ROCKBUSTER STEALTH:

LAUNCH STRATEGY ANALYSIS

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INTRODUCTION

- Rockbuster Stealth LLC:

  - Movie rental company that used to have stores around the world

  - Faces major competition from Netflix and Amazon Prime

  - Plans to launch online video rental service to stay competitive

KEY QUESTIONS

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

- What was the average rental duration for all videos?

- Which countries are Rockbuster customers based in?

- Where are customers with a high lifetime value based?

- Do sales figures vary between geographic regions?
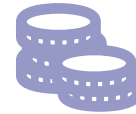
GENERAL STATISTICS

Total Revenue: $61,312

Total Customers: 599

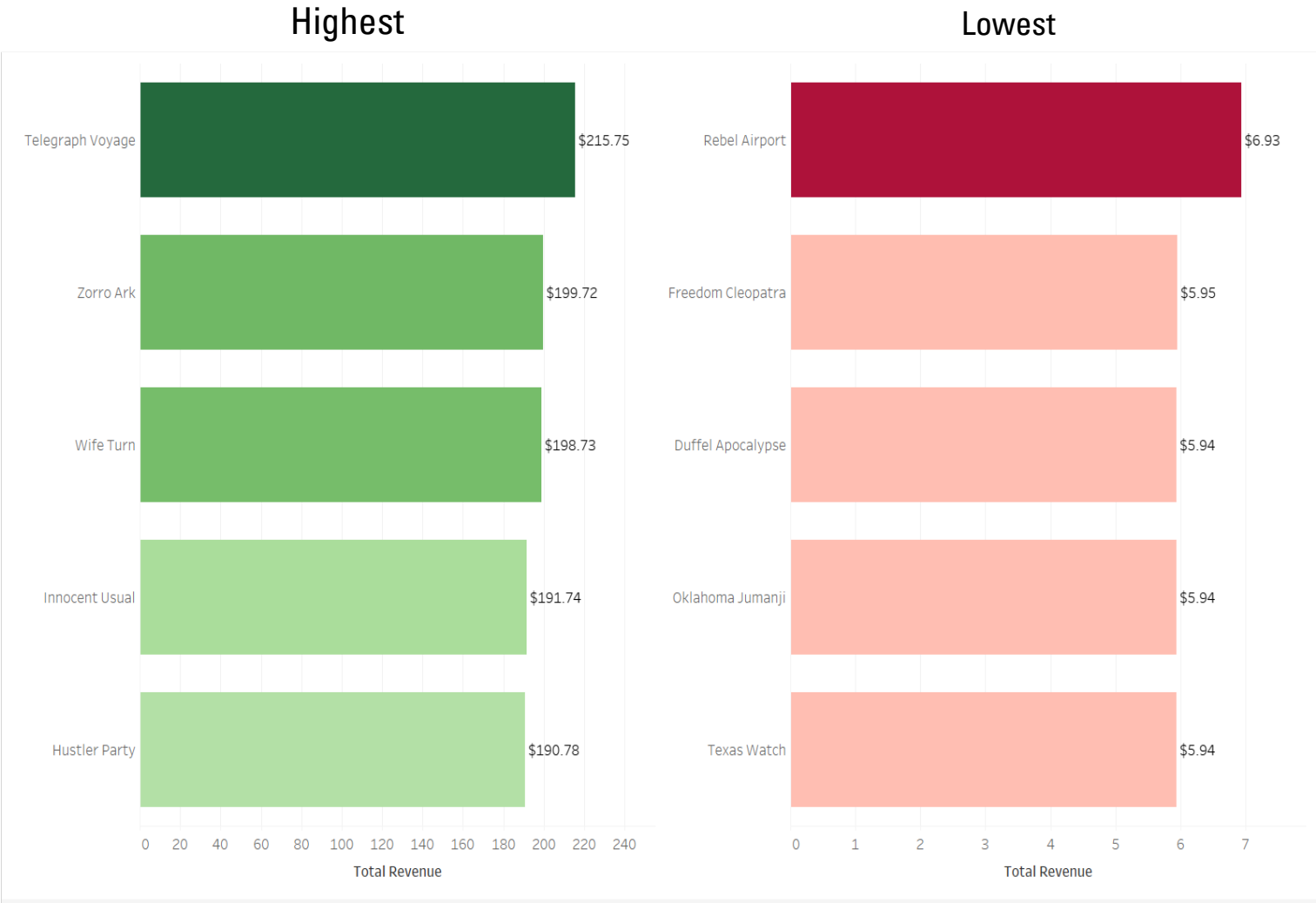Average Revenue/Customer: $102.36

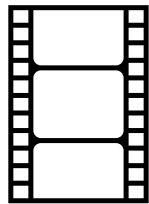Average Rental Duration: 5 days
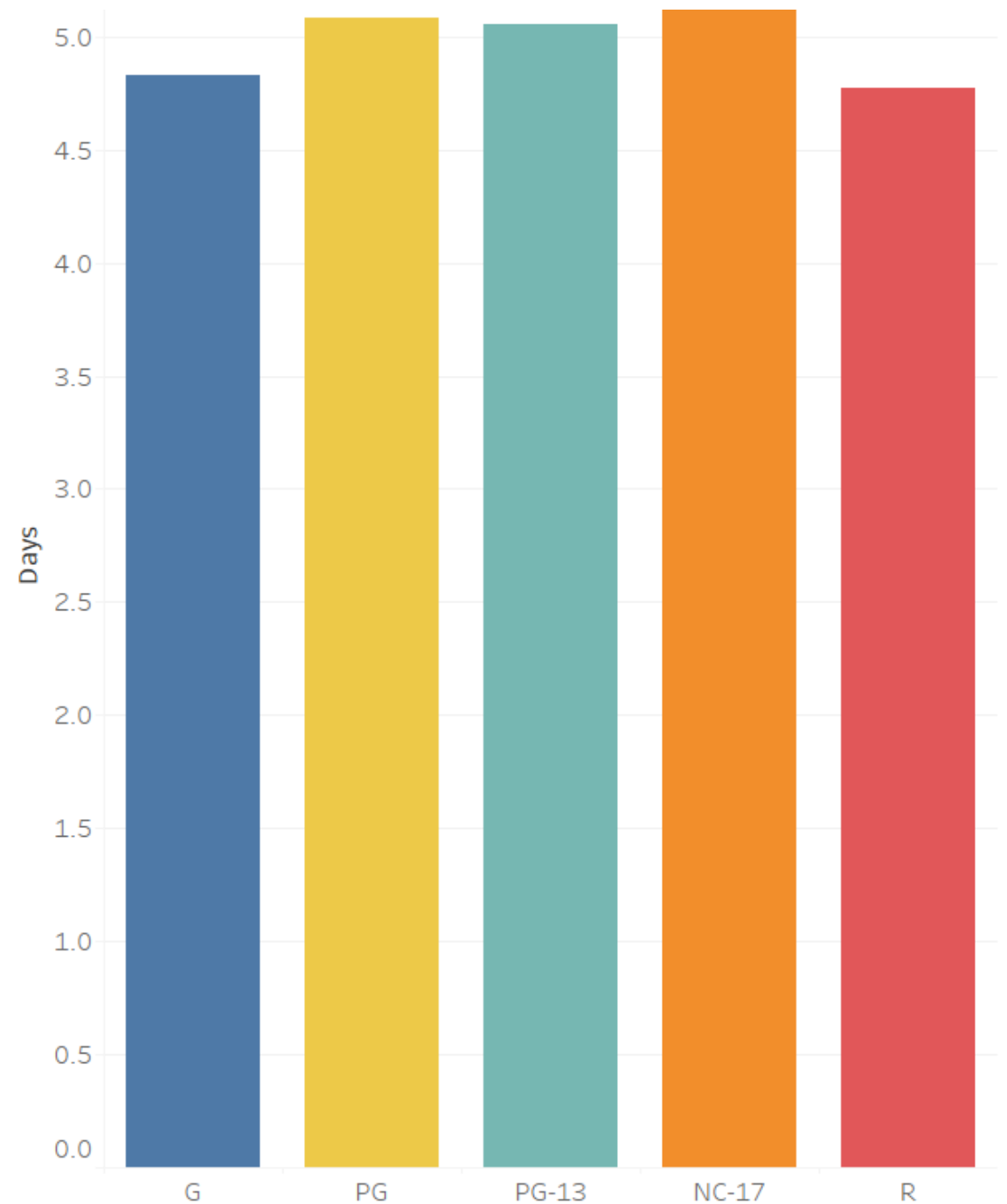
Average Rental Rate: $3.00

