



Rockbuster Films

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Agenda

About Rockbuster

Rockbuster Statistics

Revenue Overview

Geographical Overview

Recommendation





About Rockbuster

- Increased competition from Netflix and Amazon Prime. Rockbuster Films management team plan to identify a strategy using their existing license to launch an online streaming platform



Rockbuster Statistics

Statistics

Metric	Value
Maximum Rental Rate	4.99
Min Rental Rate	0.99
Maximum Rental Duration	7 days
Minimum Rental Duration	3 days
Maximum Film Replacement Cost	£29.99
Minimum Film Replacement Cost	£9.99





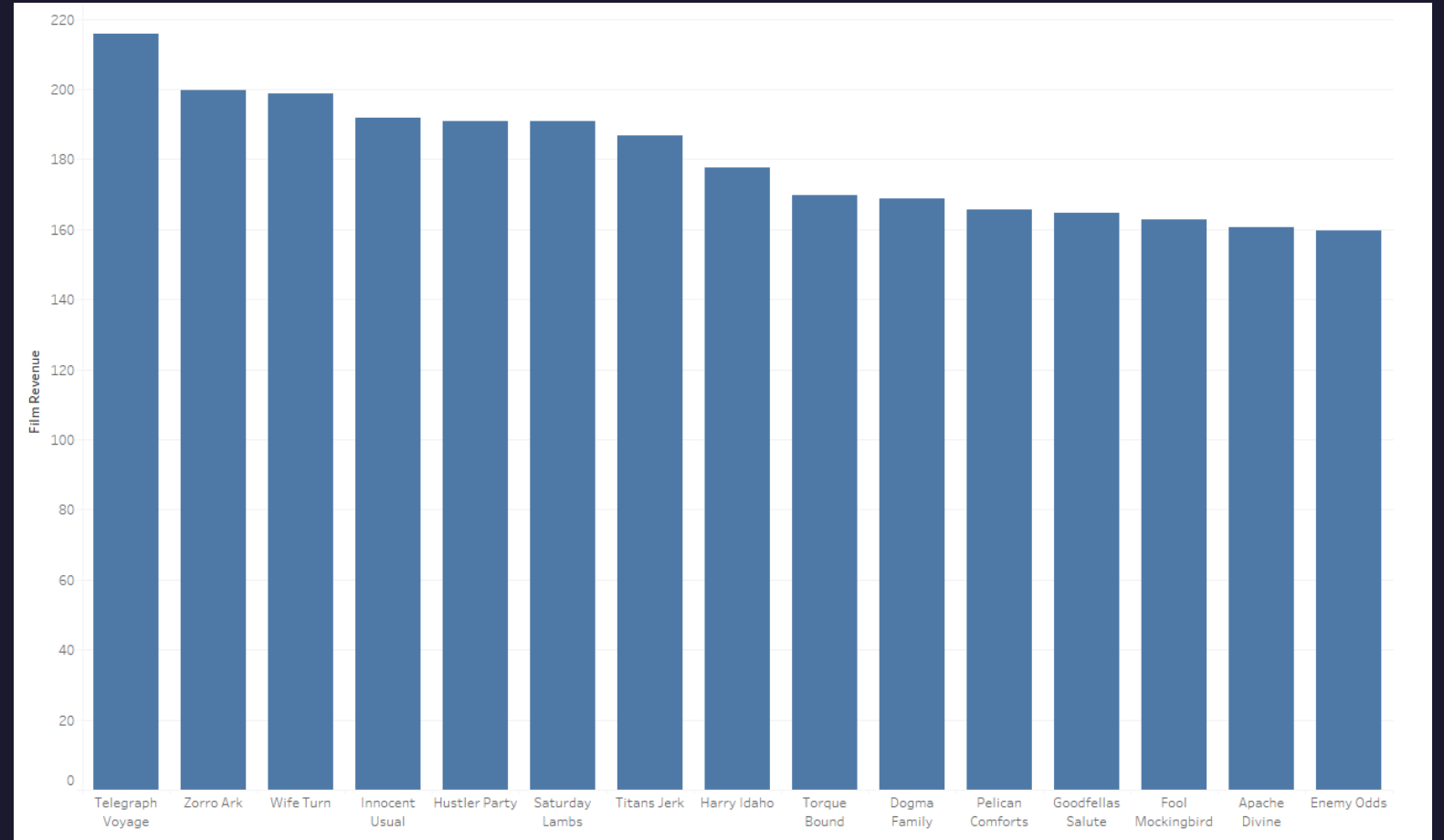
Revenue Overview

What films or
categories generated
Rockbuster the most
revenue?



