



ROCKBUSTER STEALTH ANALYSIS

By Noel Hernandez

About

- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.
- Despite stiff competition, Rockbuster Stealth plans to use its existing movie licenses to launch an online video rental service to compete with popular companies like Netflix and Amazon Prime.
- This analysis will outline key questions and objectives in order to help with the launch strategy.

Company Overview

| Unique Titles | Genres | Average Rental Duration | Average Rental Rate | Total Revenue (2007) |
|---------------|--------|-------------------------|---------------------|----------------------|
| 1000 | 21 | 4.98 Days | \$2.98 | \$61,312.04 |

Min 3 Days

Min \$0.99

Max 7 Days

Max \$4.99

Questions to Ask

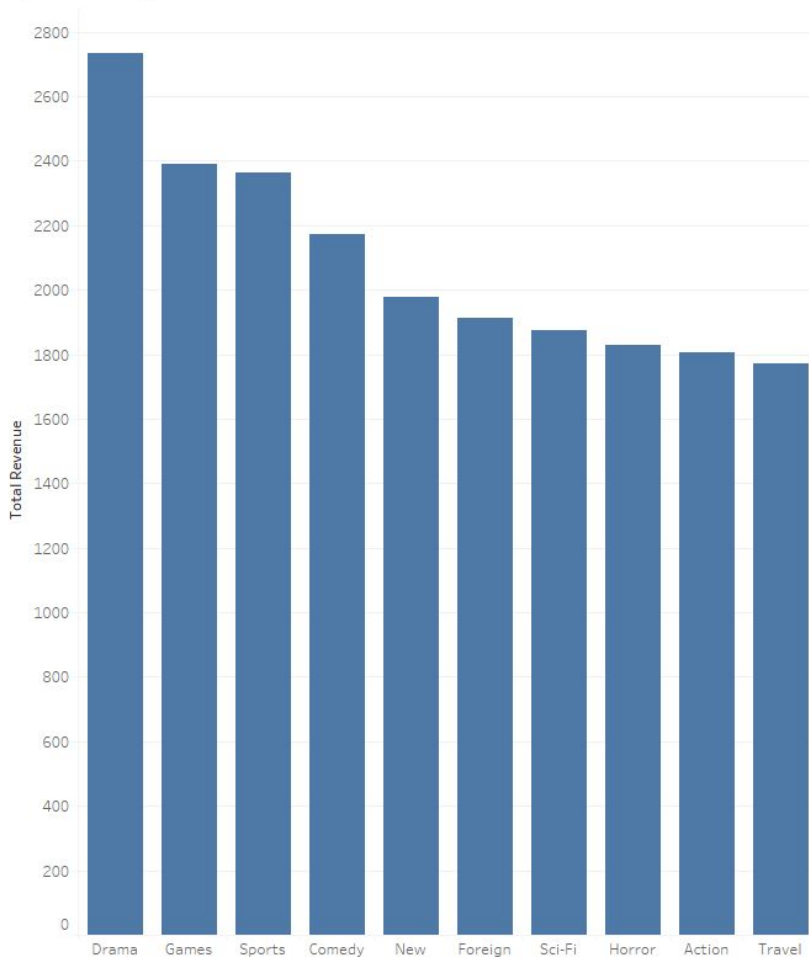
- Which movies contributed the most/least to revenue gain?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?

Top Genres

- Drama: \$2437.65
- Games: \$2391.26
- Sports: \$2363.15

[Top Genres Tableau](#)

