

ROCKBUSTER STEALTH

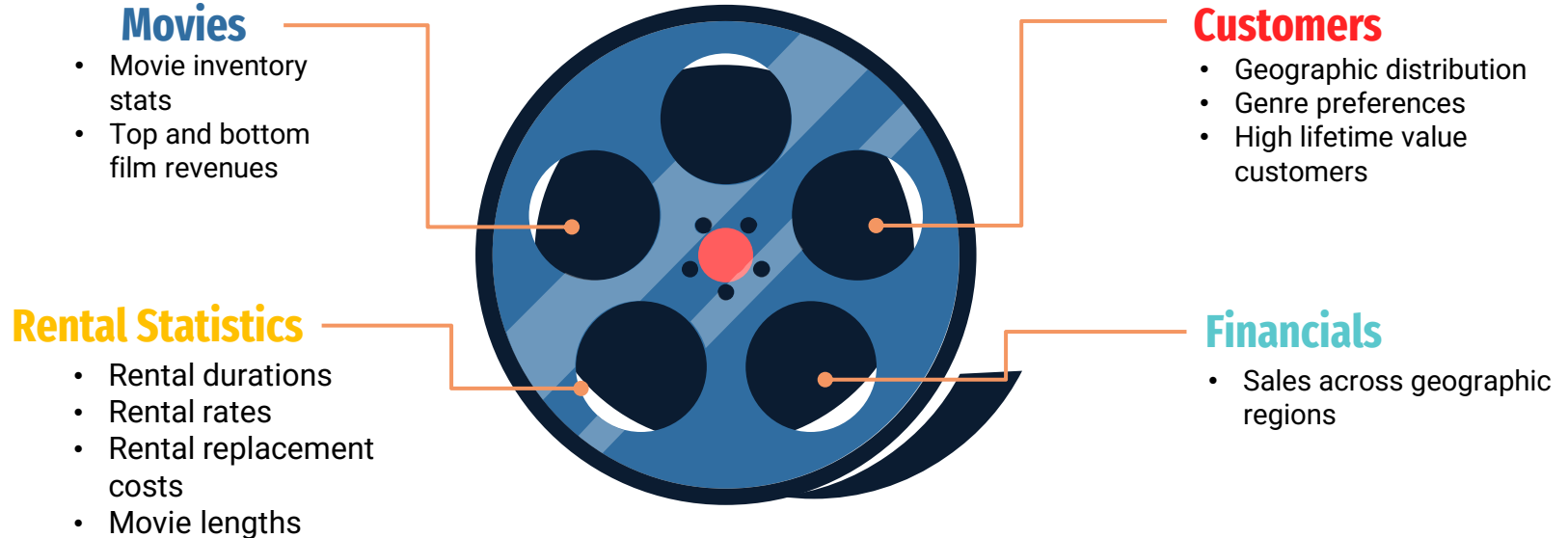
Business Strategy Analysis



Objective

Develop a strategy to remain competitive with online streaming services by launching an online video rental service.

Topics of Analysis



Movie Inventory Fact Sheet

Movie Inventory:

1,000 titles

Movie Languages:

English only

Movie Ratings:

