



# Rockbuster Stealth LLC

Around the block, are movies that **ROCK**

ONLINE VIDEO RENTAL STRATEGY  
APRIL 2024

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# Overview

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

Due to stiff competition from streaming services like Netflix and Amazon Prime, the Rockbuster Stealth management team plans to **launch an online video rental service** using its additional movie licenses

# Key Questions + Objectives

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

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

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

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

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

# Data at a Glance

**Film Inventory**  
1000

**Total Customers**  
599

**Countries**  
109

**Languages**  
1

**Genres**  
17

**Total Revenue**  
\$61,312

# Data at a Glance

## RENTAL DURATION

Min - 3 Days  
Avg - 5 Days  
Max - 3 Days

## FILM LENGTH

Min - 46 Minutes  
Avg - 115 Minutes  
Max - 185 Minutes

## RENTAL RATE

Min - \$0.99  
Avg - \$2.98  
Max - \$4.99

## REPLACEMENT COST

Min - \$9.99  
Avg - \$19.98  
Max - \$29.99

## MODAL ACTIVE CUSTOMER

True

## MODAL LANGUAGE

English

## MODAL RATING

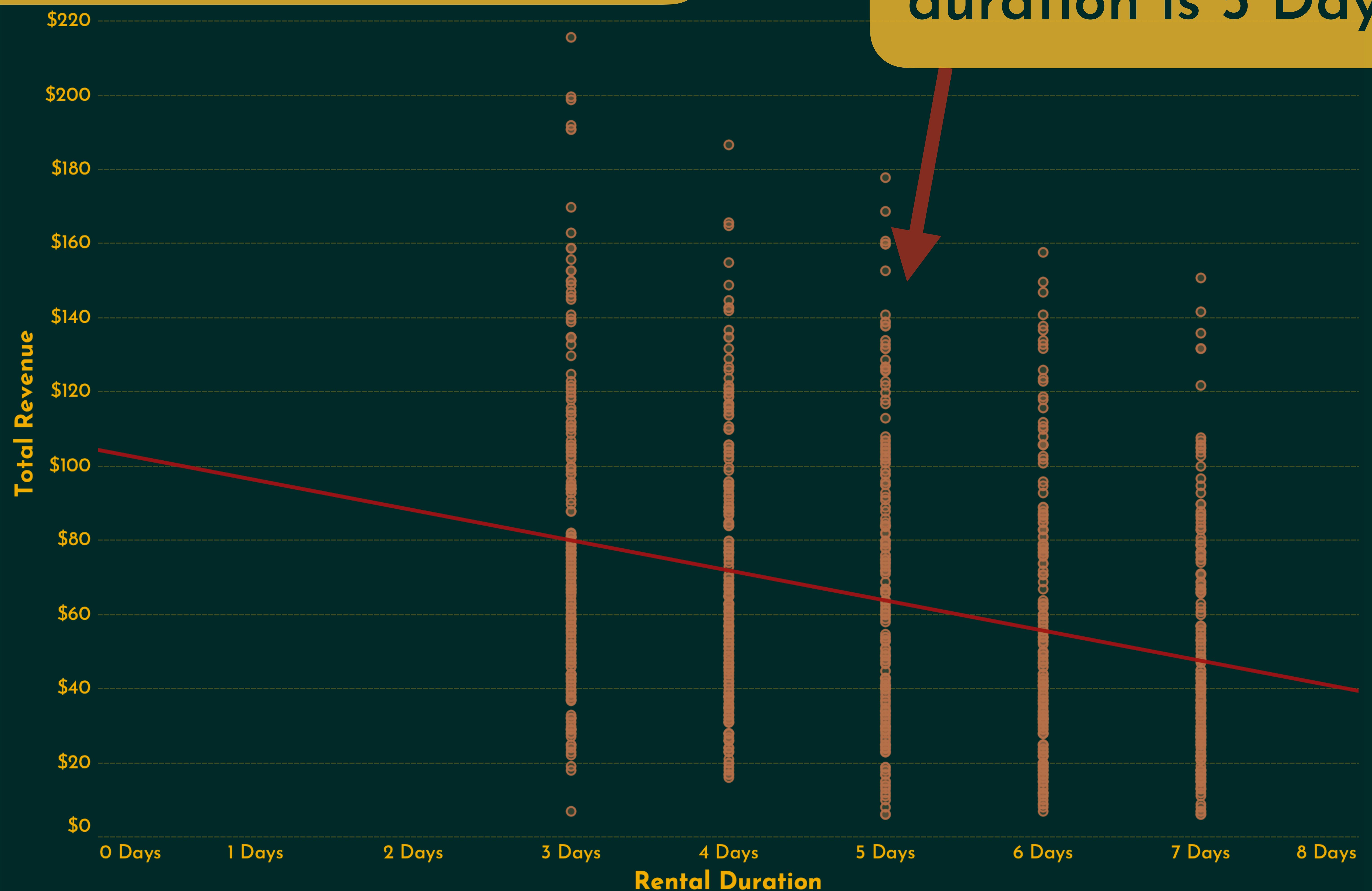
PG-13



# Rental Duration

Films with the **shortest rental duration** bring in the **most revenue**

Average rental duration is 5 Days



# Top/Bottom Grossing Films

The top grossing film is from the second least profitable genre

