

ROCKBUSTER STEALTH LLC :

ONLINE VIDEO SERVICE STRATEGY

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OVERVIEW



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



To stay competitive, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service.



KEY QUESTIONS & OBJECTIVES

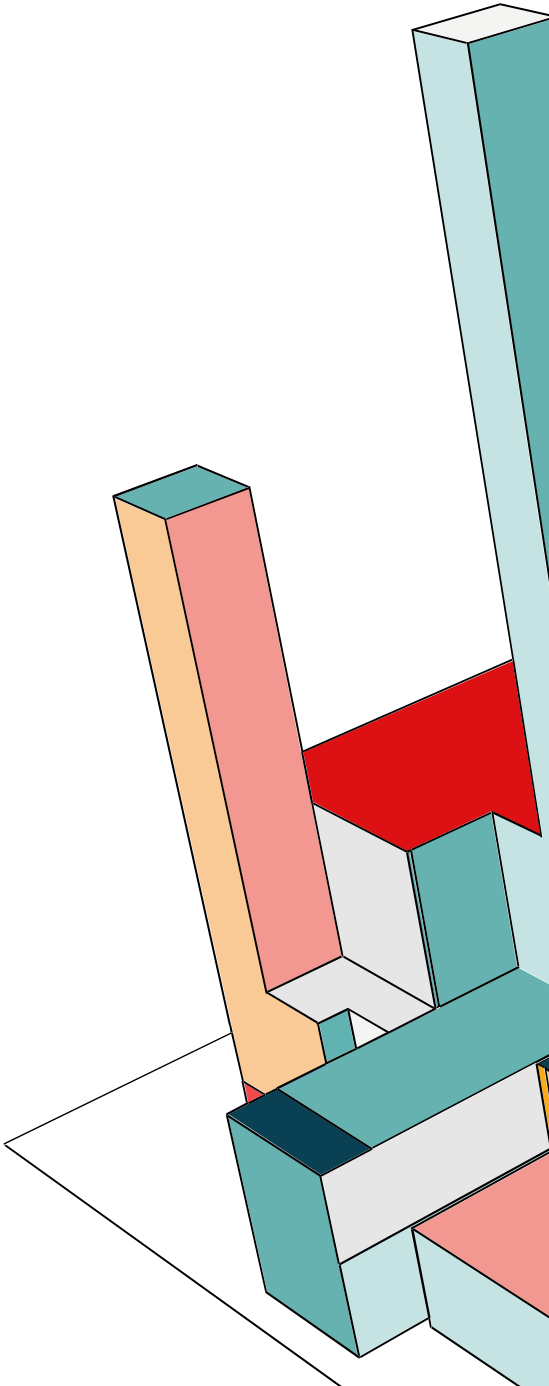
