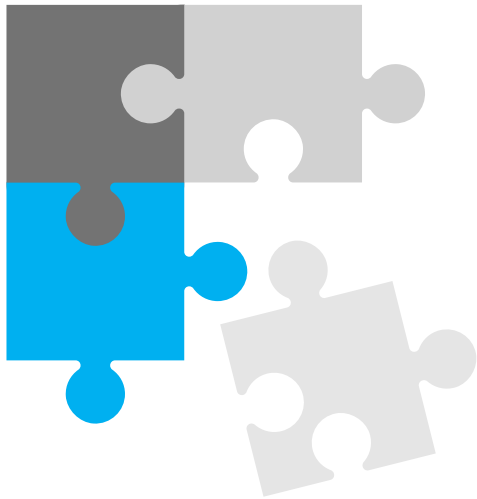




ROCKBUSTER STEALTH — THE ANALYSIS

Presented by Anita Sola

PROJECT OVERVIEW



After years in classic movie rental business, Rockbuster Stealth LLC plans to launch an online movie rental service.

POSSIBLE BUSINESS MODELS

1. Subscription-only service (like Netflix)
2. Rental-only service
3. A combination of subscription and rental services (like Amazon Prime)

MODEL 1: SUBSCRIPTION-ONLY SERVICE

Needs a large
number of loyal
customers

Easily predictable
(and constant)
revenues

Needs a large
selection of movies

Crucial for
preventing drop-
outs

Localized content
desirable

Needed for
acquiring new
subscribers

MODEL 2: RENTAL-ONLY SERVICE

Revenue depends on the number of rentals, not the number of customers

Revenues are not constant, nor easily predictable

Needs a large selection of NEW movies

Crucial for ensuring the needed number of rentals

Localized content desirable

Acquiring movies filmed in the target languages, as opposed to localizing the content

MODEL 3: RENTAL — SUBSCRIPTION COMBO

Revenue depends on
the number of rentals
AND the number of
customers

Revenues are not
constant, and only
partially
predictable

Needs a constant
flow of new movies

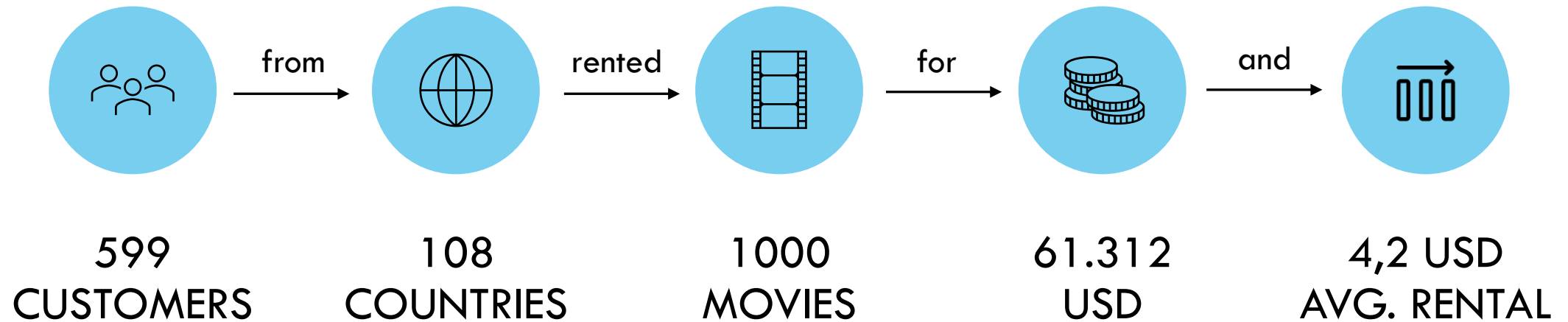
Crucial for ensuring
the needed number
of rentals

Localized content
desirable

Both localized
content and content
in the target
languages needed

WHICH MODEL IS BETTER FOR THE COMPANY?

