

Rockbuster Stealth

2020 Business Strategy

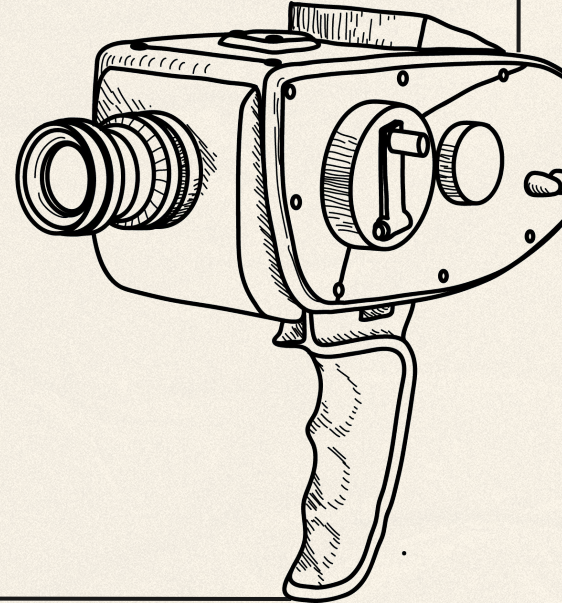


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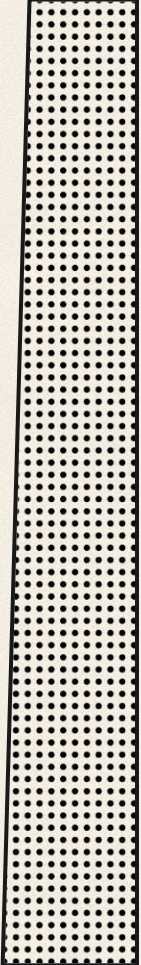
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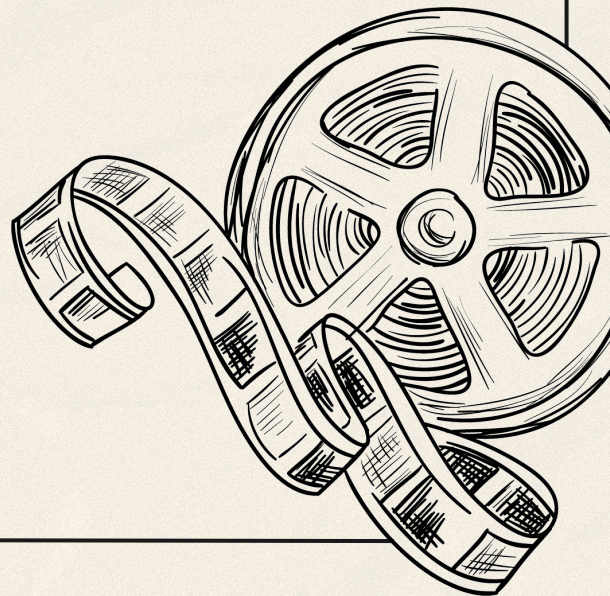
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Key findings



01

Introduction



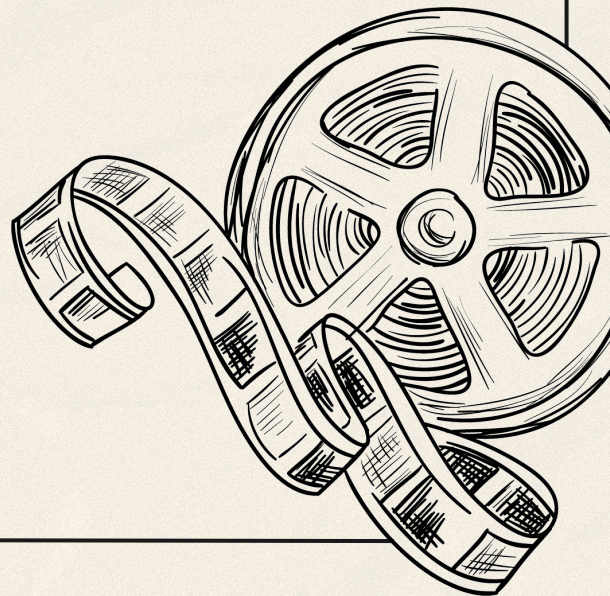
Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Our objective is to help Rockbuster with the launch strategy for the new online video service.



