ROCKBUSTER STEALTH LLC BUSINESS ANALYSIS

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AGENDA

- Objective
- Noteworthy statistics
- Rentals by country
- Customers by country
- KPI by genre
- Recommendations
- Conclusion

OBJECTIVE

The information in this presentation is intended to guide Rockbuster Stealth LLC in its transformation from "brick and mortar" operations to online streaming.
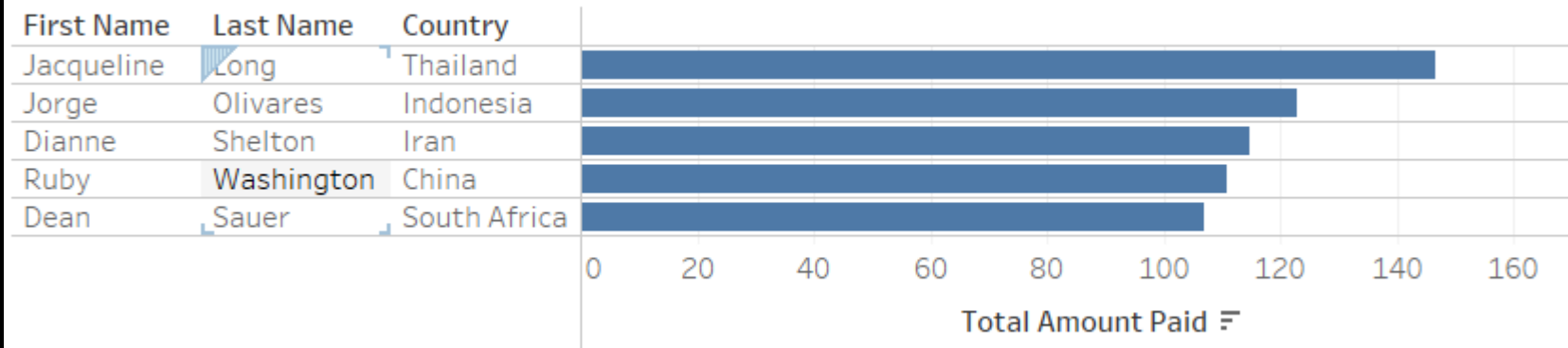
NOTEWORTHY STATISTICS

Max, Min, Avg

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Film Runtime, Avg	115.3
Film Runtime, Max	185.0
Film Runtime, Min	46.0
Rent Cost, Avg	3.0
Rent Cost, Max	5.0
Rent Cost, Min	1.0
Rent Duration, Avg	5.0
Rent Duration, Max	7.0
Rent Duration, Min	3.0
Replacement Cost, Avg	20.0
Replacement Cost, Max	30.0
Replacement Cost, Min	10.0