ROCKBUSTER IN NUMBERS



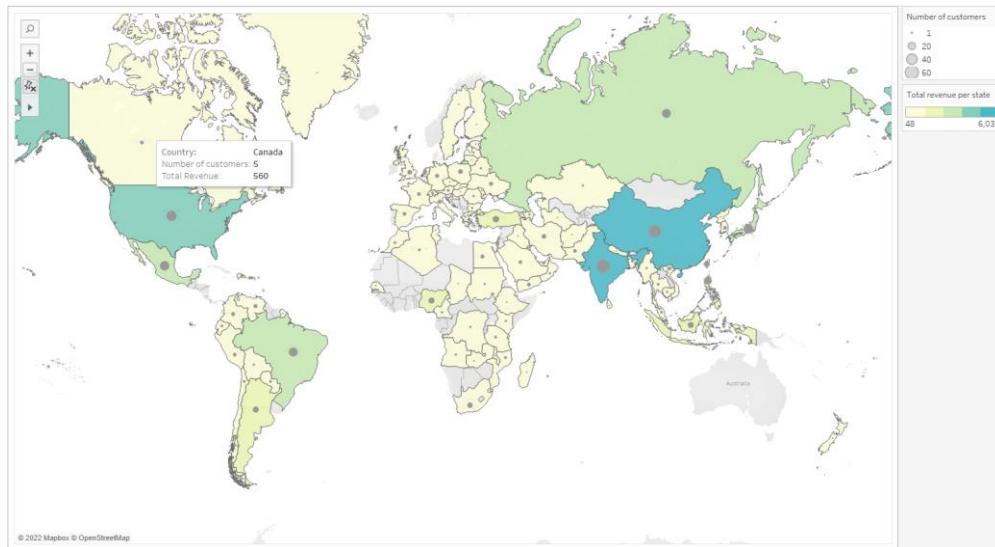


REVENUE ANALYSIS

How is the total revenue of
61.000 USD distributed...?

GEOGRAPHICALLY

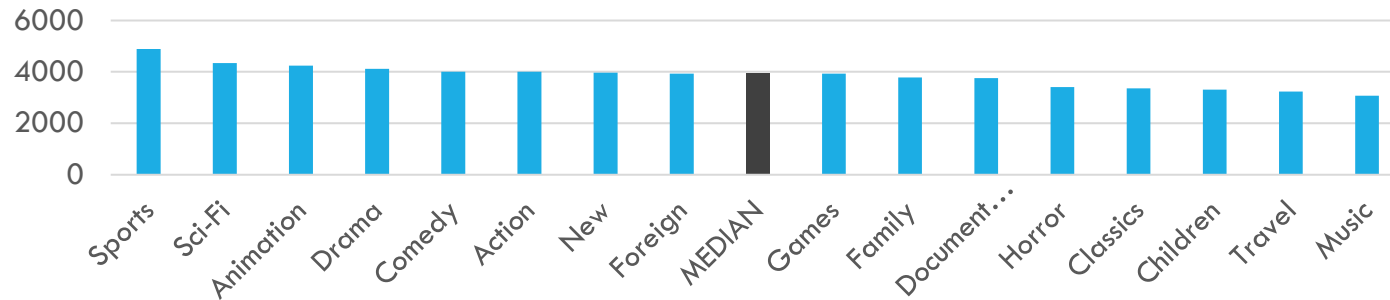
Countries by number of customers and total revenue



Country	Customers
India	60
China	53
United States	36
Japan	31
Mexico	30
Russian Federation	28
Brazil	28

Country	Revenue
India	6034,78
China	5251,03
United States	3685,31
Japan	3122,51
Mexico	2984,82
Brazil	2919,19
Russian Federation	2765,62