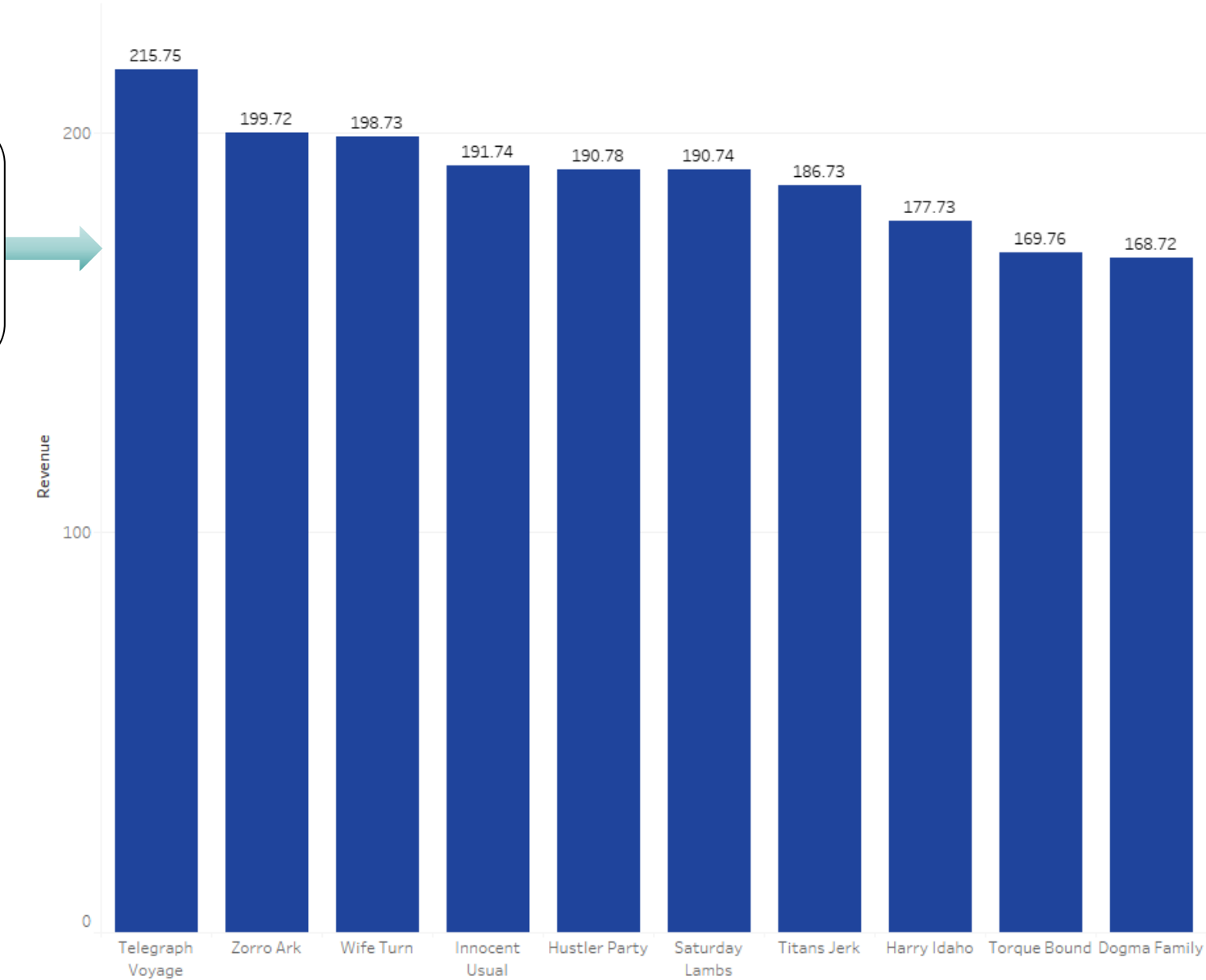
- ☐ What was the average rental duration for all videos?
- ☐ Which movies contributed the most/least to revenue gain?
- ☐ Which countries are Rockbuster customers based in?
- ☐ Do sales figures vary between geographic region?
- ☐ Where are customers with a high lifetime value based?

