

Rockbuster

Launch Strategy



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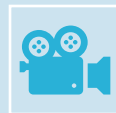
Objective

- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world
- Launch an online video rental service in order to stay competitive with streaming services





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?

Data Overview



of Films : 1000



of Customers: 599



of Genres: 20



of Ratings: 5
(PG, R, NC-17, PG-13, G)



of Languages: 6
(all films in English)



of Customers for Store ID 1
(Lethbridge, Canda): 326



of customers for Store ID 2
(Woodridge, Australia): 273



Customers active: 584
Not active: 15



Date when profiles were created:
2/14/2006
(all created same date)

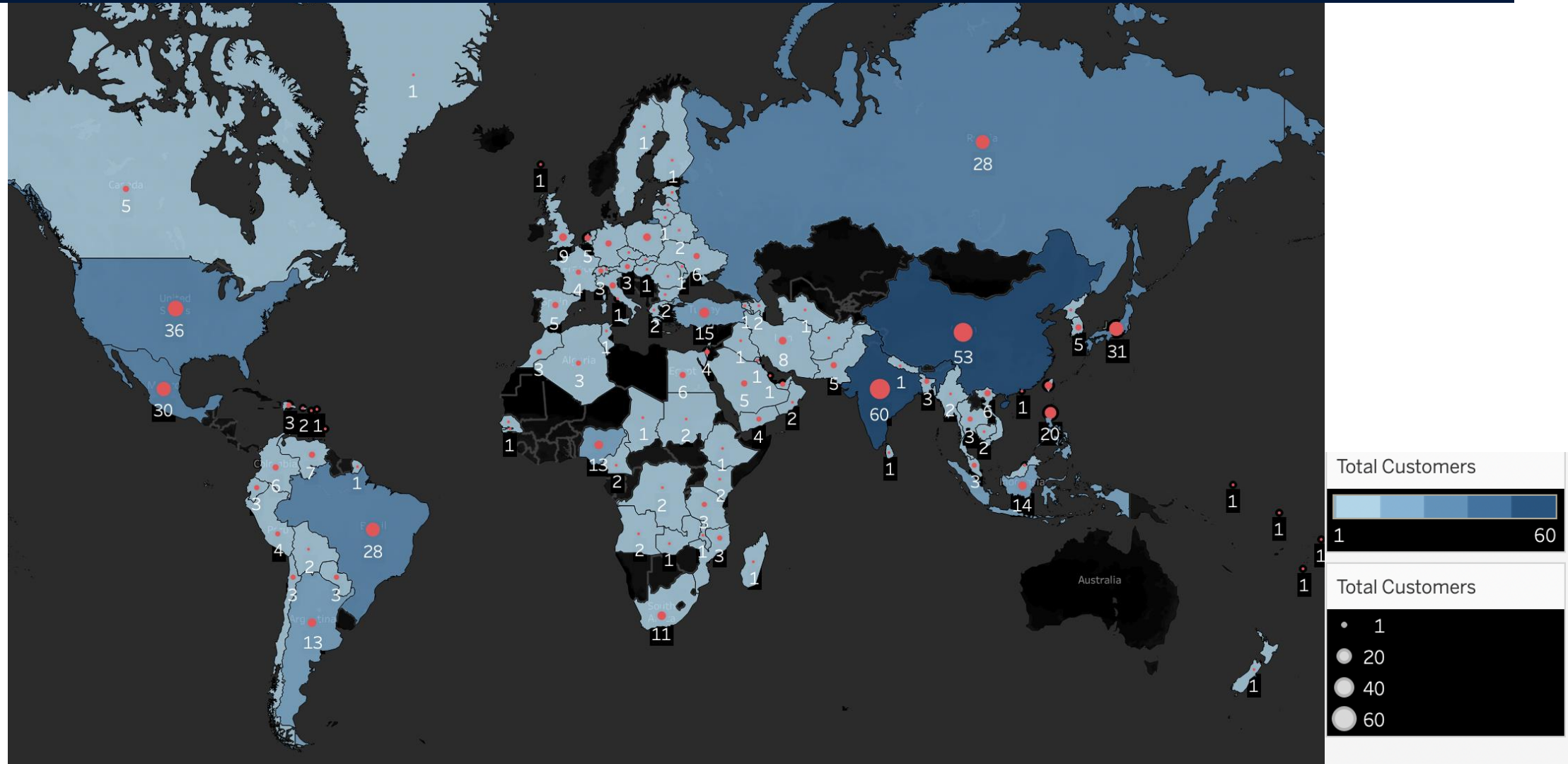


Customers last updated: 5/26/2013
14:50:58.951

Descriptive Statistics

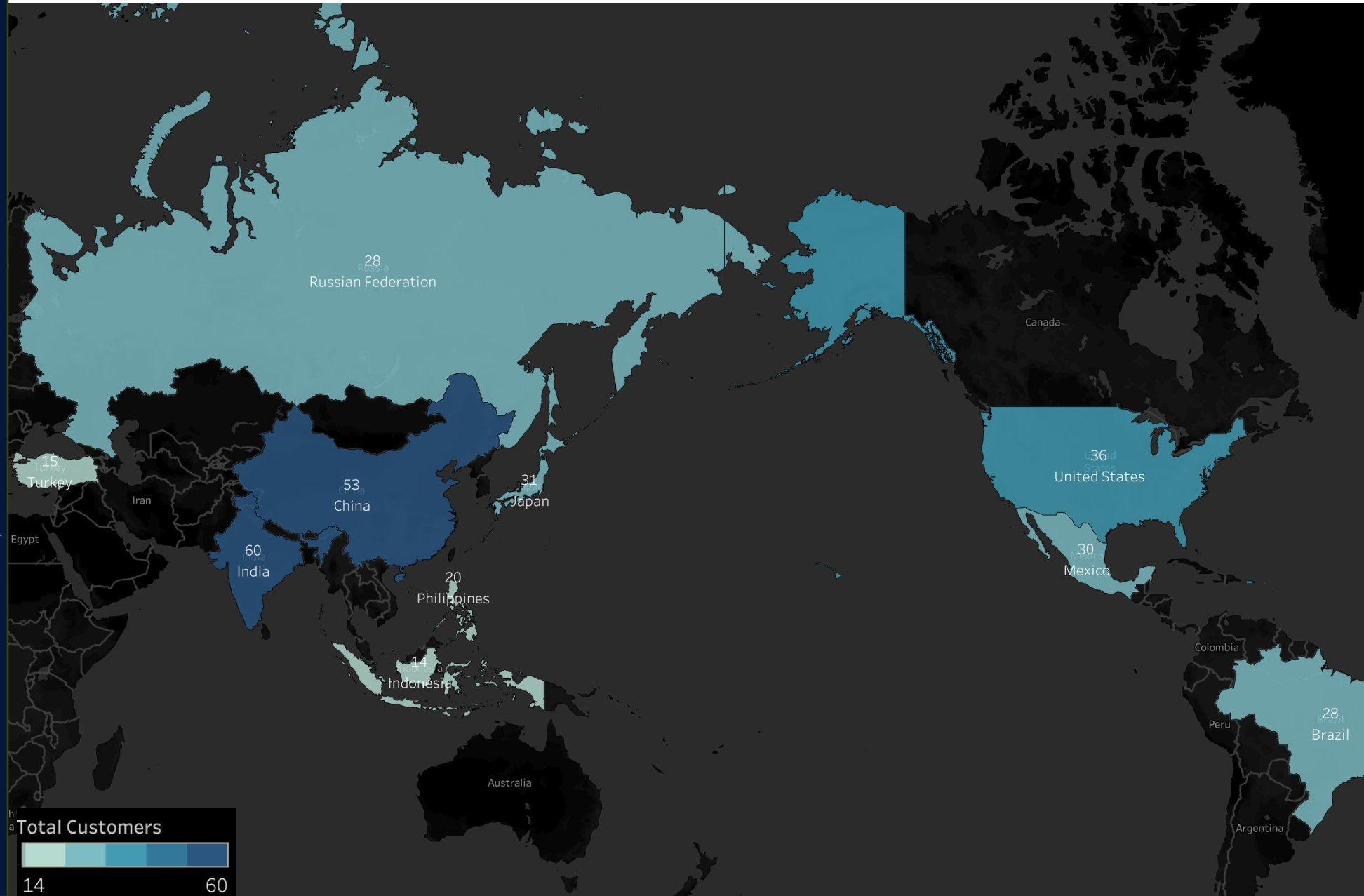
MIN	MAX	AVG	MODE
Rental Duration: 3 days	Rental Duration: 7 days	Rental Duration: 5 days	Film Title: Academy Dinosaur
Rental Rate: \$0.99	Rental Rate: \$4.99	Rental Rate: \$2.98	Language: English (all films are in English)
Length: 46 minutes	Length: 185 minutes	Length: 115.27 minutes	Rating: PG-13
Replacement Cost: \$9.99	Replacement Cost: \$29.99	Replacement Cost: \$19.984	Store ID: Lethbridge, Canada
Release Year: 2006 (all films released in 2006)	Release Year: 2006 (all films released in 2006)	Release Year: 2006 (all films released in 2006)	

