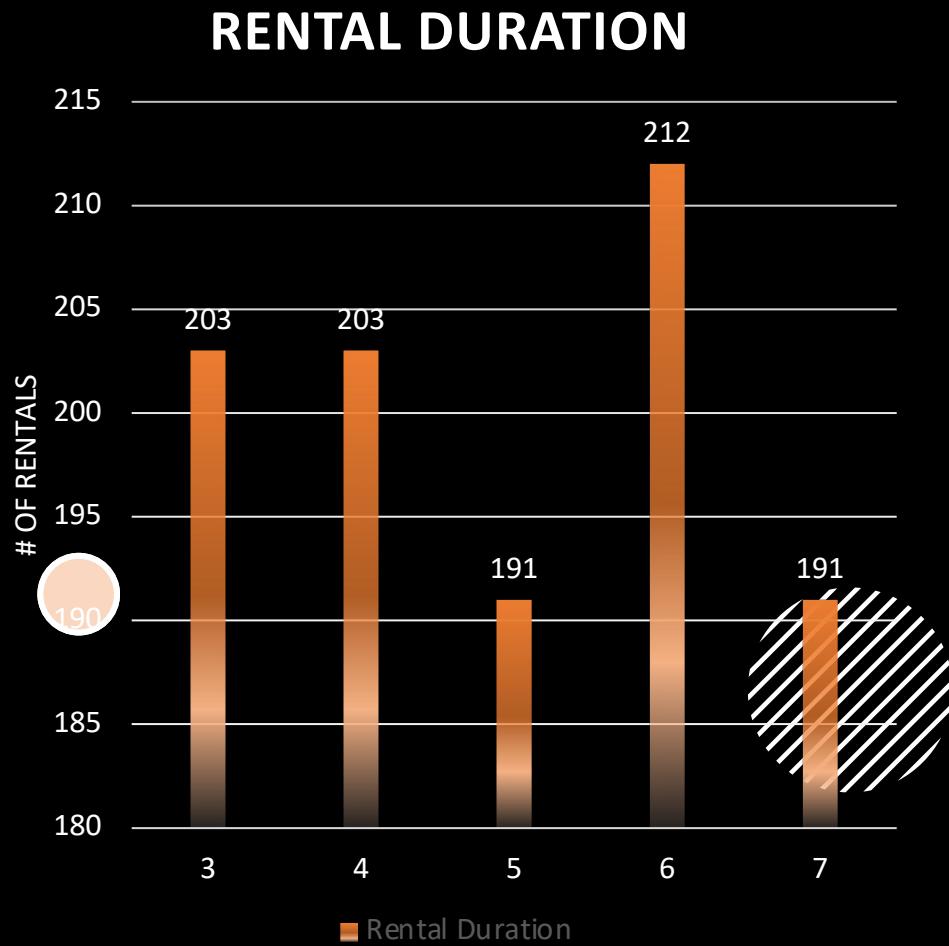
Films of **all ratings** offered a **similar amount** of revenue

G-rated films generated the **least amount** of revenue

PG-13 rated films generated the **most amount** of revenue

Rating	Revenue
G	\$10,512
PG	\$12,237
PG-13	\$13,856
R	\$12,073
NC-17	\$12,635

What was the average rental duration for all videos?



All film rental durations lasted **between 3 – 7 days**



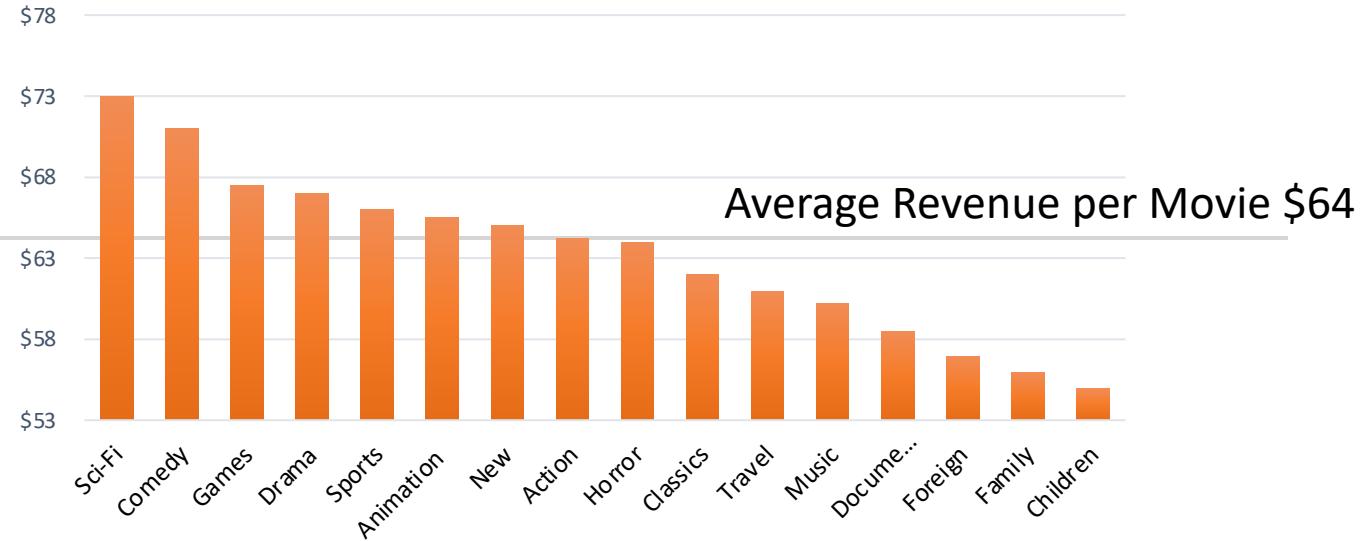
The **most frequent duration** of rental was **6 days**