DATA OVERVIEW

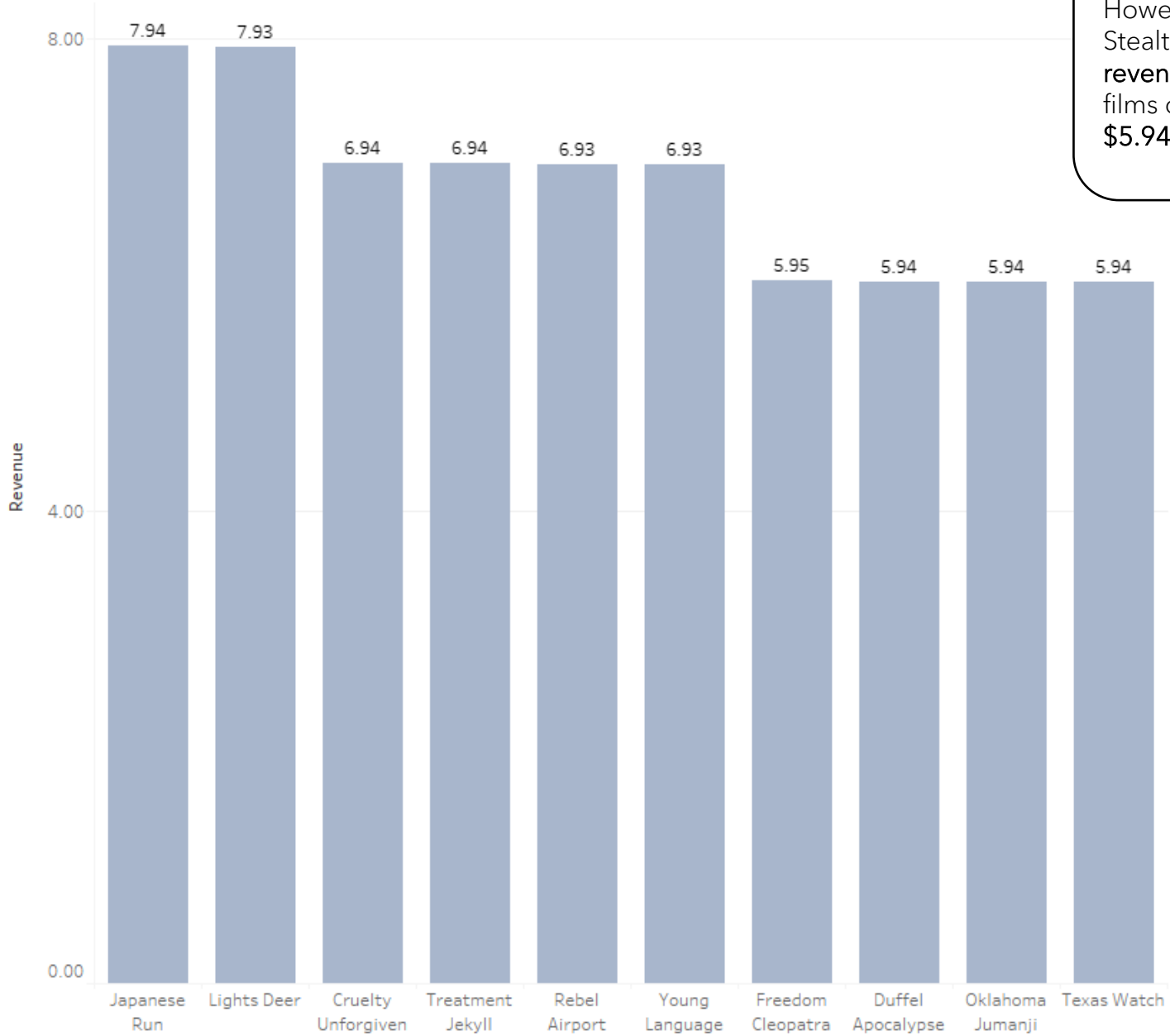
Film Inventory 1000	Languages 6	Countries 29	Total revenue \$61312
Total Customers 599	Genres 17	Highest Revenue Film Telegraph Voyage	Lowest Revenue Film Texas Watch
Modal Release Year 2016	Modal Language English	Modal Last Update 50:59.0	Modal Rating PG-13
Minimum Rental Duration 3 Days	Minimum Rental Rate 0.99	Minimum Film Length 46 Minutes	Minimum Film Replacement Cost \$9.99
Maximum Rental Duration 7 Days	Maximum Rental Rate 4.99	Maximum Film Length 185 Minutes	Maximum Film Replacement Cost \$29.99
Average Rental Duration 5 Days	Average Rental Rate 2.98	Average Film Length 115.3 Minutes	Average Film Replacement Cost \$19.98

