

ROCKBUSTER STEALTH

2020 Business Analysis



PRESENTATION OVERVIEW

01

KEY QUESTIONS &
OBJECTIVES

02

ANALYSIS
Answers for the
Management Board

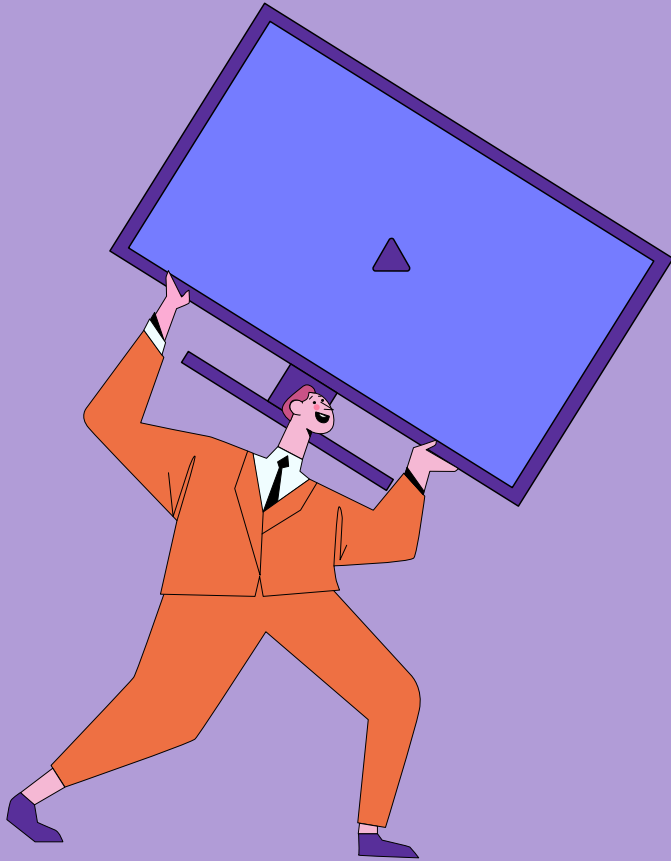
03

RECOMMENDATIONS

01

KEY QUESTIONS & OBJECTIVES





INTRODUCTION

Rockbuster Stealth used to have stores around the world. Facing stiff competition from streaming services, the Rockbuster Stealth management team plans on using its existing movie licenses to launch an online video rental service in order to stay in the competition.

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?

