



# RockBuster Stealth 2020 strategy

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# Introduction

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



# Key Questions



- 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?

# Business Overview

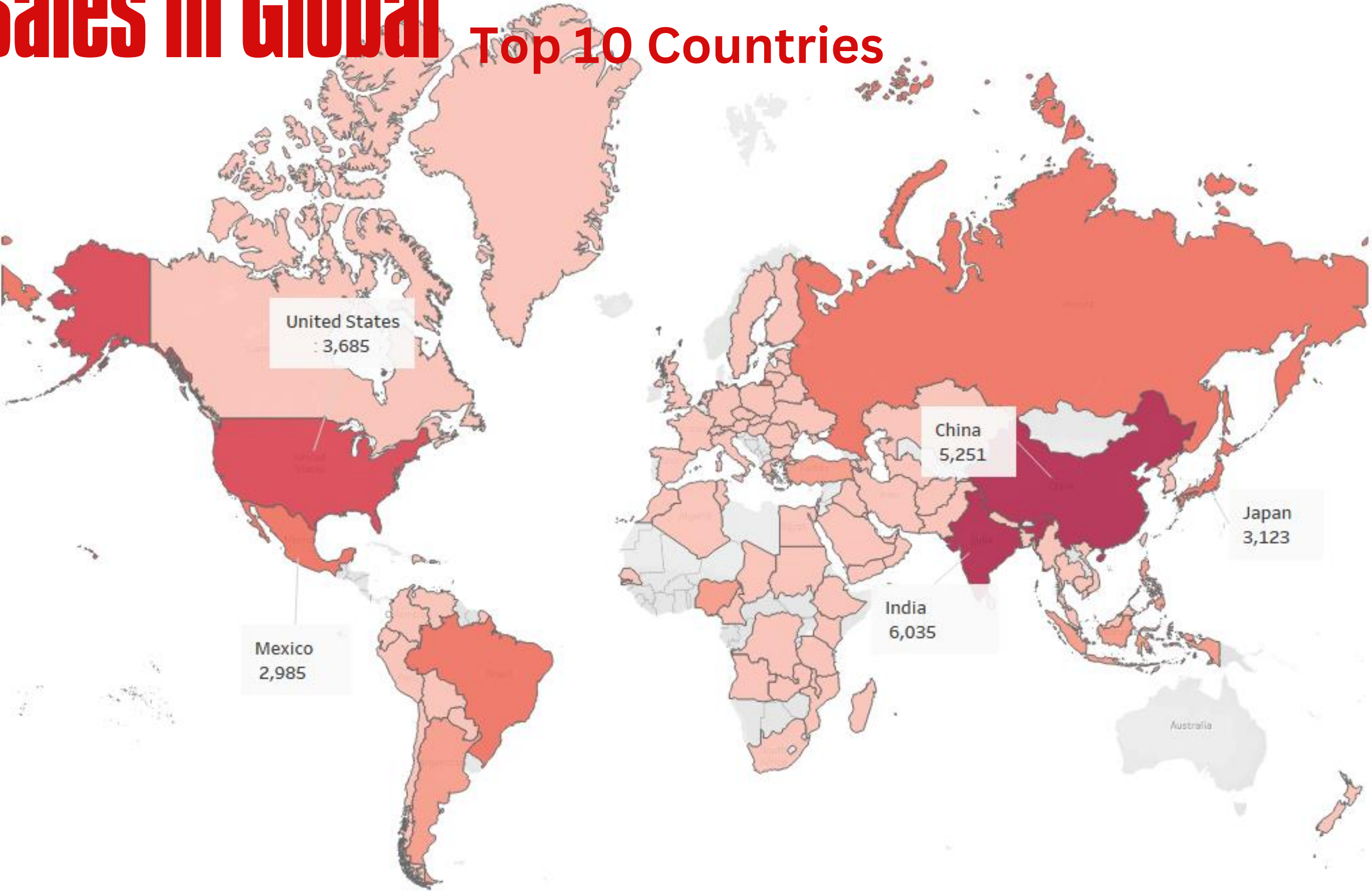
**RockBuster has** 1,000 films  
599 Customers in  
109 Countries within  
597 Cities,  
\$ 61312.04 revenue (in 2007)

