

Rockbusters Stealth LLC Marketing Strategy (2023)

CareerFoundry 3.10

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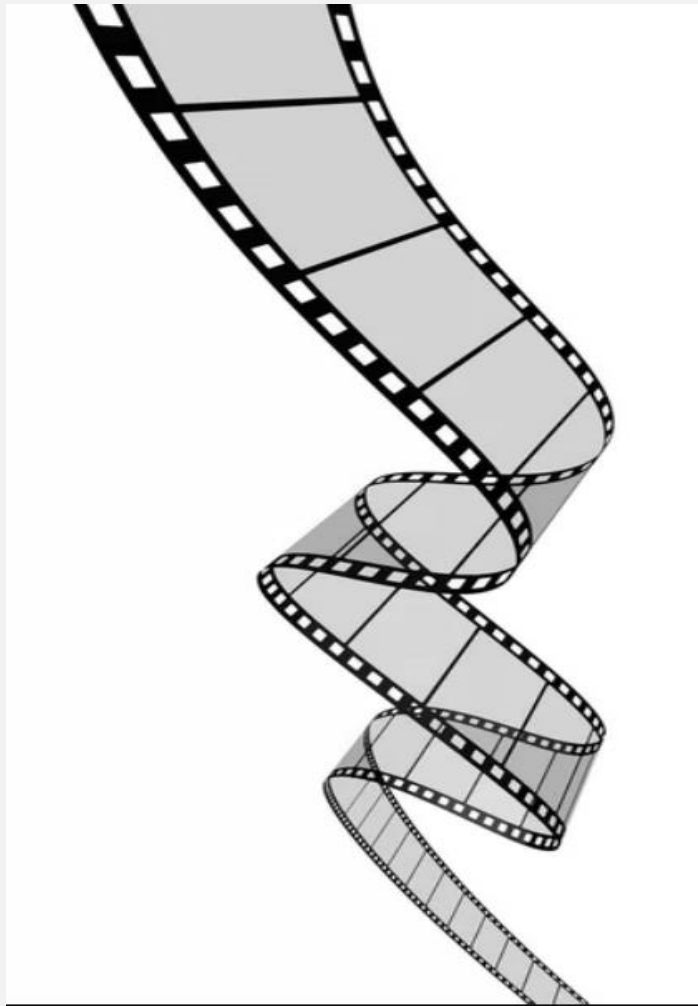
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From In-Person to Streaming...

- Since the early 2000's streaming services have only grown in popularity. With **Netflix** launching in 2007, **Hulu** in 2010, and more recently **Disney+**, it has been long since the days of families bickering over which flick to watch at DVD rental stores.
- In today's age of technology, a majority of entertainment services are now leaning towards the ease of watching on-demand movies, tv-shows, live sports and even playing games.
- With interest being focused on Marketing Strategy, today we will discuss:
 - WHAT is Rockbusters highest grossing films and genres within the inventory?
 - WHO are Rockbusters highest paying customers?
 - WHERE is Rockbusters market?

But First.....Averages!



Taking a quick look into averages within the database:

Average rental duration = 5 days

Average rental_rate per film = \$2.98

Average length of film = 115 min (1hr 45min)

Average MPAA rating of films = PG-13

What's Popular?

Out of the 1000 films in Rockbusters inventory, let's take a deeper look into:

- ❑ Highest earning Titles
- ❑ Highest earning Genres



Highest Earning Movie Titles

From the data we can see the most popular Movie Titles (based off the amount they earned) are:

-Telegraph Voyage

-Zorro Ark

-Wife Turn

-Innocent Usual

-Hustler Party

-Saturday Lambs

-Titans Jerk

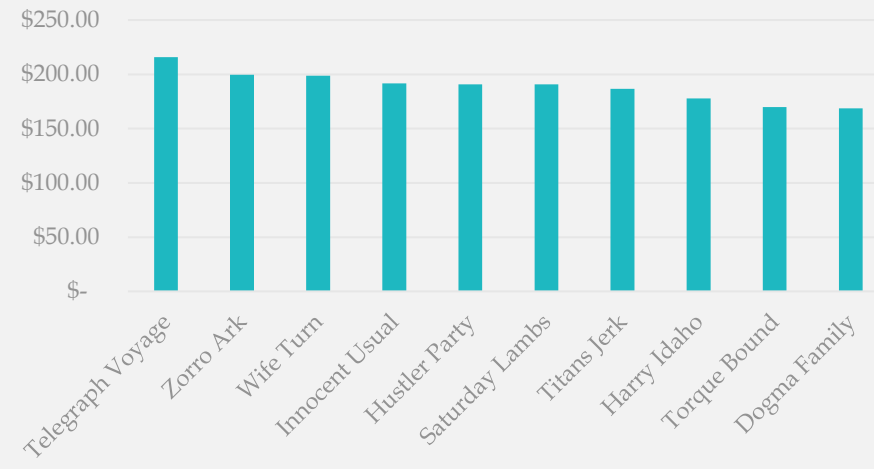
-Harry Idaho

-Torque Bound

-Dogma Family

Movie Title	Total Amount Earned (\$)
Telegraph Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Usual	\$191.74
Hustler Party	\$190.78
Saturday Lambs	\$190.74
Titans Jerk	\$186.73
Harry Idaho	\$177.73
Torque Bound	\$169.76
Dogma Family	\$168.72

Total Earned By Title



Highest Earning Movie Genres

Movie Genre	Total Amount Earned (\$)