## Top Grossing Film

*Telegraph Voyage*  
Music

**\$215.75**

## Bottom Grossing Films

*Duffel Apocalypse*  
Documentary

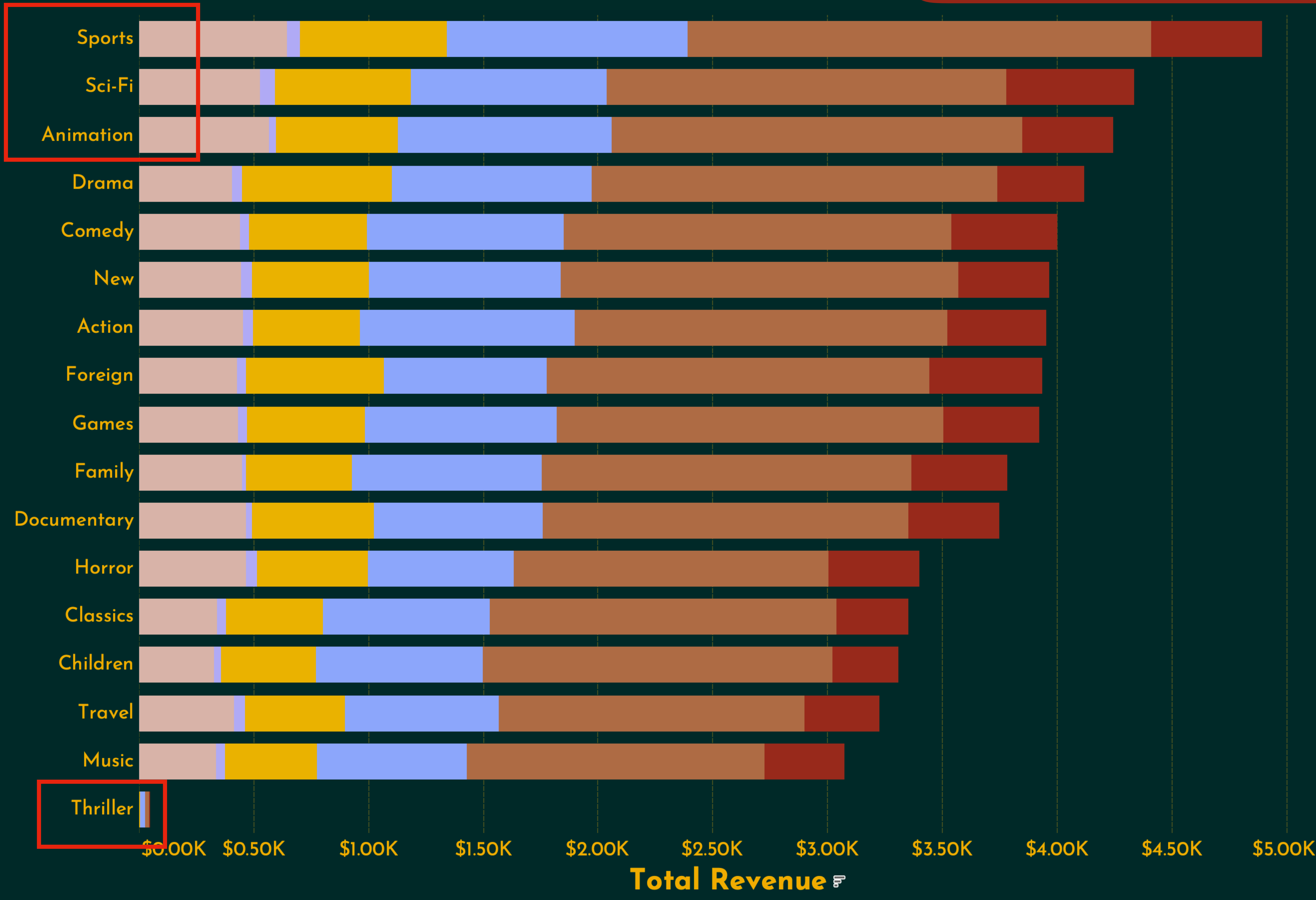
Oklahoma Jumanji  
New

Texas Watch  
Horror

**\$5.94**

# Film Genres

Films from the genres:  
**Sports, Sci-Fi, and Animation**  
produced the most revenue



Africa  
Asia  
Europe  
North America  
Oceania  
South America

Our **Thriller** film  
produced the least  
revenue by far



# Movies Genres

There is an opportunity to **increase revenue** by **increasing inventory** in certain genres



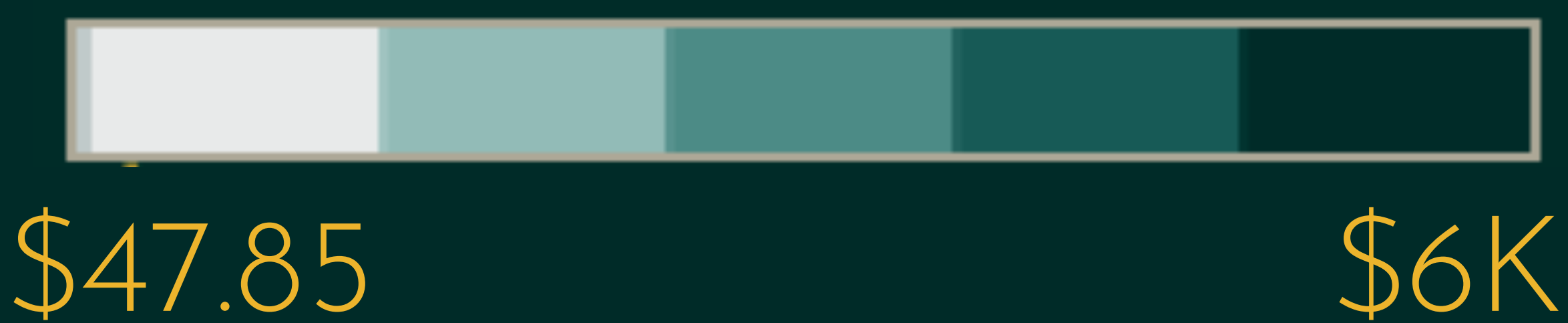
Genres **underneath the red line** have fewer total films than the current trend would predict:

- Sports
- Animation
- Drama
- Sci-Fi
- Action
- New
- Games
- Comedy
- Horror
- Thriller