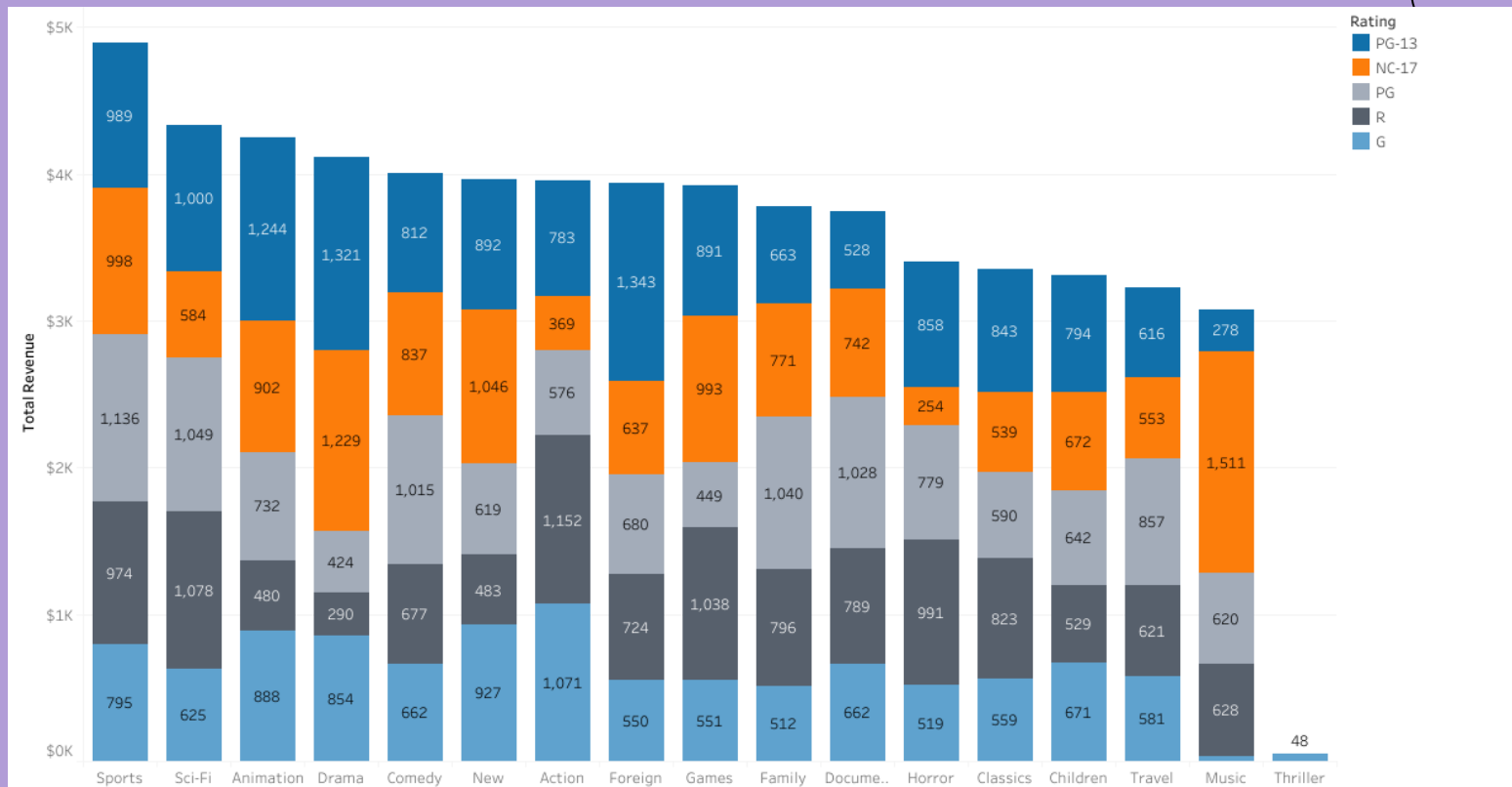
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DATA ANALYSIS

