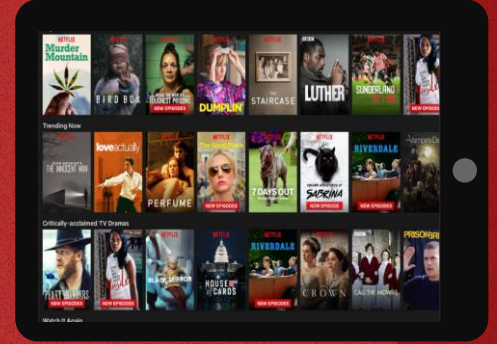
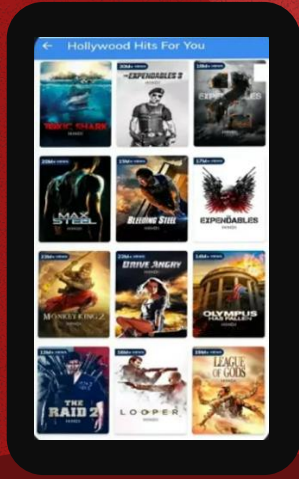


ROCKBUSTER STELTH LLC

2020 STRATEGY PLAN

Jessica Gatta

LAUNCHING ROCKBUSTER ONLINE VIDEO SERVICE



Rockbuster is transitioning from physical stores to online video rentals.

Objective: Present key insights to guide the 2020 launch strategy.