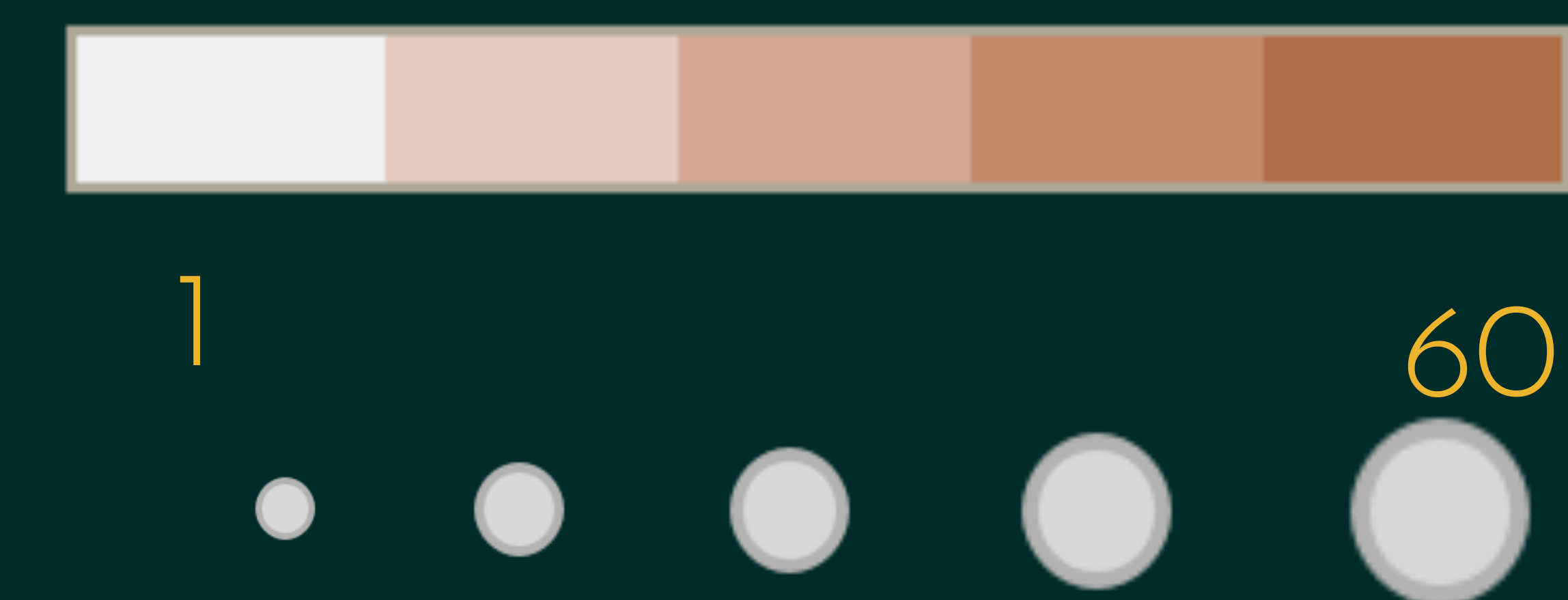


# Target Countries

Total Revenue



Number of Customers