Answers for the
Management Board



MOVIES WITH THE MOST REVENUE BY CATEGORY AND RATING

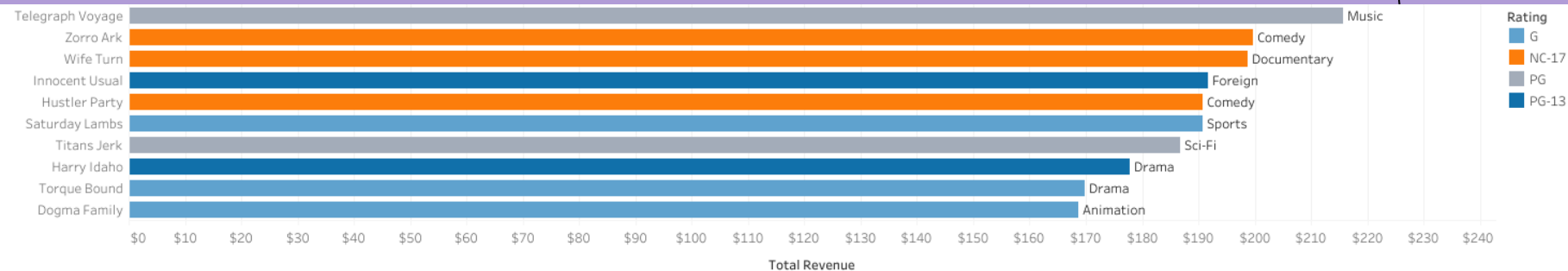


SPORTS AND SCI-FI HAVE THE HIGHEST REVENUE OUT OF ALL MOVIE CATEGORIES

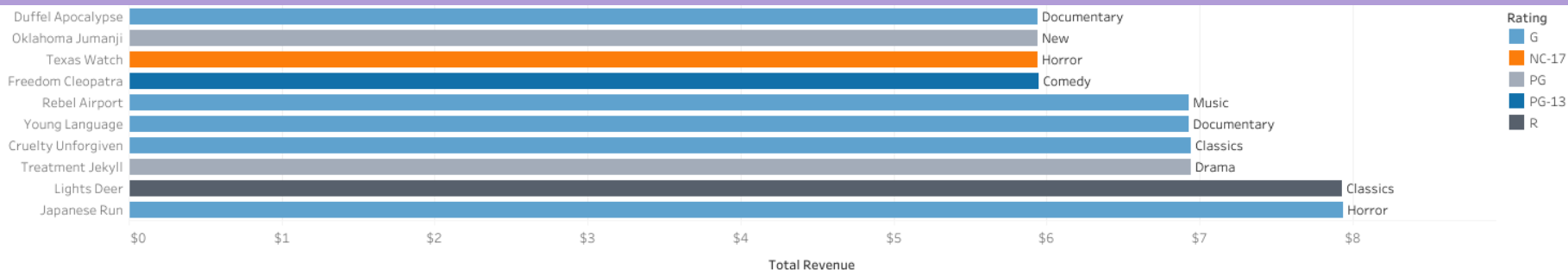


MOVIES RATED PG-13 AND NC-17 HAVE THE HIGHEST REVENUE

MOVIES WITH HIGHEST REVENUE (TOP 10)



MOVIES WITH LOWEST REVENUE (BOTTOM 10)



DESCRIPTIVES

5 DAYS

Average rental duration
Films are rented out from 3-7 days

599

Customers
Globally. 10% of customers (highest %) from India.