ROCKBUSTER GLOBAL OVERVIEW



599

TOTAL
CUSTOMERS



108

OF COUNTRIES
WITH CUSTOMERS

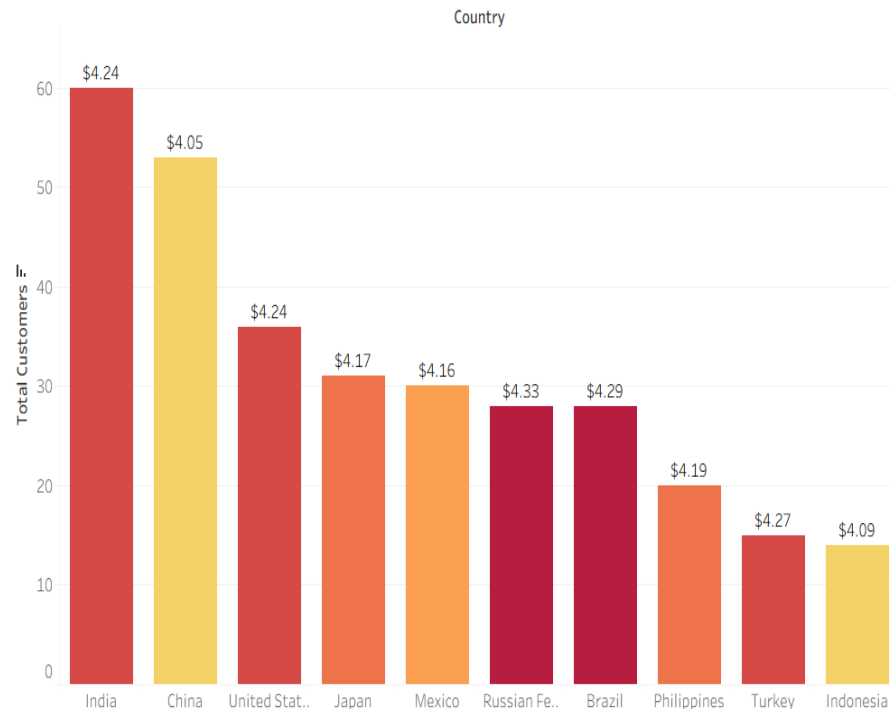


\$102

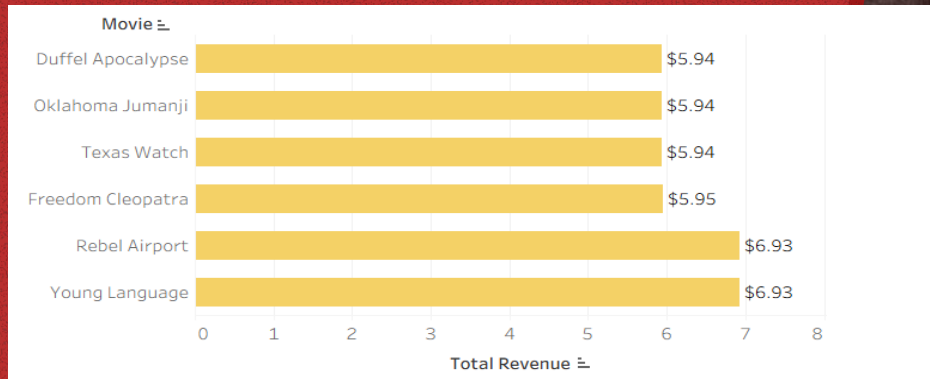
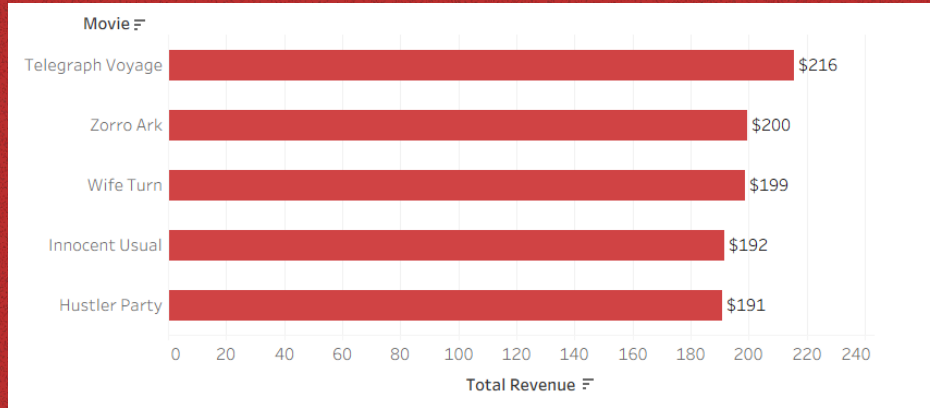
AVG REVENUE PER
CUSTOMER

This view shows the global footprint and average spending of Rockbuster customers. The bars indicates customers per country; darker colors show higher average revenue.

Big-Picture Summary: "Rockbuster Global Overview"



MOST & LEAST REVENUE-GENERATING MOVIES



These movies represent the extremes in revenue generation. Marketing and promotions can focus on the top-performing titles, while reviewing strategies for underperforming ones.

RENTAL DETAILS

FROM

\$0.99 TO \$4.99

AVG RENTAL PAY

\$2.98



RENTAL DURATION

FROM 3 TO 7 DAYS

AVG RENTAL DURATION

5 DAYS

AVERAGE RENTAL DURATION BY TOP 20 COUNTRIES

Average Rental Duration: "Average Rental Duration by Country"(Top 20)

Anguilla 5.4	Vietnam 5.2	French Polynesia 5.2	Senegal 5.2	Tuvalu 5.2	Dominican Republic 5.1
Faroe Islands 5.4	Yemen 5.2				
Sweden 5.4	Kazakistan 5.2	Ethiopia 5.1	Congo, The Democratic Republic of the 5.1	Greece 5.1	Bulgaria 5.1
Tunisia 5.3	Bangladesh 5.2	Sudan 5.1			
		North Korea 5.1	Angola 5.1	Cameroon 5.1	

Longer rental durations may indicate higher engagement. Countries with short average durations might need promotional or engagement strategies.

CUSTOMER GEOGRAPHY

KEY CLUSTER

INDIA – CHINA – USA

HIGH VALUE CUSTOMERS

GUIDING FOCUS FOR
PREMIUM STRATEGIES



Larger circles highlight markets with more customers, while deeper colors signal higher average revenue per customer. The combination allows us to identify not only where most customers are, but also where the most valuable ones are concentrated.