The **average duration** of rental was **4.99 days = 5 days**

Inventory Analysis

Average Revenue by Genre

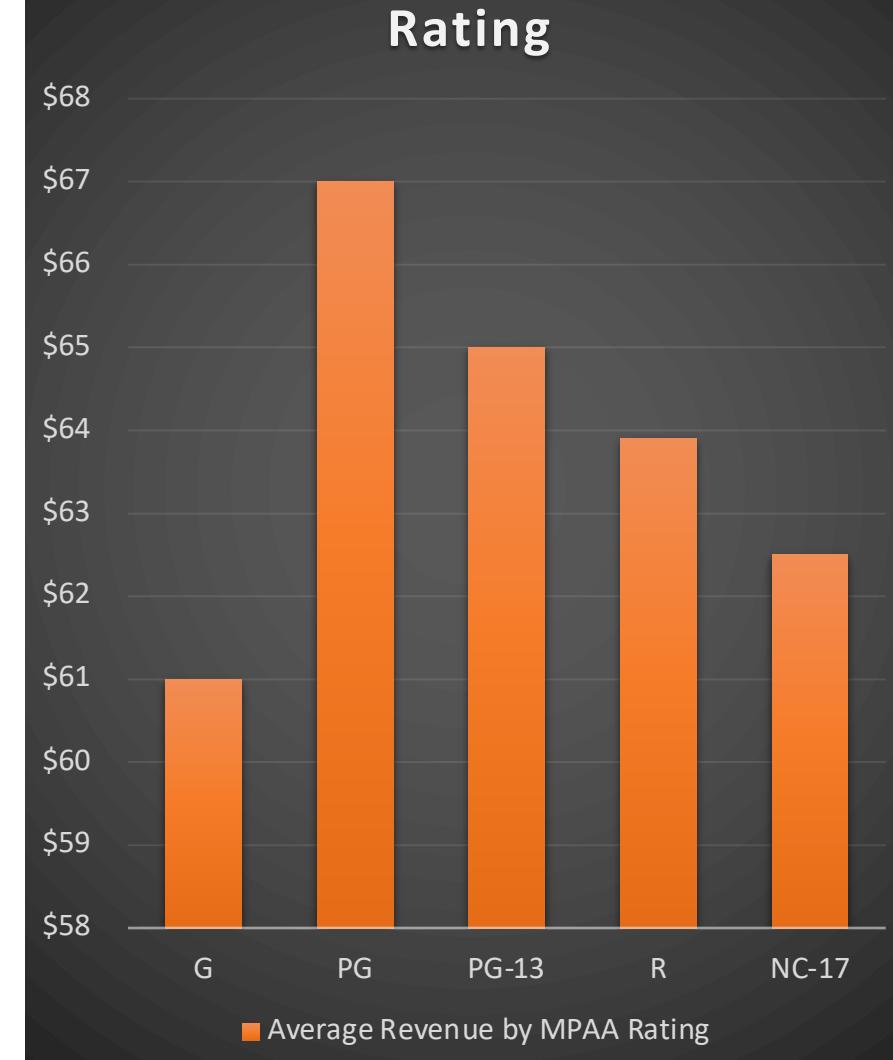


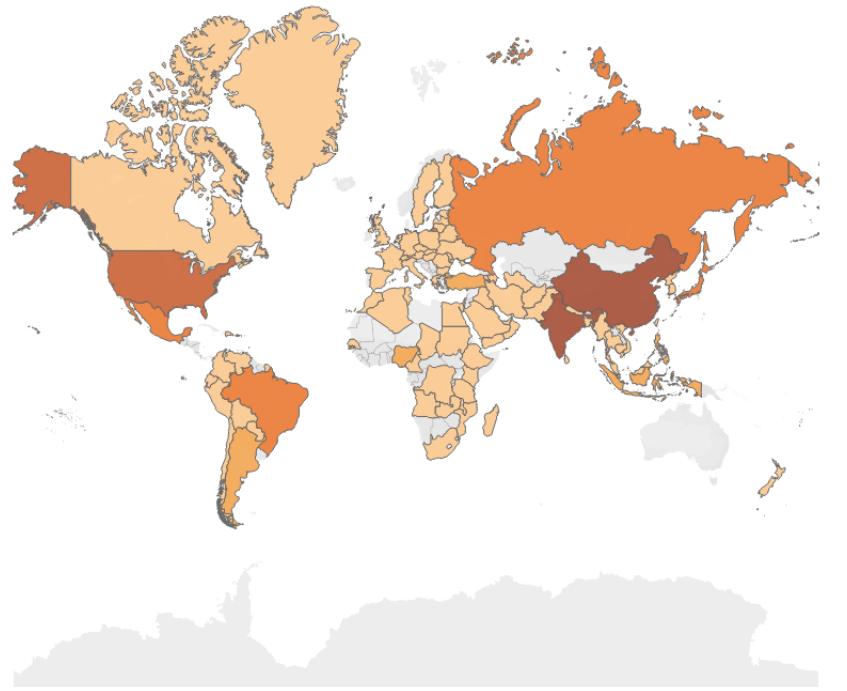
Sports films make the **most amount of revenue at \$4,900**