- While streaming will eliminate late fees, an optional rental extension fee may be something some customers would appreciate
- A reward points program will encourage more customers to rent more often as well as help retain the highest paying customers
- Streaming will eliminate media replacement costs from the budget
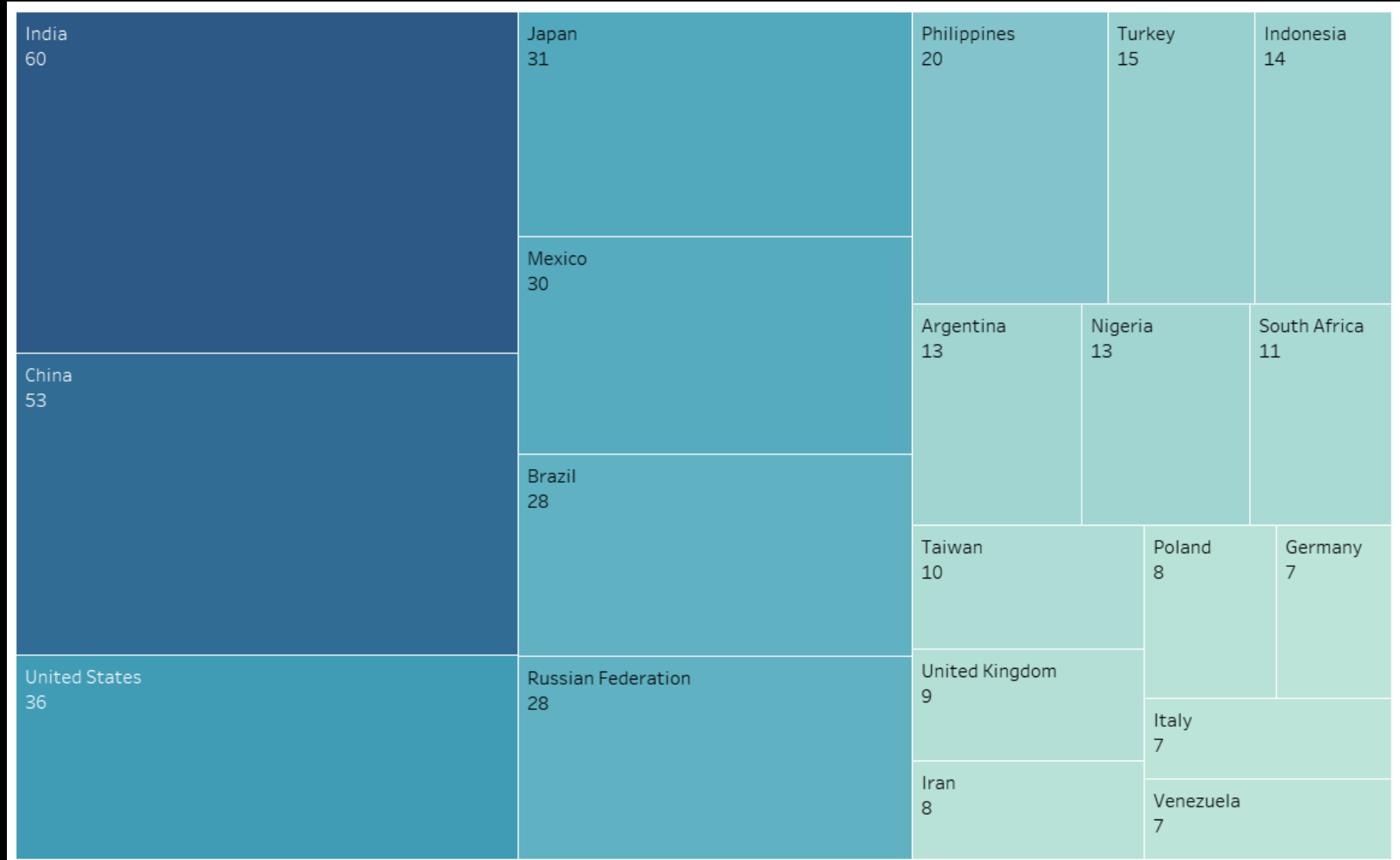
Top Customers by Total Amount Paid

First Name	Last Name	Country
Jacqueline	Long	Thailand
Jorge	Olivares	Indonesia
Dianne	Shelton	Iran
Ruby	Washington	China
Dean	Sauer	South Africa

Total Amount Paid

- RS (Rockbuster Stealth) has customers in every geographic segment, an impressive accomplishment considering the miniscule customer base!