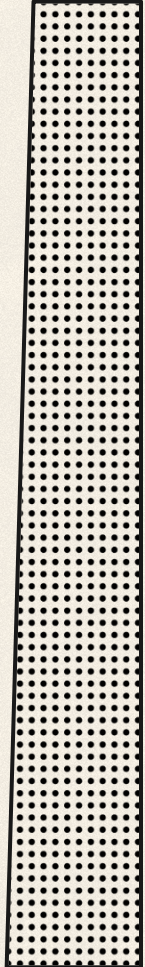
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Overview



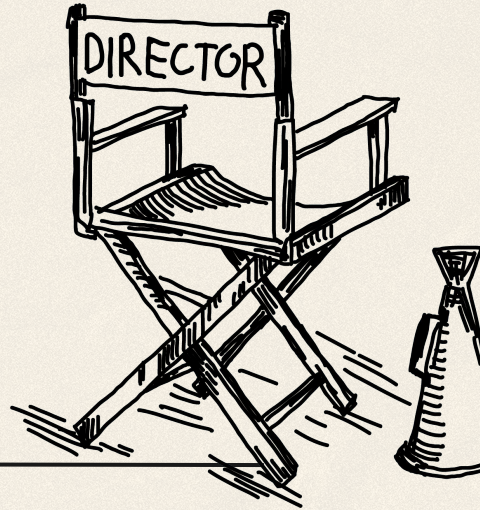
Summary of Rockbuster's database

| | |
|--------------------------|------------------------|
| NUMBER OF MOVIES | 1000 |
| NUMBER OF GENRES | 19 |
| NUMBER OF CUSTOMERS | 599 |
| AVERAGE RENTAL DURATION | 5 DAYS |
| AVERAGE RENTAL RATE | \$2.98 |
| AVERAGE REPLACEMENT COST | \$20 |
| RELEASE YEAR | 2006 |
| RATINGS | PG, PG-13, G, R, NC-17 |



03

Analysis



Rockbuster's 10 most profitable movies

| Title | Genre | Total revenue |
|------------------|-------------|---------------|
| Telegraph Voyage | Music | \$215.75 |
| Zorro Ark | Comedy | \$199.72 |
| Wife Turn | Documentary | \$198.73 |
| Innocent Usual | Foreign | \$191.74 |
| Hustler Party | Comedy | \$190.78 |
| Saturday Lambs | Sports | \$190.74 |
| Titans Jerk | Sci-Fi | \$186.73 |
| Harry Idaho | Drama | \$177.73 |
| Torque Bound | Drama | \$169.76 |
| Dogma Family | Animation | \$168.72 |