Average film length: 115 min

MOVIES WITH THE HIGHEST/LOWEST REVENUES

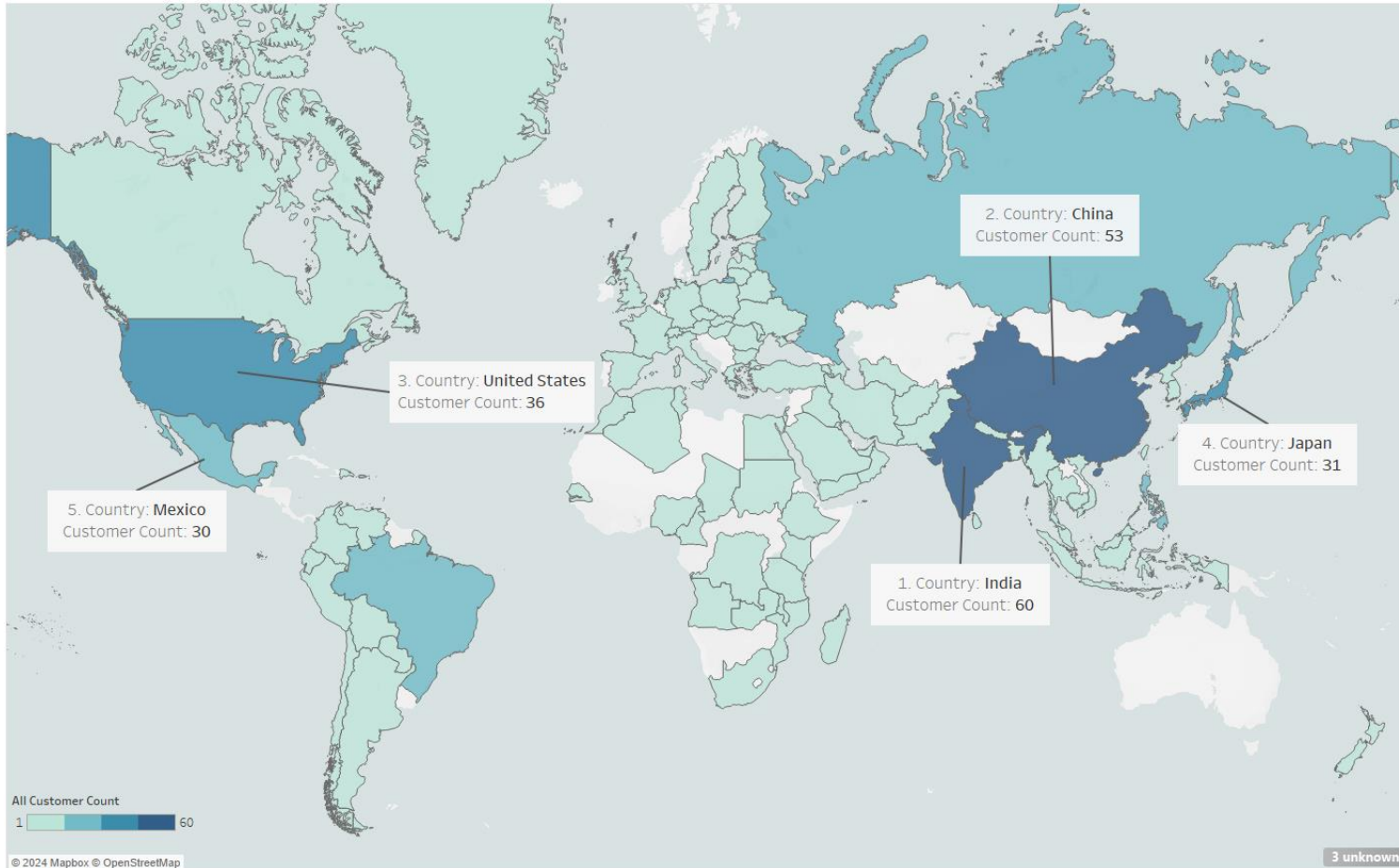# AVERAGE RENTAL DURATION BY MPAA RATING

The average rental duration across all ratings is **5 days**.

CUSTOMERS BY COUNTRY

2. Country: **China**
Customer Count: **53**

3. Country: **United States**
Customer Count: **36**

4. Country: **Japan**
Customer Count: **31**

5. Country: **Mexico**
Customer Count: **30**

1. Country: **India**
Customer Count: **60**

All Customer Count
1   60

3 unknown

© 2024 Mapbox © OpenStreetMap

India has the most customers with 60.
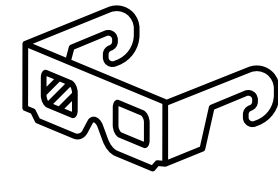
HIGH VALUE CUSTOMER DENSITY MAP