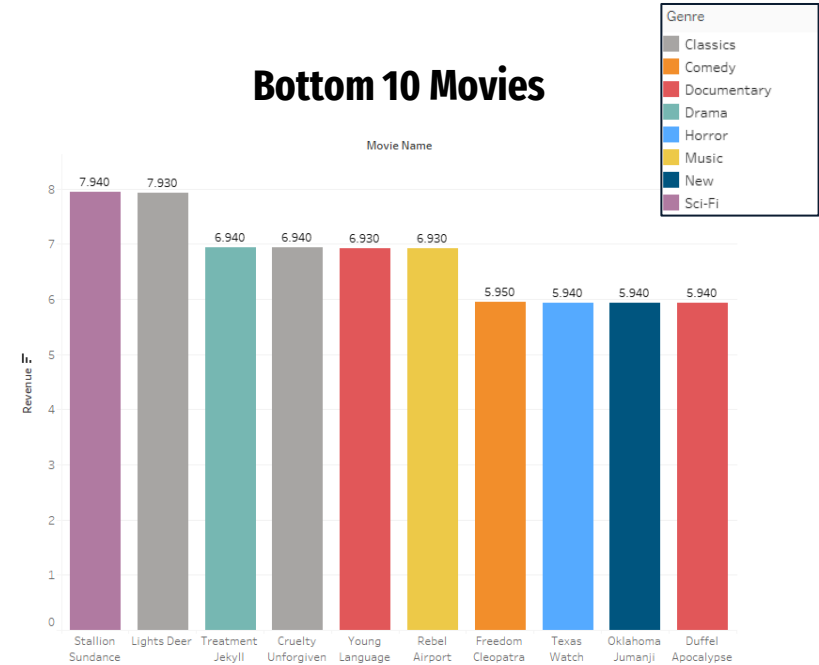
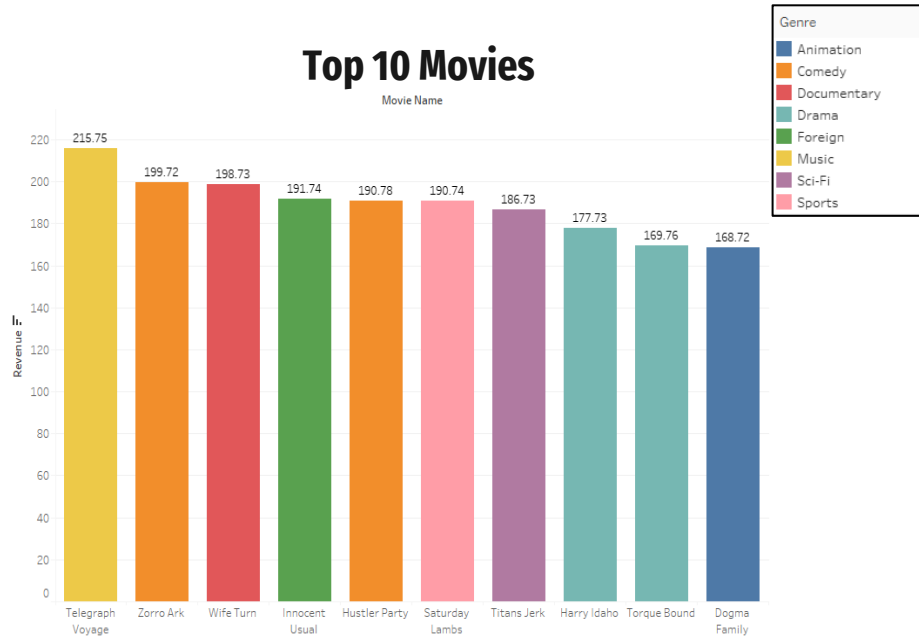
Rating	Count
G	178
PG	194
PG-13	223
R	195
NC-17	210

Genre Types:

Genre	Count
Thriller	1
Music	51
Horror	56
Classics	57
Travel	57
Comedy	58
Children	60
Games	61
Sci-Fi	61
Drama	62
New	63
Action	64
Animation	66
Family	68
Documentary	68
Foreign	73
Sports	74



Top and Bottom Movie Rentals by Revenue



Genre does not appear to affect which movies fall into the top and bottom movies.