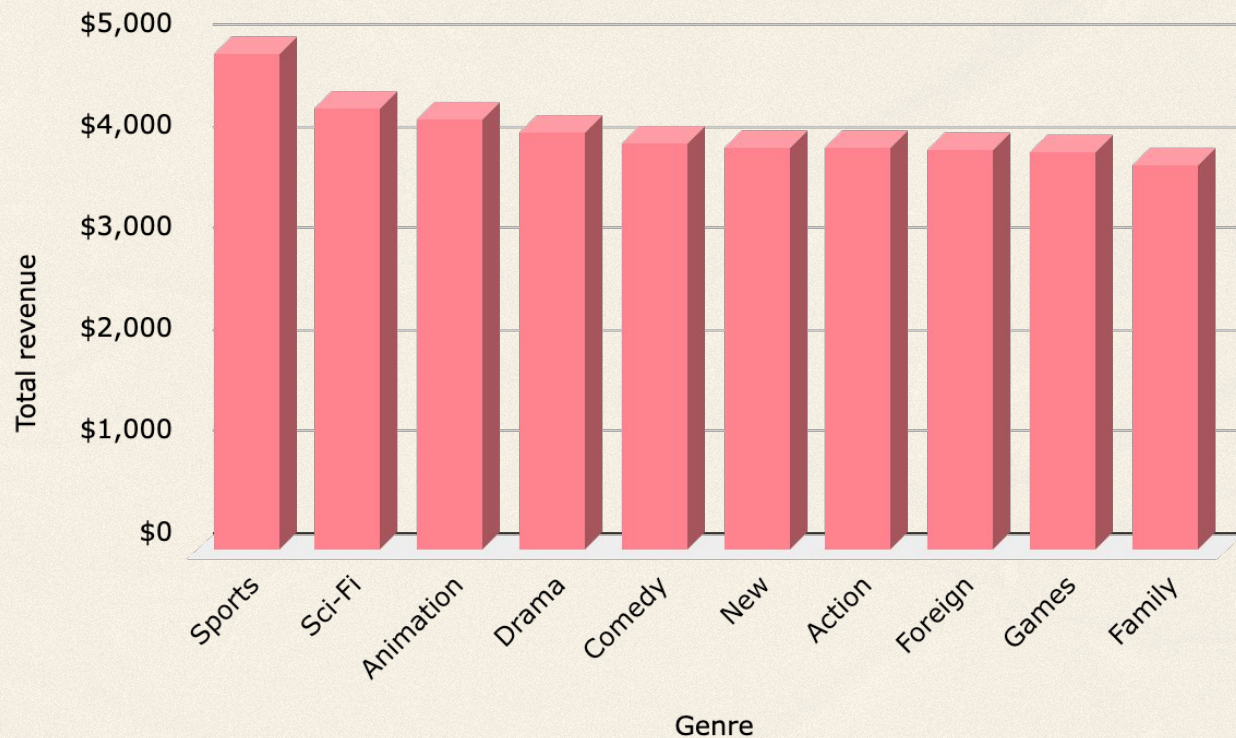


Rockbuster's 10 least profitable movies

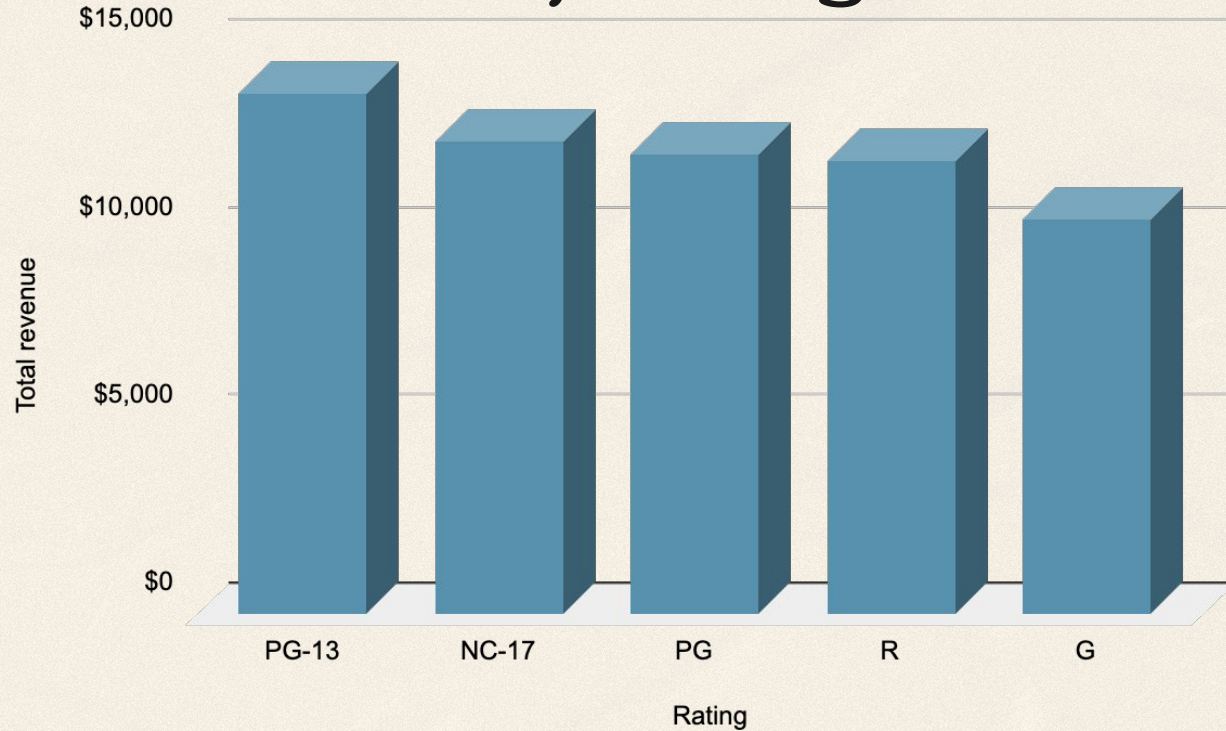
| Title | Genre | Total revenue |
|--------------------|-------------|---------------|
| Oklahoma Jumanji | New | \$5.94 |
| Duffel Apocalypse | Documentary | \$5.94 |
| Texas Watch | Horror | \$5.94 |
| Freedom Cleopatra | Comedy | \$5.95 |
| Rebel Airport | Music | \$6.93 |
| Young Language | Documentary | \$6.93 |
| Cruelty Unforgiven | Classics | \$6.94 |
| Treatment Jekyll | Drama | \$6.94 |
| Lights Deer | Classics | \$7.93 |
| Stallion Sundance | Sci-Fi | \$7.94 |