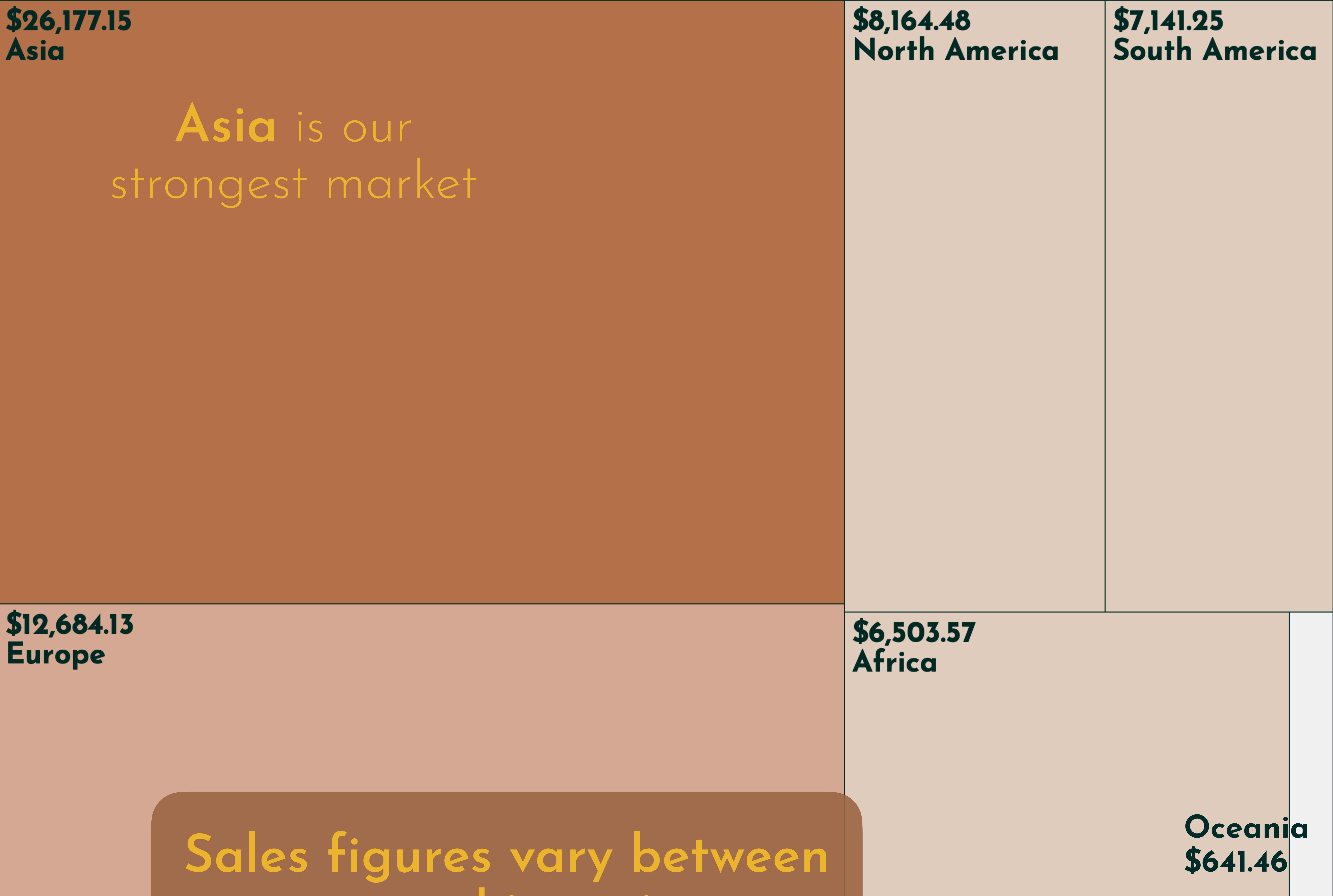
Rockbuster is in **109 countries/territories** around the world