**films** Rental Duration is **Avg. 5 days**,  
1 title made **Avg. \$64** by 15 times rented  
Rental Rates are between **\$0.99 and \$4.99**  
Most films are **PG-13 rate (\*PG-13 : parental guidance for children under 13)**



# Sales in Global

## Top 10 Countries



	country
1	India
2	China
3	USA
4	Japan
5	Mexico
6	Brazil
7	Russia
8	Philippines
9	Turkey
10	Indonesia

# Sales in Global

## Top 10 Countries

The Total Revenue in 2007 was \$61,312.04 from 109 country, 597 cities.

- On Average, 1 country generate \$562 revenue.
- Top 5 counties take 34% of sales
- Top 10 countries take 52 % of sales
- 94 countries have under 10 customers
- 595 cities have only 1 customer
  - except Aurora (USA) and London (UK)

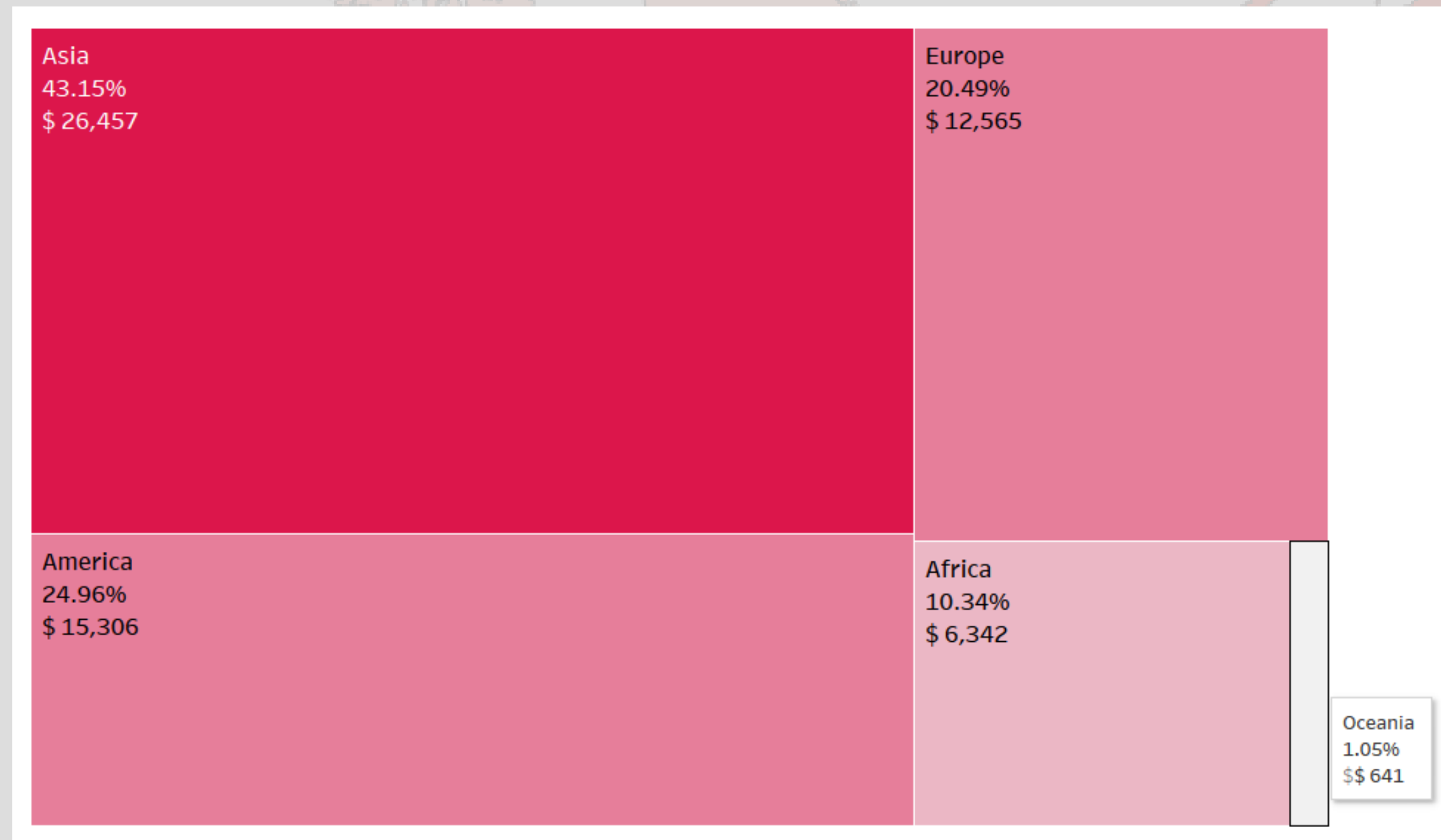
\*\*\* Rockbuster already present globally, but not strong