Rental Summary Statistics



Rental Duration

Minimum	3 days
Maximum	7 days
Average	5 days



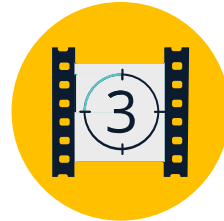
Rental Rate

Minimum	\$0.99
Maximum	\$4.99
Average	\$2.98



Movie Length

Minimum	46 minutes
Maximum	185 minutes
Average	115 minutes



Replacement Cost

Minimum	\$9.99
Maximum	\$29.99
Average	\$19.98

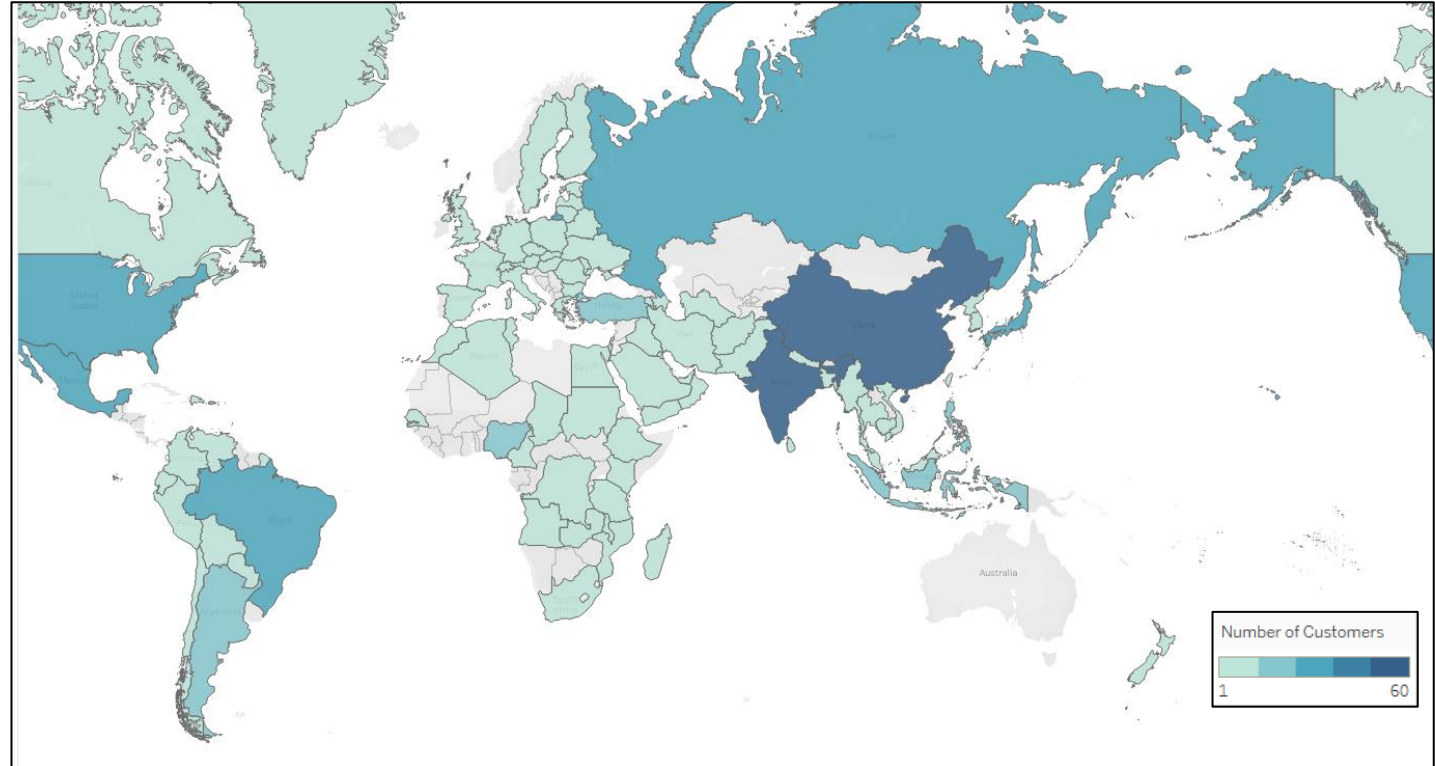
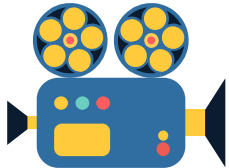
Geographic Distribution

Which countries are Rockbuster customers based in?