but that may have to do with having the **largest amount of inventory**

Sci-Fi (\$4,300) & Comedy(\$4,000) make up a large portion of revenue

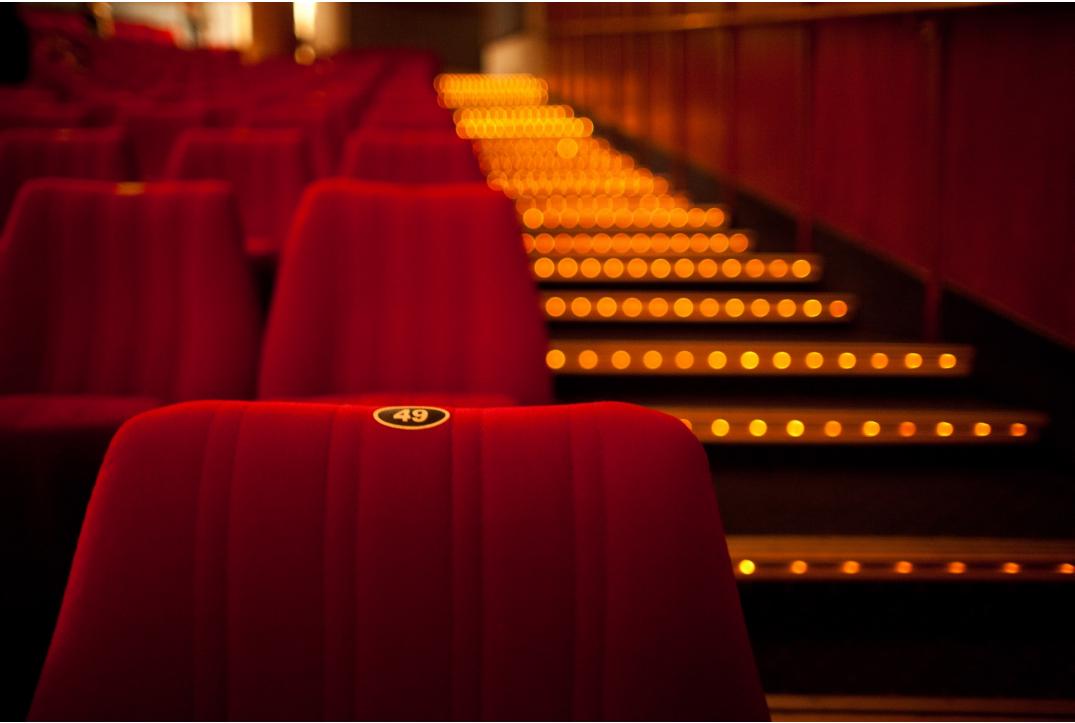
While lacking inventory (59,56)

