



# Rockbuster Stealth Proposal Business Strategy

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# I. OUR COMPANY

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

## II. Films

- What type of films does Rockbuster Stealth have?
- Which films contributed the most/least to revenue gain?
- How long are films generally rented for and are certain types of films rented more than others?

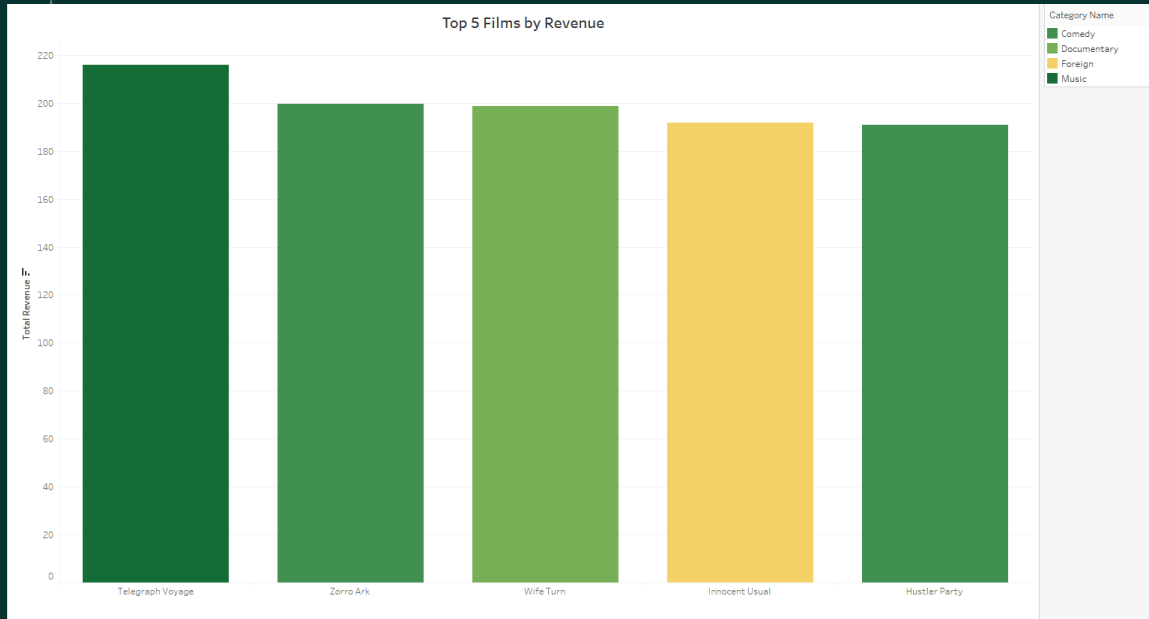




## II. FILMS BACKGROUND

- Rockbuster Stealth offers **1000 films** of varying genres and ratings
- Films are rented between **3 and 7 days**
- Rental costs vary between **0.99 and 5.99**
- Movies vary in length from 45 to 185 minutes
- Genres include Action, Music, Horror, etc.
- Movies are given IMDB ratings from:  
G, PG, PG-13, R, and NC-17