**India** provides the greatest revenue

**American Samoa** provides the least



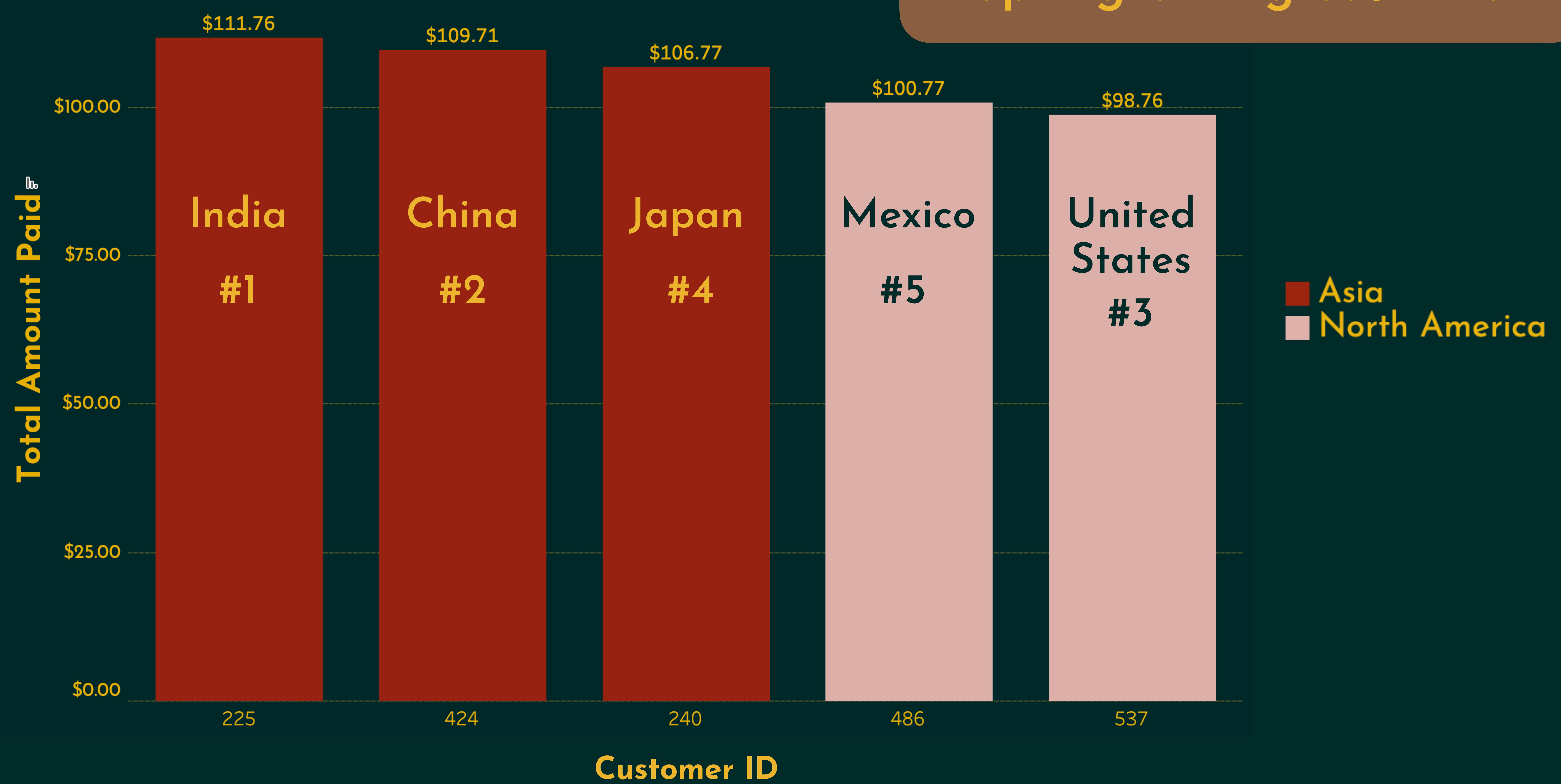
# Target Countries



Oceania is our weakest market

# High Value Customers

The top 5 highest lifetime value customers live in the top 5 grossing countries



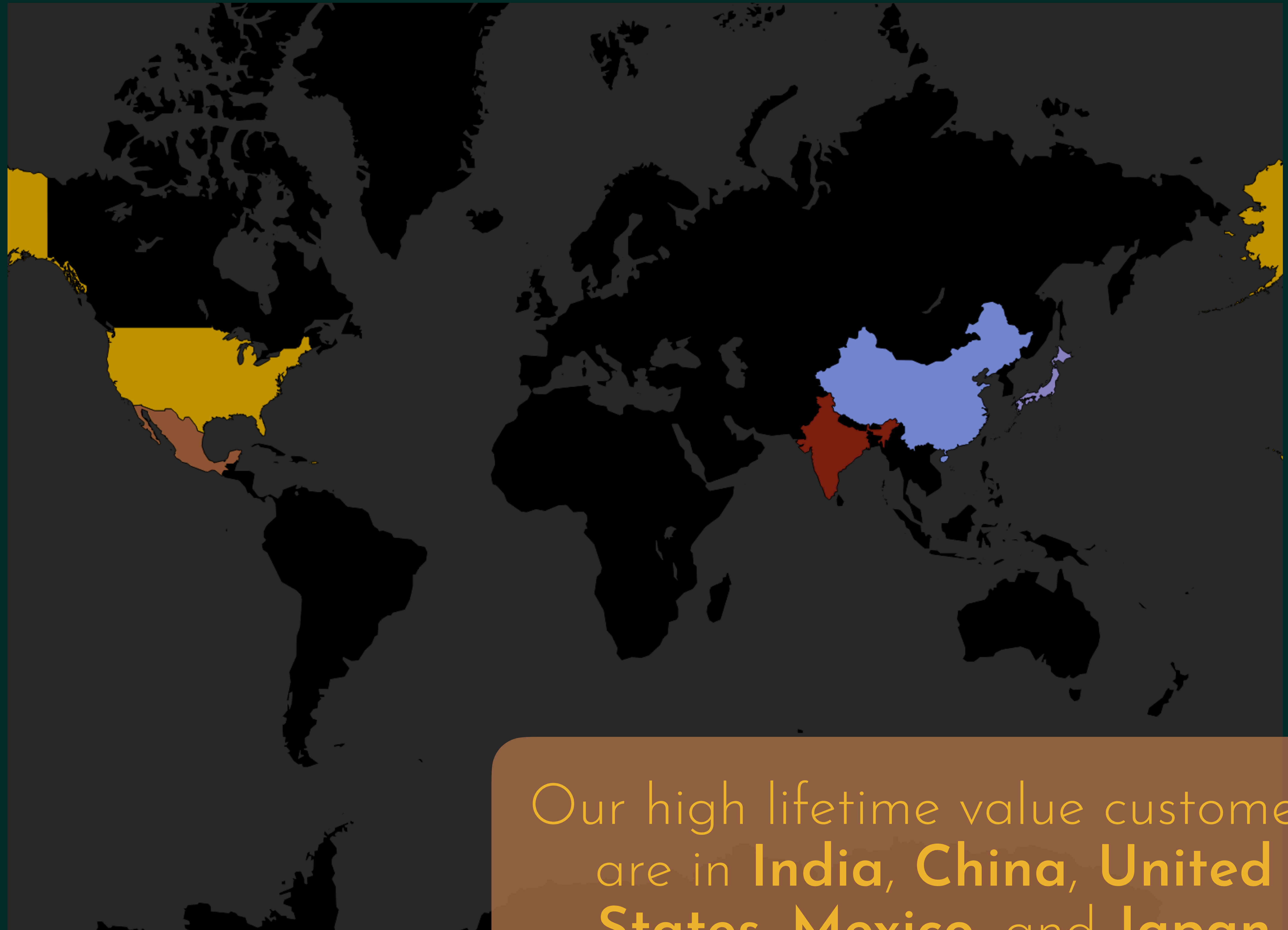
Customer names are omitted for privacy



# High Value Customers

Top Genres by Revenue

- Games
- Sports
- Children/Foreign
- Drama
- New



Our high lifetime value customers are in **India, China, United States, Mexico, and Japan**

# Recommendations

## Product

**Increase inventory of Sports, Games, Drama, Animation, and New films;** they produce more revenue than their current inventory would predict

India and China is our most profitable countries, yet we only offer films in English; **include films available in Hindi and in Mandarin**