\*\*\* Focusing on strong market (e.g. Top 10 countries)

	country	total_payment	customer_count
1	India	\$ 6034.78	60
2	China	\$ 5251.03	53
3	USA	\$ 3685.31	36
4	Japan	\$ 3122.51	31
5	Mexico	\$ 2984.82	30
6	Brazil	\$ 2919.19	28
7	Russia	\$ 2765.62	28
8	Philippines	\$ 2219.7	20
9	Turkey	\$ 1498.49	15
10	Indonesia	\$ 1352.69	14

# Sales in Global

## Top 10 Countries

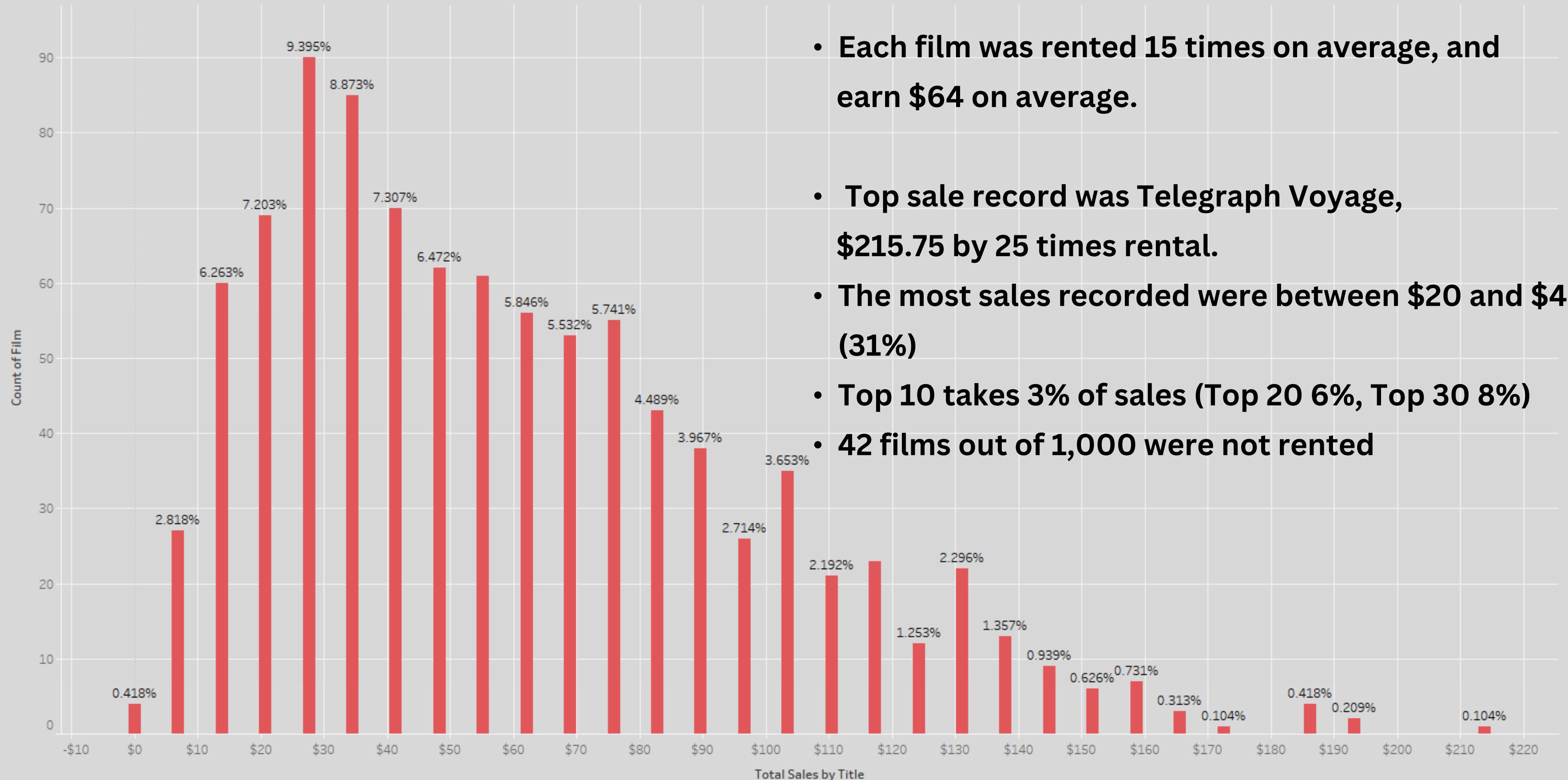


- Most sales comes from Asia(43%) and America (25%)

\*\*\* Rockbuster already present globally, but not strong

\*\*\* Focusing on strong market (e.g. Top 10 countries), **Especially in Asia and America**

