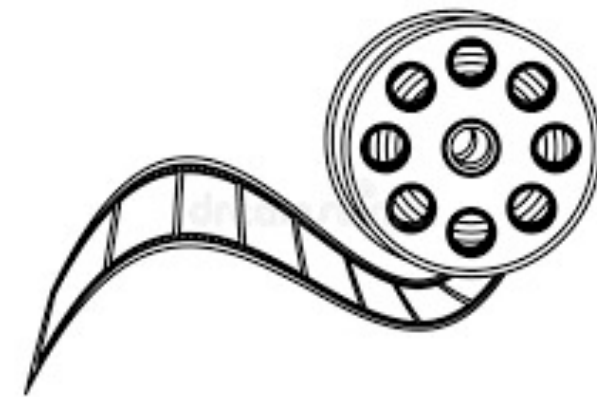


# ROCKBUSTER STEALTH LLC

## SALES ANALYSIS FEB. 2007 – MAY 2007



Presented by Matthew Abrams



# PROJECT OVERVIEW

## **Motivation**

Rockbuster Stealth LLC is facing stiff competition from streaming services such as Netflix and Amazon Prime. To keep up with competition, the company management team plans to use its existing movie licenses to launch an online video rental service.

## **Objective**

Develop a launch strategy for the new online video service.

## **Scope**

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

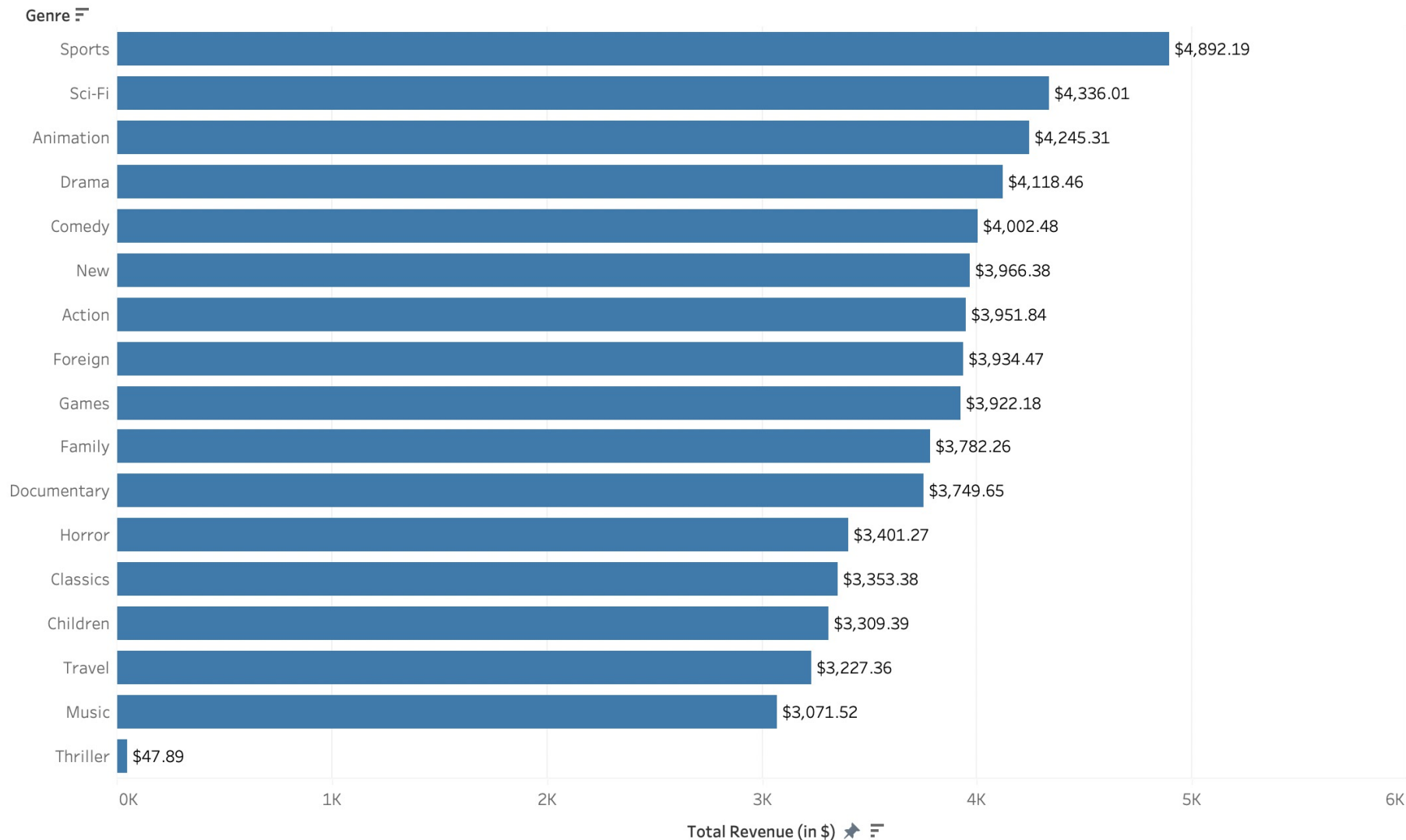
## AVERAGE RENTAL DURATION FOR ALL VIDEOS