Average Revenue by MPAA Rating



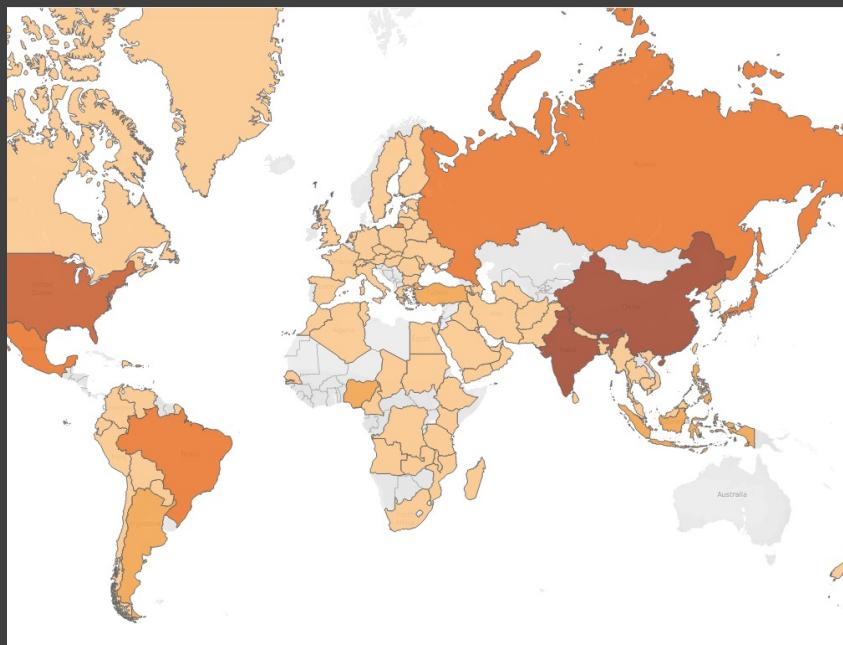
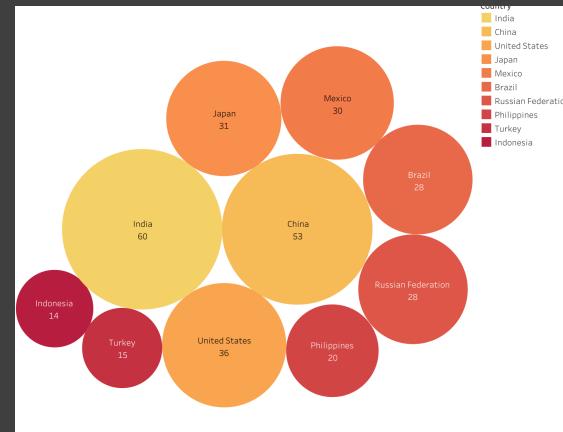
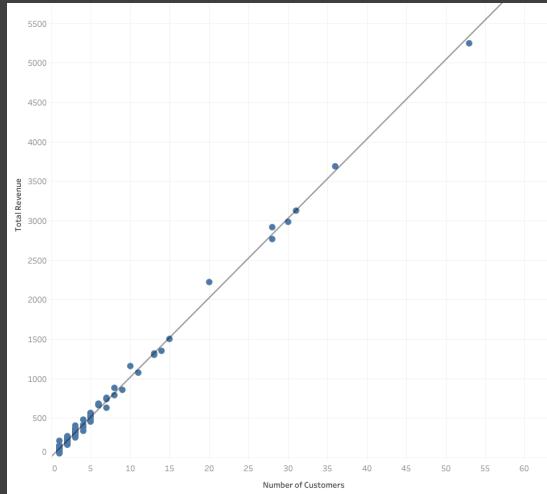


Which countries are Rockbuster's customers based out of?