- RS must leverage this strength to increase the customer base.
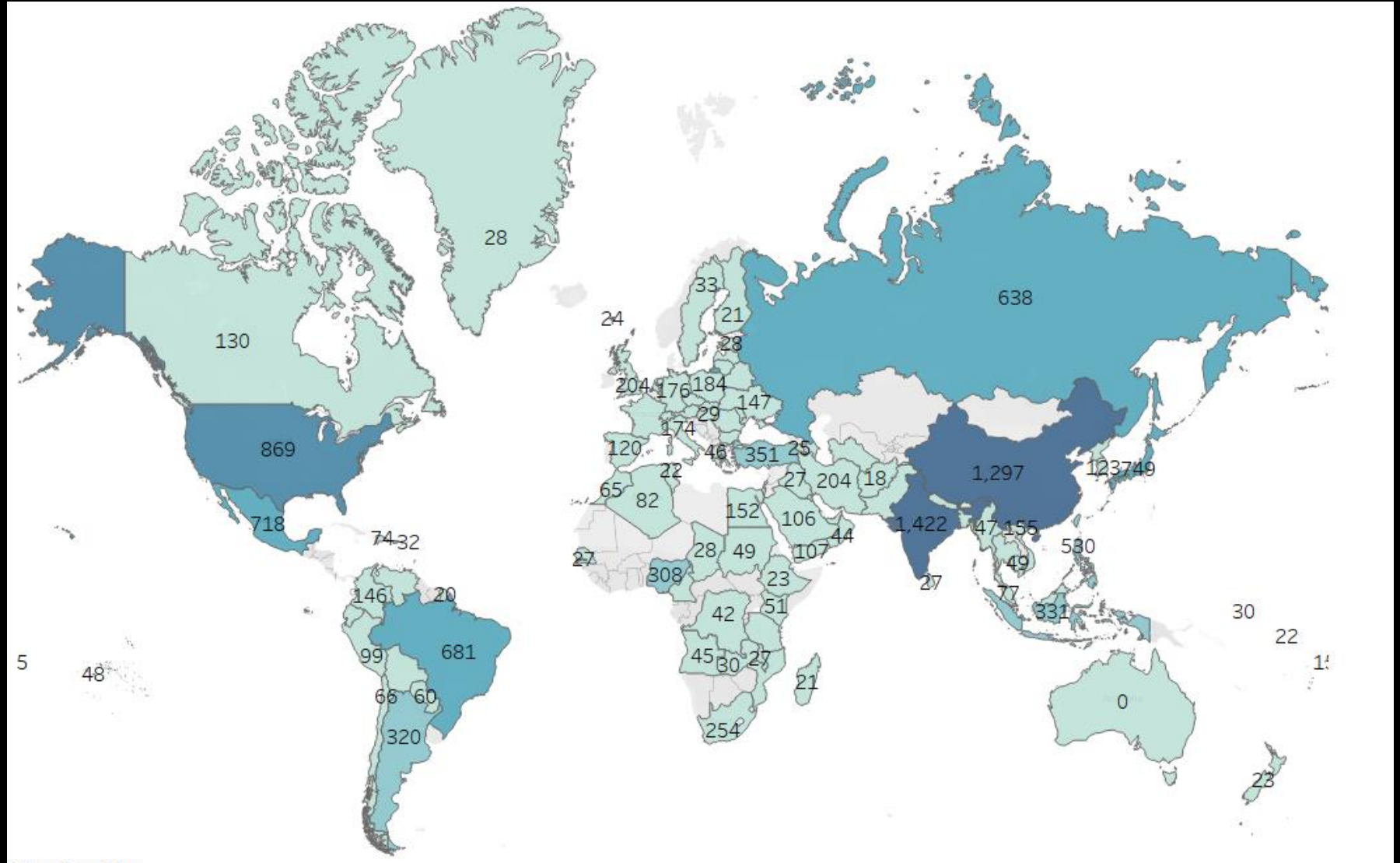
CUSTOMERS BY COUNTRY

- Market penetration, as measured by the number of customers in every country RS operates in, is in the single digits in most countries

- RS needs to increase these customer counts by orders of magnitude.