Between February 2007 and May 2007, people worldwide have rented each movie from Rockbuster 4 to 6 days on average.

Rating	Average Rental Duration (In Days)
G	4.84
PG	5.08
PG-13	5.05
R	4.77
NC-17	5.14

# WHAT GENRES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

Revenue Earnings of Rockbuster by Genre

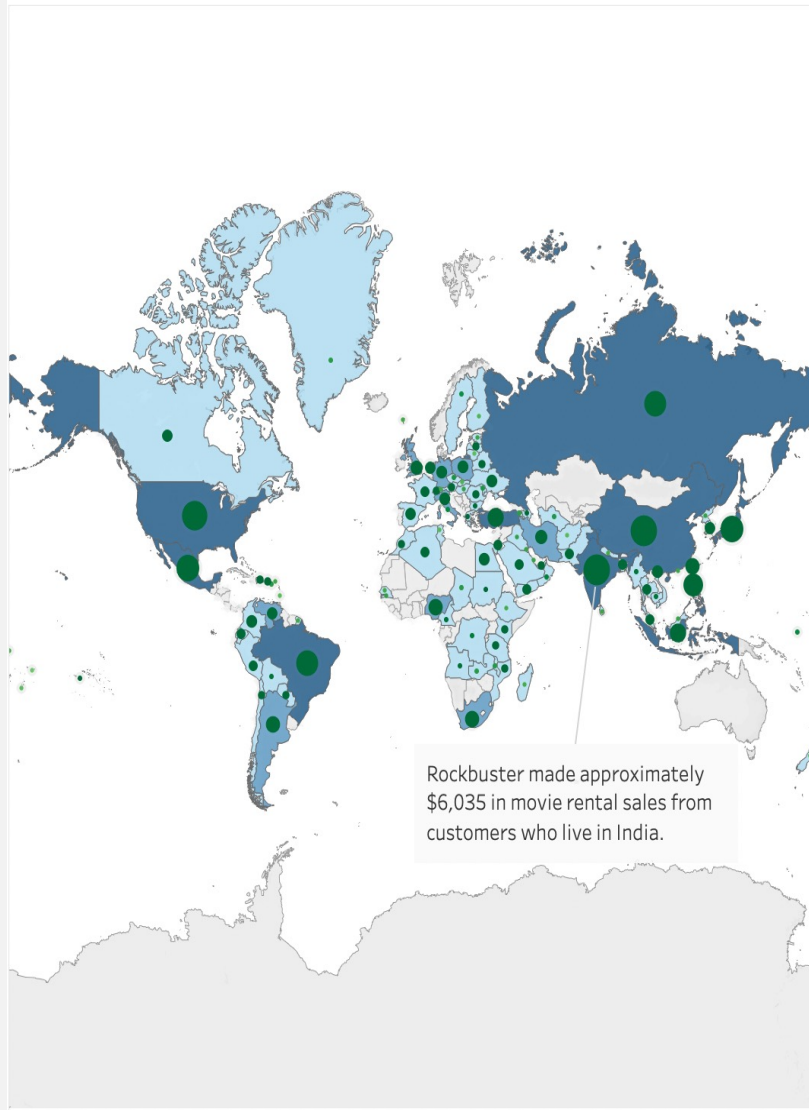


- Rockbuster makes the most revenue worldwide from genres like Sports, Sci-Fi, Animation, Drama, and Comedy.
- Rockbuster makes the least revenue worldwide from genres like Horror, Classics, Travel, Music, and Thriller.

