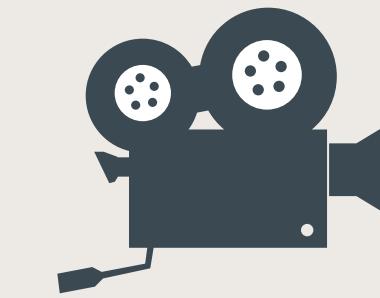


# ROCKBUSTER STEALTH



Launch Strategy  
**BY CLAIRE HEGER**



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# OUR COMPANY

## BACKGROUND

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 COMPANY

# KEY QUESTIONS & OBJECTIVES

The Rockbuster Stealth Management Board has asked the following business questions to use for their 2020 company strategy.

- » Which movies contributed the most/least to revenue gain?
- » What was the average rental duration for all videos?
- » Which countries are Rockbuster customers based in?
- » Where are customers with a high lifetime value based?
- » Do sales figures vary between geographic regions?

Rockbuster Stealth

## MOVIES

# MOVIE BACKGROUND

**1000** movies of various genres and ratings

**3 - 7 day** rental duration

**\$0.99 - \$5.99** varying rental cost

**46 - 185** minutes varying movie length

## IMBD Movie Ratings

G  
PG  
PG-13  
R  
NC-17

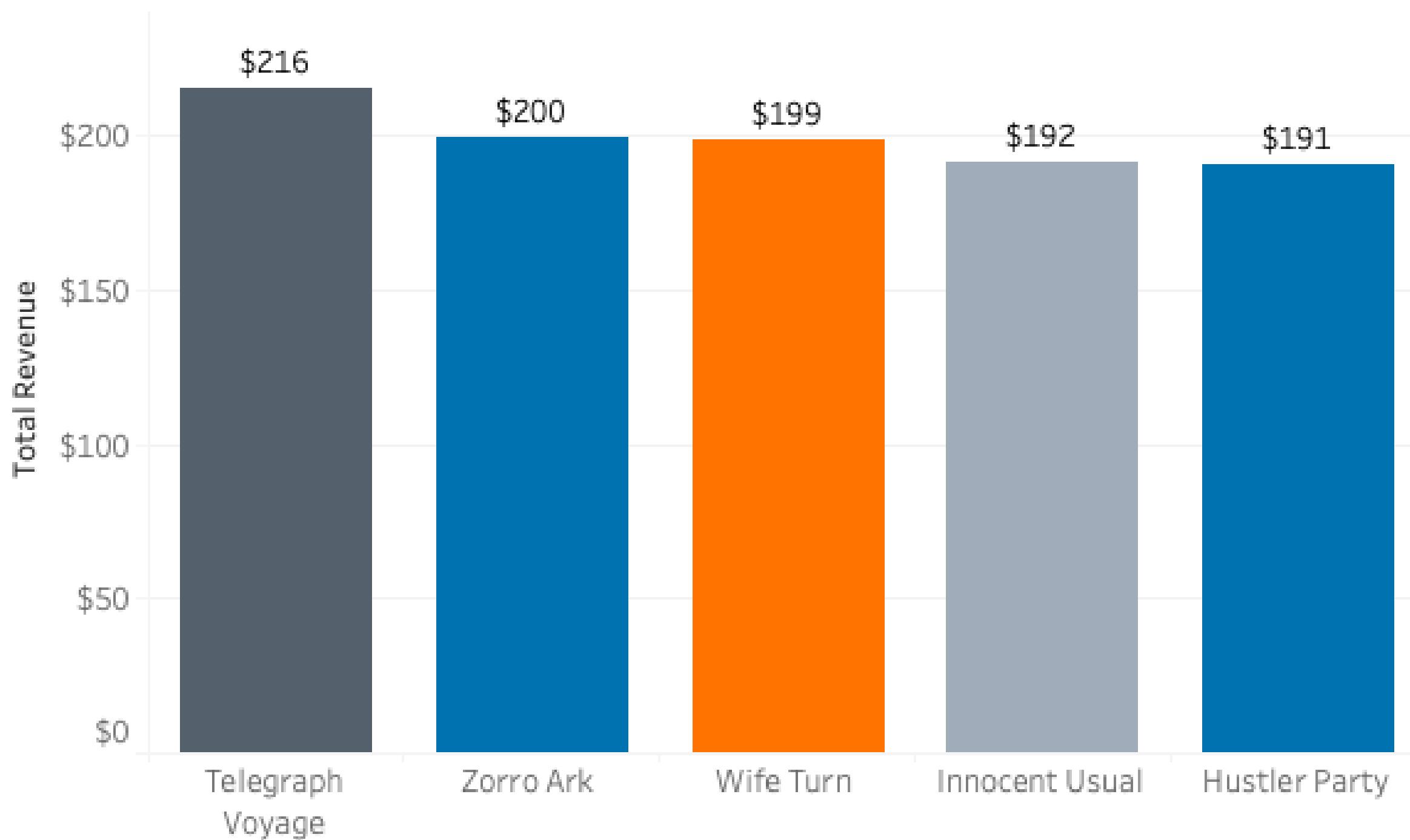
## Movie Genres

- Action
- Documentary
- Horror
- Travel
- Animation
- Drama
- Music
- Thriller
- Children
- Family
- New
- Crime
- Classics
- Foreign
- Sci-Fi
- Romance
- Comedy
- Games
- Sports
- War



LAUNCH STRATEGY

## TOP 5 MOVIES (BY REVENUE)



**Top 5 movies by Revenue:**

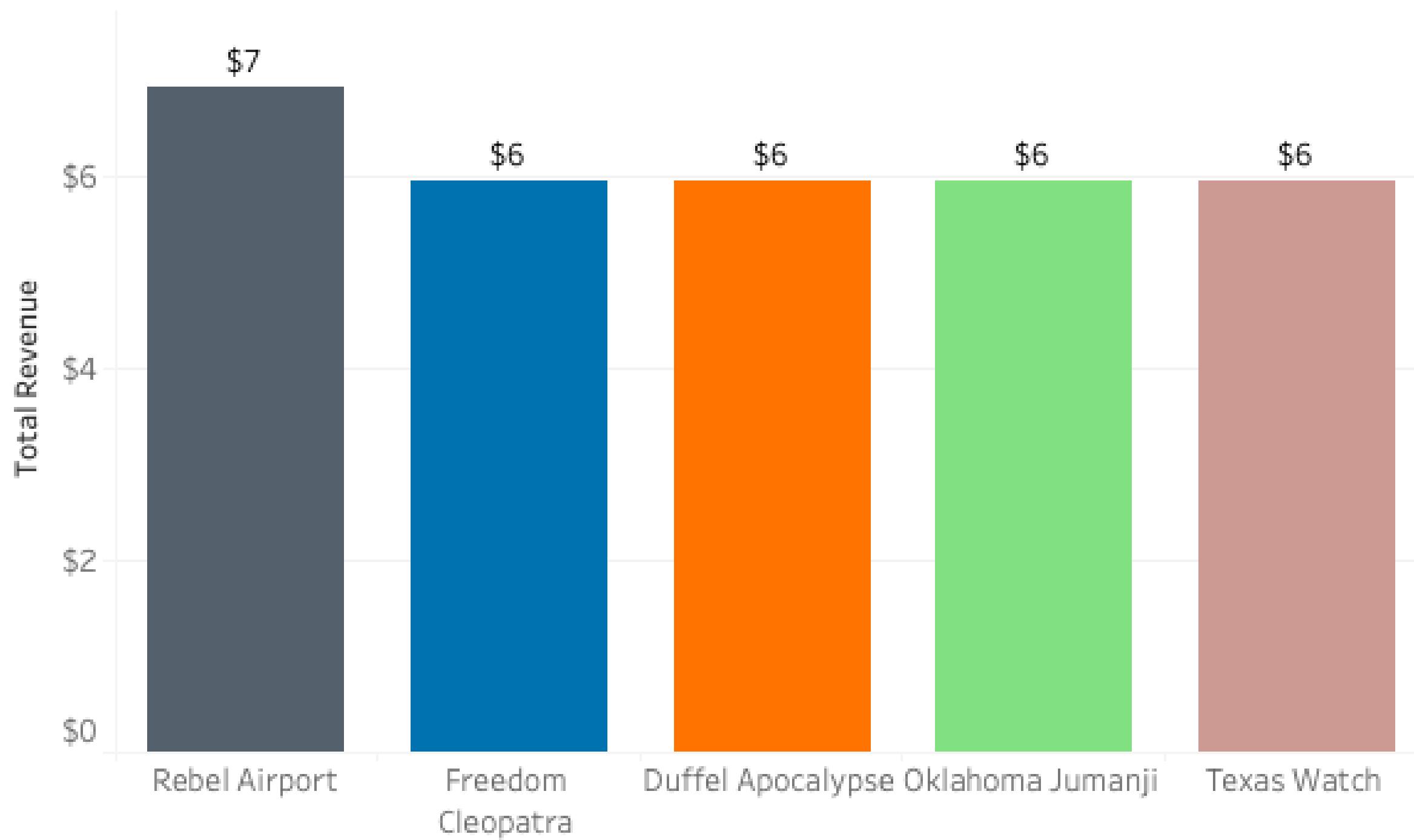
1. Telegraph Voyage
2. Zorro Ark
3. Wife Turn
4. Innocent Usual
5. Hustler Party