Sports	\$1571.97
New	\$1526.17
Sci-Fi	\$1426.61
Animation	\$1423.85
Horror	\$1271.28
Comedy	\$1246.88
Documentary	\$1211.5
Travel	\$1172.96
Drama	\$1157.44



From the data we can see that most popular genres (based off the amount they earned) are:

-Sports

-New

-Sci-Fi

-Animation

-Horror

-Comedy

-Documentary

-Travel

Locating A Viable Market

With 599 active customers, let's dive deeper into:

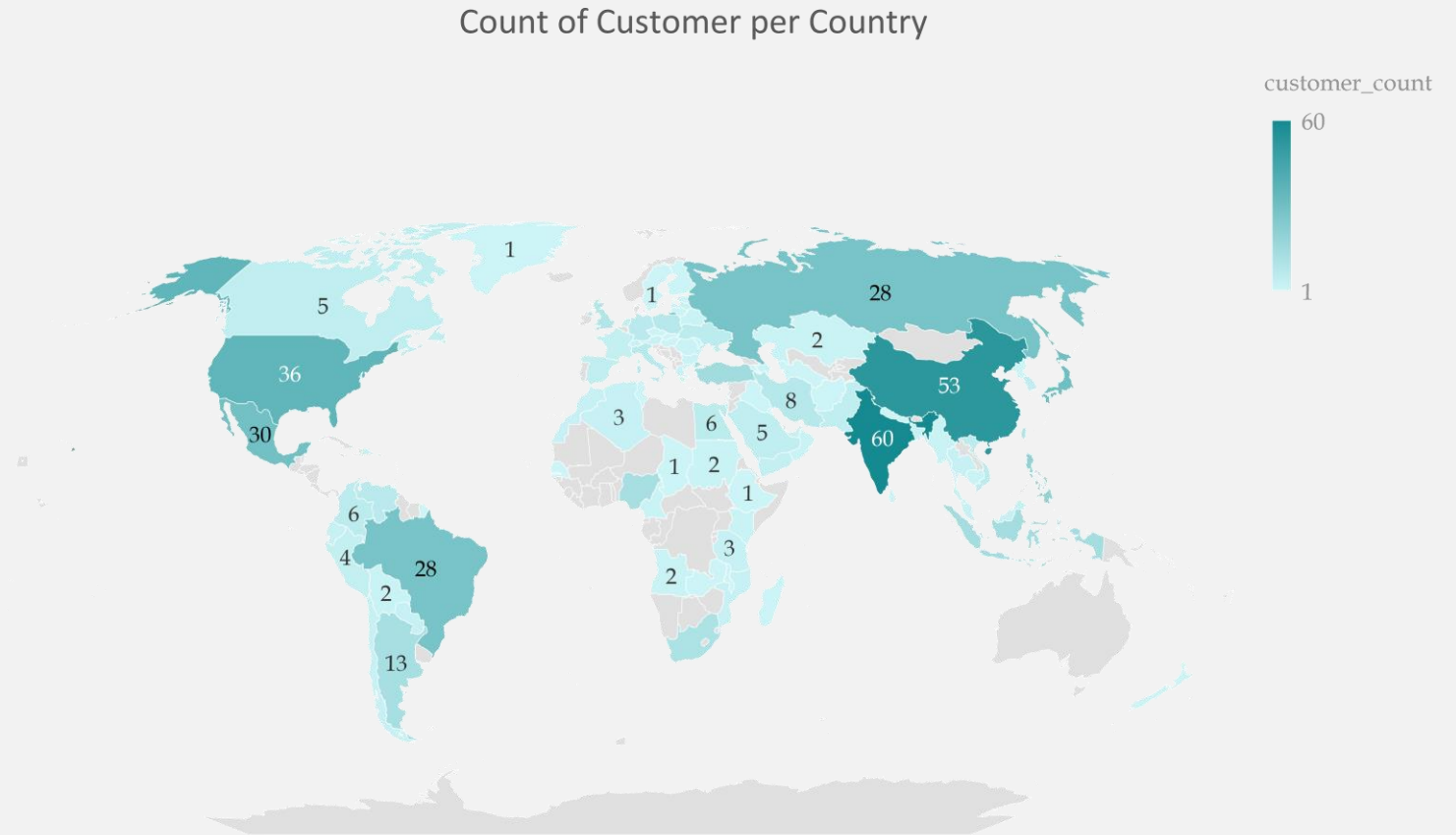
- ☐ Where are customers located?
- ☐ Who is Rockbusters top-paying customers?