HIGHEST REVENUE GENERATING FILM RENTALS

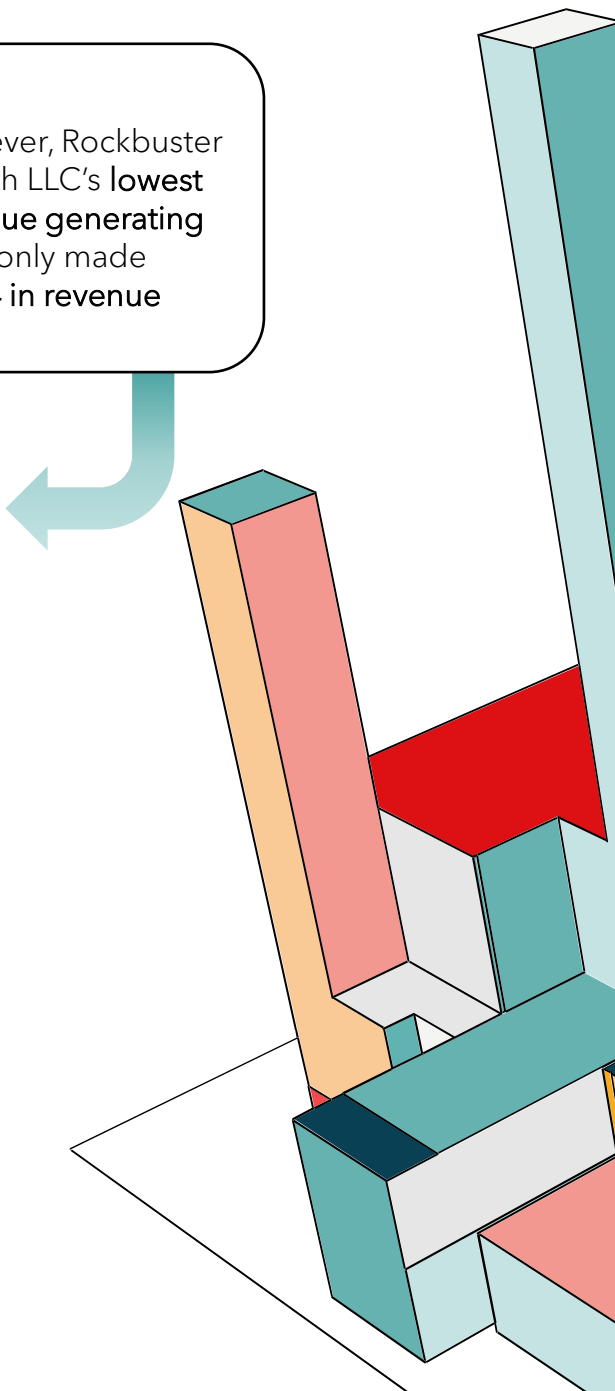
Telegraph Voyage,
a music film,
generated the
most revenue with
\$215.75