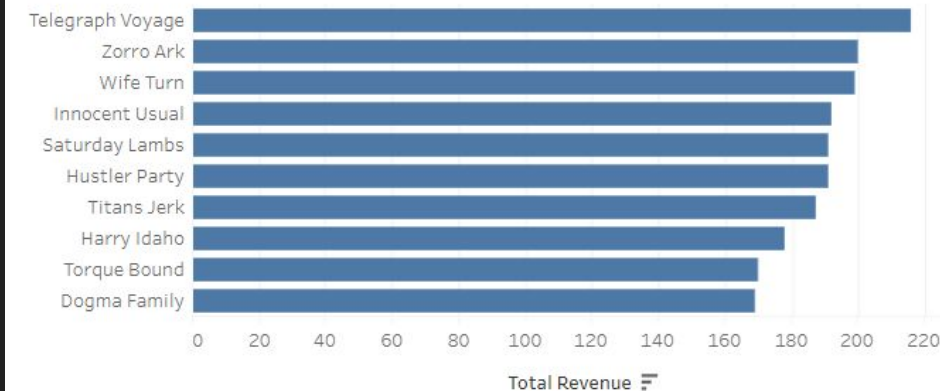
Top 10 Selling Genres



Top Best Titles

| Title | Rental Count | Total Revenue |
|------------------|--------------|---------------|
| Telegraph Voyage | 25 | \$199.72 |
| Zorro Ark | 28 | \$199.72 |
| Wife Turn | 27 | \$198.73 |

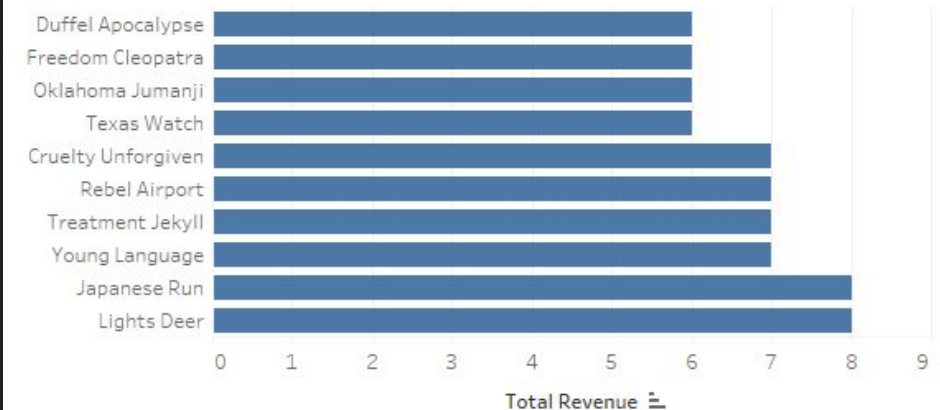
Top Best Titles



Top Worst Titles

| Title | Rental Count | Total Revenue |
|-------------------|--------------|---------------|
| Duffel Apocalypse | 6 | \$5.94 |
| Freedom Cleopatra | 6 | \$5.94 |
| Oklahoma Jumanji | 6 | \$5.94 |