- Two of the top 5 movies are Comedy movies
- The rental rate for all 5 of these movies is \$4.99

Genre

- Comedy
- Documentary
- Foreign
- Music

## BOTTOM 5 MOVIES (BY REVENUE)



**Bottom 5 movies by Revenue:**

1. Rebel Airport
2. Freedom Cleopatra
3. Duffel Apocalypse
4. Oklahoma Jumanji
5. Texas Watch

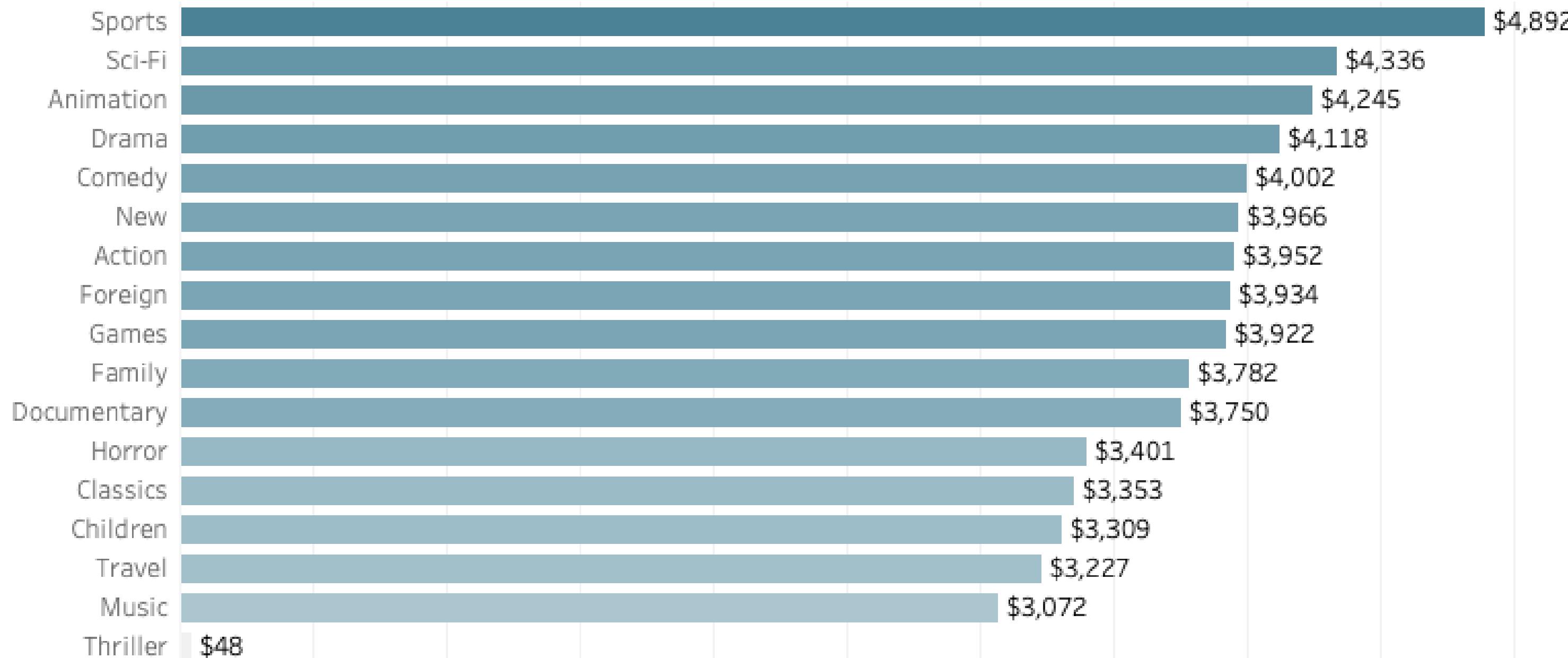
The rental rate for all 5 of these movies is \$0.99

Genre

- Comedy
- Documentary
- Horror
- Music
- New

# MOVIE GENRES (BY REVENUE)

Genre



Top Genres:

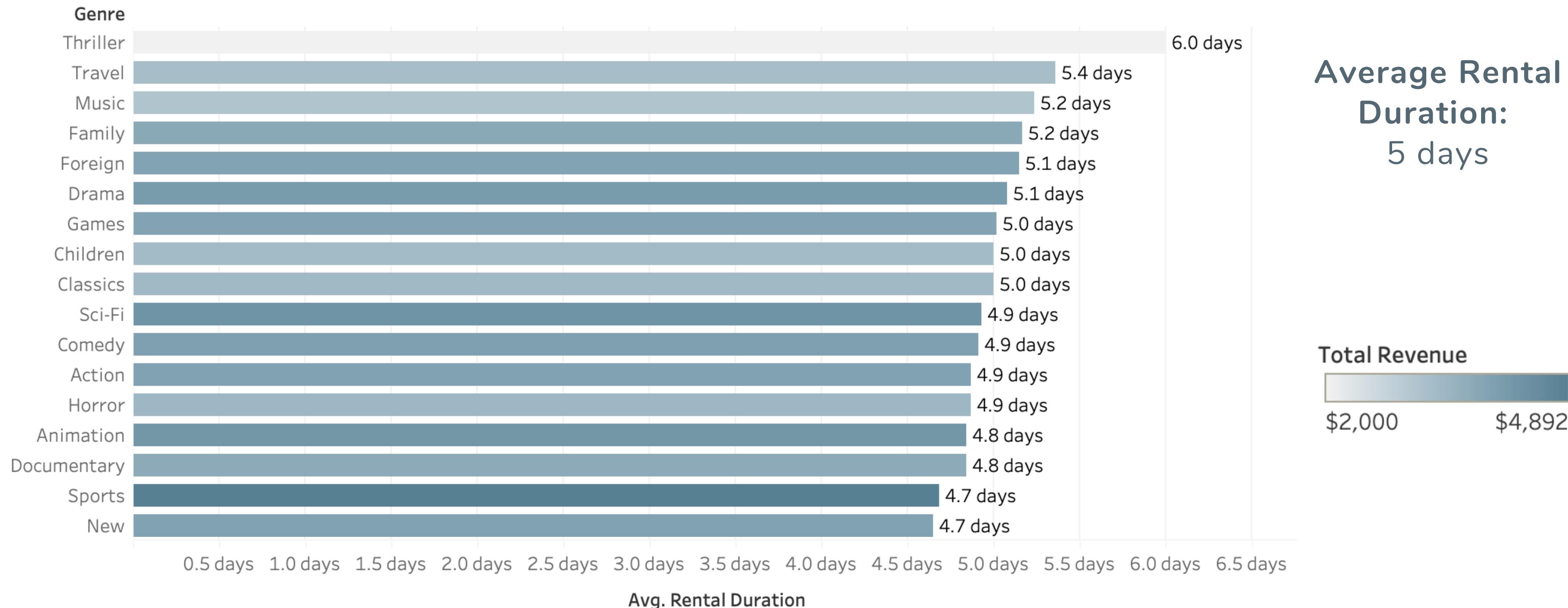
1. Sports
2. Sci-Fi
3. Animation
4. Drama
5. Comedy