Rockbuster has Customers in 108 Countries



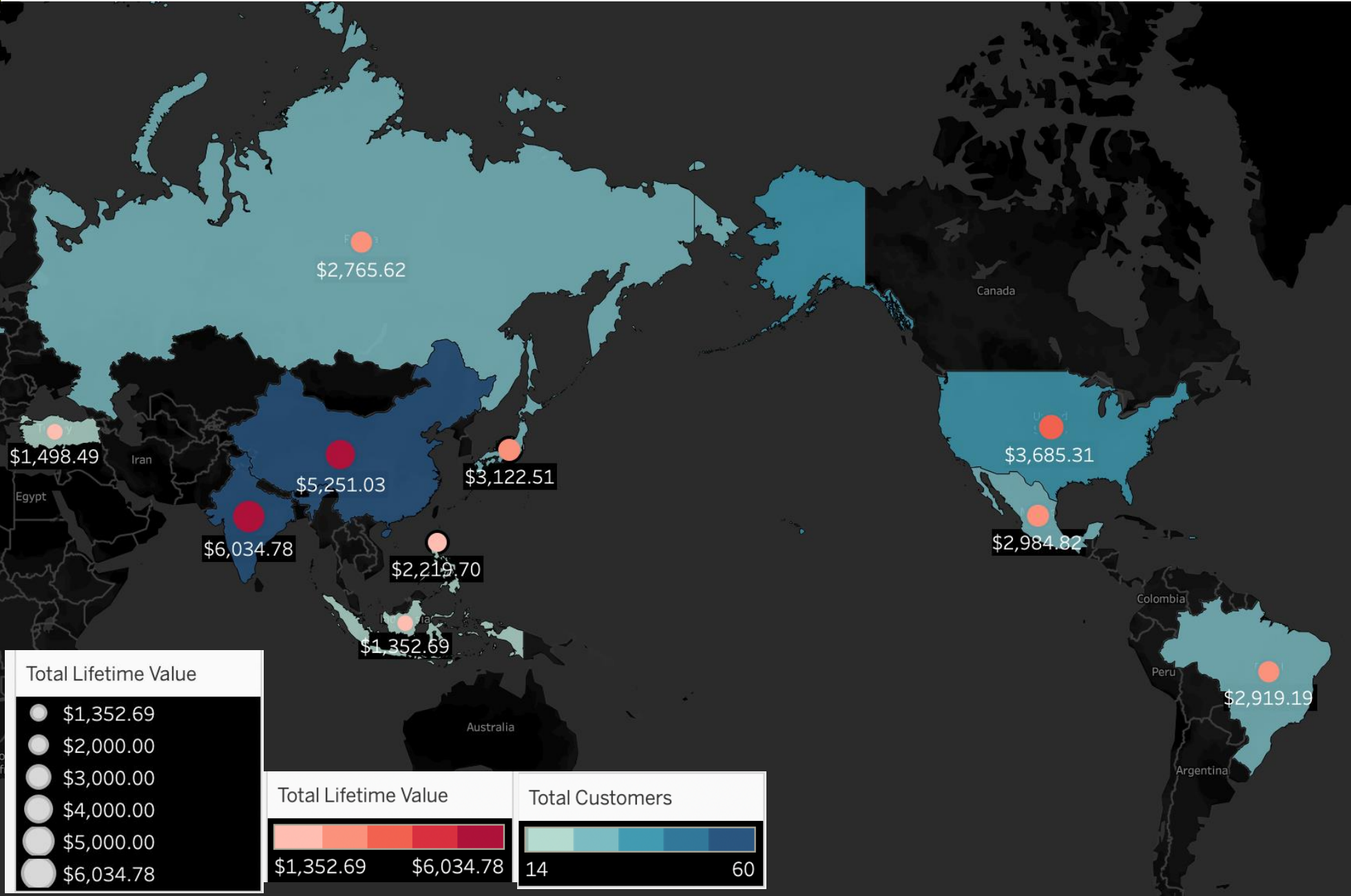
Top 10 Countries with the Most Customers