BY GENRE



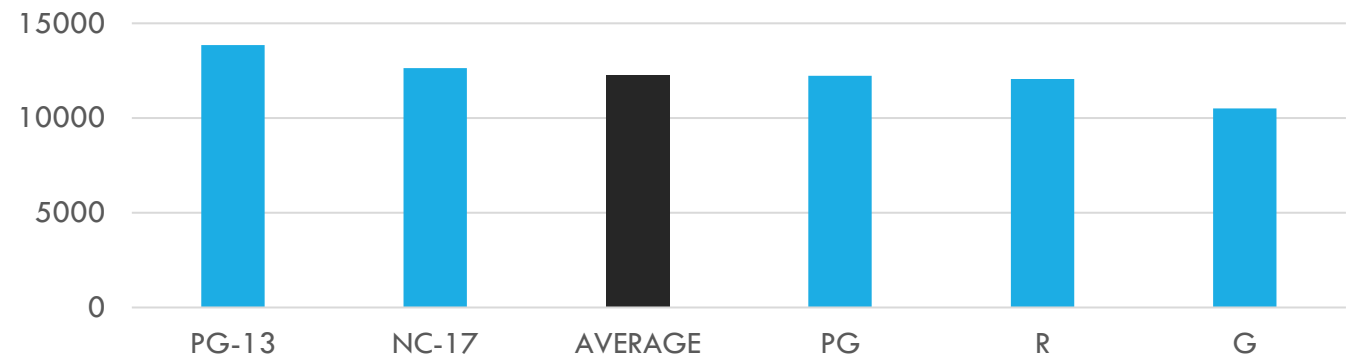
- Most **lucrative genres** are Sports, Sci-Fi and Animation
- Average revenue per genre is 3800 USD and median revenue is 3900 USD
- Revenue is **uniform** throughout the genres, especially in the Top 10 group

Genre	Revenue
Sports	4892,19
Sci-Fi	4336,01
Animation	4245,31
Drama	4118,46
Comedy	4002,48
Action	3999,73
New	3966,38
Foreign	3934,47
Games	3922,18
Family	3782,26
Documentary	3749,65
Horror	3401,27
Classics	3353,38
Children	3309,39
Travel	3227,36
Music	3071,52

BY RATING

Rating	Revenue
PG-13	13.855,56
NC-17	12.634,92
PG	12.236,65
R	12.073,03
G	10.511,88

- Ratings PG-13, NC-17 and PG have the highest revenue
- Average revenue per rating is 12.260 USD and median revenue is 12.230 USD
- Revenue is equally distributed across the ratings



BY MOVIE

Most valuable movies

Movie	Number of rentals
Bucket Brotherhood	34
Rocketeer Mother	33
Scalawag Duck	32
Ridgemont Submarine	32

Movie	Total revenue	Number of rentals	Rental rate
Zorro Ark	199,72	31	4,99
Wife Turn	198,73	31	4,99
Goodfellas Salute	164,75	31	4,99
Apache Divine	160,72	31	4,99

Movie	Total revenue
Telegraph Voyage	215,75
Zorro Ark	199,72
Wife Turn	198,73
Innocent Usual	191,74

