

ROCKBUSTER STEALTH LLC

2020 Strategy
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INTRODUCTION

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

Facing 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.

KEY QUESTIONS

What was the **average rental duration** for all videos?

Which movies contributed the most/least to **revenue gain**?

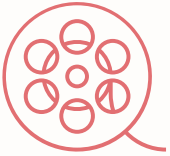
Which **countries** are Rockbuster customers based in?

Do sales figures vary between **geographic regions**?

Where are customers with a **high lifetime value** based?

DATA SPOTLIGHT

Internal Rockbuster data has been loaded into a relational database to perform this analysis. The database includes information about Rockbuster's customer base, film inventory, rentals and payments.



1000 Titles
In 17 genres &
5 age ratings



Average rental rate: 2.98
Most popular: 0.99
Most profitable: 4.99



Most popular rating: PG-13



Average rental duration: 5 Days
Range: 3 – 7 Days



599 customers
In 109 countries

WHERE ARE ROCKBUSTER CUSTOMERS?

Top 10 Countries by Number of Customers

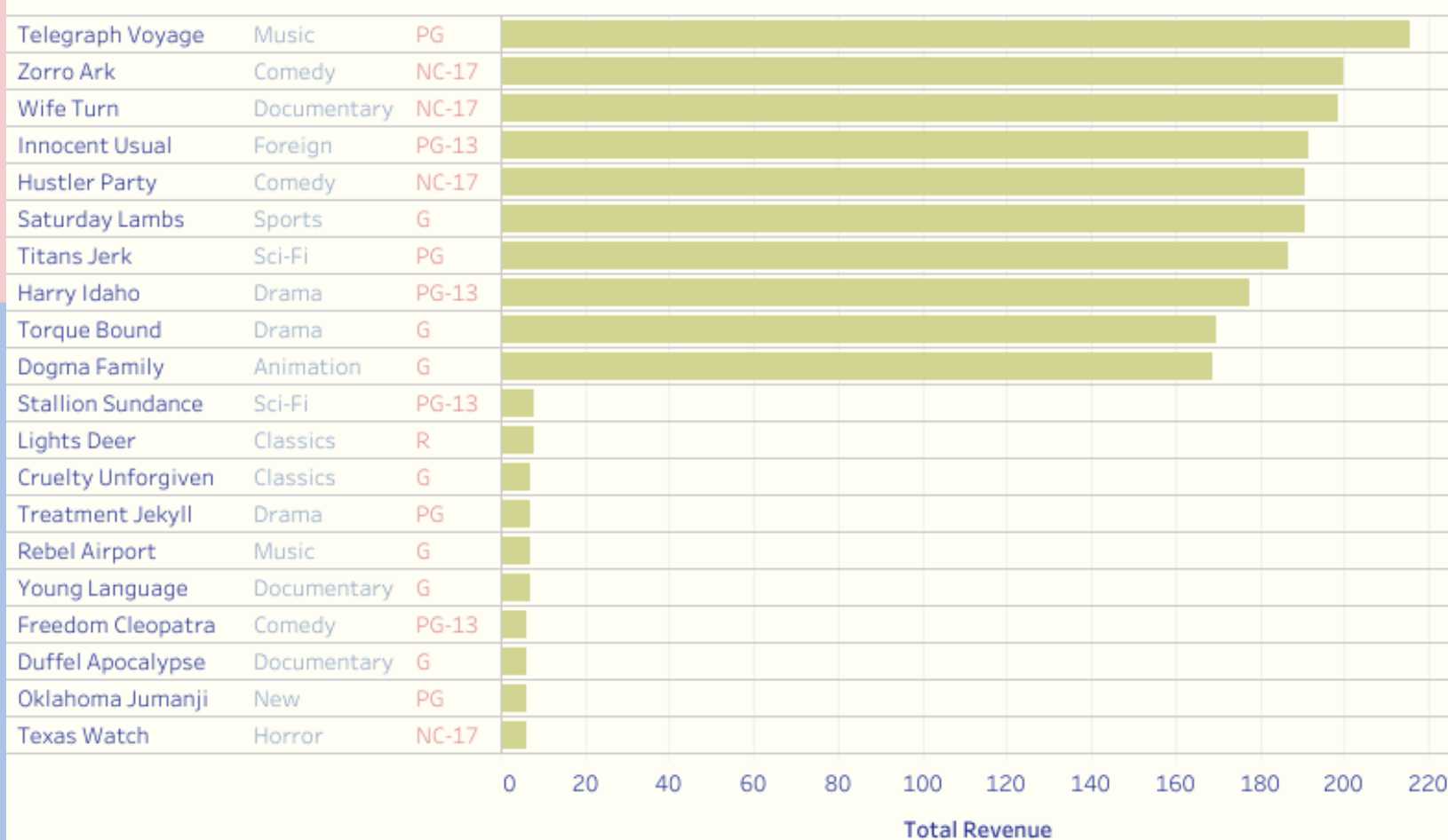


52% of
Rockbuster
customers are in
the top 10
countries

2020 marketing resources should
be targeted in these regions

WHAT DO THEY WATCH?