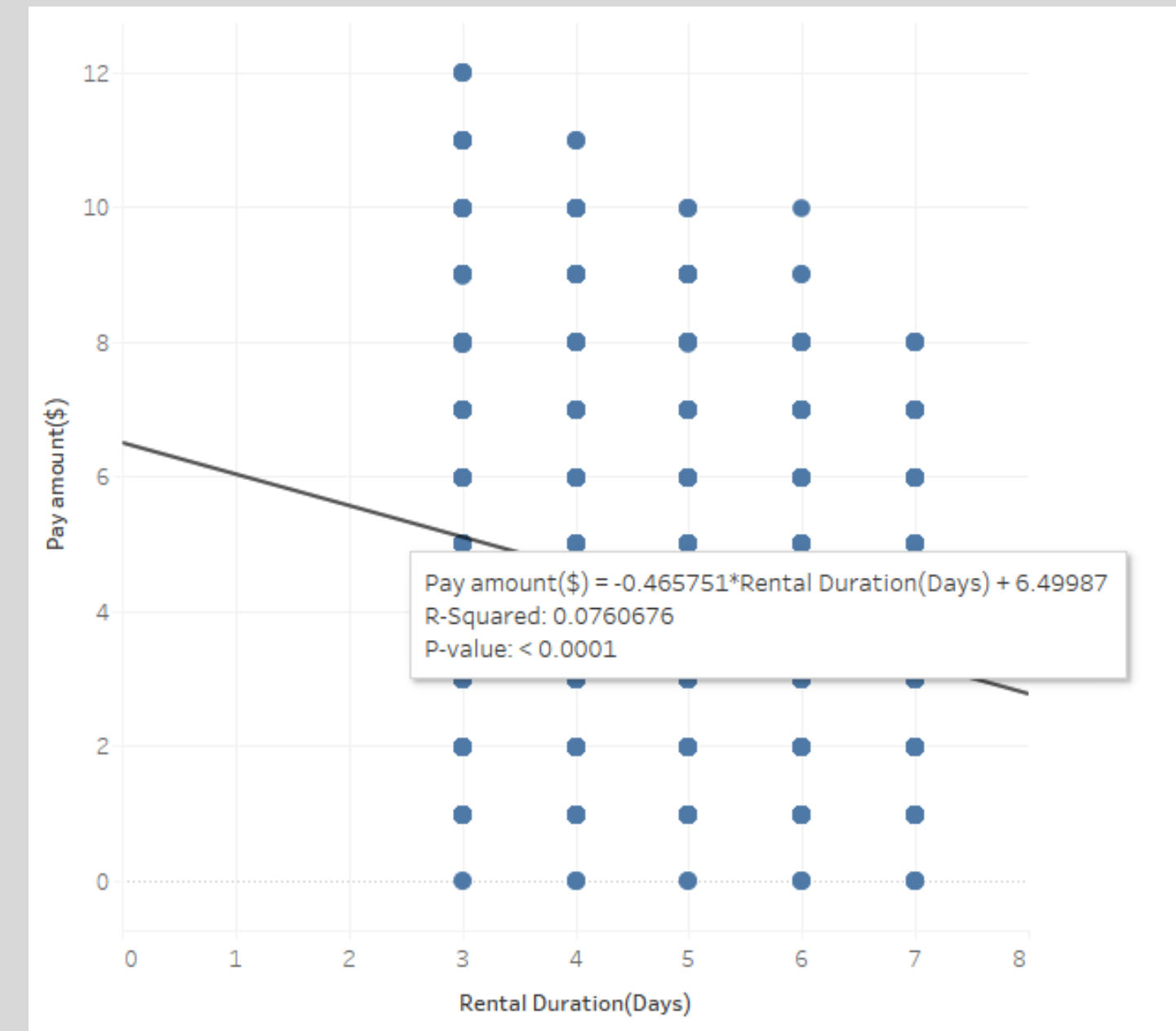