CUSTOMERS DRIVING THE MOST REVENUE

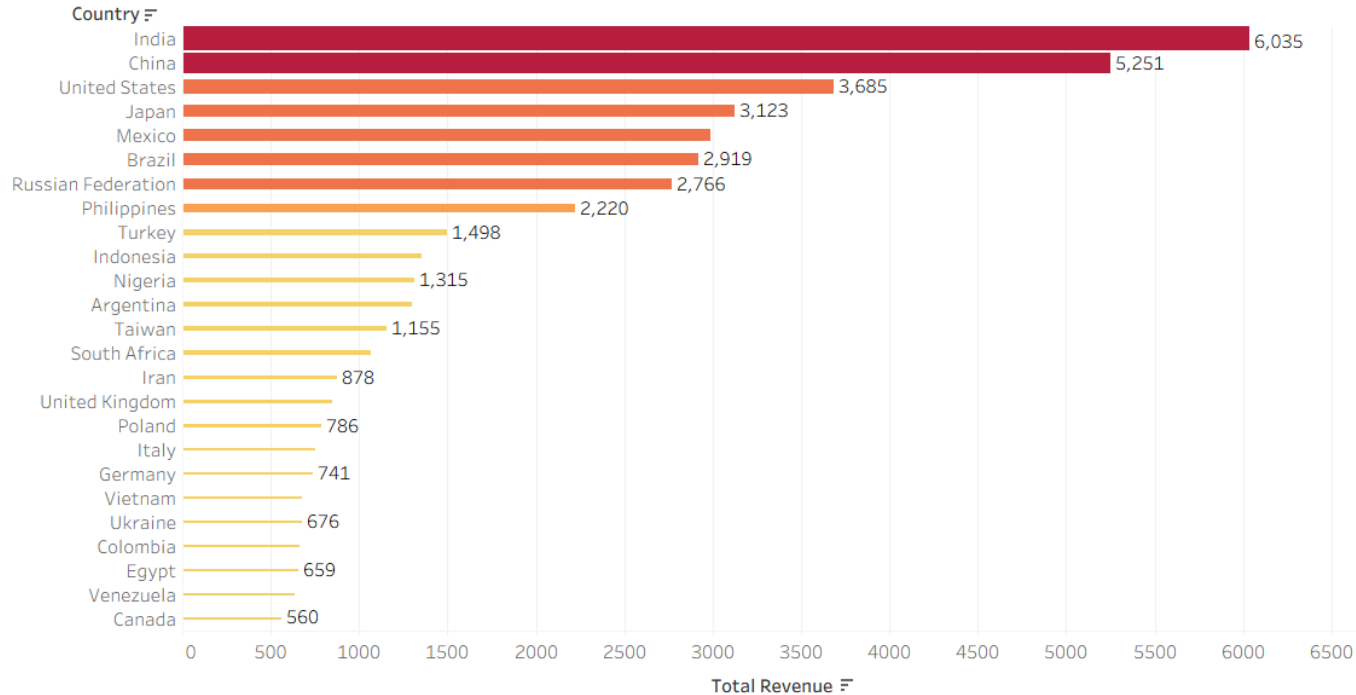


Customer Id	Country	
148	Runion	\$212
526	United States	\$209
178	Brazil	\$195
137	Netherlands	\$192
144	Belarus	\$190

Top 5 high-LTV customers and their locations.
Understanding their preferences can improve retention strategies

REVENUE ACROSS GEOGRAPHIC REGIONS

Regional Sales Comparison: *"Revenue Performance by Region" (Top 25)*



Highlight high-performing regions and identify underperforming areas for strategic focus. Regions with highest revenues are the focus for scaling services, while lower-performing regions may need targeted promotions

KEY MARKETS BY GENRE REVENUE

Genre	India	China	United S..	Japan	Mexico	Brazil	Russian ..	Philippin..	Turkey	Argentina
Animation	383.0	415.0	252.4	252.4	173.6	227.5	174.5	215.5	119.8	86.8
Comedy	344.3	333.2	258.5	223.6	142.7	183.6	159.6	155.7	108.8	60.9
Drama	405.1	363.1	288.4	259.4	233.5	150.5	145.7	126.7	143.7	87.8
Sci-Fi	395.1	311.3	247.4	233.4	251.4	227.4	214.6	124.7	90.7	106.8
Sports	460.0	410.2	312.3	227.5	269.4	264.5	160.7	167.6	105.8	126.8