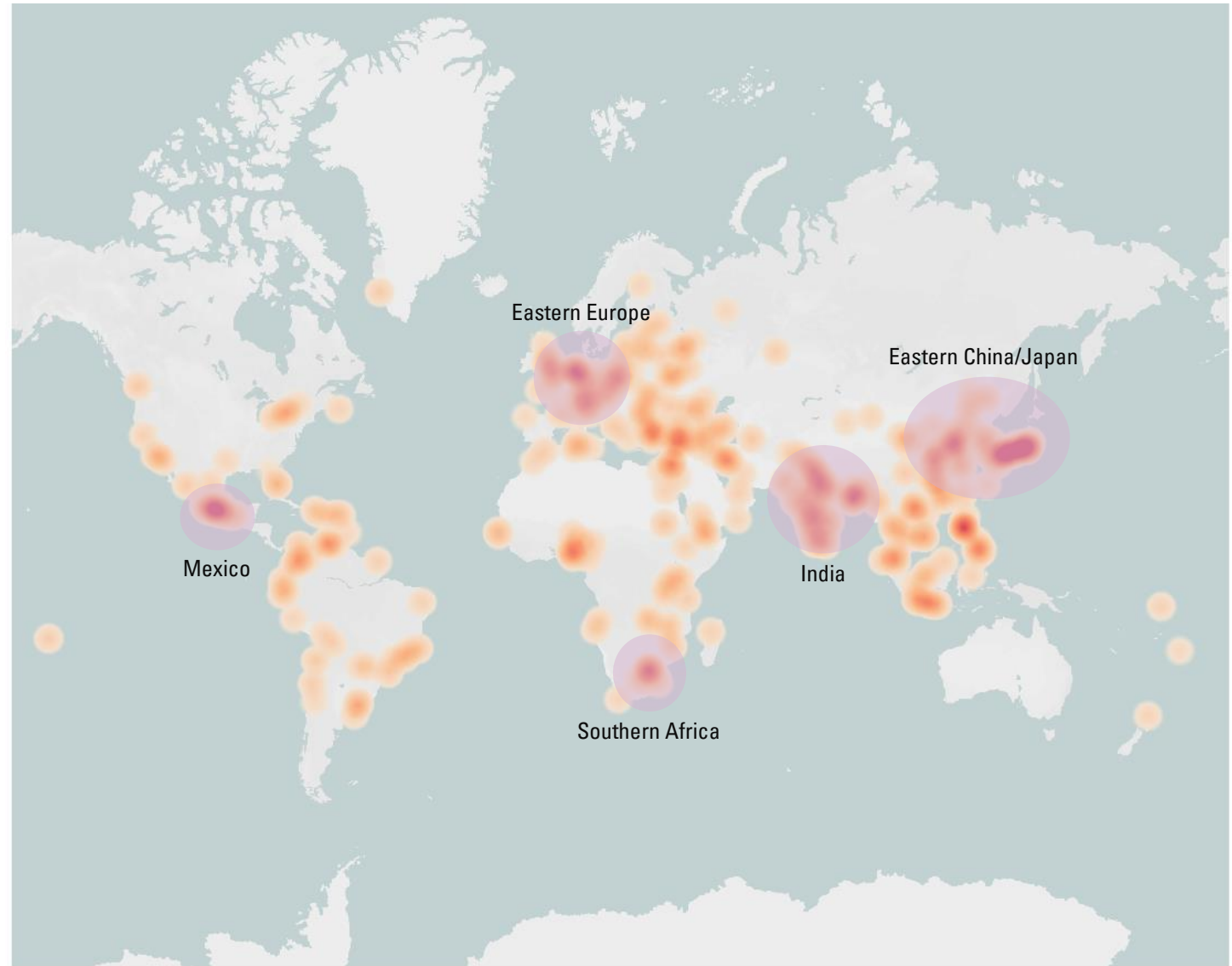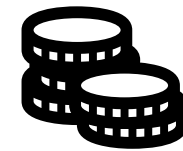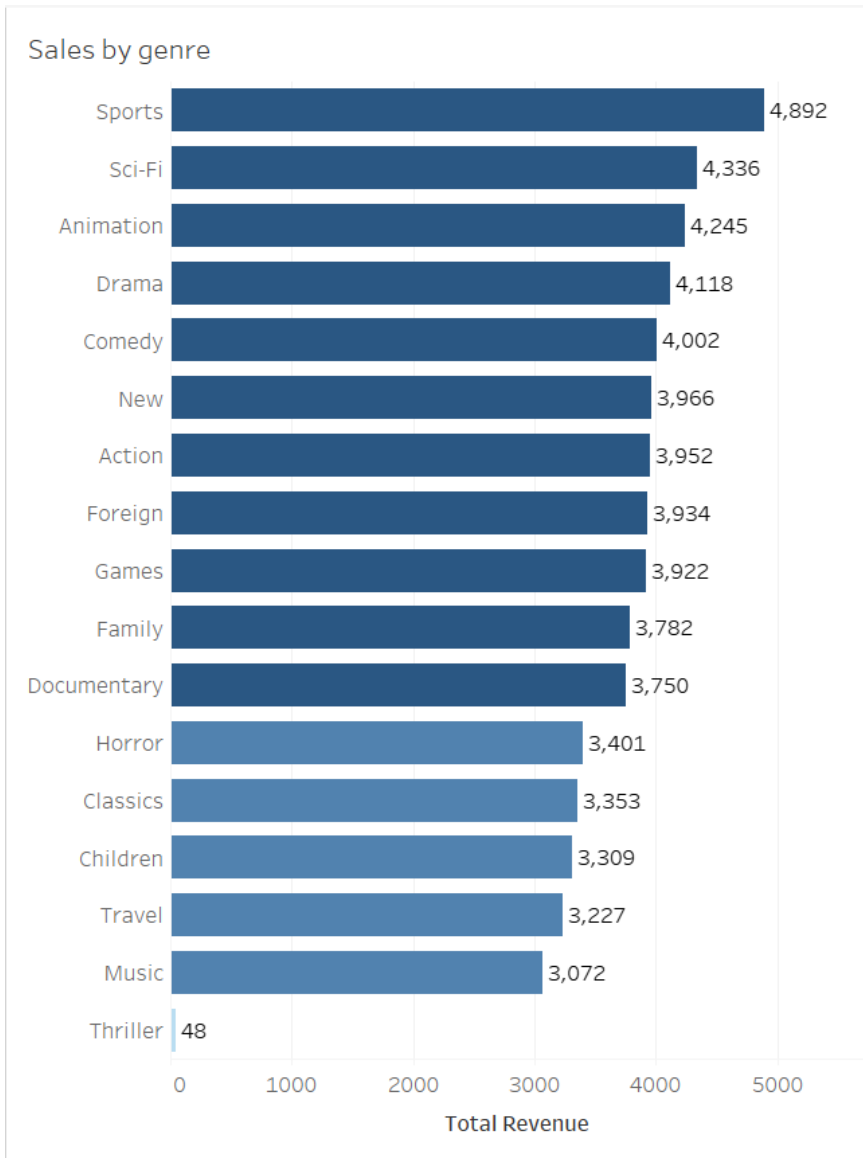❖ Customer value is determined by their spending amount.