Top 10 Countries by Number of Customers

country	number of customers
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

There are **599** customers across **108** countries

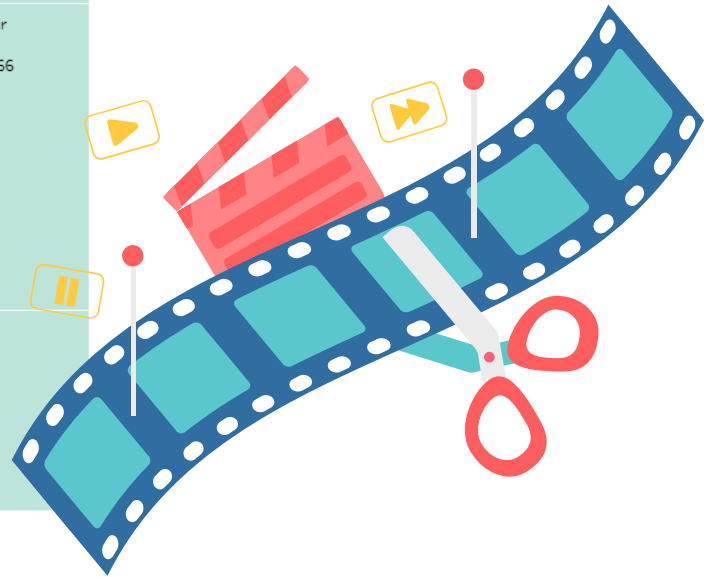


High Lifetime Value Customers

Top 20 Cities - Revenues and Number of Rentals

Saint-Denis Reunion \$211.55 45	Molodetno Belarus \$189.60 40	Richmond Hill Canada \$167.62 38	Tanza Philippines \$166.61 39	Valparai India \$162.67 33	Santa Rosa Philippines \$161.68 32
Cape Coral United States \$208.58 42	Qomsheh Iran \$183.63 37	Aurora United States \$159.58 42	Tanauan Philippines \$156.66 34	Halisahar India \$154.70 30	Bijapur India \$154.66 34
Santa Brbara dOeste Brazil \$194.61 39	London United Kingdom \$174.54 46	Ourense (Orense) Spain \$158.65 35	Usolje-Sibirskoje Russian Federation \$152.69 31	Probolinggo Indonesia \$152.68 32	
Apeldoorn Netherlands \$191.62 38	Memphis United States \$167.67 33	Hodeida Yemen \$157.69 31			

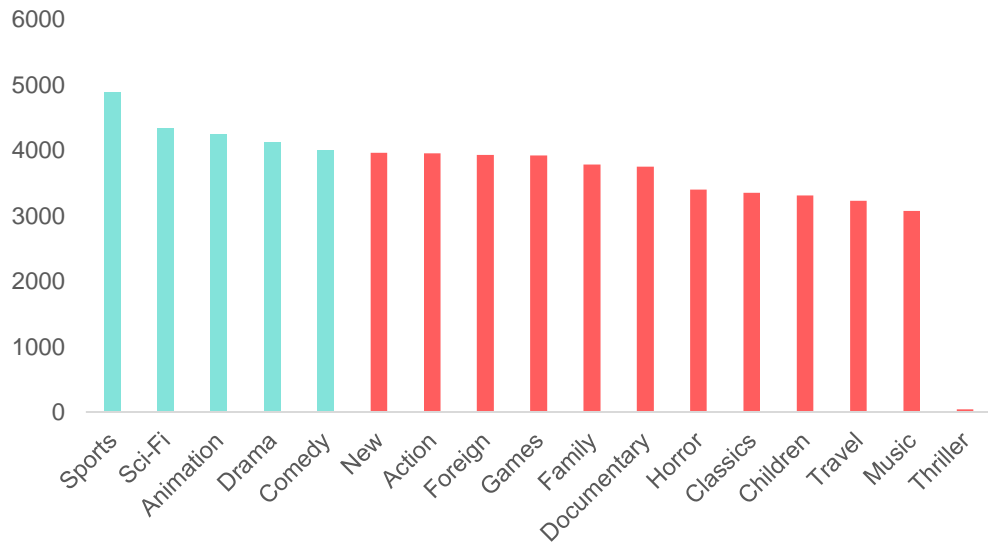
The majority of our best customers are located outside of the top 10 countries