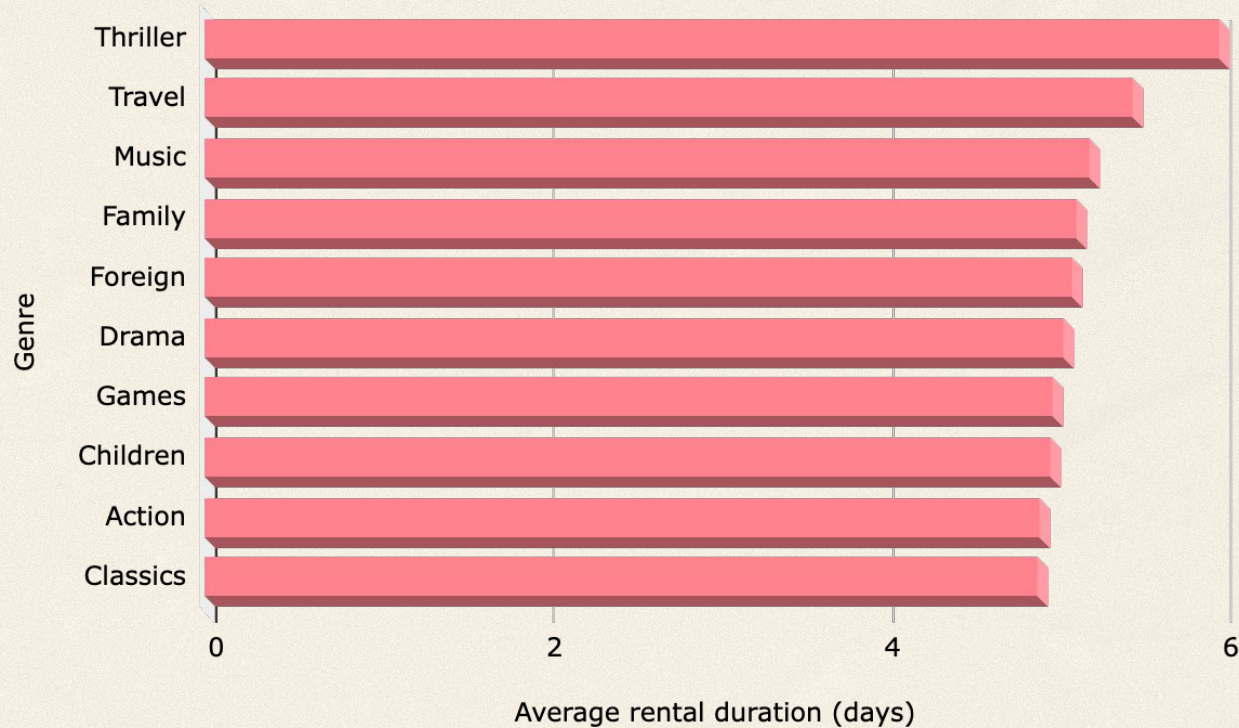
Rockbuster's most profitable genres



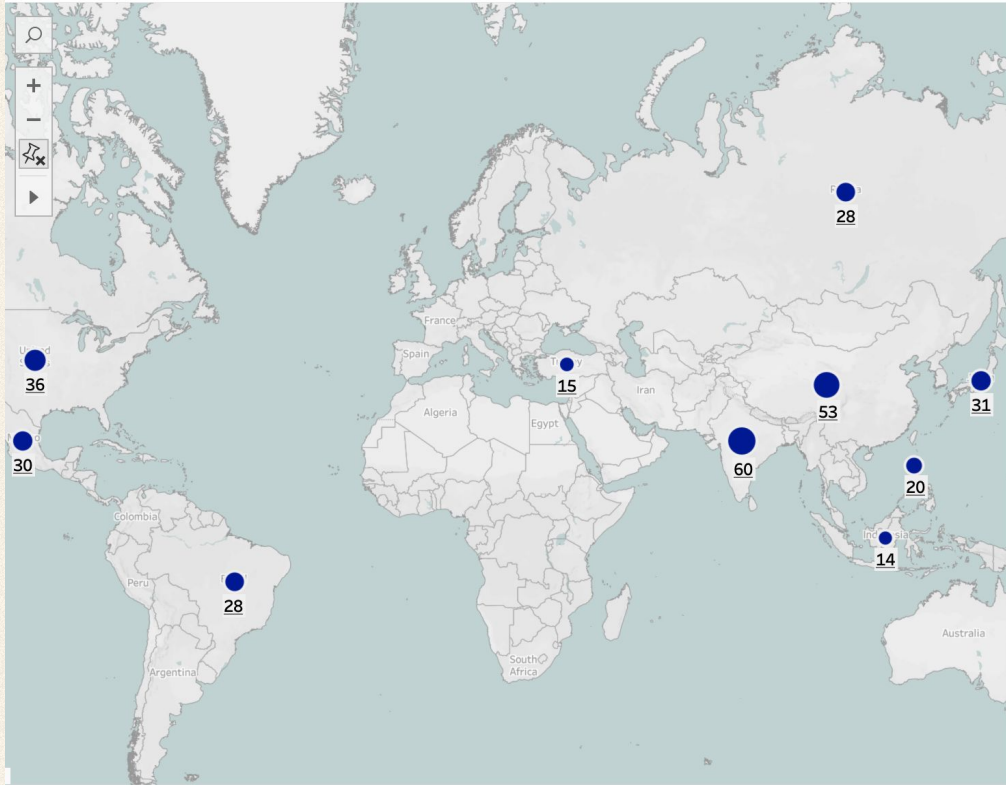
Rockbuster's most profitable movies by rating