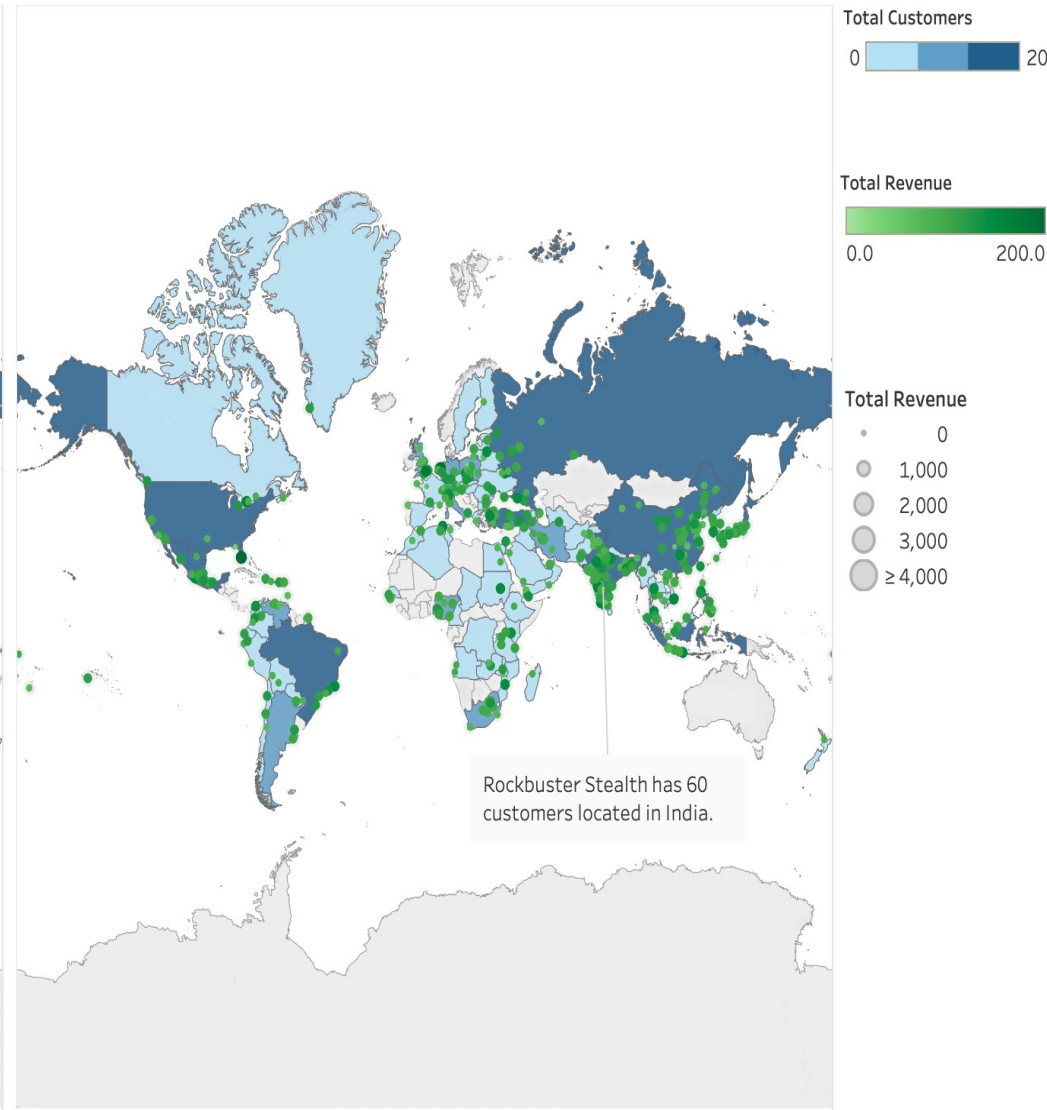
# DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?