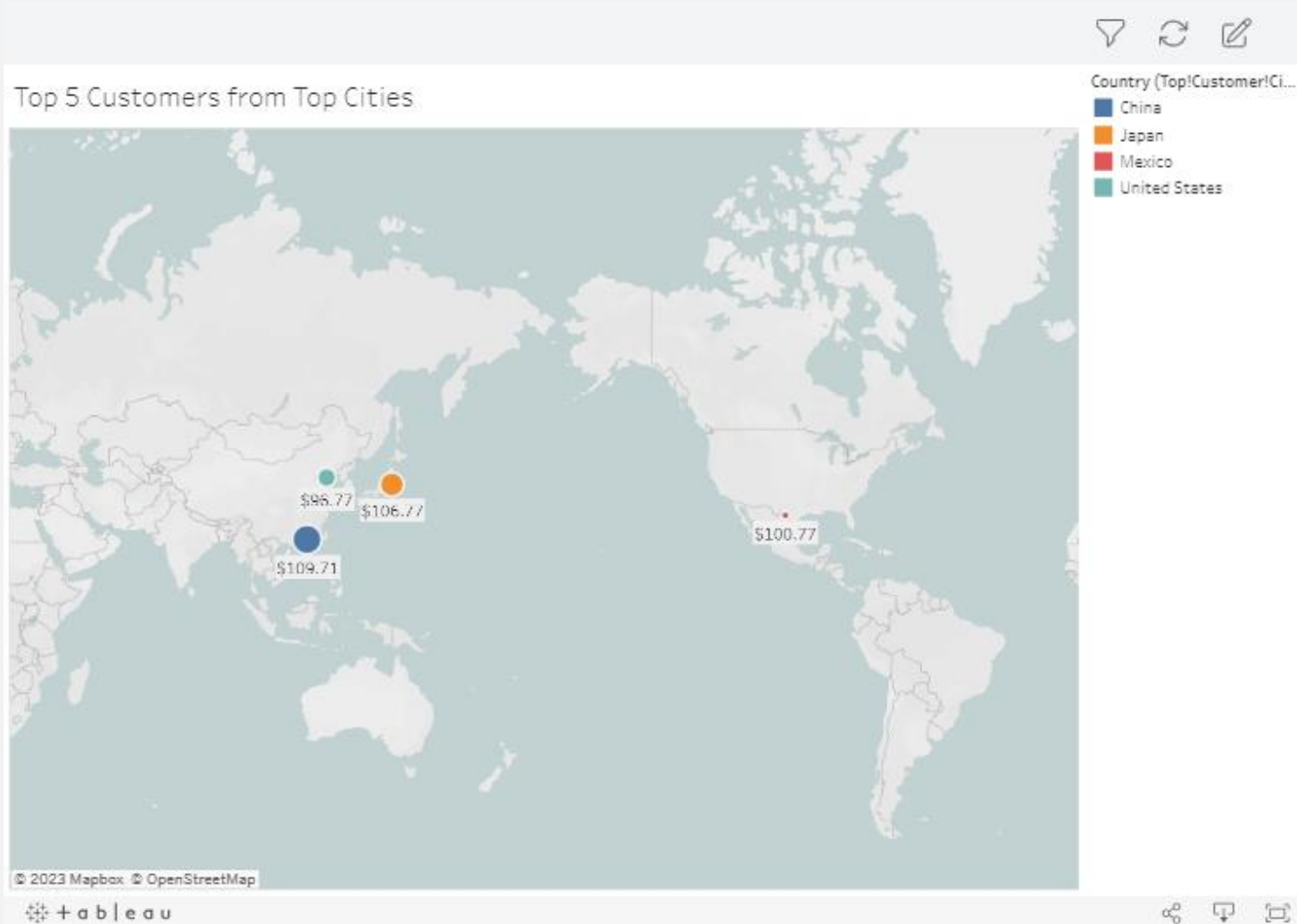
Customer Count: Countries

As we can see in the map on the right, Rockbusters customer base is scattered around the world, with **Top 10 Countries** being:

1. *India* -60 customers-
2. *China* -53 customers-
3. *United States* -36 customers-
4. *Japan* -31 customers-
5. *Mexico* -30 customers-
6. *Brazil* -28 customers-
7. *Russian Federation* -28 customers-
8. *Philippines* -20 customers-
9. *Turkey* -15 customers-
10. *Indonesia* -14 customers-