Average rental duration per genre



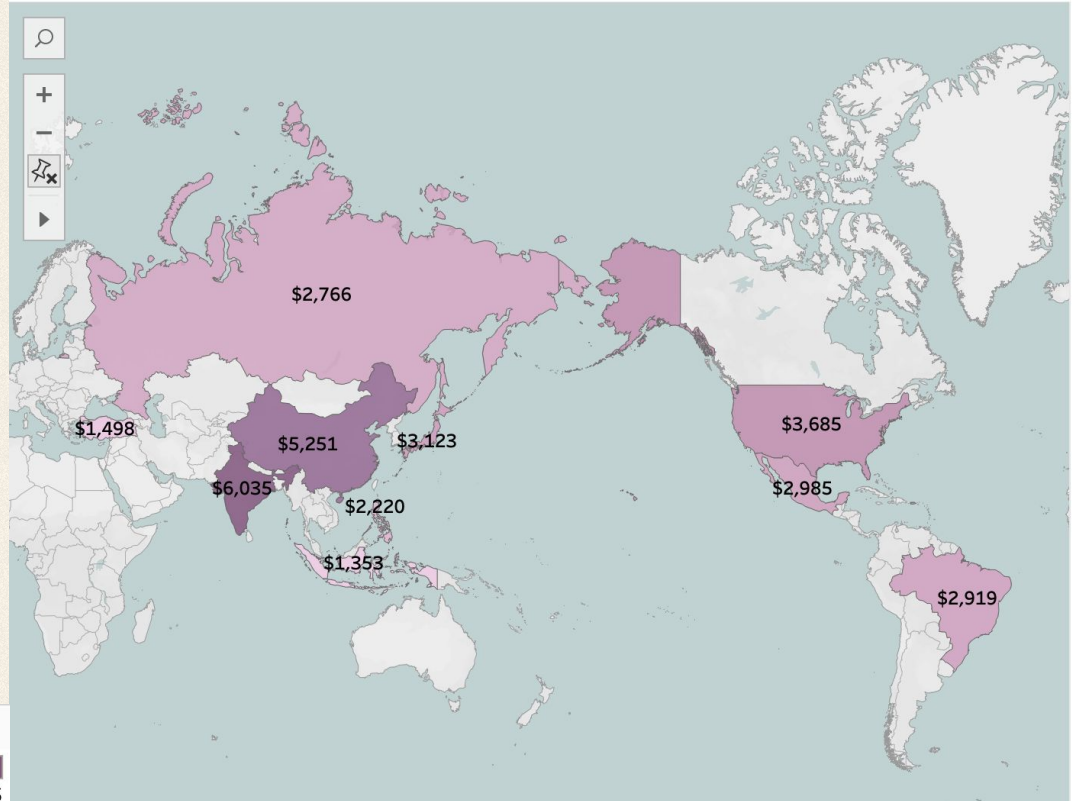
Countries with highest numbers of customers



India is the country with the highest number of customers, followed by China, and then the United States.

Countries with the highest revenue

Not surprisingly, the number of customers correlates with the revenue, and the countries with the highest revenue are India, China and the United States.

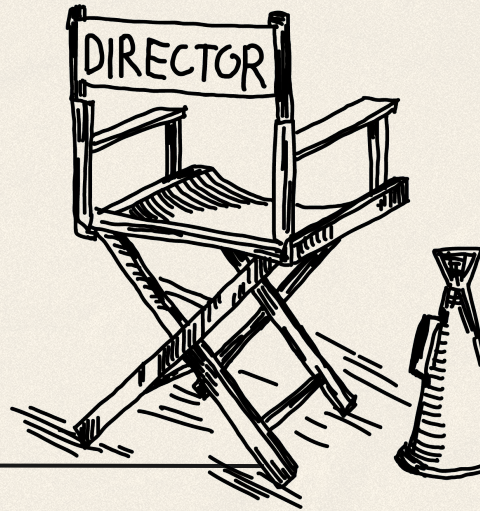


Rockbuster's top 10 clients of all times!