Total Revenue



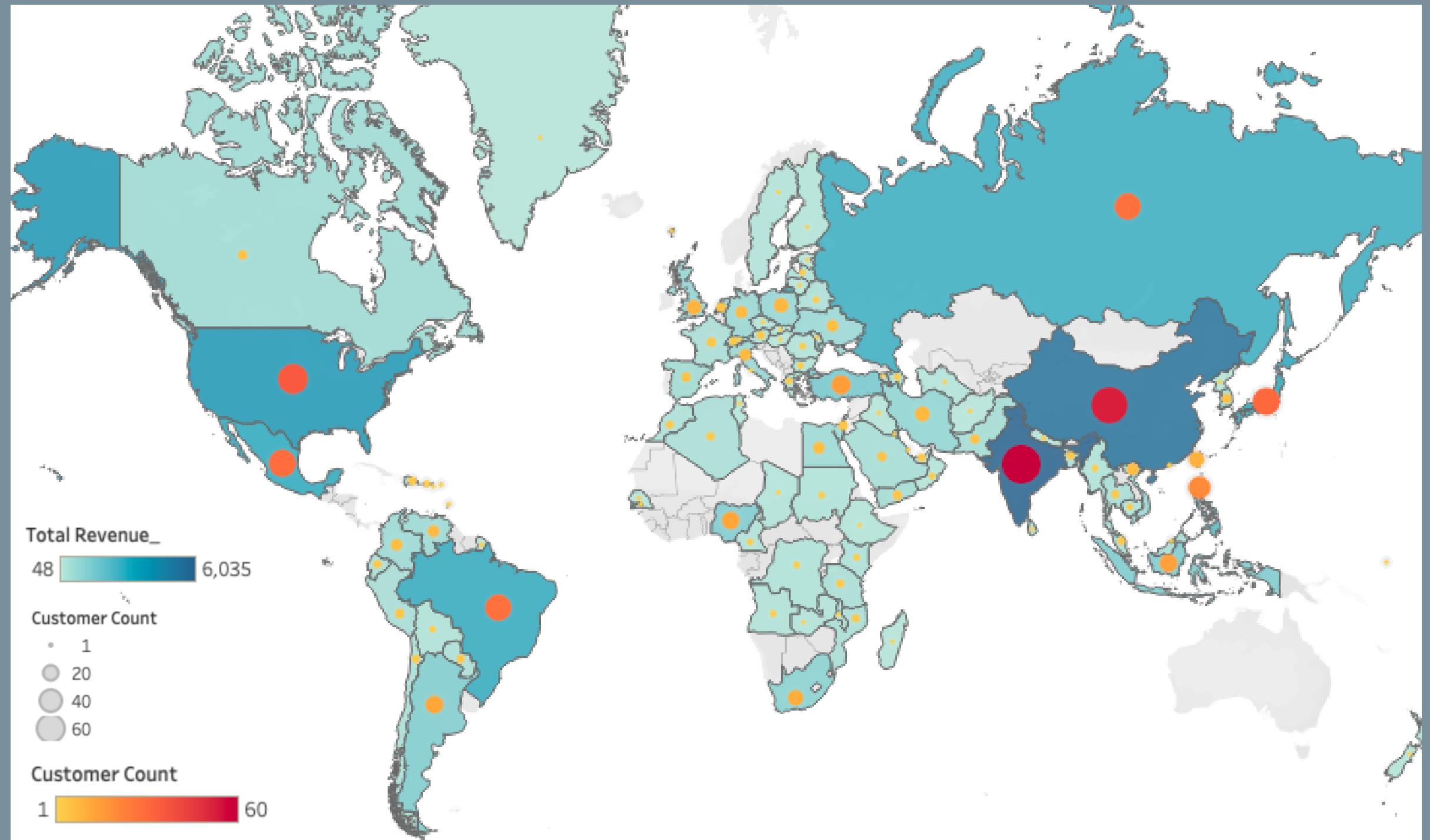
Total Revenue

# RENTAL DURATION



# CUSTOMERS

Top Countries by Revenue & Customer Count



Top 5 Countries by Customer Count & Revenue

Country	Customer Count	Total Revenue
India	60	\$6,035
China	53	\$5,251
United States	36	\$3,685
Japan	31	\$3,123
Mexico	30	\$2,985