Best and Worst Titles by Revenue



Average Revenue for
top 10 films is 189.04€

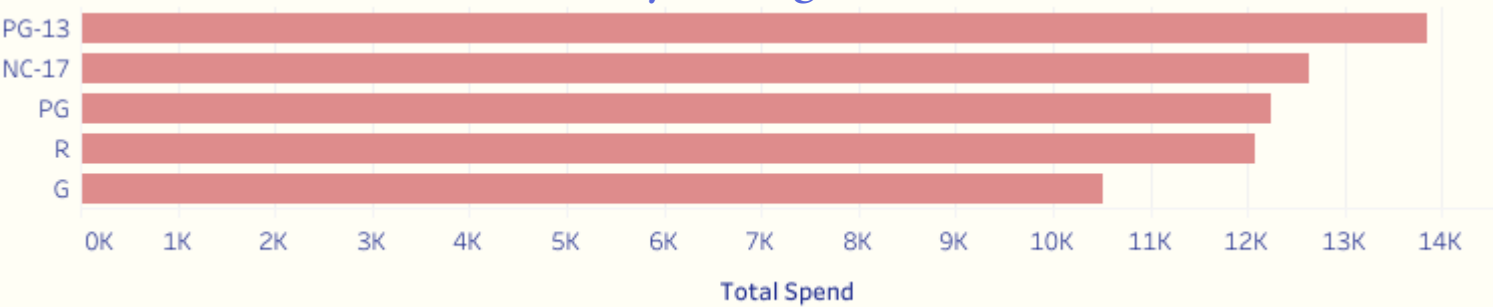
Average revenue for
bottom 10 films is 6.74€

REVENUE BY RATING AND GENRE

7

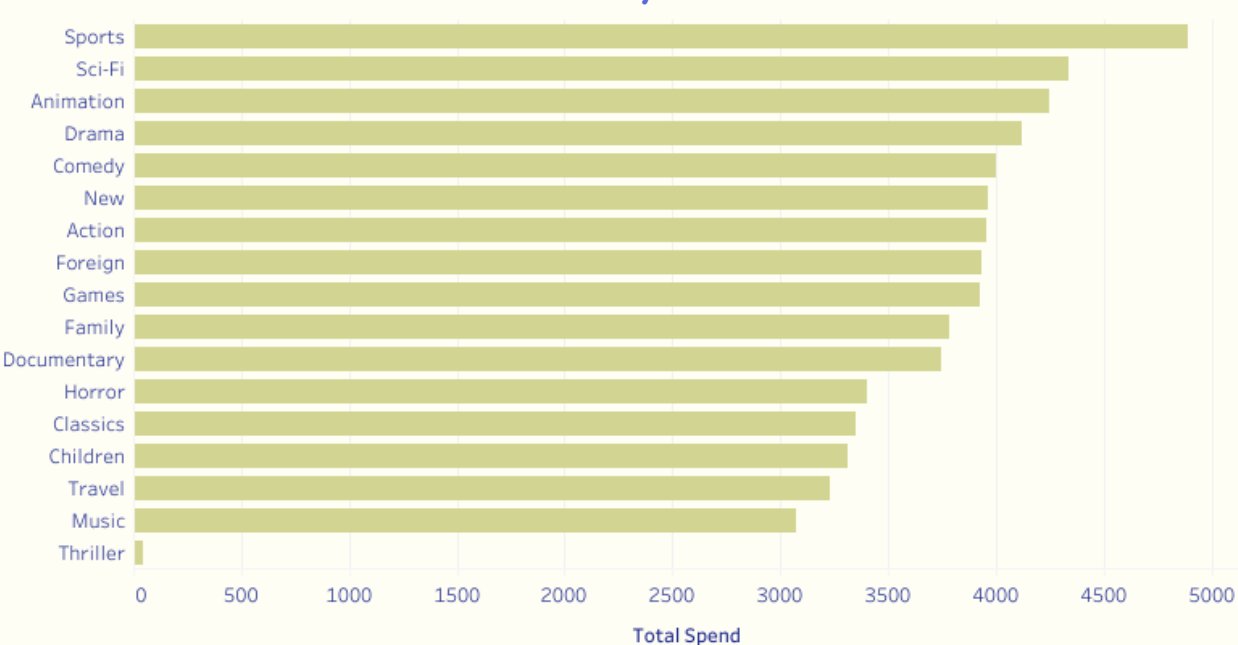
PG-13 is the most profitable rating.

Revenue Gain by Rating



Sports is the most profitable genre

Revenue Gain by Genre



TOP CUSTOMERS

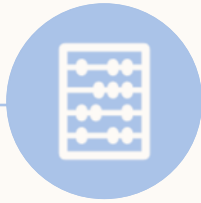
id	city	country	total spend
479	Akron	United States	134.71
225	Ambattur	India	111.76
574	Akishima	Japan	108.73
297	Ahmadnagar	India	99.74
537	Aurora	United States	98.76

REWARD PROGRAM

Rockbuster's top customers within the target marketing area will be the best brand ambassadors during the transition to online video rental

Rewarding them should help to strengthen and add value to the company's relationship with them

RECOMMENDATIONS



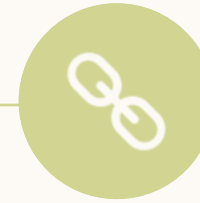
RENTAL COST & DURATION

- Aim for average rental cost of 3€
- Special deals on 1€
- 5-day rental



MARKETING

- Focus on top countries and top cities within them
- Build upon existing customer base
- Special focus on PG-13 titles



REWARDS PROGRAM

- Increase value of relationship with top customers by rewarding them
- apply rewards program within the marketing focus area

SUMMARY

By responding appropriately to market pressure from Netflix and Amazon Prime and by following these data informed recommendations, Rockbuster Stealth LLC should be able to successfully navigate a transition to online rental.

Further analysis will help to monitor the effectiveness of these changes and maintain knowledge of Rockbuster's customer base to guide future decisions.



THANK YOU

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