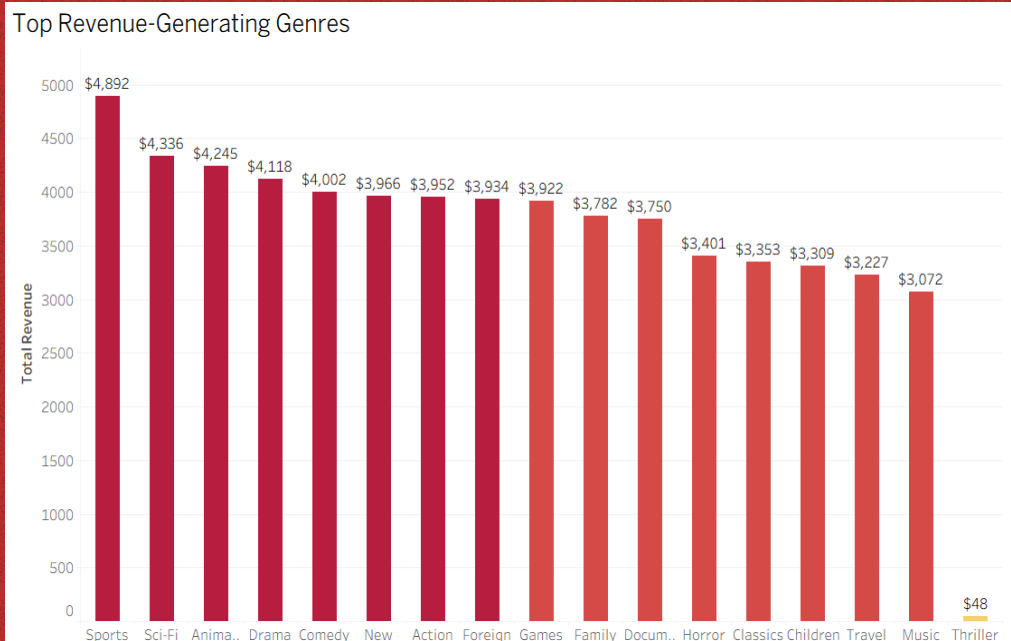
TOP 5 GENRES AND THEIR REVENUE IN THE TOP 10 COUNTRIES.

Marketing can focus on promoting popular genres in high-performing countries

REVENUE BY GENRE & REVENUE BY MOVIE RATING

Total revenue per genre

These genres contribute most to overall revenue.
Strategic investments in these genres may yield higher returns



Revenue breakdown by rating
Understanding revenue by rating helps target content for different audience segments



STRATEGY

FOCUS MARKETING ON TOP COUNTRIES

**PRIORITIZE REGIONS WITH
THE MOST CUSTOMERS AND
HIGHEST AVERAGE
REVENUE.**

INVEST IN TOP GENRES & MOVIES

**PROMOTE POPULAR
CONTENT TO MAXIMIZE
ENGAGEMENT AND
REVENUE.**

BOOST UNDERPERFORMING REGIONS

**APPLY TARGETED
CAMPAIGNS TO INCREASE
MARKET SHARE.**

LEVERAGE RATINGS INSIGHTS

ADJUST PRICING OR
PROMOTIONS BASED ON
CUSTOMER RATING
TRENDS.

OPTIMIZE PRICING STRATEGIES

USE DATA ON RENTAL
PATTERNS AND HIGH-
VALUE CUSTOMERS TO
SET PRICES
EFFECTIVELY.

TAILOR PROMOTIONS BY REGION

CUSTOMIZE OFFERS TO
REGIONAL TRENDS AND
HIGH-VALUE CUSTOMER
SEGMENTS.



TABLEAU LINK

https://public.tableau.com/app/profile/jessica.gatta/viz/3_10Task-Visualization-JessicaGatta/Total_Customer_Top_10

THANKS!

Do you have any questions?

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JESSICA GATTA