## II. Film Revenue



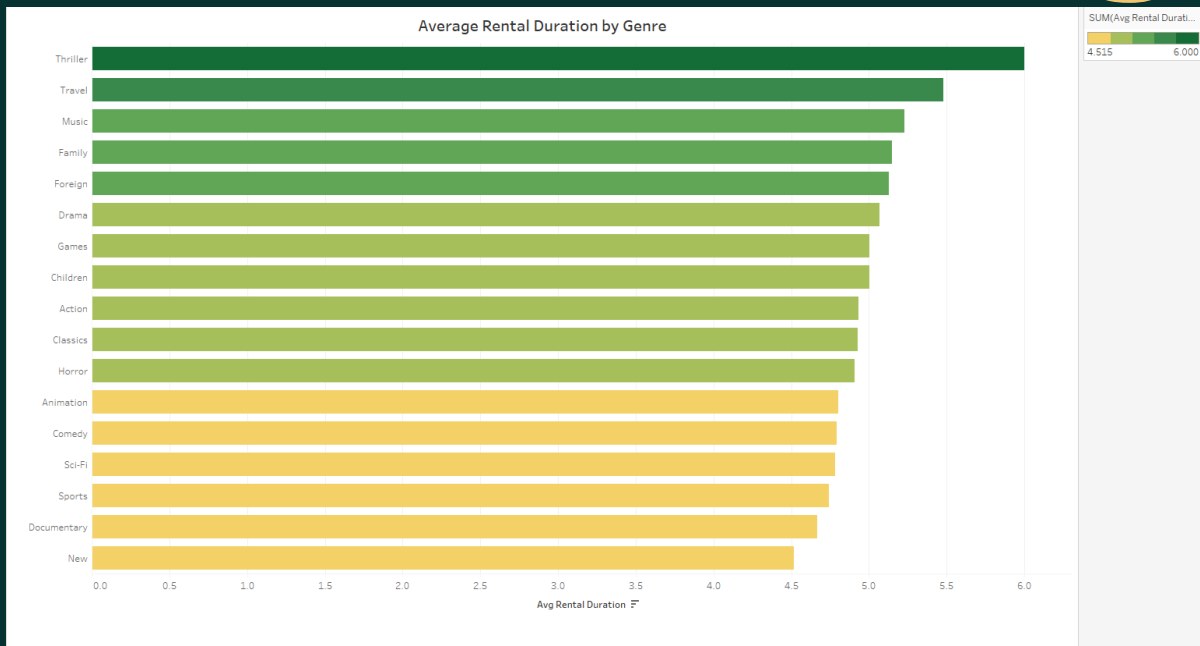
- The top 5 movies are:
  1. Telegraph Voyage
  2. Zorro Ark
  3. Wife Turn
  4. Innocent Usual
  5. Hustler Party
- Two of the top films are **comedy** films
- The top films are all rented at a **4.99** rate

# II. Film Revenue

- The bottom 5 movies are:
  1. Rebel Airport
  2. Freedom Cleopatra
  3. Texas Watch
  4. Oklahoma Jumanji
  5. Duffel Apocalypse
- The bottom films are all rented at a rate of **0.99**, which is notably lower than other films



# II. Film Categories

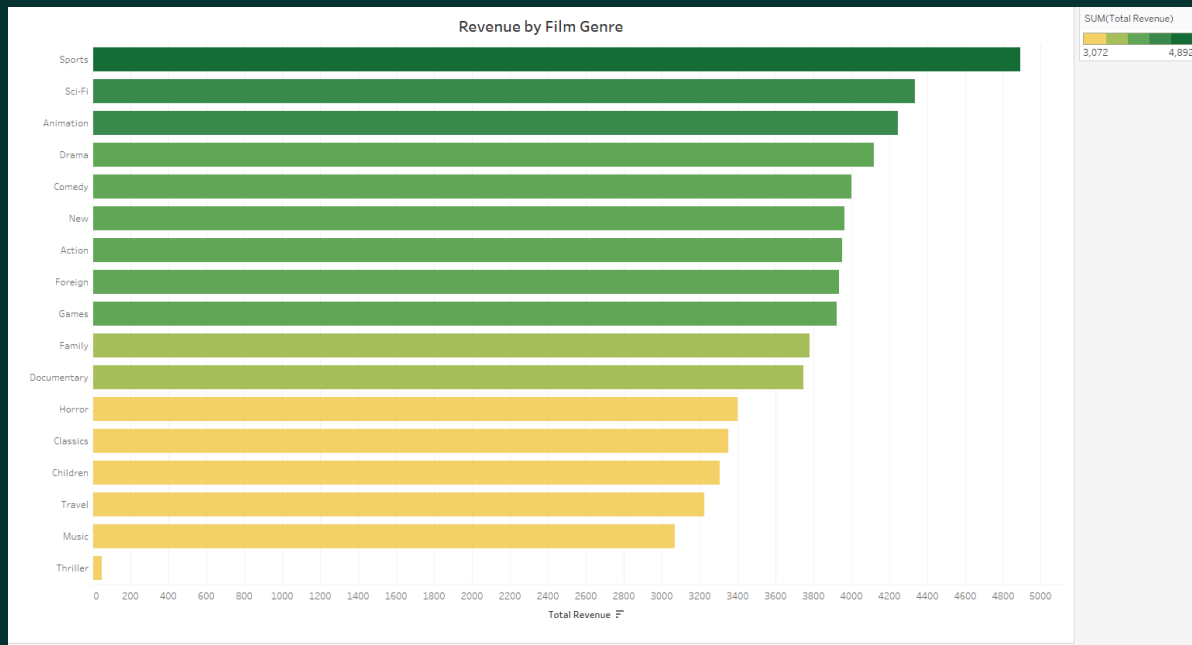


- Some genres are rented more often than others
- The top categories are **Travel, Music, Family, and Foreign**
- While the Thriller category has the highest duration, there is **only one film** in that category