Genre Preferences

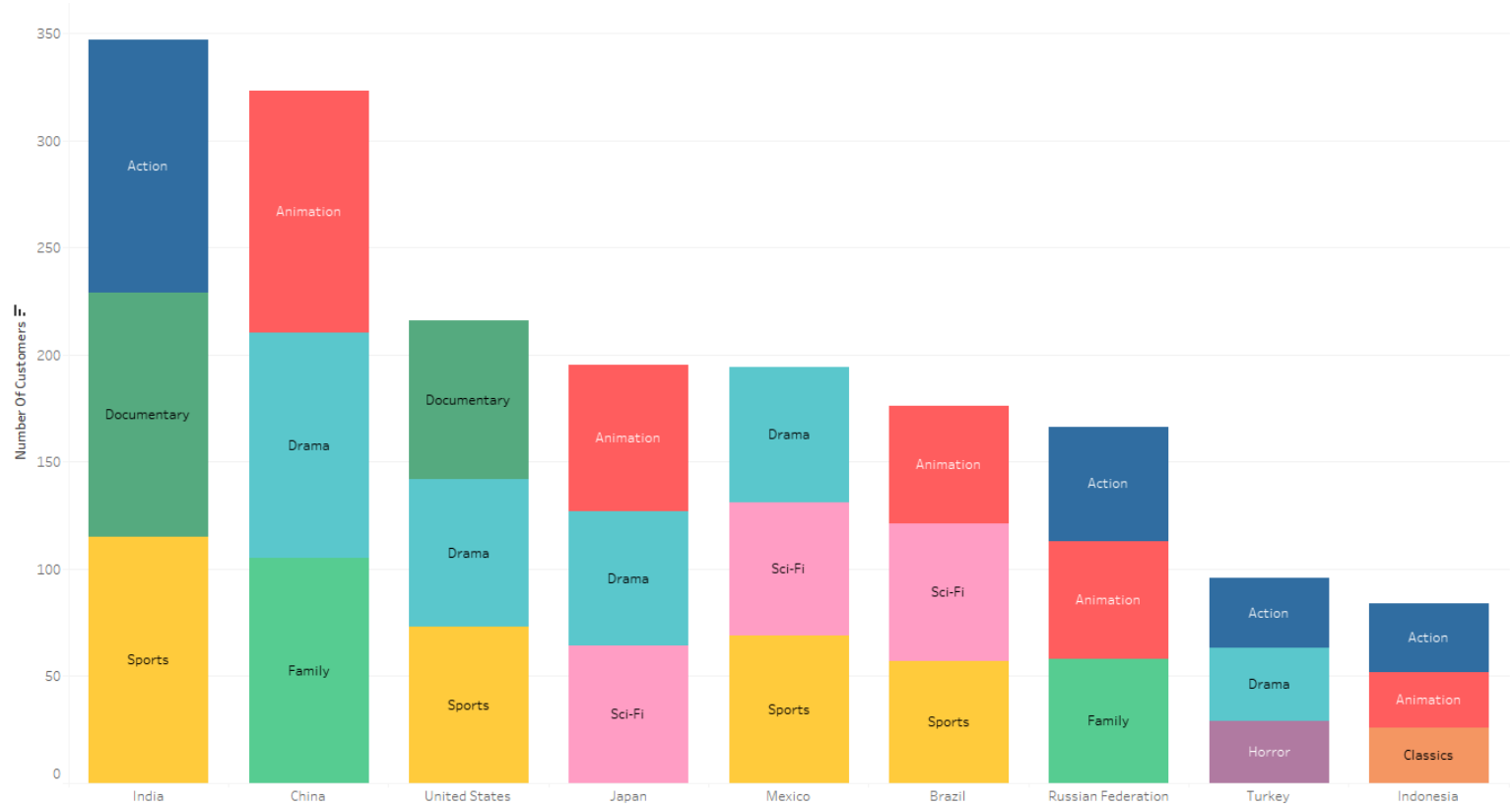
Which genres are the most popular overall?