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

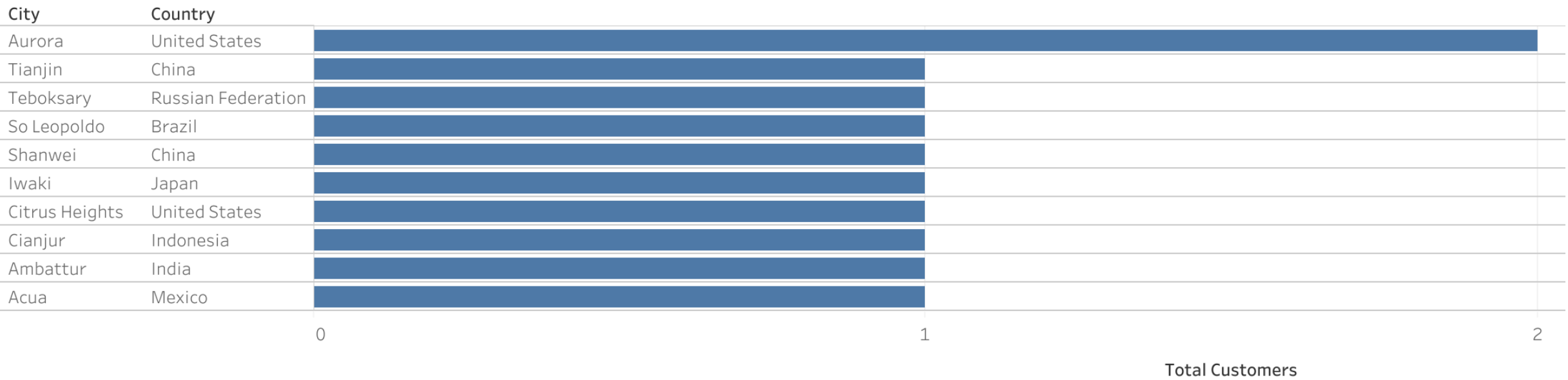


Top 10 Countries Based on Highest Lifetime Value

- 1. India:
 - o \$6,034.78
- 2. China:
 - o \$5,251.03
- 3. United States:
 - o \$3,685.31
- 4. Japan:
 - o \$3,122.51
- 5. Mexico:
 - o \$2,984.82
- 6. Brazil:
 - o \$2,919.19
- 7. Russian Federation:
 - o \$2,765.62
- 8. Philippines:
 - o \$2,219.70
- 9. Turkey:
 - o \$1,498.49
- 10.Indonesia:
 - o \$1,3552.69