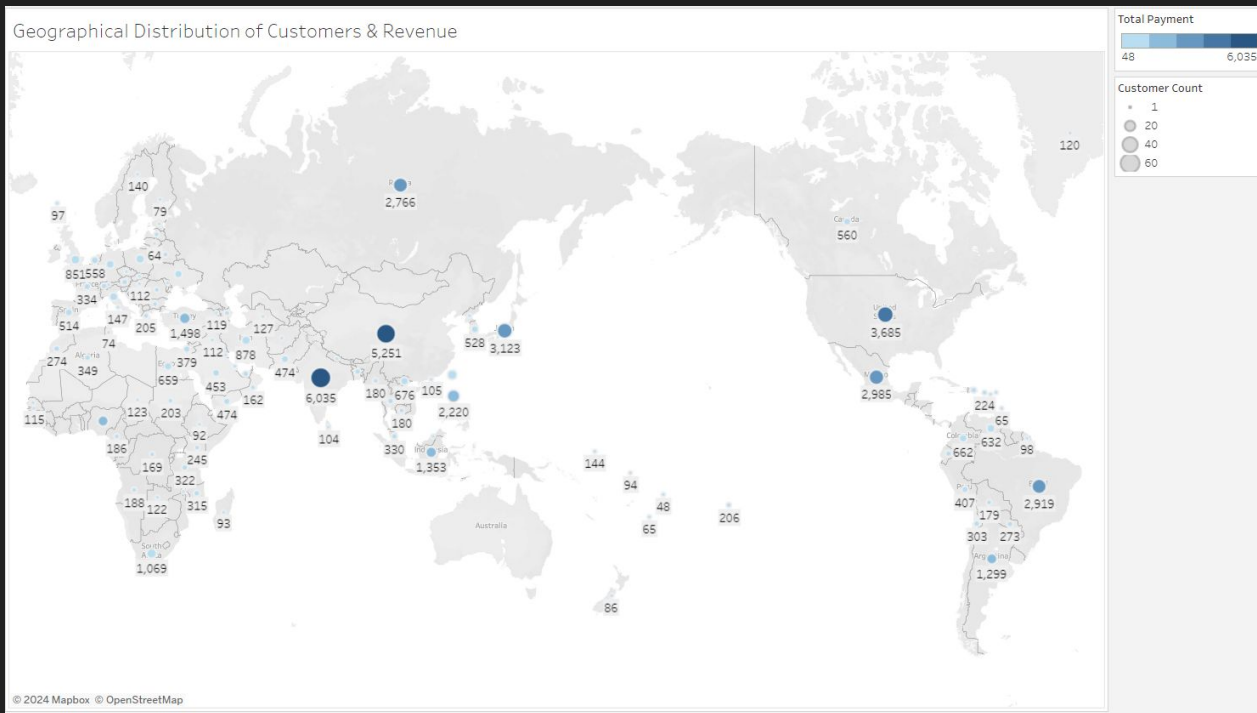
Top Worst Titles



[Top Best Titles Tableau](#)

[Top Worst Titles Tableau](#)

Top Markets by Revenue



| | country character varying (50) | number_of_customers bigint |
|----|-----------------------------------|-------------------------------|
| 1 | India | 60 |
| 2 | China | 53 |
| 3 | United States | 36 |
| 4 | Japan | 31 |
| 5 | Mexico | 30 |
| 6 | Brazil | 28 |
| 7 | Russian Federation | 28 |
| 8 | Philippines | 20 |
| 9 | Turkey | 15 |
| 10 | Indonesia | 14 |

India: \$6,035, China: \$5,251, US: \$3,685

[Top Markets Tableau](#)

Top Customers in Top 10 Cities

| Customer | City | Country | Revenue |
|-----------------|-------------|----------------|----------|
| Eleanor Hunt | Saint-Denis | Runion | \$211.55 |
| Clara Shaw | Molodetno | Belarus | \$189.60 |
| Casey Mena | Tokat | Turkey | \$130.68 |
| Sara Perry | Atlixco | Mexico | \$128.70 |
| Leslie Seward | Pontianak | Indonesia | \$123.72 |
| Cecil Vines | London | United Kingdom | \$115.74 |
| Monica Hicks | Mukateve | Ukraine | \$112.73 |
| Clinton Buford | Aurora | United States | \$98.76 |
| Derrick Bourque | Gatineau | Canada | \$87.80 |
| Roland South | Yingkou | China | \$80.77 |

Top Customers Global

| Customer | City | Country | Revenue |
|----------------|---------------------|---------------|----------|
| Eleanor Hunt | Saint-Denis | Runion | \$211.55 |
| Karl Seal | Cape Coral | United States | \$208.58 |
| Marion Snyder | Santa Brbara dOeste | Brazil | \$194.61 |
| Rhonda Kennedy | Apeldoorn | Netherlands | \$191.62 |
| Clara Shaw | Molodetno | Belarus | \$189.60 |
| Tommy Collazo | Qomsheh | Iran | \$183.63 |
| Ana Bradley | Memphis | United States | \$167.67 |
| Curtis Irby | Richmond Hill | Canada | \$167.62 |
| Marcia Dean | Tanza | Philippines | \$166.61 |
| Mike Way | Valparai | India | \$162.67 |

Recommendations

- We should maximize sales by promoting our top selling titles and top genres.
 - Further analyze what is trending in different countries.
 - Reward our top customers with discounts or exclusive features ex: Free expedited delivery.
- Create marketing promotions for products that are not performing well.
 - Example: 50% off Travel genres.
- Provide titles in other languages other than English.
 - Prioritize top markets (India & China).
 - Start small with a few copies of less popular languages (Indonesian, Turkish, Tagalog).
- Increase exposure of Rockbuster's brand.
 - Open in-person store locations in high demand countries.
 - Website features ex: reserve titles online, deliver to home, or have vending machines like Redbox.