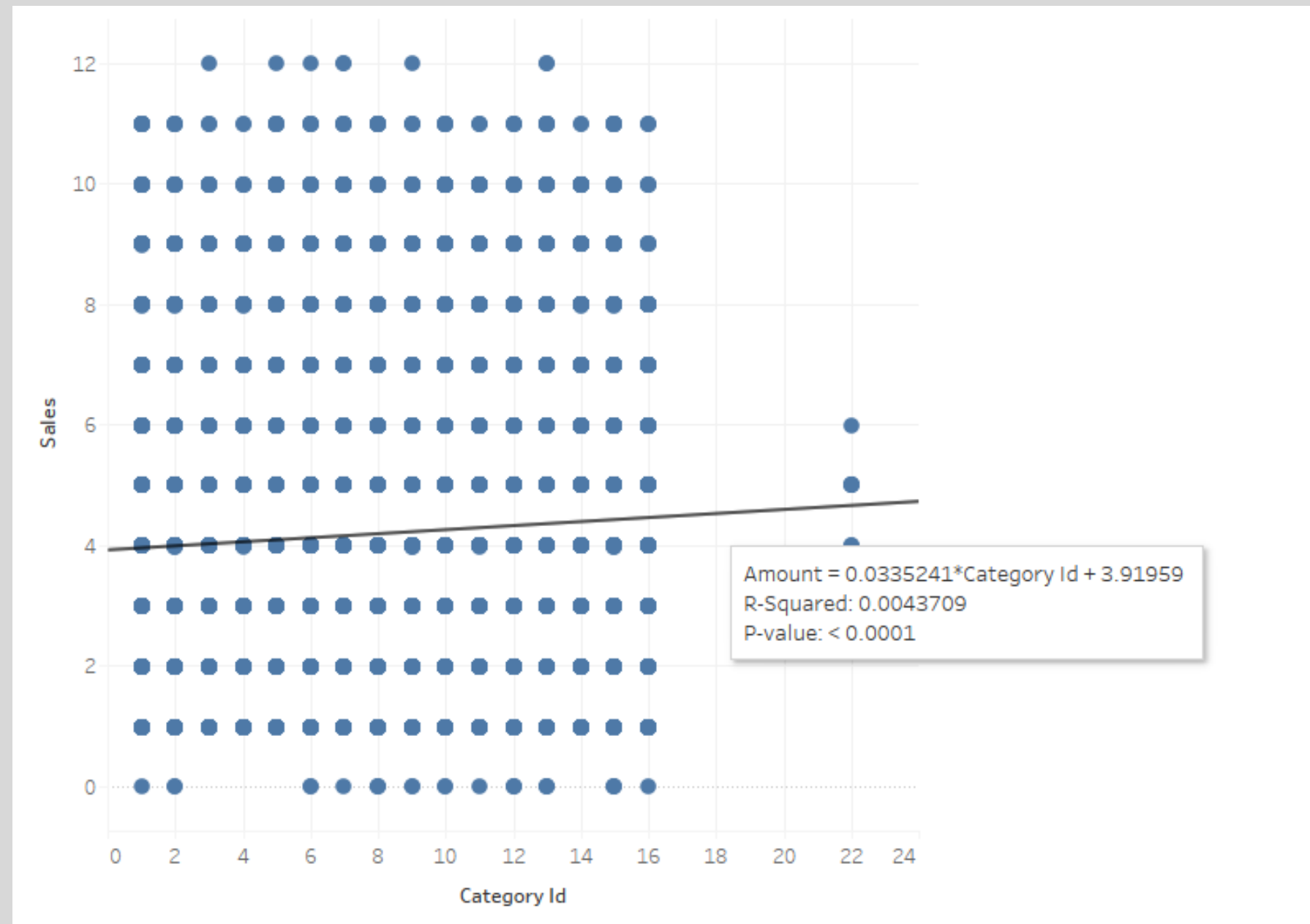
# Sales by film