❖ Dark red represents more customers with higher spendings.

❖ Lighter colors represent less customers with lower spendings.

REVENUE BY COUNTRY

India has the most revenue at $6,034.78.

Sales by genre

Genre	Total Revenue
Sports	4,892
Sci-Fi	4,336
Animation	4,245
Drama	4,118
Comedy	4,002
New	3,966
Action	3,952
Foreign	3,934
Games	3,922
Family	3,782
Documentary	3,750
Horror	3,401
Classics	3,353
Children	3,309
Travel	3,227
Music	3,072
Thriller	48

SALES BY GENRE

Top 3 Genres:
1. Sports
2. Sci-Fi
3. Animation

———————

Worst 3 Genres:
1. Thriller
2. Music
3. Travel

INSIGHTS

$ The average amount spent per customer ($102.36) is low, suggesting that many purchases are small and minimal.

The top 5 countries: India, China, United States, Japan and Mexico account for 40% of all revenue.

There are 42 films with no revenue.

*Each insight will correlate with one recommendation.

1 Retarget marketing campaign

- Allocate all marketing resources to top 3 countries: India, China and United States

- Revenue at $60,000 is too low to advertise worldwide

2 Focus on increasing customer activity and retention

- R&D for a more user-friendly app with comps like Netflix and Amazon Video

- Implement customer loyalty rewards and milestone rewards

3 Reassign budget for movie licenses

- Remove movies with no sales in the worst 3 genres: Thriller, Music and Travel

- Use new budget to acquire movies in top 3 genres: Sports, Sci-fi and Animation

RECOMMENDATIONS

QUESTIONS

Link to tableau: https://public.tableau.com/app/profile/brandon.lu3005/viz/RockbusterVisuals_17211637212500/HIghestRevenue?publish=yes