# II. Film Categories

- The most **profitable** film categories are Sports, Sci-fi, Animation, Drama, and Comedy
- While they may not be rented as long as some other categories, we should **focus on these types of films for the most revenue**



# III.

## CUSTOMERS

What countries are Rockbuster customers based in?

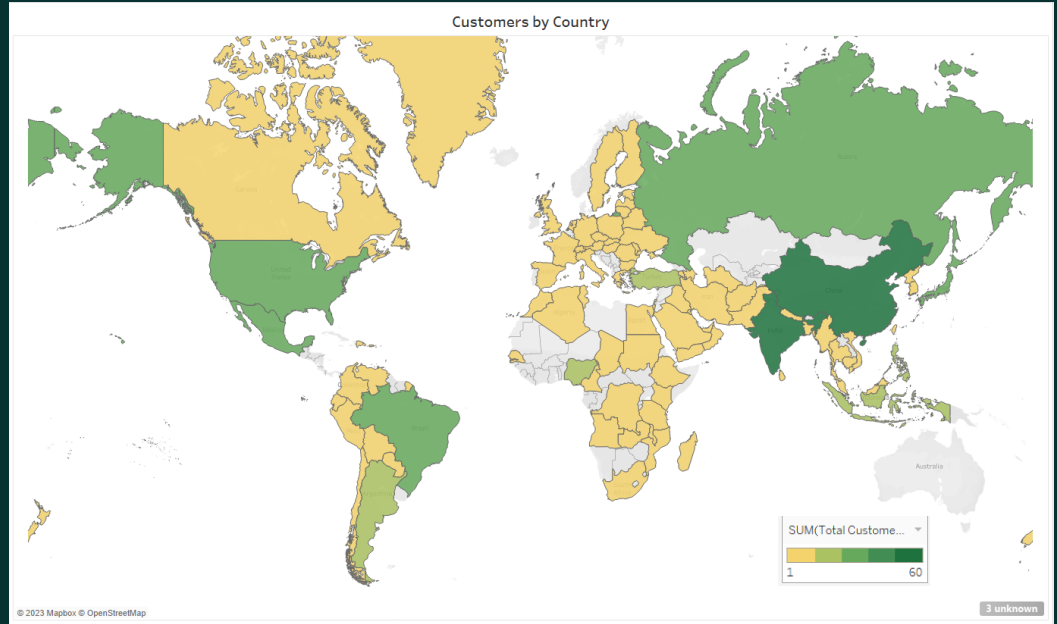
Where are customers with a high lifetime value based?