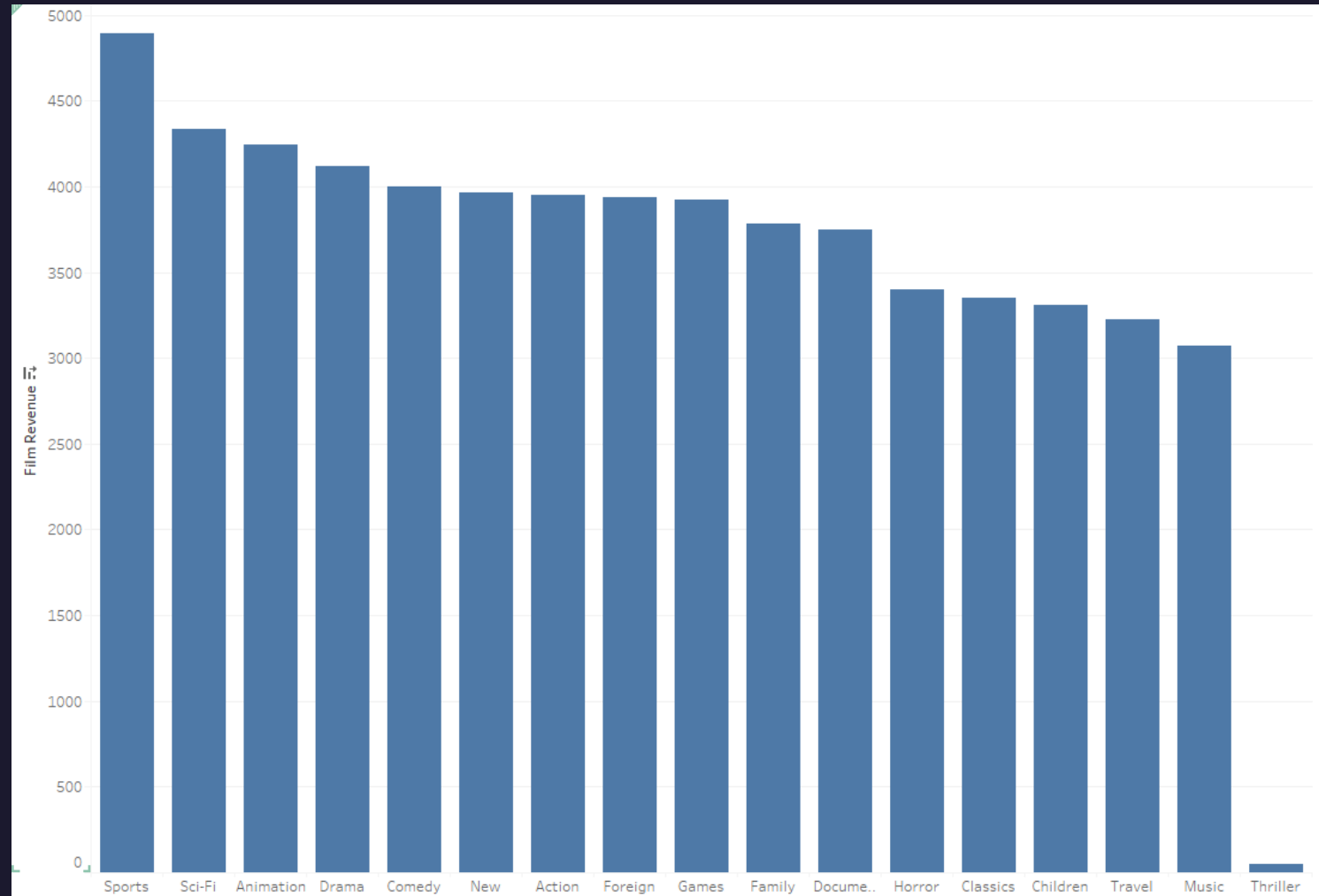
Top 15 Films by Revenue

- Large Revenue Generating Film = Telegraph Voyage



Top 15 Films by Revenue

Metric	Category	Amount
Highest	Sports	£4,892
Lowest	Thriller	£48

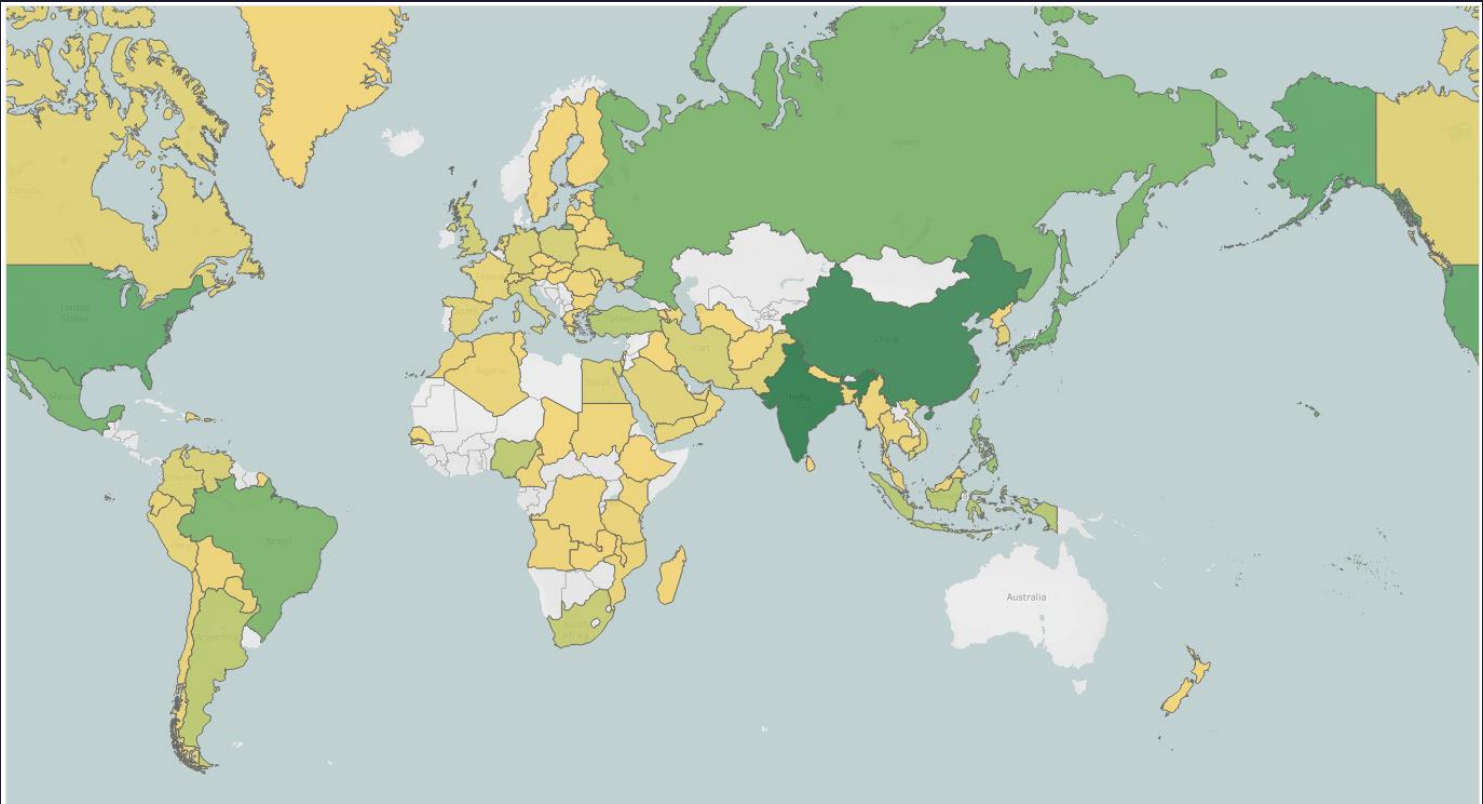




Geographical Overview

Top & Bottom Countries by Customer

Metric	Country	Customers
Top 2 countries	China	60
	India	53
Bottom 2 countries	Afghanistan	1
	Ethiopia	1





Summary

Focus countries for Rockbuster should be India, China, United States and Brazil to pilot the online streaming service. However, not all categories should be considered in this initiative. I recommend removing Thriller from the inventory and focusing on Sports, Sci-Fi and Animation in the beginning phase

Thank You

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