The Curious Case of Telegraph Voyage and Bucket Brotherhood

Bucket Brotherhood

Rental rate:
4,99 USD

Revenue:
150,72 USD

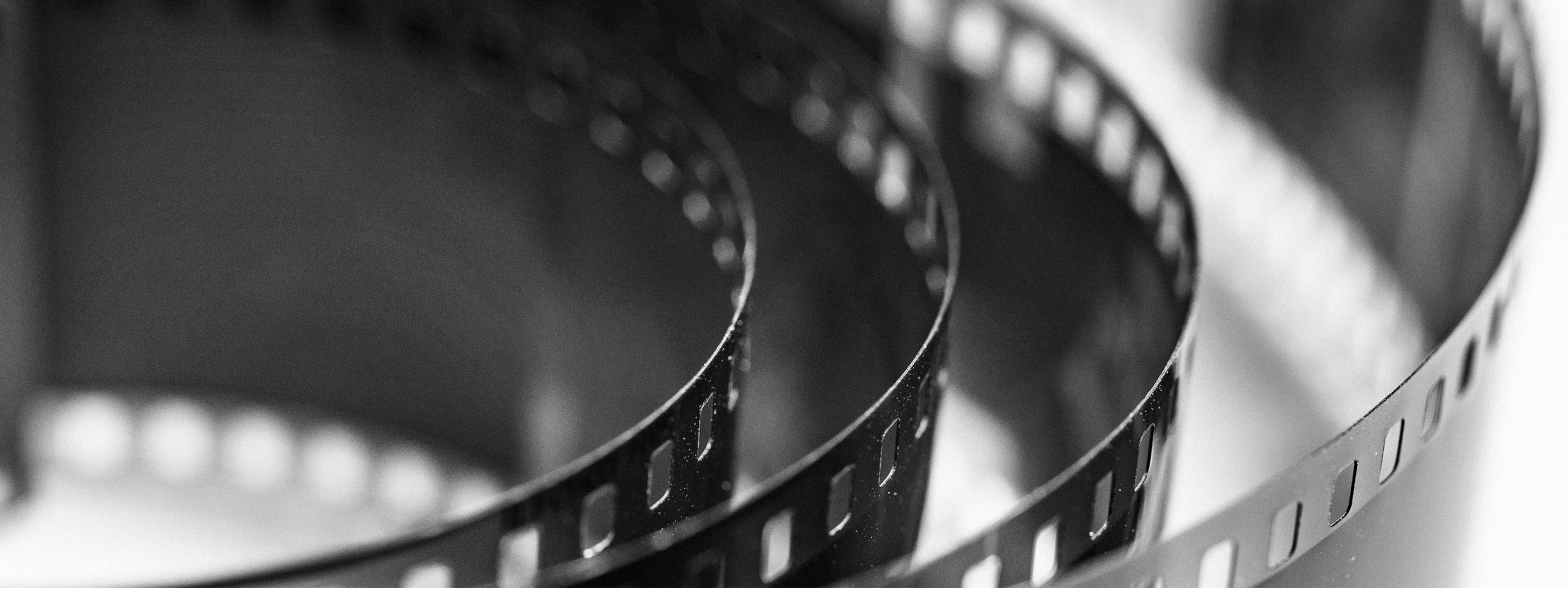
Revenue
rating: 25

Telegraph Voyage

Rental rate:
4,99 USD

Number of
rentals: 27

Number of
rentals rating: 59

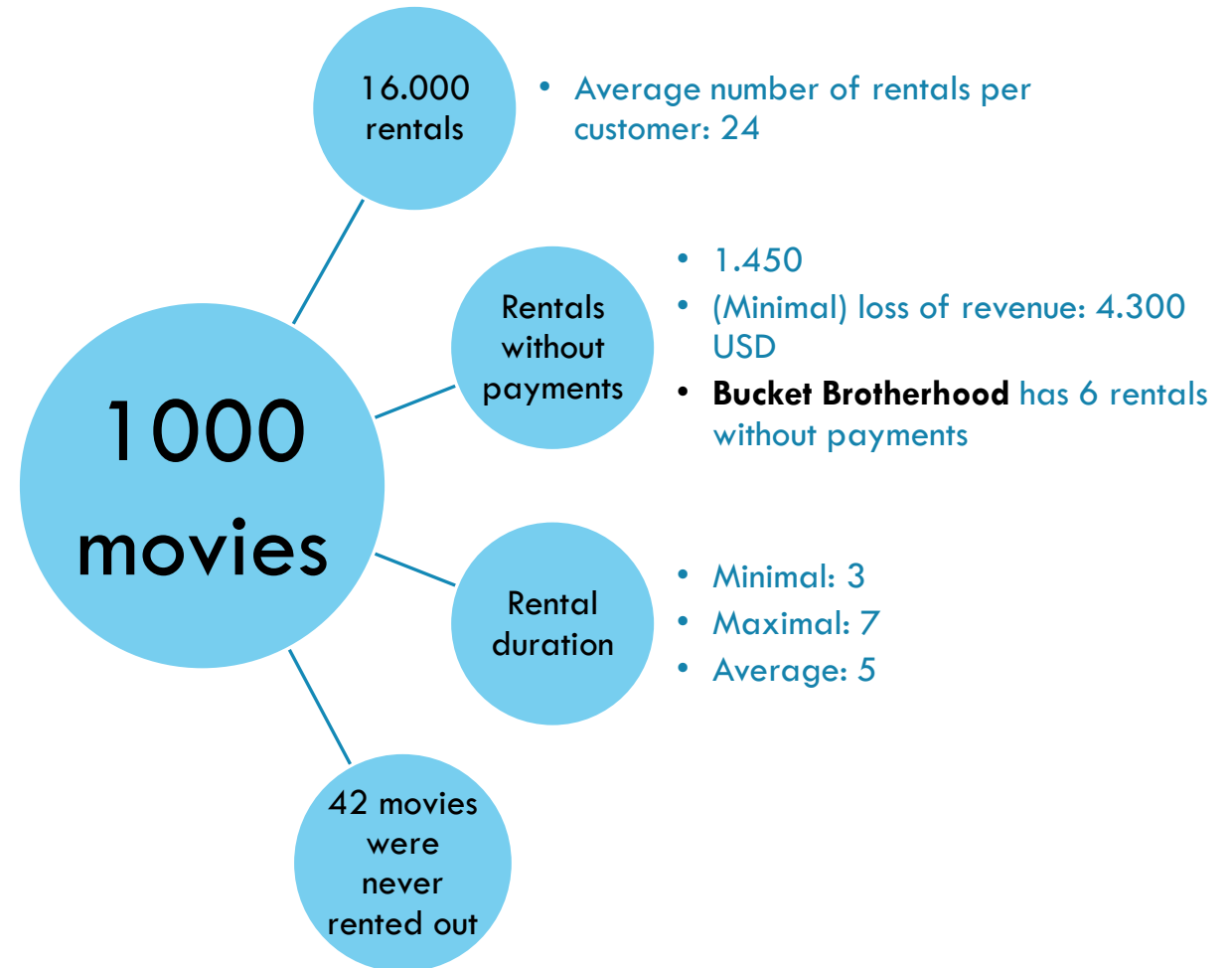


RENTAL ANALYSIS

The Curious Case of Bucket
Brotherhood and Telegraph
Voyage resolved

RENTALS IN NUMBERS

- Number of rentals **does not depend** on rental rate, rating or genre
- Number of rentals is **evenly distributed** across the clients, especially when the outliers are excluded
- Revenue per movie depends on its rental rate and the duration of rental: if the duration of **rental is exceeded**, the client is charged with a fee (**Telegraph Voyage** was returned late 22 times)





CONCLUSIONS AND RECOMMENDATIONS

Which model is optimal for
Rockbuster Stealth?

OPTIMAL MODEL: SUBSCRIPTION ONLY

CONCLUSIONS

- Rockbuster's customers show no significant preferences based on either rating, genre, movie title or rental rate (except that they do not like 42 films that were never rented out)
- Almost 10% of rentals were not paid for
- 50% of all customers are from Asia

RECOMMENDATIONS

- Launch a subscription only service with the subscription fee of 24,99 USD (5 rentals of 4,99) – this will provide steady income and prevent missing payments
- Consider acquiring new movies in Chinese and Hindi and subtitling/synchronizing old titles
- New hit titles in English should be at least subtitled into Chinese and Hindi



The End

THANK YOU!

Tableau