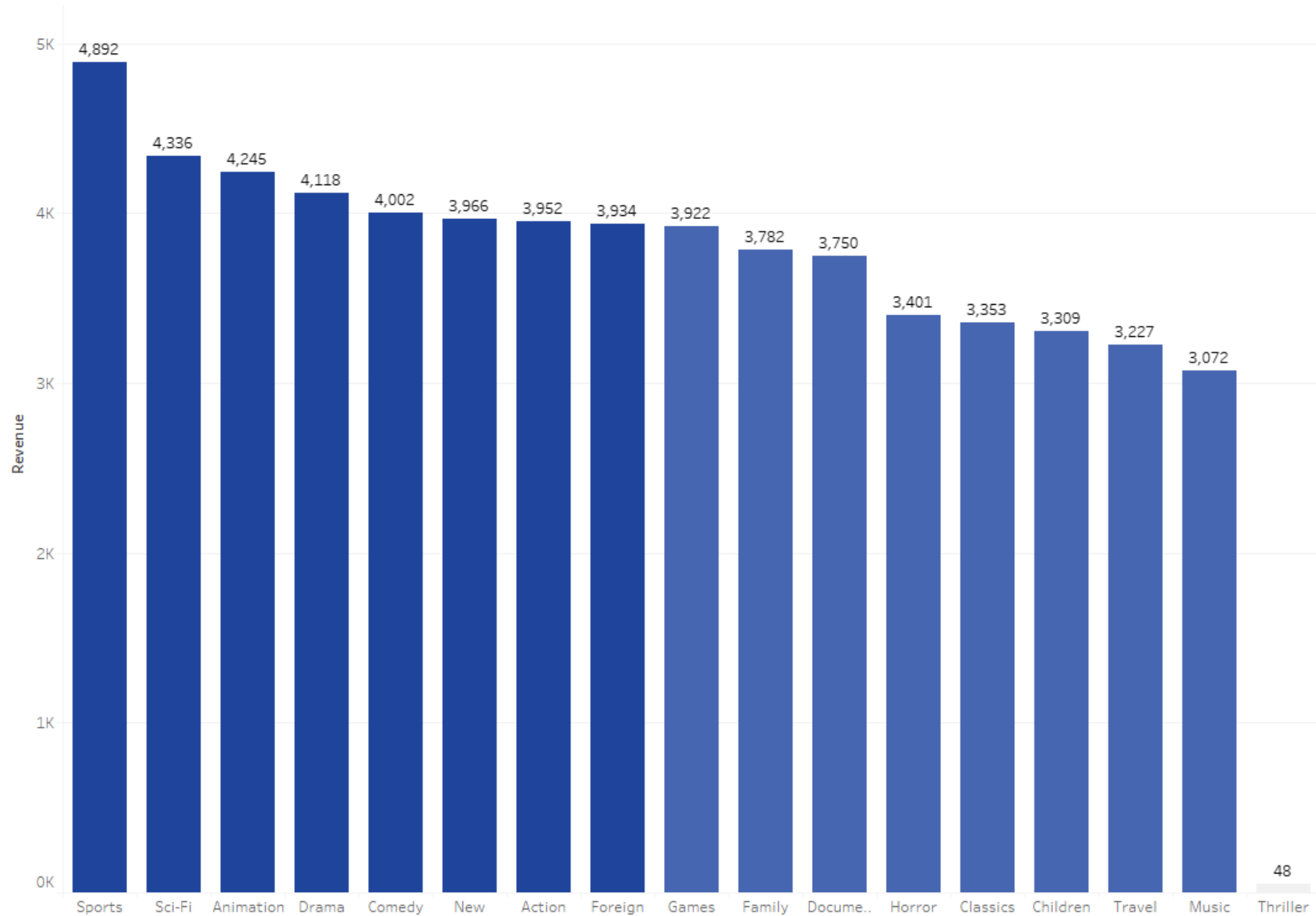
LOWEST REVENUE GENERATING FILM RENTALS



However, Rockbuster Stealth LLC's lowest revenue generating films only made \$5.94 in revenue