Top 10 Cities within Top 10 Countries with the Most Customers

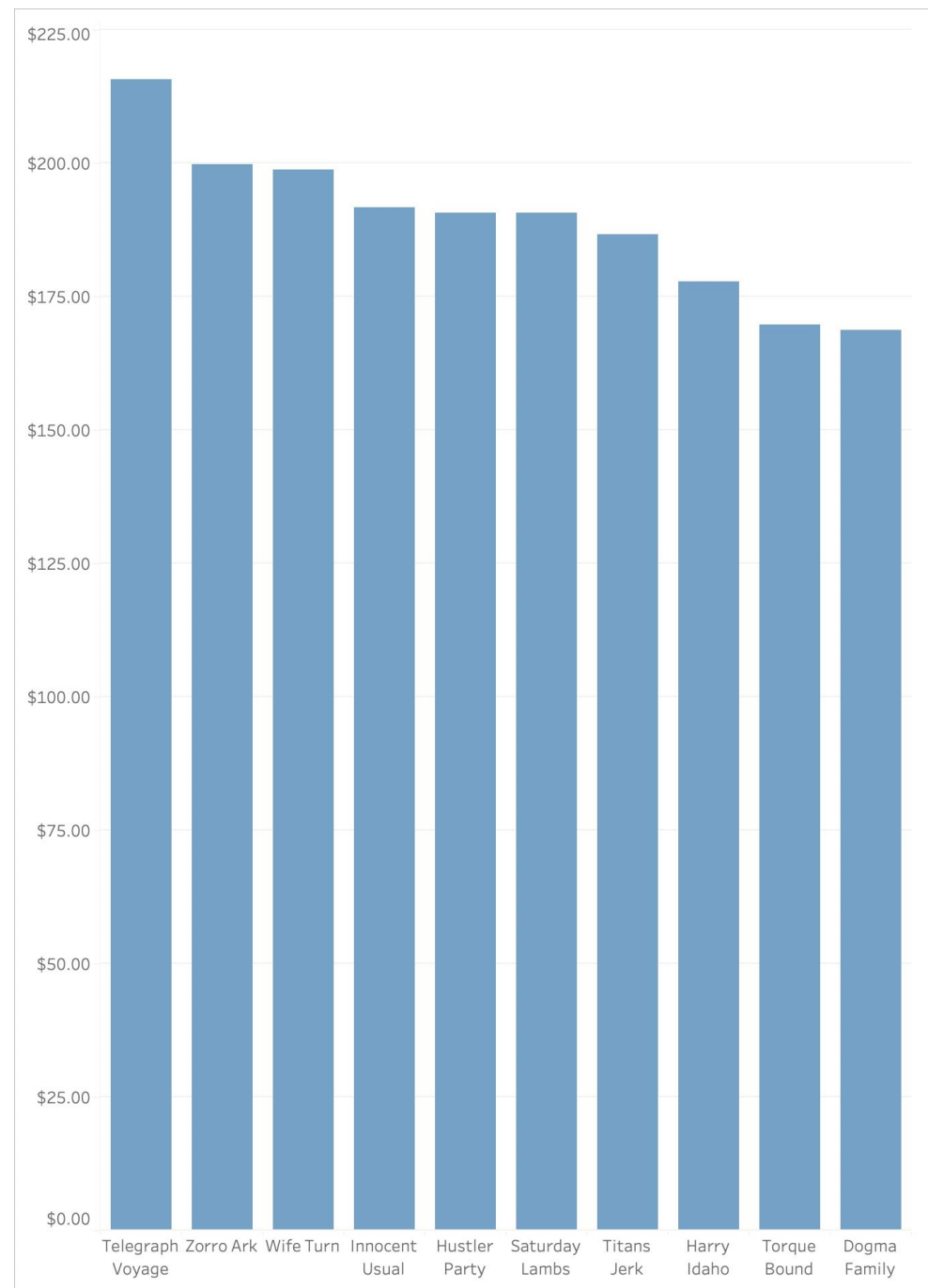


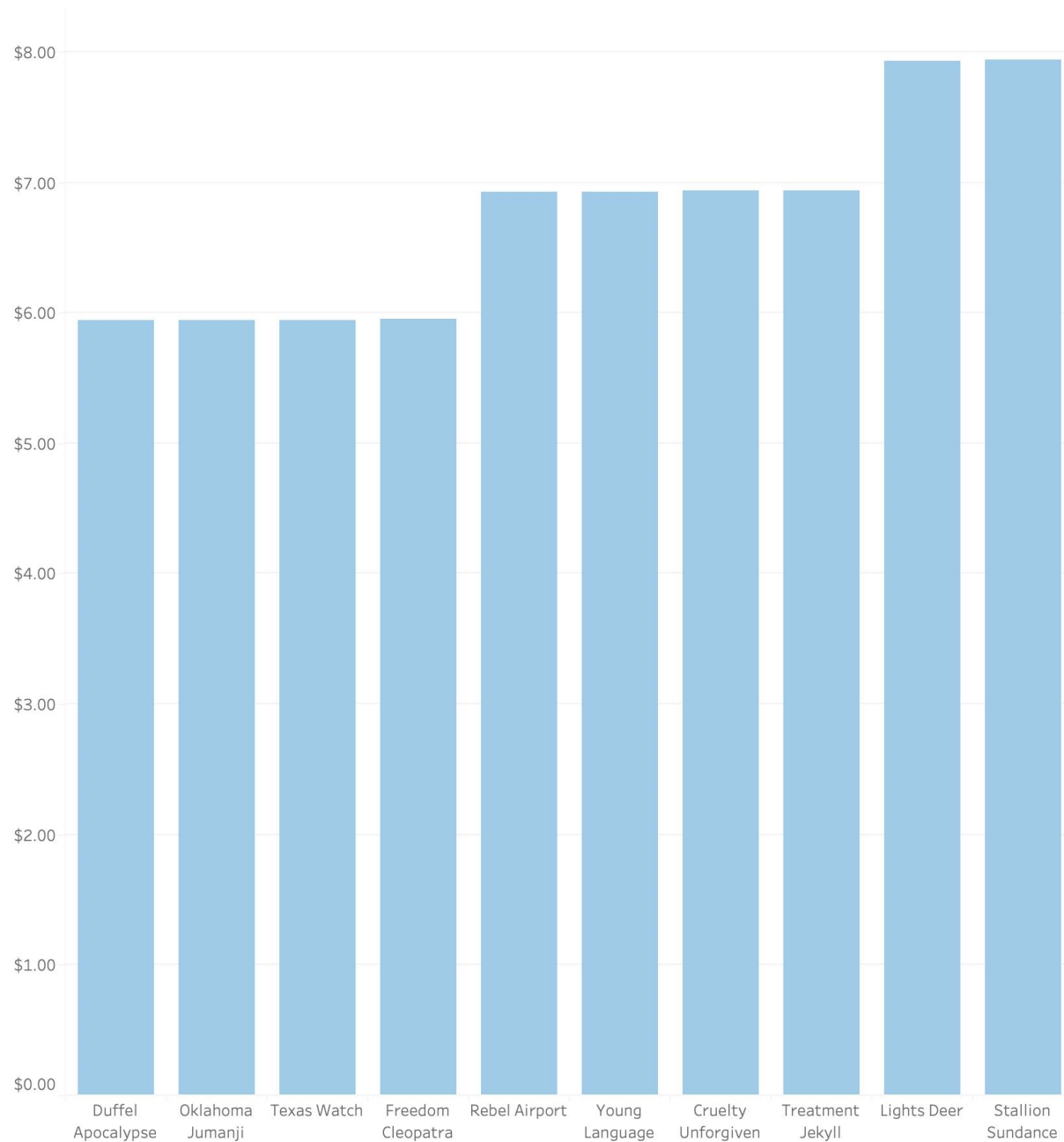
Top 5 Customers within Top 10 Cities and Countries

Customer ID	First Name	Last Name	Country	City	Total Amount
225	Arlene	Harvey	India	Ambattur	\$ 111.76
424	Kyle	Spurlock	China	Shanwei	\$ 109.71
240	Marlene	Welch	Japan	Iwaki	\$ 106.77
486	Glen	Talbert	Mexico	Acua	\$ 100.77
537	Clinton	Buford	United States	Aurora	\$ 98.76

