



ROCKBUSTER STEALTH

Business Objectives for Our
Company's Future



BUSINESS OBJECTIVES

In order to continue to succeed in the movie rentals business, it is imperative that we continue to evolve and adapt our marketing strategy based on current trends in the data.

Some of the key questions we must answer are the following:

- Which movies contributed the most/least to revenue gain?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?



OVERVIEW

Rockbuster Stealth is an international movie rental service, providing over **1,000** films to customers across over **100** countries across **6** continents.



WHICH MOVIES CONTRIBUTED MOST & LEAST TO REVENUE GAIN?

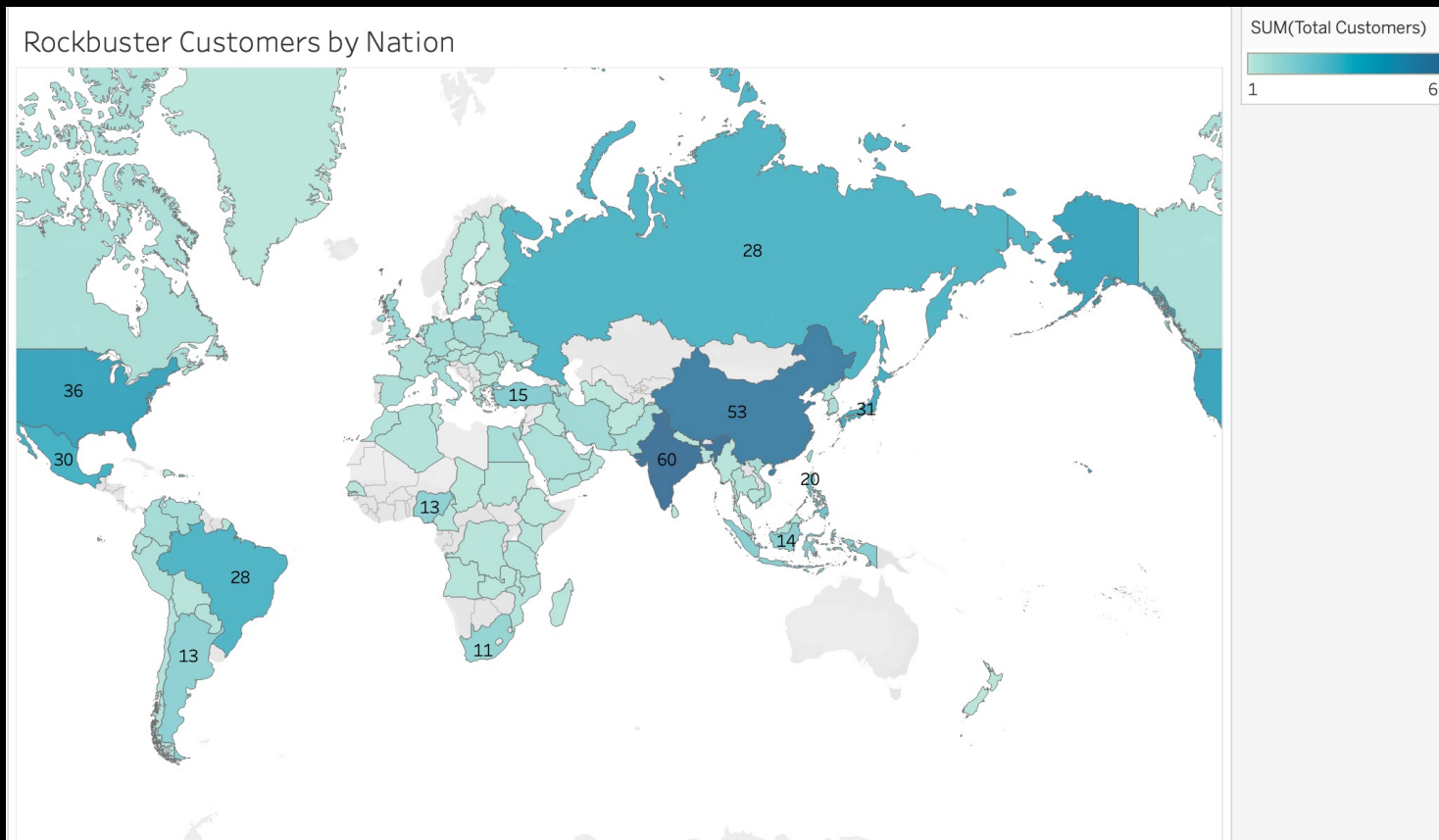
The companies best performing movies, in order were: Ridgemont Submarine, Apache Divine, Forward Temple, Bucket Brotherhood, Pulp Beverly, earning the company over \$17,000 combined.

The companies worst performing movies were: Mixed Doors, Hardly Robbers, Mannequin Worst, Fever Empire, Bunch of Minds, earning the company around only \$400 a piece.



WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?