REVENUE BY GENRE

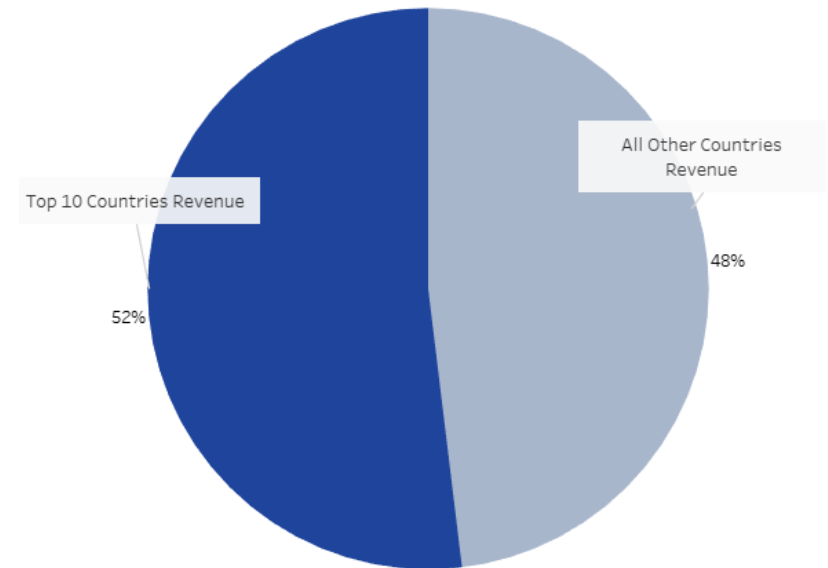
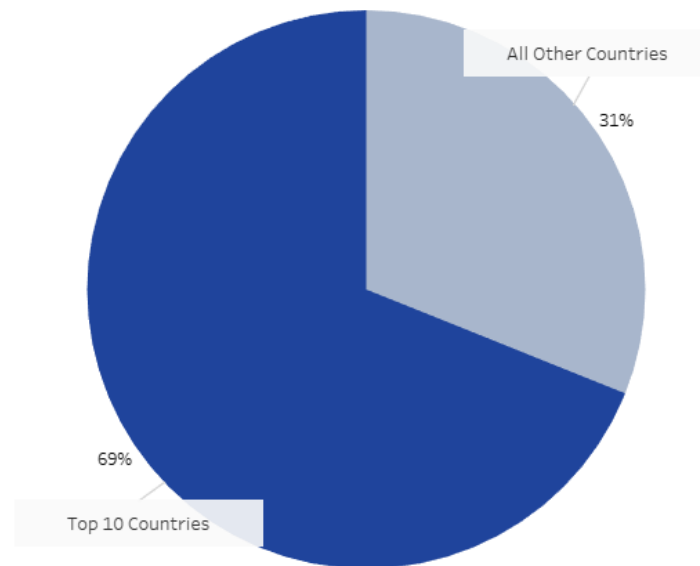