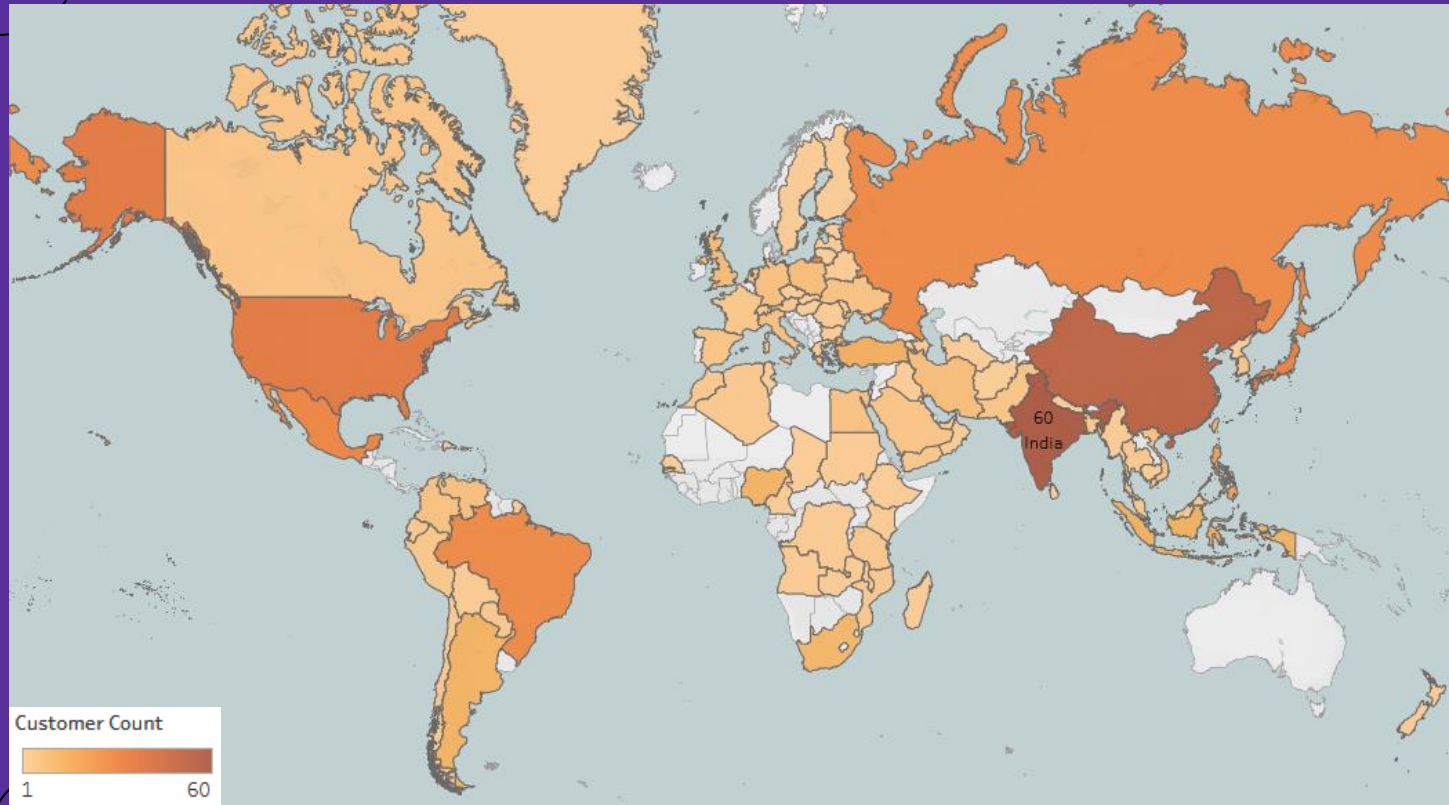
\$2.98

Average rental rate
Movies range from \$0.99-\$4.99

1000

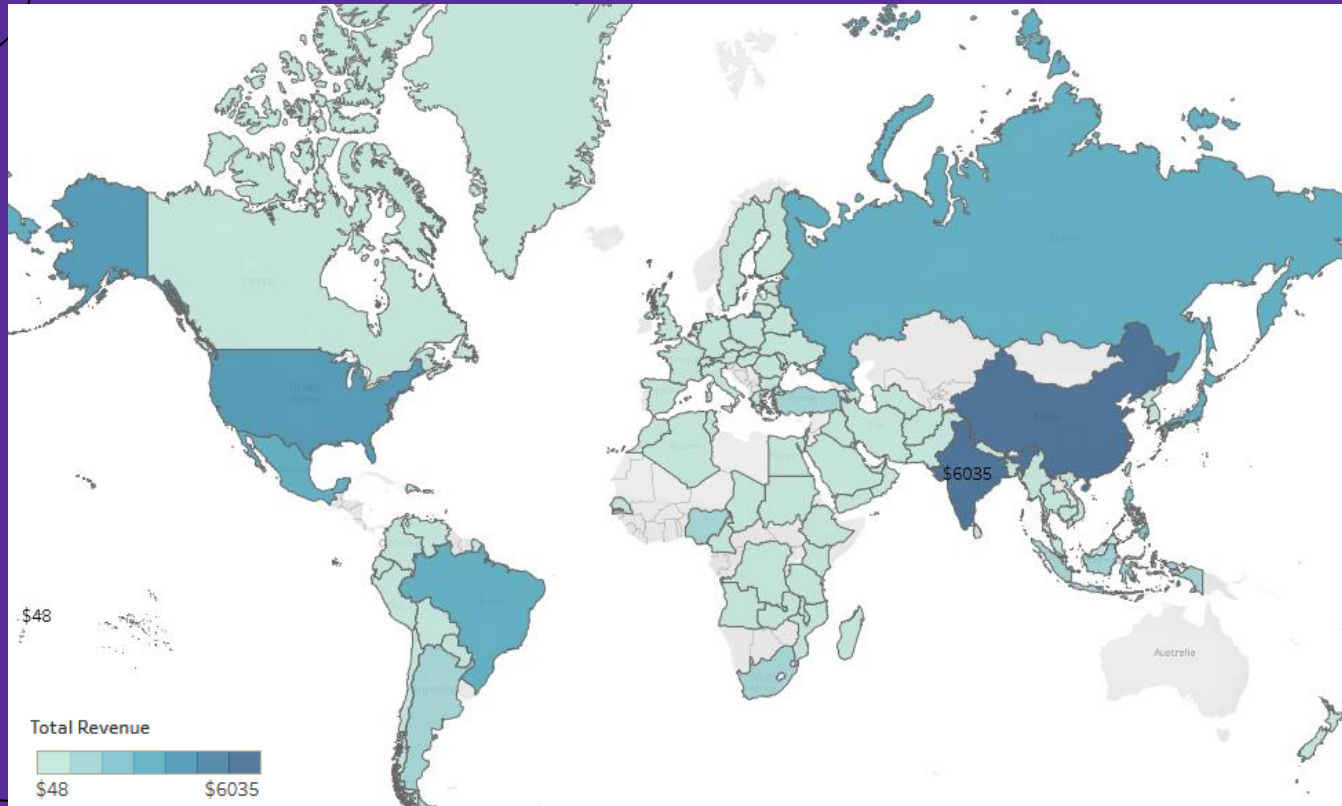
Movies total
7.4% Sports, 22.3% PG-13