Top Films by Revenue

1. Telegraph Voyage: \$215.75
2. Zorro Ark: \$ 199.72
3. Wife Turn: \$198.73
4. Innocent Usual: \$191.74
5. Hustler Party: \$190.78
6. Saturday Lambs: \$190.74
7. Titans Jerk: \$186.73
8. Harry Idaho: \$177.73
9. Torque Bound: \$169.76
10. Dogma Family: \$168.72



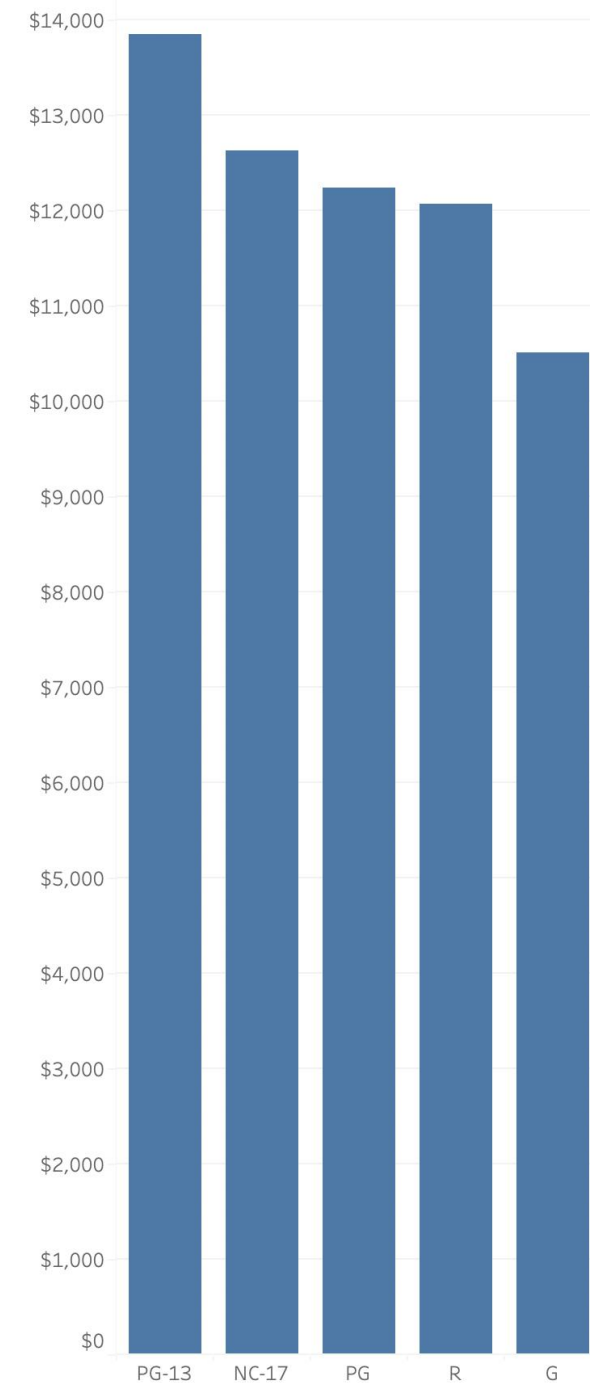


Bottom Films by Revenue

1. Duffel Apocalypse: \$5.94
2. Oklahoma Jumanji: \$5.94
3. Texas Watch: \$5.94
4. Rebel Airport: \$6.93
5. Young Language: \$6.93
6. Cruelty Unforgiven: \$6.94
7. Treatment Jekyll: \$6.94
8. Lights Deer: \$7.93
9. Stallion Sundance: \$7.94