Sports films generate the most revenue while Thriller films generate the least

OUR LARGEST MARKETS

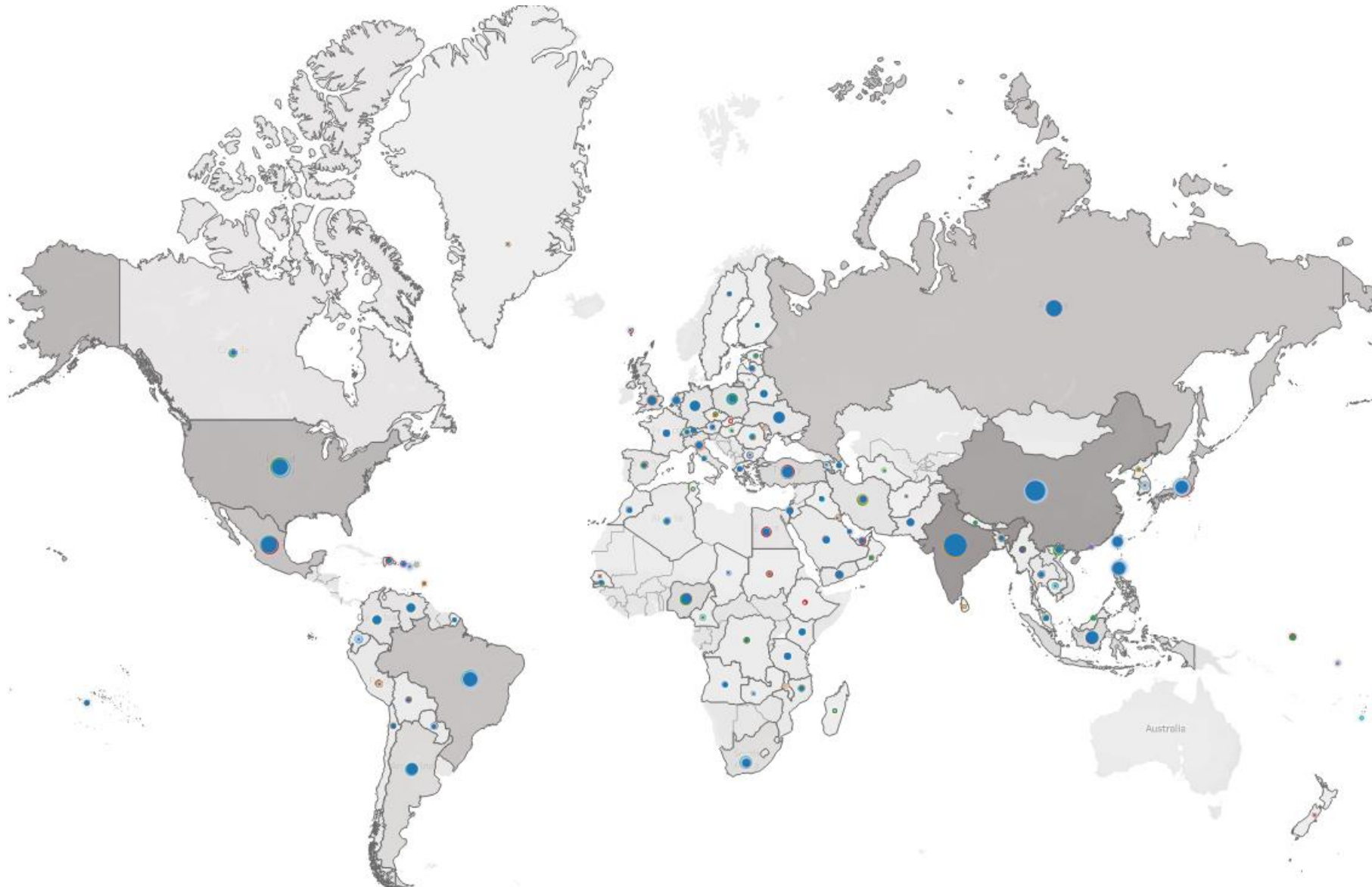
69% of Rockbuster Stealth's customers live in these 10 countries:

- 1) India
- 2) China
- 3) United States
- 4) Japan
- 5) Mexico
- 6) Brazil
- 7) Russian Federation
- 8) Philippines
- 9) Turkey
- 10) Indonesia



In addition to comprising 69% of our customer base, these 10 countries generate 52% of our total revenue

GLOBAL REVENUE



This combination map showcases revenue distribution by country and genre, identifying Asia as our largest revenue generating market