# III. Customer Locations

Top Countries by Customers

India	60
China	53
United States	36
Japan	31
Mexico	30



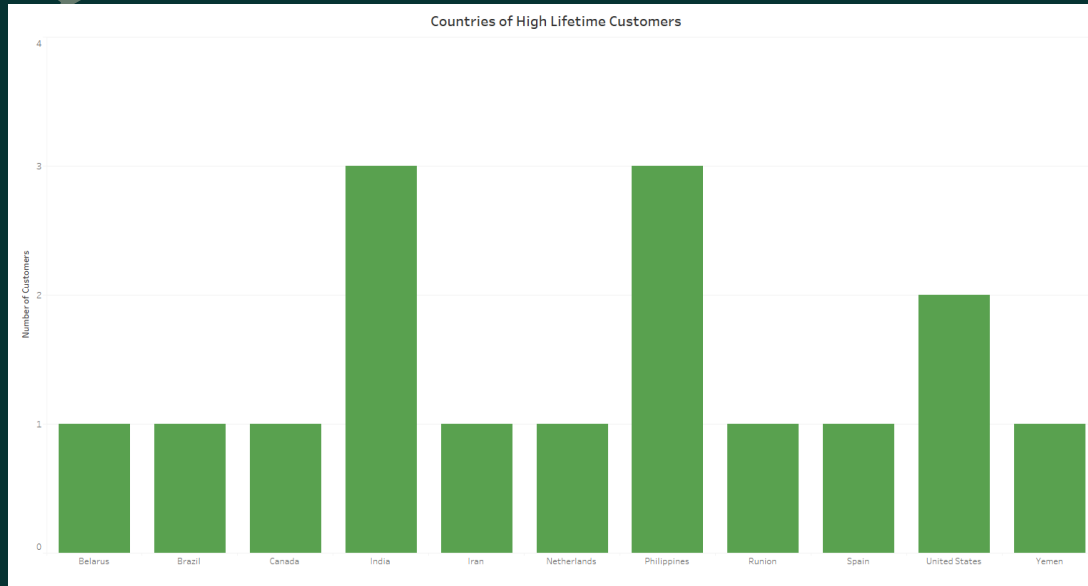
Top Cities in Top 10 Countries

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121 unknown

- In the top 10 countries by customer count, customers ★ are located in various cities across these countries
- The only city with multiple customers is **Aurora** in the **United States** with 2 customers
- ★ There is **no correlation** between city and customer count

# III. High Lifetime Customers



- **High Lifetime Value customers** were deemed to be those who spent **50% more than the average customer**
- **India, the United States, and the Philippines** had the most amount of high lifetime value customers

# IV.

## Global Sales and Areas of Interests

- How do sales vary between geographic regions?
- Where are the main areas of interest?



# IV. Global Sales by Country



## Top Countries by Revenue

India	6035
China	5251
United States	3685
Japan	3123
Mexico	2985

# IV. Global Sales by Regions

Total Revenue by Region	
Asia	27956
Europe	11067
North America	8164
South America	7141
Africa	6342
Oceania	641

- **Asia, Europe, and North America** were the top regions in total revenue
- Asia has the most countries with 34 having Brockbuster customers, including multiple big contributors in **India, China, and Japan**
- Europe has the second most countries with 28, but it's main revenue comes from **Russia**
- North America only has 8 countries but has 2 major contributors in the **U.S. and Mexico**



A stylized white 'V.' logo on a dark teal square background. The 'V' is a simple, bold letter, and the period is a small white dot.

V.

# Recommendations

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- How do we compete with other companies?
- What changes should be made to our inventory?
- How do we capitalize on promising regions?

# V. RECOMMENDATIONS – COMPETITION

- ★ Create a **monthly/yearly subscription service** that mimics other competitors
  - ★ The revenue from current movie rentals isn't consistent, with some movies being offered at 0.99 and others at 4.99
- ★ Offer to also rent **TV shows** instead of just films to attract a wider audience
- ★ Create a program that **offers potential recommendations** for users to keep them interested in watching more films/shows★



# V. RECOMMENDATIONS – INVENTORY



- ★ ● Update inventory to have more recent titles ★
  - All of the current titles are only from 2006, which limits interest and number of potential titles ★
- Include more film options for certain genres
  - Travel, Music, and Family movies were **rented the most frequently**
  - Sports, Sci-fi, and Animation films were the **most profitable** to rent
  - There is only one thriller film so it may be worth ★ stocking more to see if it is a popular genre ★
- ★ ● Offer films in **other languages** to attract more customers ★

# V. RECOMMENDATIONS – GLOBAL REGIONS

- Target top regions by revenue to increase customer count
  - **Asia** has many countries that already have customers, including **India**, **China**, and **Japan**
  - **North America** should also be given resources, with emphasis on the **United States** and **Mexico**
- Focus on advertising in these regions to increase popularity
  - Brockbuster customers are spread far apart from each other, with an average of only one customer per city
  - Possibly introduce a loyalty program to foster interest and reward current customers



# CREDITS

- Thanks to SlidesGo for the presentation template.
- Tableau Visualizations:
  - Film graphs  
[https://public.tableau.com/views/BrockbusterFilmGraphs/Story1?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/BrockbusterFilmGraphs/Story1?:language=en-US&:display_count=n&:origin=viz_share_link)
  - Customer and Global graphs  
[https://public.tableau.com/shared/574PCS3X6?:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/shared/574PCS3X6?:display_count=n&:origin=viz_share_link)