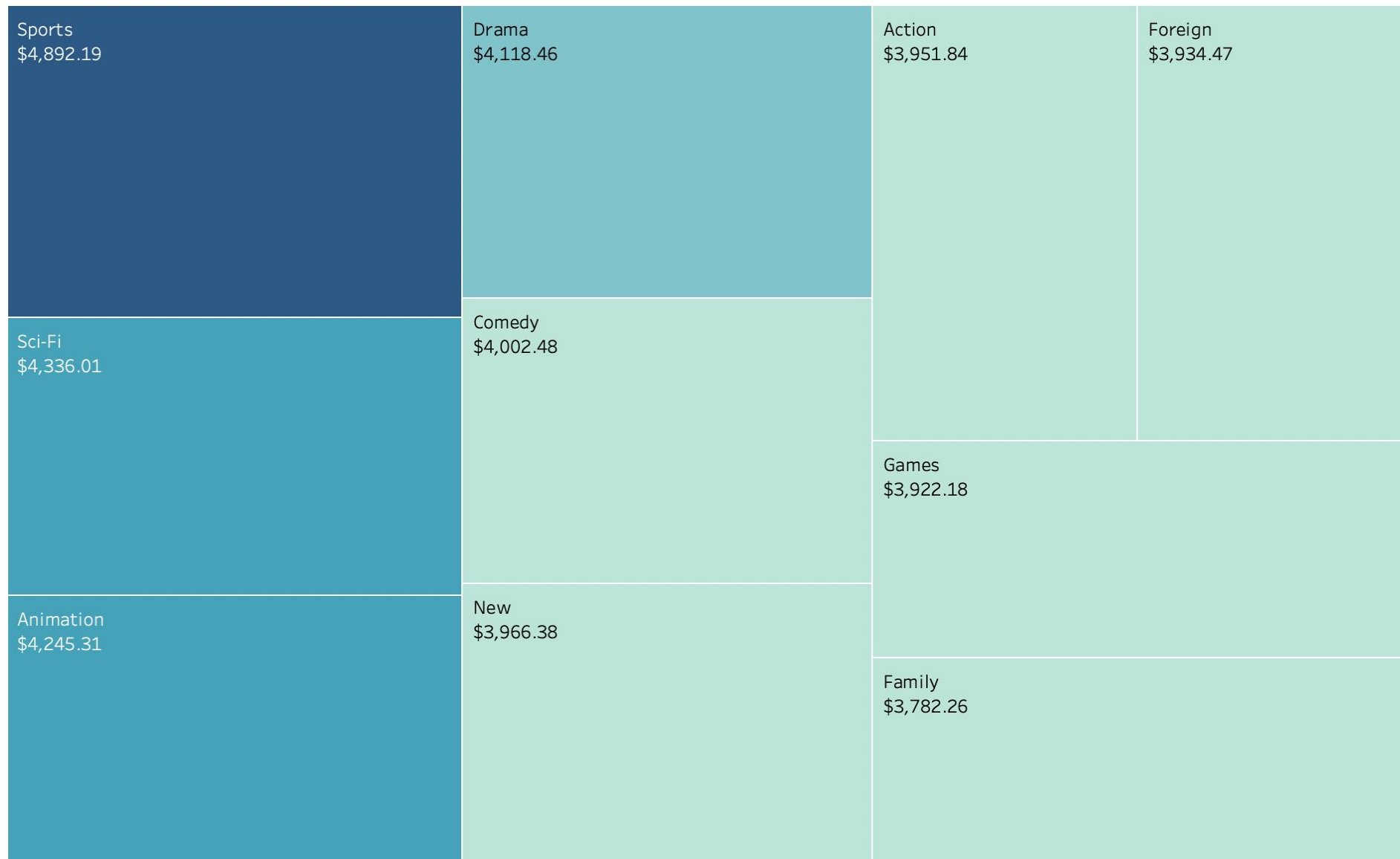
Revenue by Rating

PG-13 films makes the most revenue with \$13,855.56



Revenue by Genre

Sports films
makes the most
revenue with
\$4,892.19



Recommendations

- New Inventory
 - Reaching out to loyal customers to see what new films could be added
 - Add similar films compared to the top 10 films
 - Add non English films
 - Add more films to the least revenue genres and ratings
 - Family and Games
 - G and R
- Marketing Strategy
 - Continue to focus on the top 10 countries:
 - India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, and Indonesia
 - Market PG-13 and Sports films as they produce the most revenue
 - Offer discounts to the countries not in the top 10

Further analysis to conduct survey of what films Rockbuster's customers would like to watch