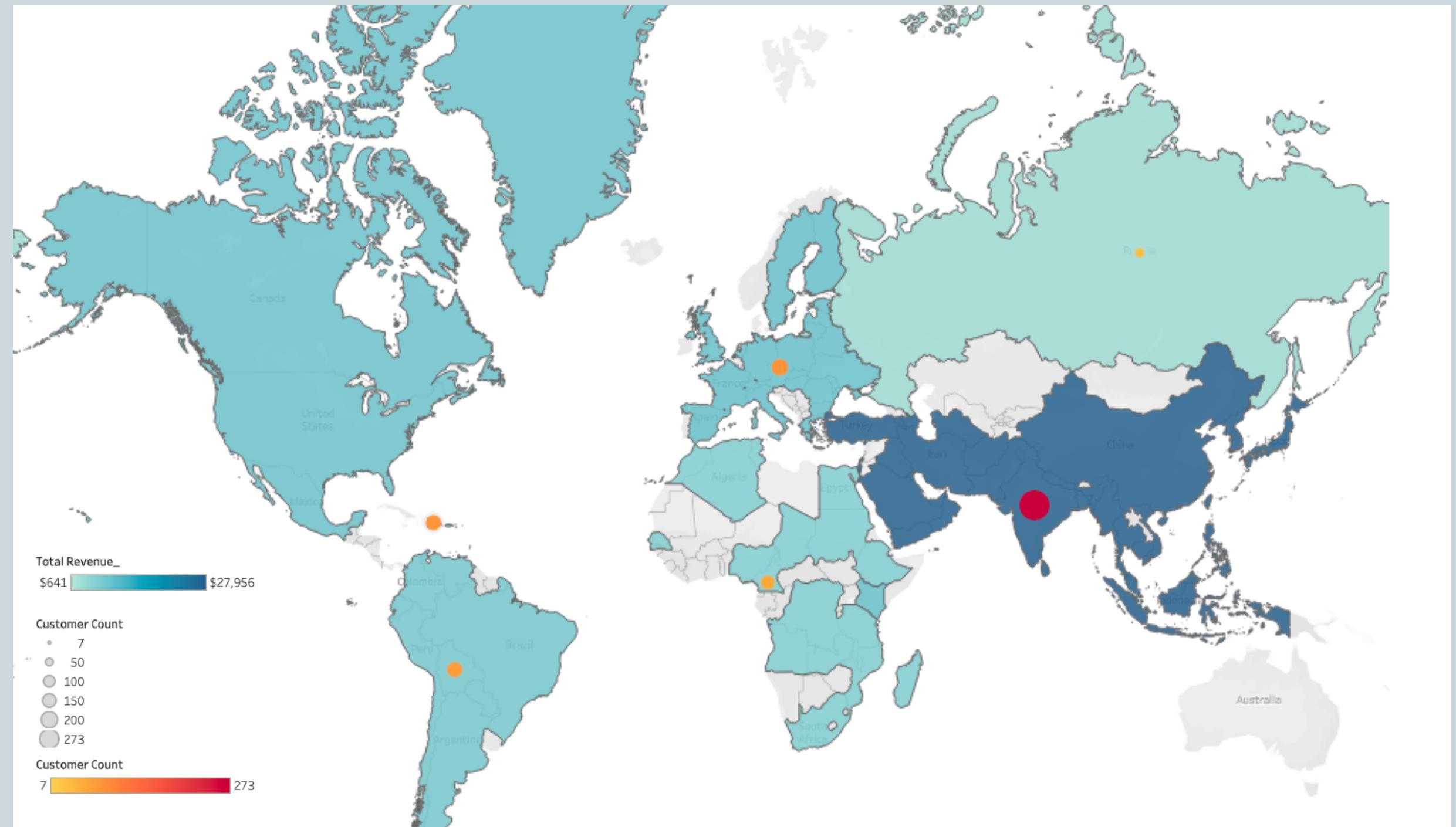
# CUSTOMERS (HIGH LIFETIME VALUE)

## Top 10 Customers

First Name	Last Name	Country	Total Amount Paid
Eleanor	Hunt	Runion	211.55
Karl	Seal	United States	208.58
Marion	Snyder	Brazil	194.61
Rhonda	Kennedy	Netherlands	191.62
Clara	Shaw	Belarus	189.6
Tommy	Collazo	Iran	183.63
Ana	Bradley	United States	167.67
Curtis	Irby	Canada	167.62
Marcia	Dean	Philippines	166.61
Mike	Way	India	162.67

# GLOBAL SALES

# GLOBAL SALES BY REGION & CUSTOMER COUNT



Region	Customer Count	Total Revenue
Africa	273	\$27,956
Europe	83	\$8,758
North America	80	\$8,164
South America	70	\$7,141
Africa	58	\$5,885
Russia	28	\$2,766
Oceania	7	\$641

# INSIGHTS



## \$4.99

rental rate generates the highest revenue while \$2.99 rental rate generates the lowest revenue



## Sports

are the most profitable genre, followed by Sci-Fi and Animation



## Regions

India and China have the highest revenue and most customers, followed by US and Japan

# RECOMMENDATIONS

## Price

- Offer discounts or promotions on higher priced rental movie (\$4.99)
- Offer a monthly and annual subscription package

## Marketing

### Top Customer Referral Program:

- Offer incentive to top customer to refer friends, family, etc

Introduce a loyalty program to reward current customers and interest new customers

## Inventory

Update Inventory: current titles are in English from 2006.

- Add additional options for sports, sci-fi, and animation
- Stock more thriller. There is currently only 1.
- Offer films in other languages

Create more films that are similar in make up to the movies produced in the top 5 countries

## Regional Marketing

Target top regions by revenue:

- Prioritize India, China, and US to grow the customer base.

Rockbuster Stealth

# THANK YOU

Claire Heger

[Tableau Visualization Link](#)

LAUNCH STRATEGY