WHERE ARE ROCKBUSTER CUSTOMERS BASED?



🌐 INDIA AND CHINA ARE ROCKBUSTER'S LARGEST CUSTOMER BASE 🌐

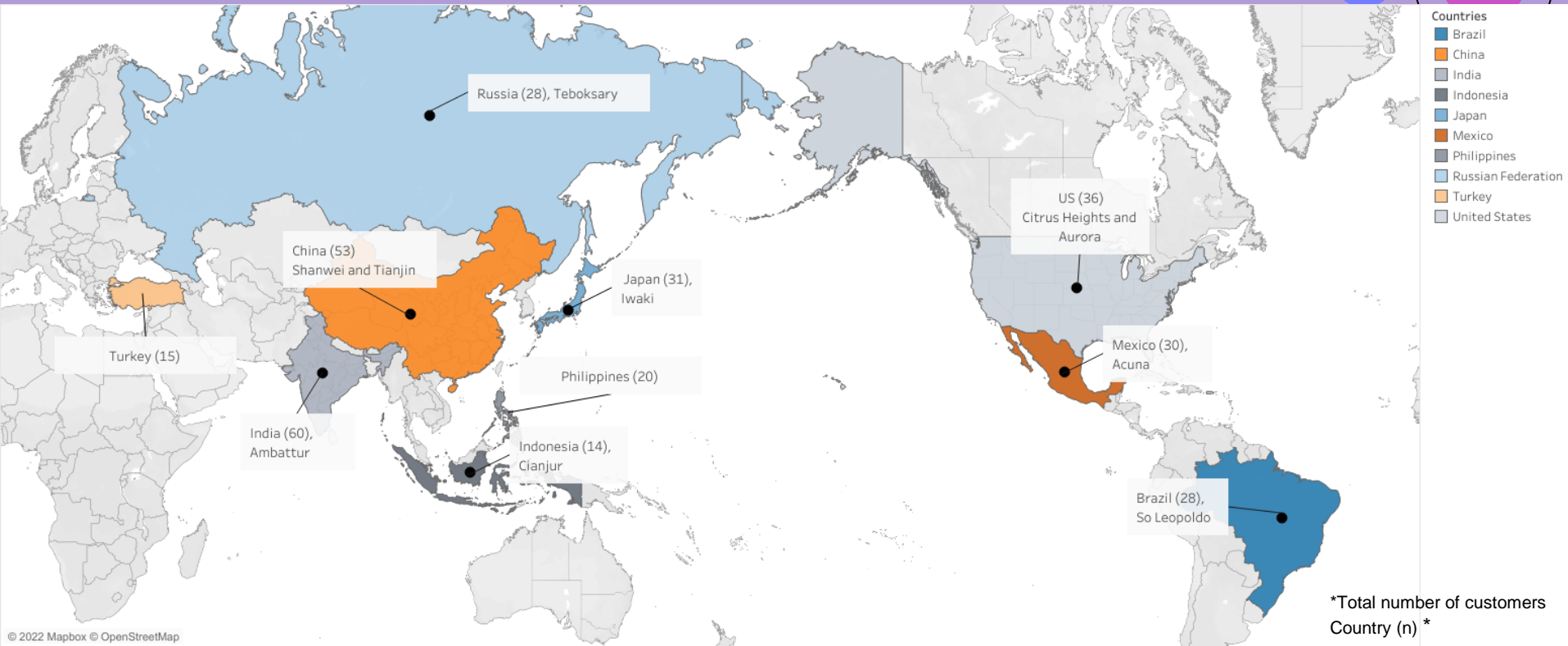
COUNTRY WITH HIGHEST REVENUE?