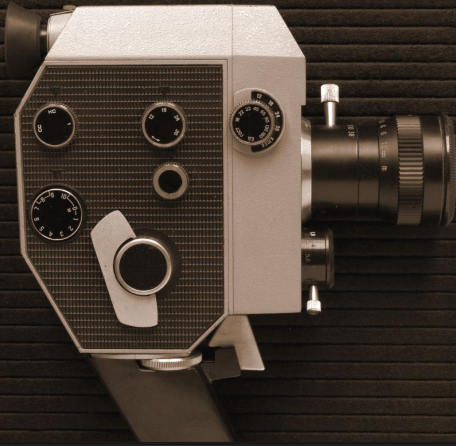
| Name | City | Country | Total amount spent |
|-----------------------|---------------------|---------------|--------------------|
| <u>Eleanor Hunt</u> | Saint-Denis | Reunion | \$211.55 |
| <u>Karl Seal</u> | Cape Coral | United States | \$208.58 |
| <u>Marion Snyder</u> | Santa Brbara dOeste | Brazil | \$194.61 |
| <u>Rhonda Kennedy</u> | Apeldoorn | Netherlands | \$191.62 |
| <u>Clara Shaw</u> | Molodetno | Belarus | \$189.60 |
| <u>Tommy Collazo</u> | Qomsheh | Iran | \$183.63 |
| <u>Ana Bradley</u> | Memphis | United States | \$167.67 |
| <u>Curtis Irby</u> | Richmond Hill | Canada | \$167.62 |
| <u>Marcia Dean</u> | Tanza | Philippines | \$166.61 |
| <u>Mike Way</u> | Valparai | India | \$162.67 |

04

Key findings



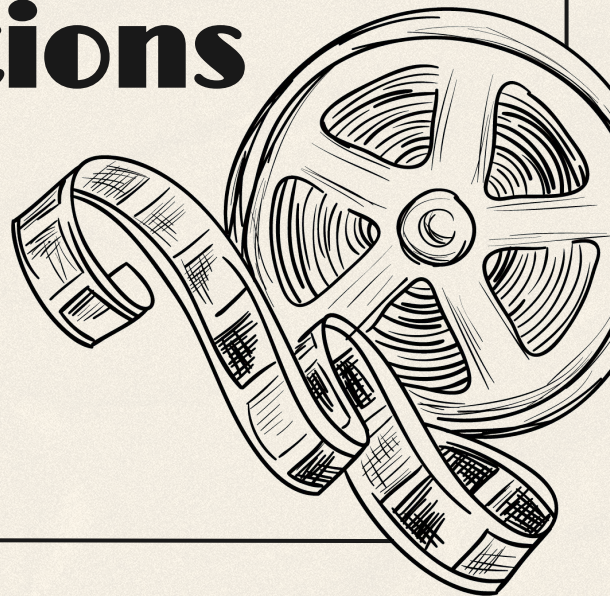
IT'S MOVIE TIME



1. The most profitable genre is Sports, followed by Sci-fi and Animation.
2. Countries that generate the most revenue are India, China and the US. These countries also have the highest number of customers.
3. The movies that generated the highest revenue are PG-13 rated, while the ones with lowest revenue, are G rated.

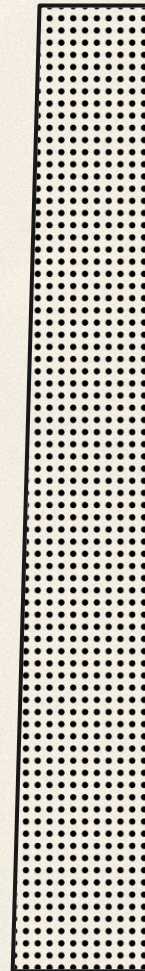
05

Recommendations





- Update the film database with some new titles, as all of the movies Rockbuster has are from 2006.
- Reward the most loyal customers with discounts/promotions
- Offer sign-up bonuses and “Refer a friend” promotions to attract new customers.
- Focus on adding new movies in the most popular genres, which are Sports, Sci-Fi and Animation.
- Focus on the regions with the highest number of customers (India, China and the US), add movies in foreign languages.



THANK YOU!

Tableau visualization:

https://public.tableau.com/app/profile/magdalena.lipinska/viz/3_10Rockbuster_16858238573820/Story1?publish=yes