- The visualization on the left shows the total revenue in films rented from Rockbuster by country.
- The visualization on the right show the total revenue in films rented from Rockbuster by city.
- Rockbuster received the highest revenue from India due to having the greatest number of customers living there.

Total Revenue of Rockbuster Per Country

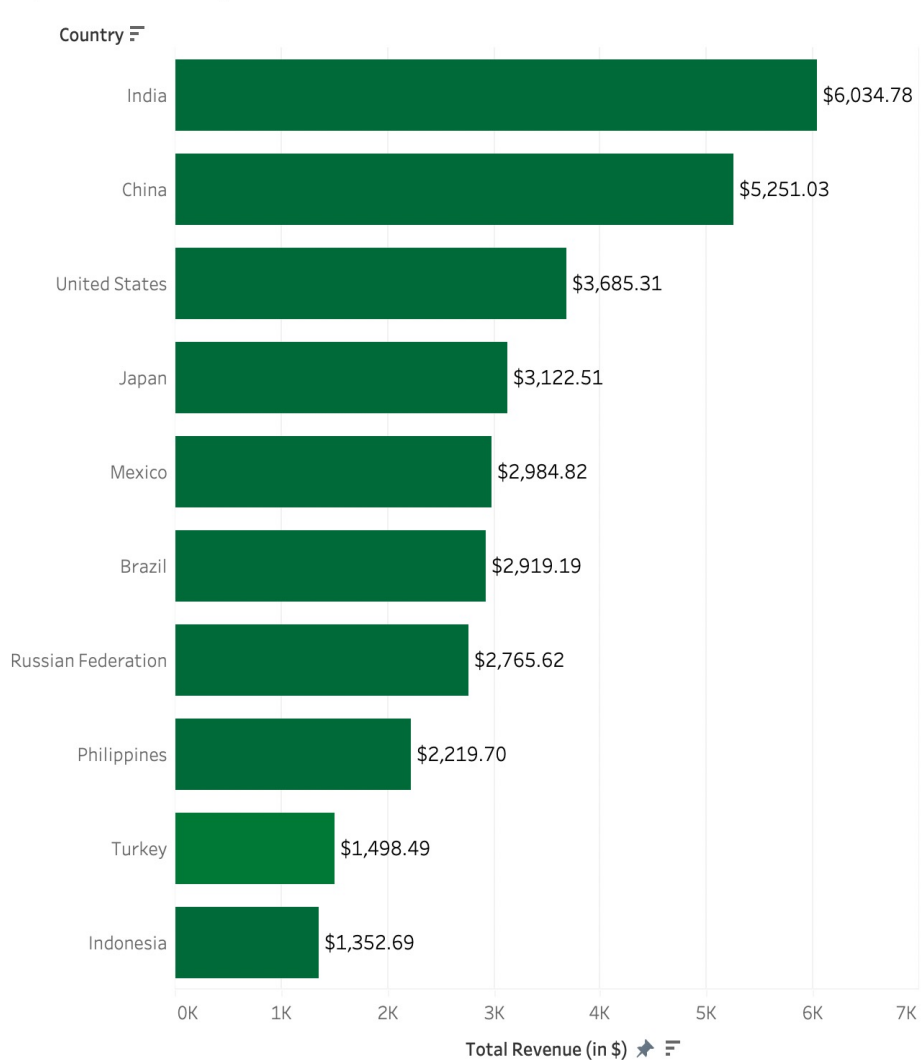


Total Revenue of Rockbuster Per City

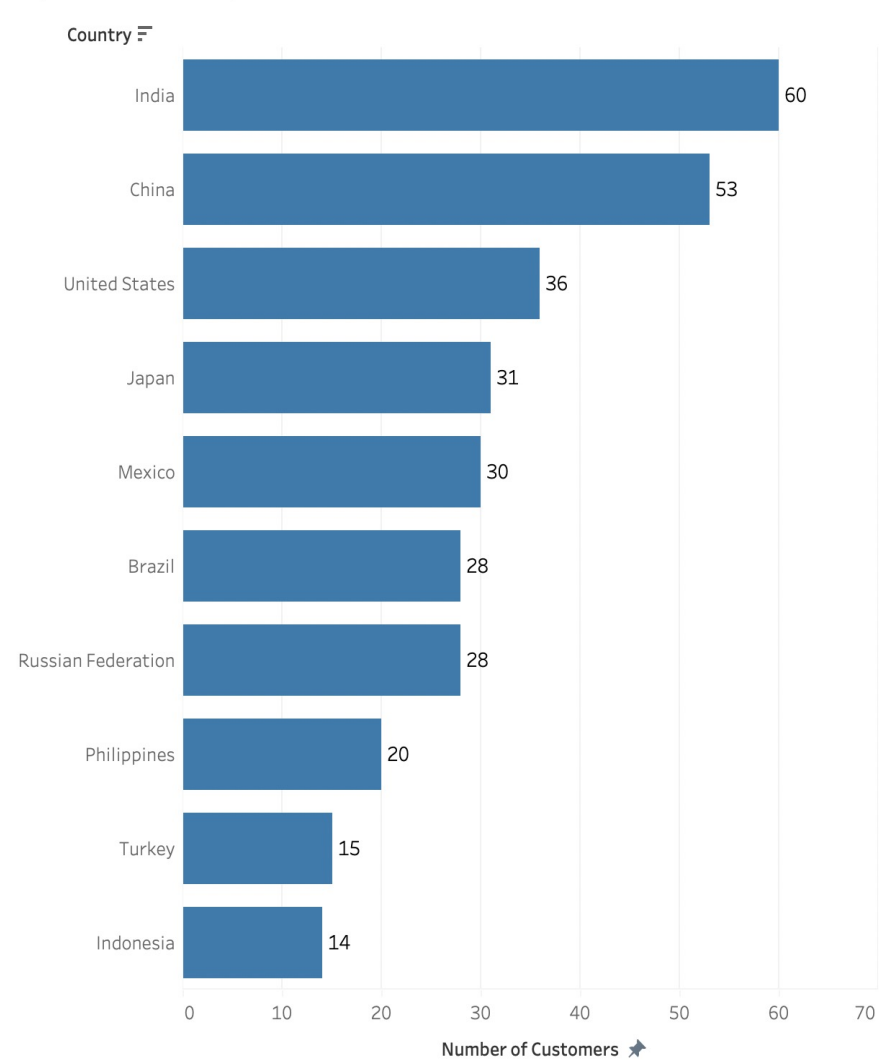


# WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?

Top 10 Countries By Total Revenue in Movie Sales of Rockbuster Stealth



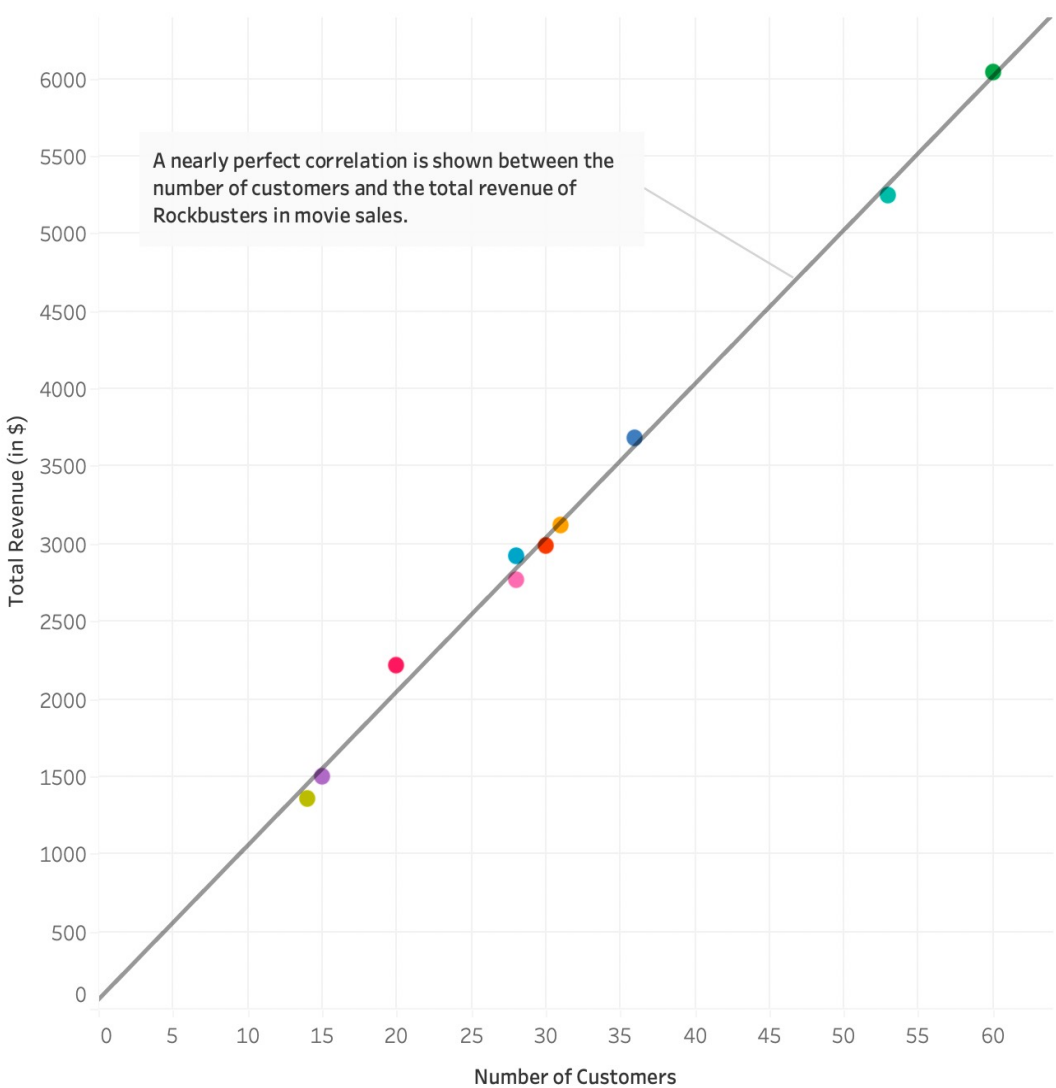
Top 10 Countries By Number of Customers of Rockbuster Stealth



- The visualization on the left show the top 10 countries by total sales in movies.
- The visualization on the right show the same countries where customers are mostly based in.
- There is a connection between the number of customers and total revenue per country considering both visualizations have the same listings in the same order.