Revenue by Genre

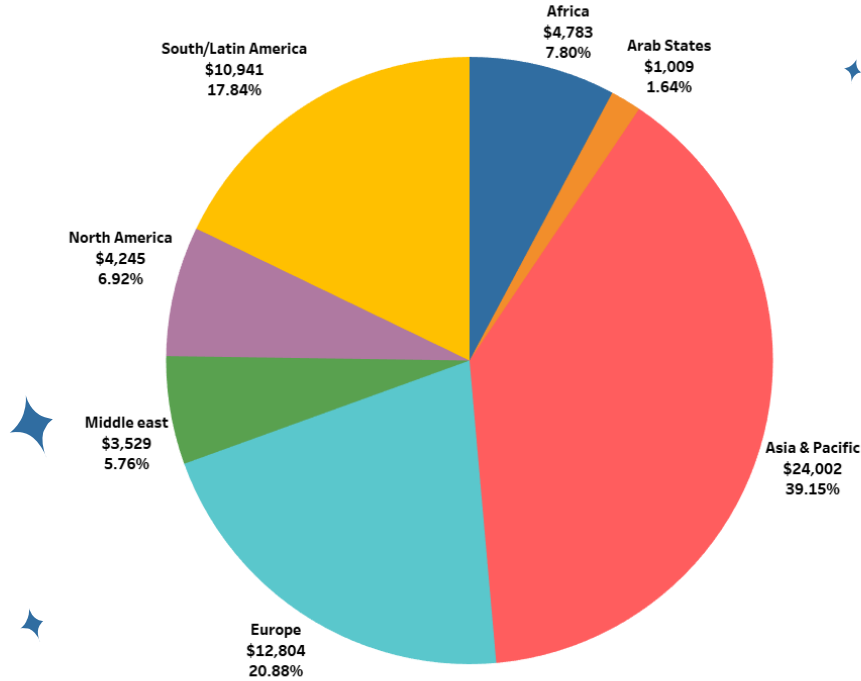


Genre Preferences in the Top 10 Countries

Each country is unique in their go-to movie genres



Revenue by Geographic Region



Asia & Pacific, Europe, and South/Latin America are our top sales regions

Summary



1

The top 5 movies include **Telegraph Voyage, Zorro Ark, Wife Turn,** and **Innocent Usual**. There is no consistency in genre across top and bottom movies.

2

The average rental duration is **5 days**.

3

We have 599 customers across 108 countries, but the top 5 countries with the largest customer base are **India, China, the US, Japan,** and **Mexico**.

4

The top grossing genres worldwide are **Sports, Sci-Fi, Animation, Drama,** and **Comedy**, however there are variances in preferences in each country.

5

We have many **loyal customers** that **do not** reside within the top 10 countries but contribute significantly to our revenue stream.

Recommendations

Movies

Conduct further analysis into the cause of popularity and revenue generation of the top 10 movies

Genres

While the top genres are Sports, Sci-Fi, Animation, Drama, and Comedy, consider marketing specific genres within each country

Geographic Markets

Conduct further analysis to determine marketing strategies to grow revenues outside of Asia and the Pacific alone.

Customers

Consider implementing a loyalty program to encourage and reward our best customers