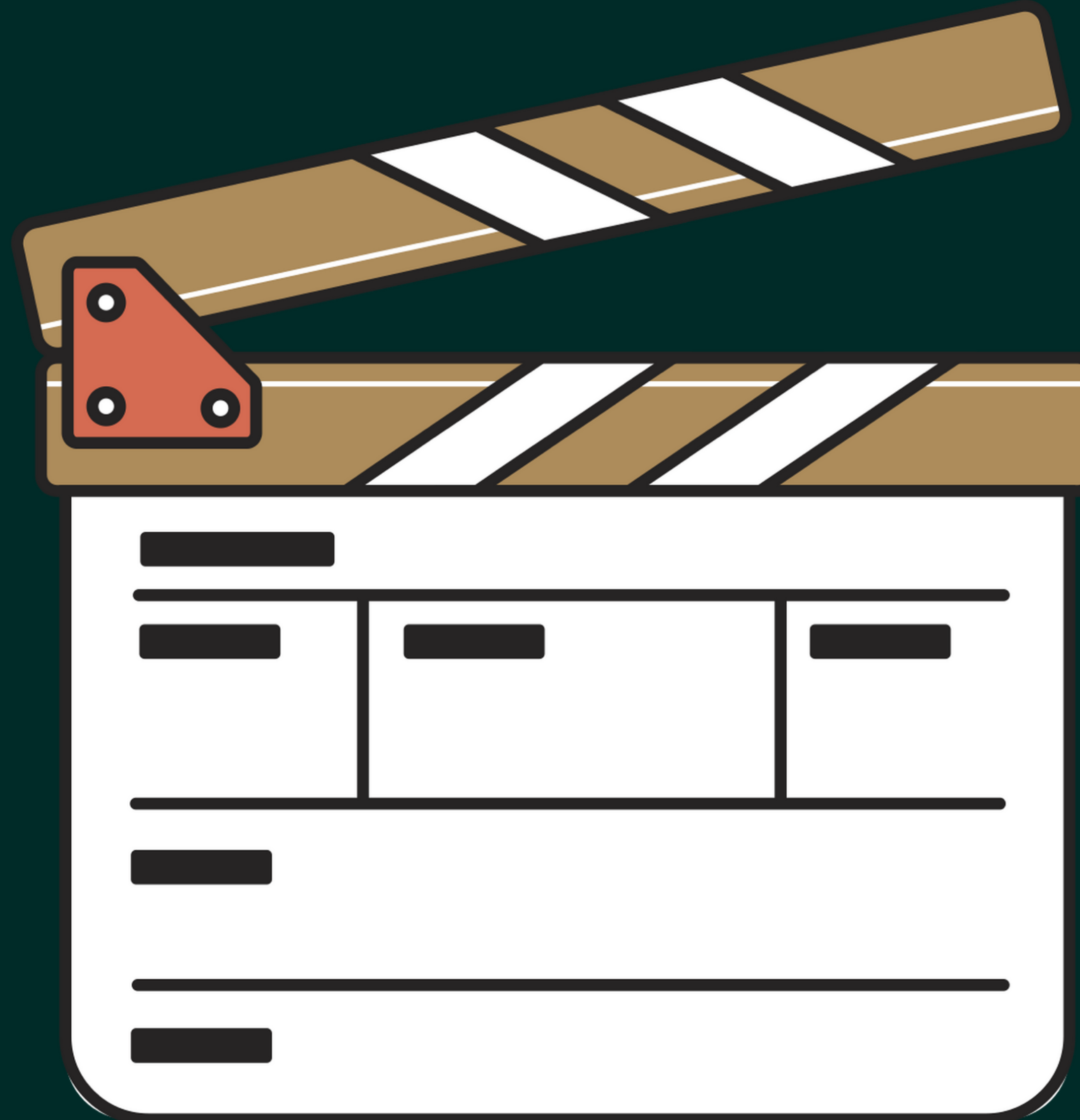
Shorter rentals have provided more revenue than longer rentals; **discount longer rentals, increase the rental rate of shorter rentals,** and **decrease the rental duration of popular films**

**Link to films in our most profitable genres at the top of our landing page** to make them easier to find

**Establish a loyalty program** to encourage user retention as we switch to a digital product

## Marketing

# Thank You



Dashboards:

Rental Duration

Top Films

Where are the Customers?

Conclusion

Email or Slack for questions:

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