🌐 INDIA HAS THE HIGHEST REVENUE WHILE AMERICAN SAMOA HAS THE LOWEST 🌐

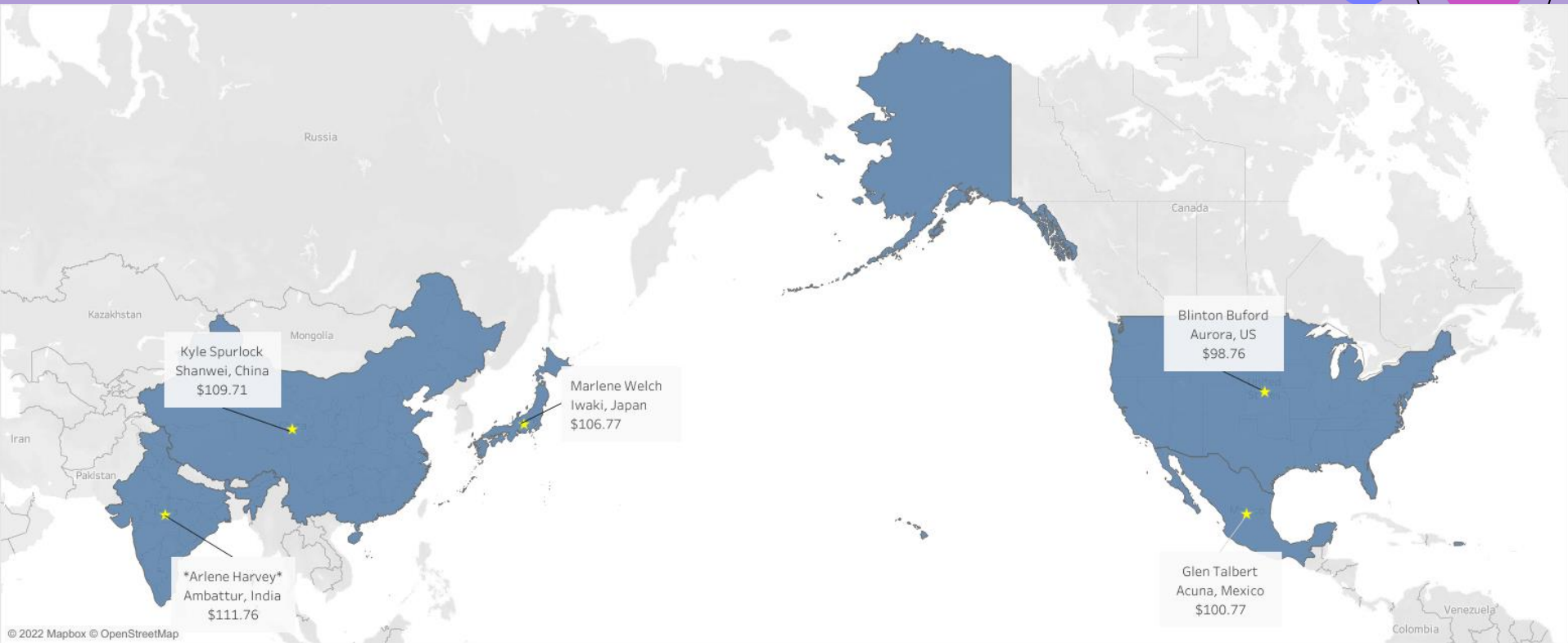
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10 COUNTRIES WITH HIGHEST CUSTOMER NUMBERS