Top 5 Customers: Top 10 Cities



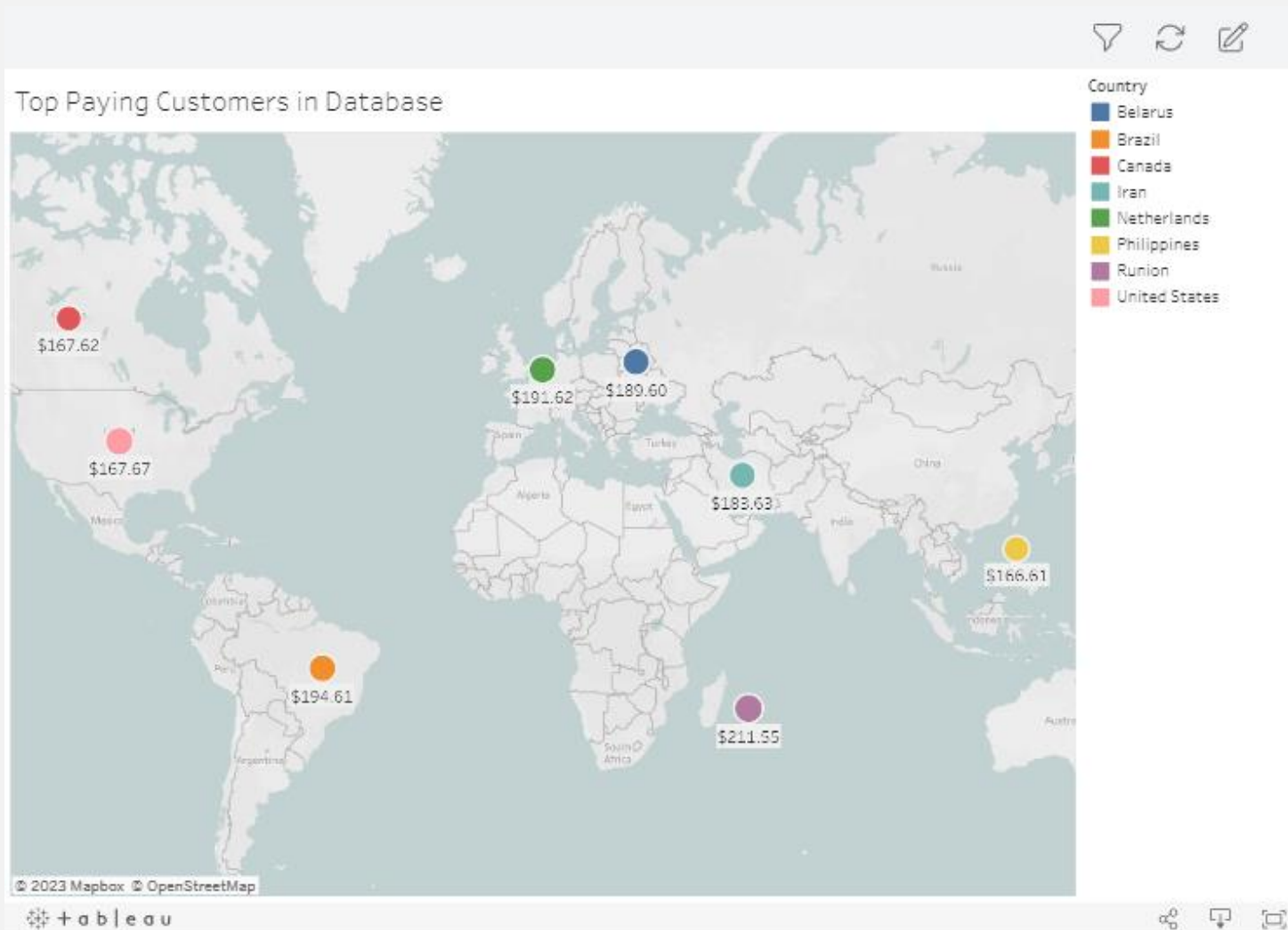
First Name	Country	City	Total Paid
Kyle	China	Shanwei	\$109.71
Marlene	Japan	Iwaki	\$106.77
Glen	Mexico	Acua	\$100.77
Clinton	United States	Aurora	\$98.76
Betty	United States	Citrus Heights	\$96.77

Diving a little deeper into the data we can see that of the *Top 10 Cities* **within** our *Top 10 Countries* Rockbusters has highly active customers (Top 5 being listed above)

With “*Total Paid*” ranging from **\$96.77** all the way to **\$109.71**

Last name redacted for privacy

Highest Paying Customers



First Name	Country	Total Paid
Eleanor	Runion	\$211.55
Karl	United States	\$208.58
Marion	Brazil	\$194.61
Rhonda	Netherlands	\$191.62
Clara	Belarus	\$189.60
Tommy	Iran	\$183.63
Ana	United States	\$167.67
Curtis	Canada	\$167.62
Marcia	Philippines	\$166.61
Mike	India	\$162.67

Let's take a step back, and pose the question: *"Out of our Top 10 Countries, who has paid the most overall (regardless of Top Cities)?"*

Above you can see the results, and they are quite interesting!

Although not all of these customers are not within our *"Top Countries"* we can see that **overall the total paid is far more significant than our "Top 5 Customers"**

With *"Total Paid"* ranging from **\$162.67** all the way to **\$211.55**

Last name redacted for privacy

Recommendations

1. Make **Top Genres + Top Movie Titles** the main focal point on website, apps, and/or user interface, as they consistently bring revenue to company.
2. Consider delegating Marketing budget as follows:
 - 45% of budget to countries w/ '**Highest Paying Customers**'
 - 55% of budget towards '**Top Customers**'

Although these customers are not within 'Top 10 Countries' the total amount spent is larger; perhaps expanding the Marketing to these areas will assist with more growth within Rockbusters services.

Questions? Concerns?