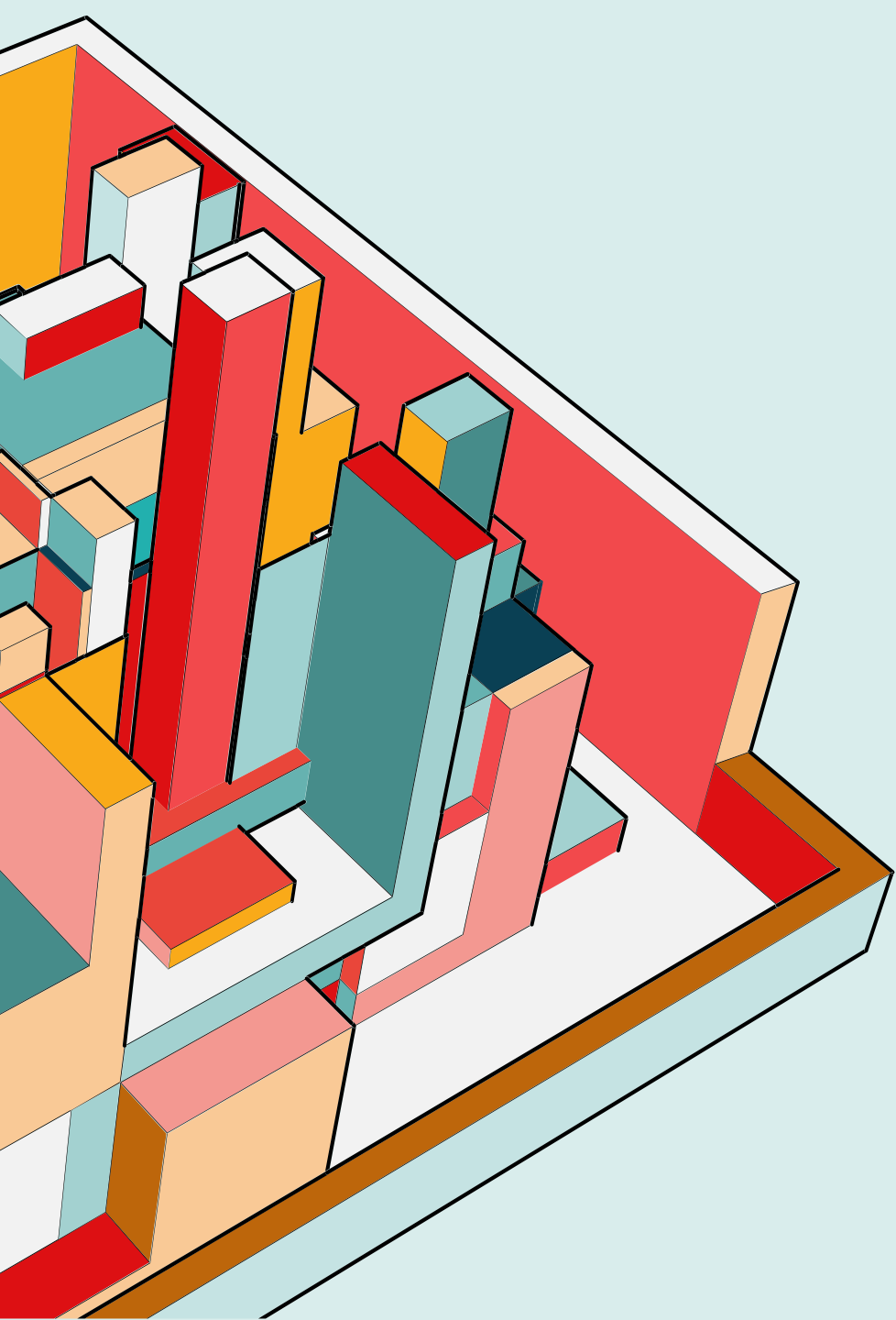
[Link to Interactive Visualization](#)

HIGH LIFETIME VALUE: TOP 5 CUSTOMERS

These are Rockbuster's highest revenue-generating customers, residing in the United States, Brazil, Philippines, and India, representing a high lifetime value base of our current customer portfolio

Name	Revenue Generated	City	Country
Karl S.	\$208.58	Cape Coral	United States
Marion S.	\$194.61	Santa Barbara d'Oeste	Brazil
Ana B.	\$167.67	Memphis	United States
Marcia D.	\$166.61	Tanza	Philippines
Mike A.	\$162.67	Valparai	India





RECOMMENDATIONS

Product Strategy

- ❑ Sustain inventory of top revenue-generating movie genres while planning to phase out the Thriller genre upon expiration of licensing agreements due to its significantly lower revenue potential compared to other genres, unless there are notable shifts in popularity trends for these genres.

Market Strategy

- ❑ Maintain niches in the top 10 countries to sustain revenue. Given that the rest of the world contributes to half of Rockbuster's revenue despite making up only 39% of our customer base, there's a significant opportunity to formulate market strategies aimed at expanding customer bases in these countries.

THANK YOU

Questions?

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