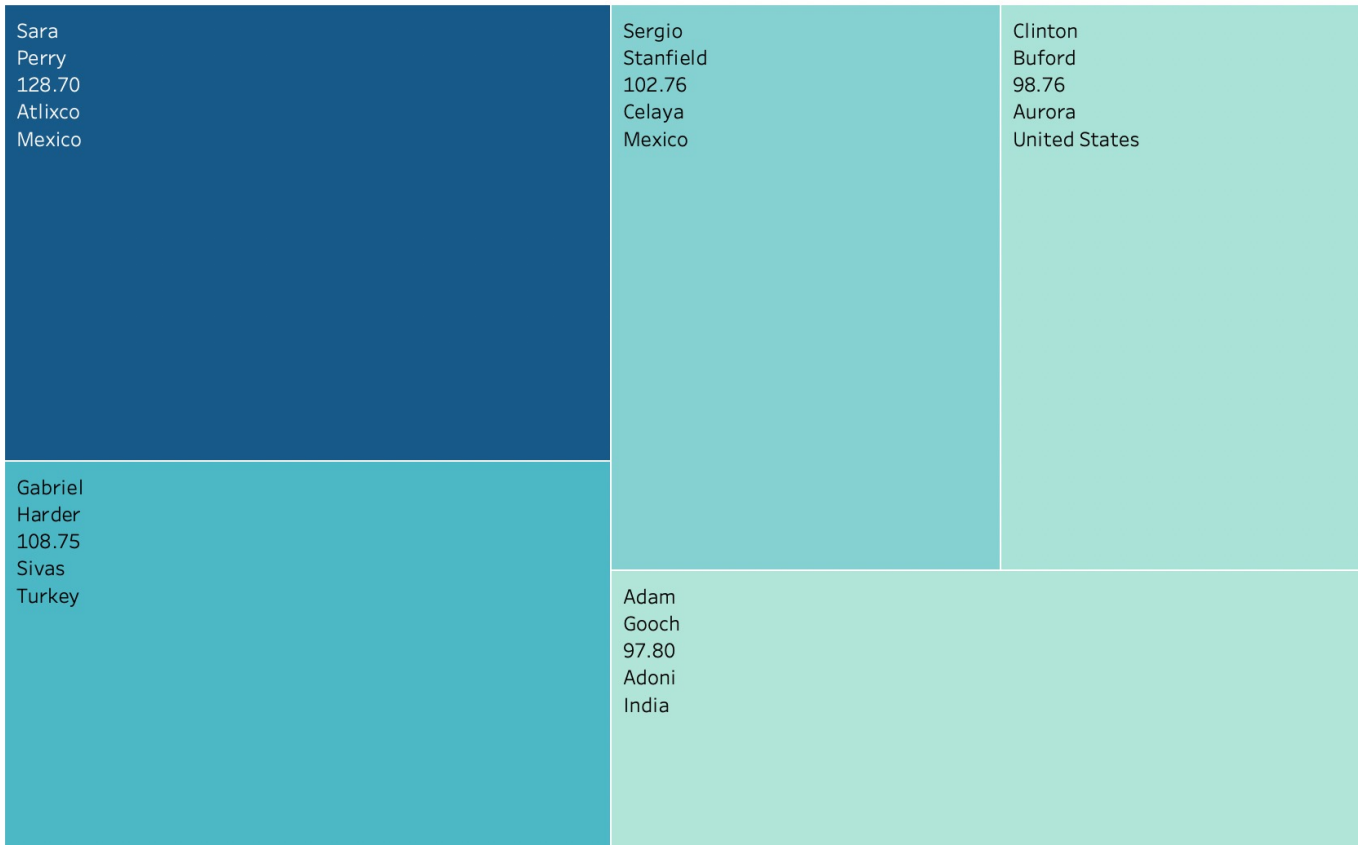
Here is a map of the countries with the most Rockbuster customers, with India leading with 60 customers, followed by China, the United States, Japan, and Mexico.



WHERE ARE CUSTOMERS WITH HIGH LIFETIME VALUE BASED?

Our top 5 customers are as follows, with some spending over \$100 individually.

Top Customers



DO SALES FIGURES VARY BETWEEN REGIONS

Sales figures tend to be strongest in the countries with the most customers, as can be seen with this comparison between total customers and total revenue from the countries with the 10 highest customer counts.





CONCLUSIONS?

In order to continue to succeed in the competitive movie rental business, our company must continue to adapt to the changing market.

We should consider a higher outreach in Europe and Australia, as many of these nations have large GDPs, there may be a considerable number of viable customers that could be using our service. With no customers currently in Australia, we should consider outreach or a promotional deal for our first customer to get our foot in the door there, so to speak.

We should consider re-organizing our stock to contain the most high performing and newest movies, in order to continue satisfying our current customers, and provide high-profile movie options for potential new customers who may have otherwise been hesitant or uninterested in our services.

We should offer discounts after \$30 spent, to incentivize lower spending customers to use our services more frequently.