Top 5 Countries

- **India**
- **China**
- **United States**
- **Japan**
- **Mexico**

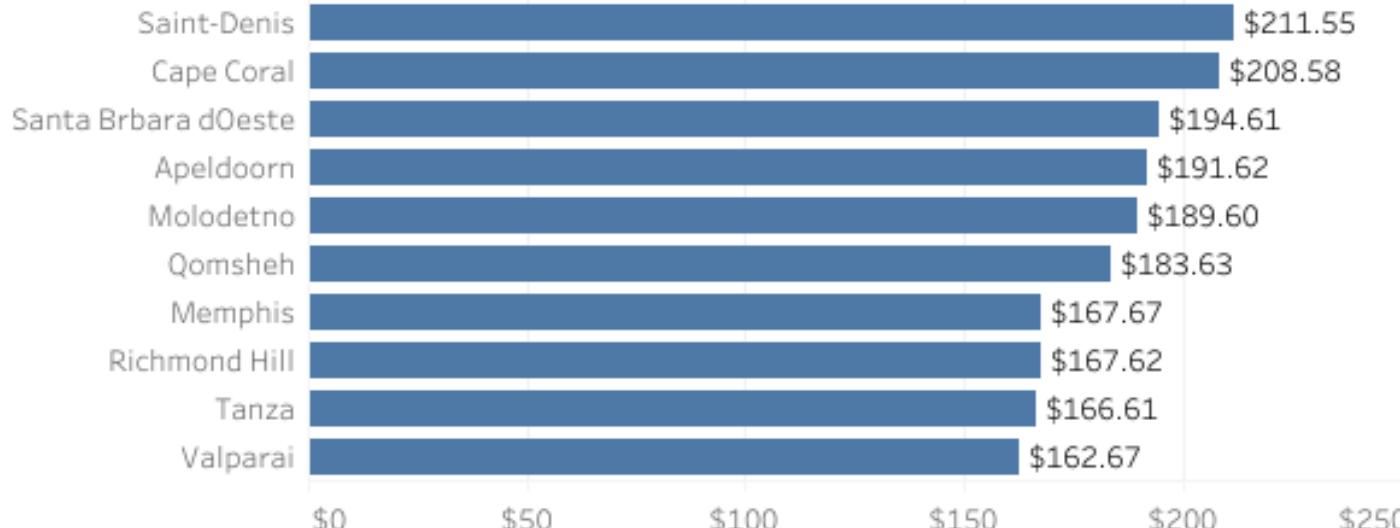


Do sales figures vary between geographic regions?

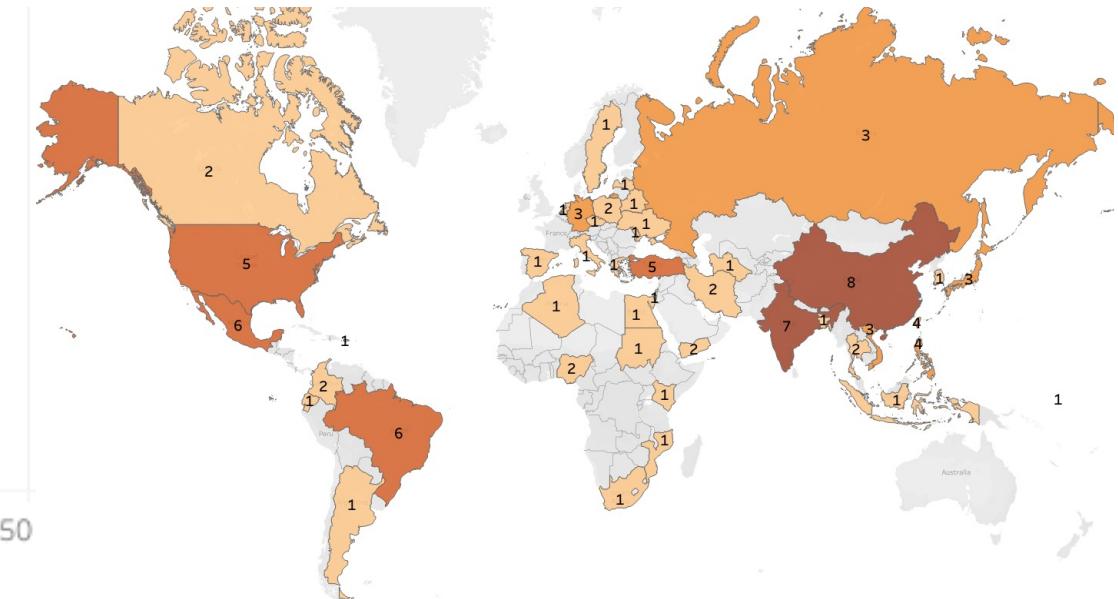
- Sales figures vary between countries (darker shades indicate higher sales)
- India, China, U.S., Japan & Mexico top the list
- Higher sales correlate with larger customer bases

Where are customers with a high lifetime value based?

Top 10 Cities by Sales



Distribution of top 100
Customers by Country



Recommendations



Increase

- Increase film library across all genres, particularly in the genre of Thrillers which is lacking antique inventory

Fulfill

- Fulfill film library across all ratings & rental rate between \$2.99/day-\$4.99/day

Advertise

- Aggressively advertise new streaming platform In India, China, The United States, Japan & Mexico as they make up the greatest portion of established clientele

Tableau Charts & References

Bridget Hale's Tableau

Visualization Charts

Revenue by Category

Revenue by MPAA Rating

Top 10 Countries by Customers