10 CITIES IN THOSE COUNTRIES WITH HIGHEST CUSTOMER NUMBERS

TOP 5 CUSTOMERS BY TOTAL REVENUE +++



SALES BY REGION AND RATING

India, China, and the US currently provide the highest revenues spending the most on movies rated PG-13, NC-17 and PG.

Country	Rating				
	PG-13	NC-17	PG	R	G
India	\$1414	\$1242	\$1106	\$1244	\$1029
China	\$1211	\$1102	\$1065	\$1065	\$807
United States	\$819	\$788	\$735	\$723	\$620
Japan	\$810	\$656	\$651	\$472	\$533
Mexico	\$692	\$585	\$549	\$607	\$553
Brazil	\$633	\$603	\$529	\$606	\$549
Russian Federation	\$626	\$544	\$512	\$528	\$557
Philippines	\$571	\$479	\$453	\$375	\$342
Turkey	\$359	\$270	\$272	\$272	\$324
Indonesia	\$359	\$305	\$325	\$198	\$165



SALES BY REGIONS AND CATEGORY

Sports, Animation, and
Drama movies are the most
lucrative among India,
China, and the US.

Country	Category Name									
	Sports	Animati..	Drama	Sci-Fi	New	Foreign	Comedy	Games	Action	Family
India	\$460	\$383	\$405	\$395	\$381	\$446	\$344	\$321	\$380	\$332
China	\$410	\$415	\$363	\$311	\$371	\$256	\$333	\$357	\$310	\$379
United States	\$312	\$252	\$288	\$247	\$221	\$243	\$258	\$213	\$208	\$217
Japan	\$227	\$252	\$259	\$233	\$290	\$160	\$224	\$209	\$130	\$141
Mexico	\$269	\$174	\$233	\$251	\$148	\$245	\$143	\$188	\$196	\$152
Brazil	\$264	\$227	\$151	\$227	\$198	\$186	\$184	\$171	\$157	\$179
Russian Federation	\$161	\$175	\$146	\$215	\$179	\$156	\$160	\$192	\$201	\$208
Philippines	\$168	\$215	\$127	\$125	\$144	\$189	\$156	\$162	\$132	\$145
Turkey	\$106	\$120	\$144	\$91	\$81	\$112	\$109	\$61	\$105	\$66
Indonesia	\$68	\$77	\$104	\$75	\$103	\$90	\$76	\$86	\$137	\$88

03

RECOMMENDATIONS



RECOMMENDATIONS

FOCUS ON WHAT WORKS

Insure the new service is avaialbe in the top 10 countries and that the most popular movie categories are available to stream anywhere.

GOOD BYE LATE FEES?

In order to compete with current streaming services a subscription model rather than a per movie model should be considered.



REWARDS

Reward our top 5 customers with a free period of our new streaming service. Provide other rewards for new customers and customers in good standing.



QUESTIONS?

THANKS!

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