India 60	Japan 31	Philippines 20	Turkey 15	Indonesia 14

China 53

Mexico 30

| Argentina 13 | Nigeria 13 | South Africa 11 |

Brazil 28

| Taiwan 10 | Poland 8 | Germany 7 |

United States 36

Russian Federation 28

United Kingdom 9

Italy 7

Iran 8

Venezuela 7

- Inventory and revenue numbers align well with rental numbers, and this balance should be maintained as inventory is expanded to support a larger customer base
- Inventory expansion should include films in languages other than English, so as to lure more customers in countries where English is a second language
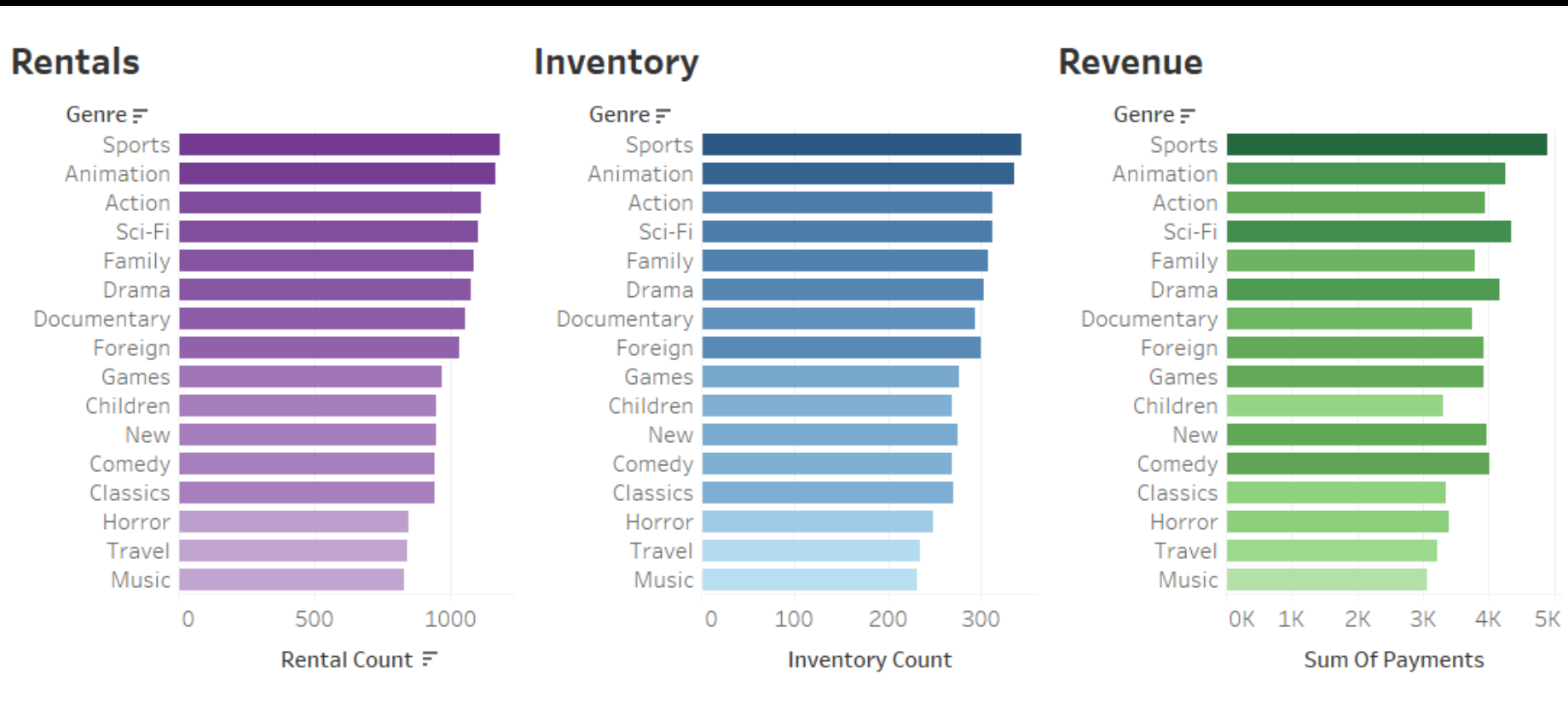
RECOMMENDATIONS

- Implement a reward points program
- Formulate a plan to expand film inventory as customer base grows
- Expand inventory with non-English films so as to align with customer base size in non-English speaking countries
- Replace late fees with an optional rental extension fee

CONCLUSION

- Please direct any questions to Michael Kieda at mbkieda1959@gmail.com
- Visualizations used in this presentation may be accessed at CF A3e10 | Tableau Public

Thank you for your attention!