# Category & Rental Duration

Scatter plots were used to examine the relationship between rental duration and film category with sales. Although both models show statistically significant results, the relatively low R2 values, below 0.1, suggest that **rental duration and film category provide only limited explanation for the variability in sales.**

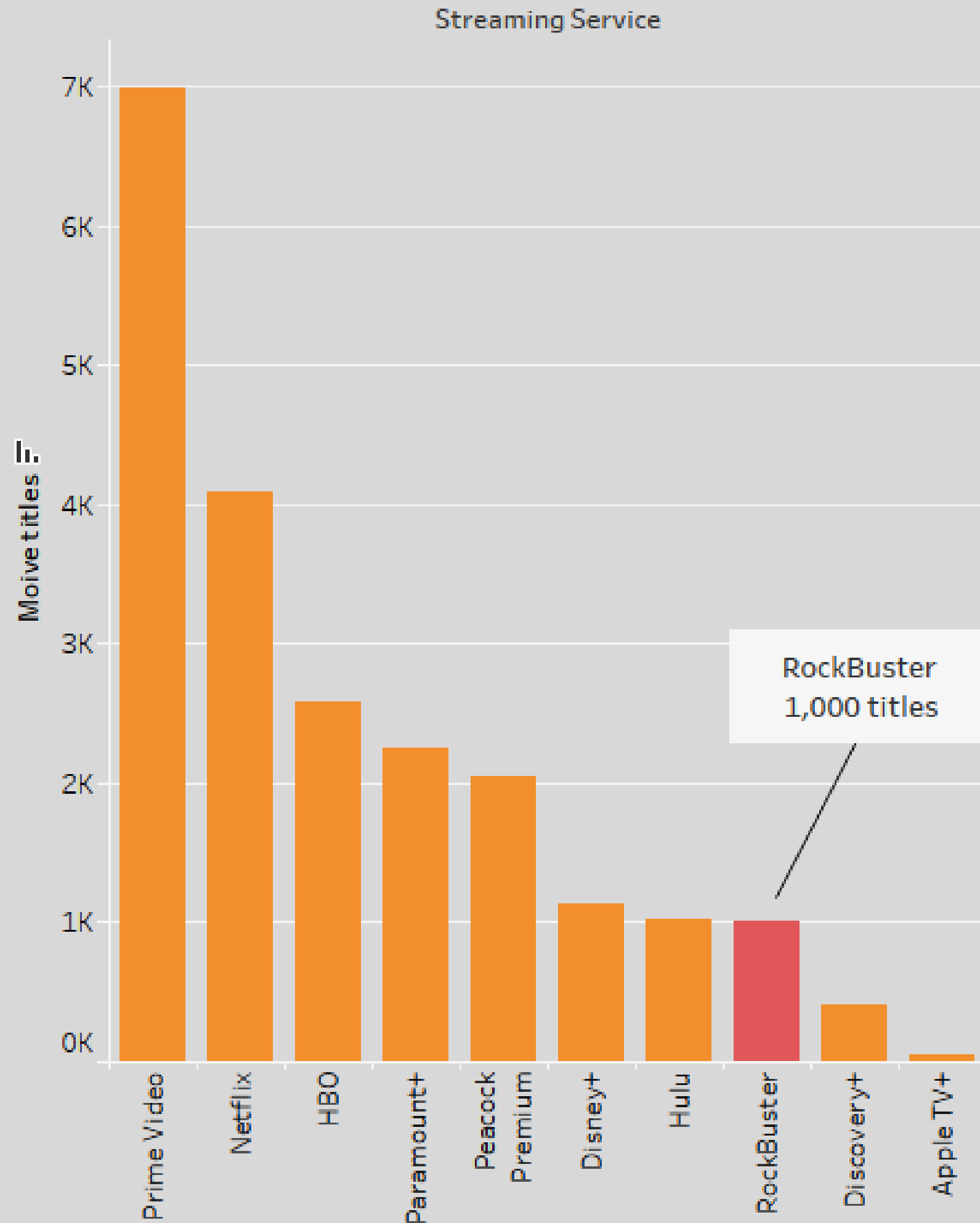


# Streaming Service Market

In the streaming service market,  
Prime Video has the largest film library (6,985)

But, some major services like Disney+, Huhu have  
around 1,000 titles like Rockbuster, and  
Discovery+ and Apple TV+ have much less.

- Rockbuster's expansion to streaming service  
could have an opportunity.





# Recomendations

**Asis market 43% of sales    1 more customer in each city    1,000+ Titles**

In the process of transitioning the business to a streaming service, it is crucial to understand the existing market and revenue structure. After analyzing the company's sales from various perspectives, the following recommendations are proposed:

- **Focus on the Asian Market:** Asia constitutes 43% of the company's revenue, with India, China, and Japan being among the top 5 countries. These nations are particularly significant, making Asia a pivotal region for the company.
- **Marketing through Existing Customers:** The company has already expanded its presence to 597 cities worldwide, yet each city has only one customer. The transition to a streaming service enhances accessibility for customers. By leveraging marketing strategies targeting existing customers, introducing just one additional customer per city would result in a 100% growth for the company.
- **Continued Expansion of Title Library:** The company currently holds a library of 1,000 titles. While this number may seem modest compared to leaders in the streaming service market, it is sufficiently competitive. However, as observed in the film sales histogram, a substantial number of titles contribute significantly to revenue. Therefore, a continual expansion of the title library is recommended.





# Limitations

Database is not updated or incorrect

- Every records of film released year are 2006.
- The rental date and the payment date are not matched (all rental dates are 2005 / all payments are 2007)
- There are only 2 stores and 2 employees around the world.



The visualizations Link

[https://public.tableau.com/app/profile/jinwoo.chung/viz/rockbuster\\_totalpayment/TotalPaymentbyCountry?publish=yes](https://public.tableau.com/app/profile/jinwoo.chung/viz/rockbuster_totalpayment/TotalPaymentbyCountry?publish=yes)