# RELATIONSHIP BETWEEN NUMBER OF CUSTOMERS AND REVENUE

Top 10 Countries: Number of Customers vs Total Revenue

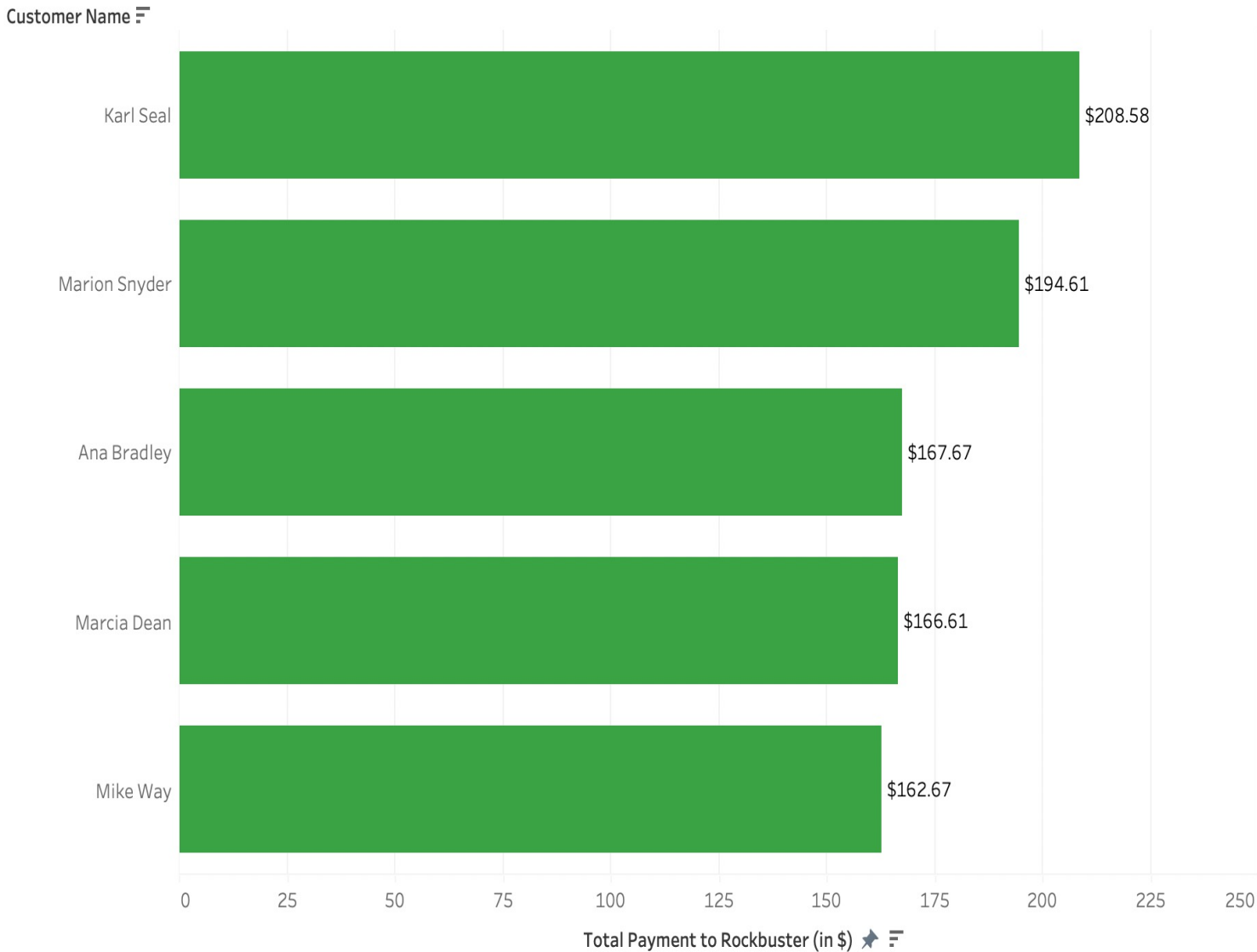


- Country
- Brazil
  - China
  - India
  - Indonesia
  - Japan
  - Mexico
  - Philippines
  - Russian Federation
  - Turkey
  - United States

- This visualization shows a very strong relationship between the number of customers and total revenue based on these top 10 countries mentioned from earlier.
- This relationship remains consistent with all other countries of the world.
- A high number of Rockbuster customers per country is directly linked to the total revenue earned from each country.

# LET’S REWARD THESE MOST LOYAL CUSTOMERS

Rockbuster Stealth’s Top 5 Paying Customers Within Top 10 Countries



These 5 customers of the top 10 countries have spent the most money on rented films from Rockbuster.

Customer ID	Customer Name	Address	City, Country	Amount Paid
178	Marion Snyder	1891 Rizhao Boulevard	Santa Brbara dOeste, Brazil	\$194.61
181	Ana Bradley	682 Garden Grove Place	Memphis, United States	\$167.67
236	Marcia Dean	1479 Rustenburg Boulevard	Tanza, Philippines	\$166.61
403	Mike Way	990 Etawah Loop	Valparai, India	\$162.67
526	Karl Seal	1427 Tabuk Place	Cape Coral, United States	\$208.58



## RECOMMENDATIONS/NEXT STEPS

- Start expanding company online headquarters in India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey and Indonesia where they also have the most Rockbuster customers.
- Reward the following customers for their loyalty: Marion Snyder, Ana Bradley, Marcia Dean, Mike Way, and Karl Seal. Suggested rewards can include a 20% discount off their next 10 rental movies or a free Rockbuster Stealth LLC \$15 gift card. Reach out encouraging these people to refer their friends and family to rent movies online from Rockbuster.
- Rockbuster should stock more recent films of different genres such as Sports, Sci-Fi, Animation, Drama, and Comedy.
- For countries having little to no sales in movie rentals from Rockbuster, reach out to those through surveys on where people get their entertainment from. Develop ad campaigns, including those countries who do not have any Rockbuster customers.
- Let people know when paying for rental movies online they can be saved for 5 days. This would give people the opportunity to view them as many times as they want to during the rental period.

ANY QUESTIONS?