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 Max 7 Days	Min $0.99 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: $2,437.65
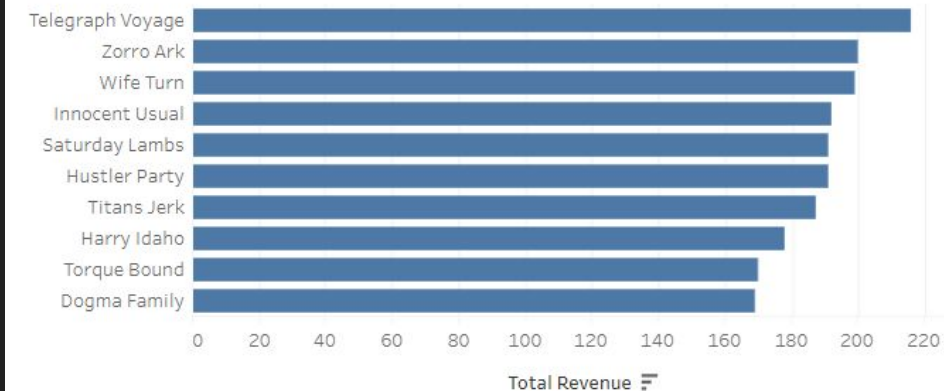- Games: $2,391.26
- Sports: $2,363.15

Top Genres Tableau

Top 10 Selling Genres
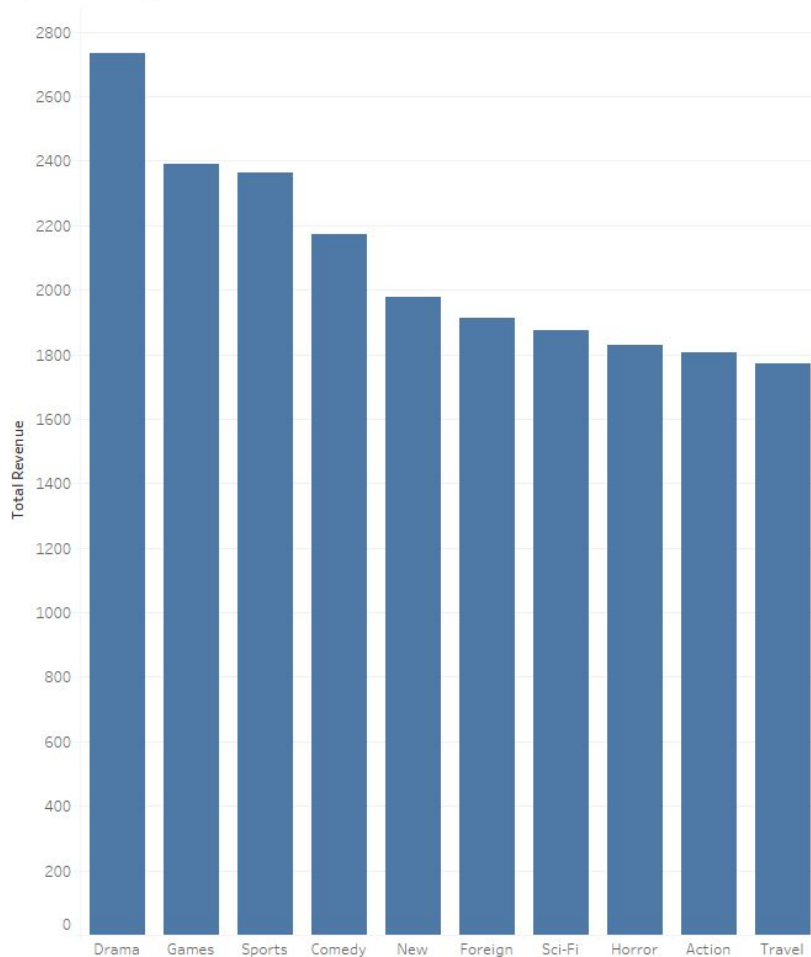
Top Best Titles

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

Top Worst Titles

Title	Rental Count	Total Revenue
Duffel Apocalypse	6	$5.94
Freedom Cleopatra	6	$5.94
Oklahoma Jumanji	6	$5.94
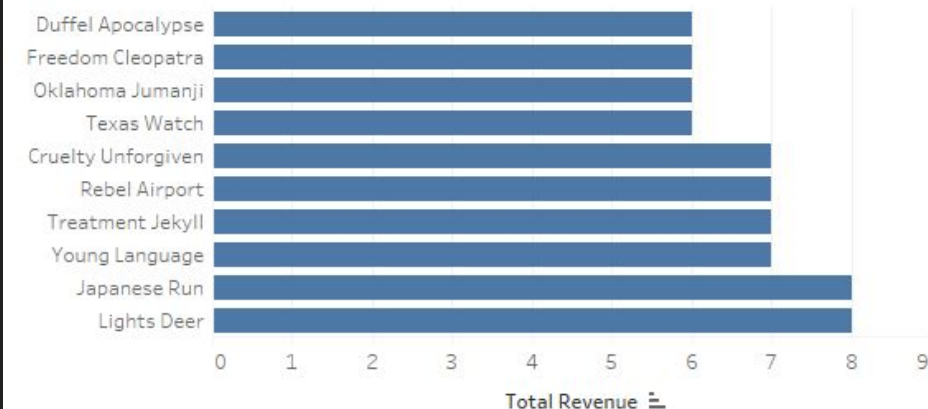
Top Best Titles Tableau

Top Worst Titles Tableau

Top Markets by Revenue

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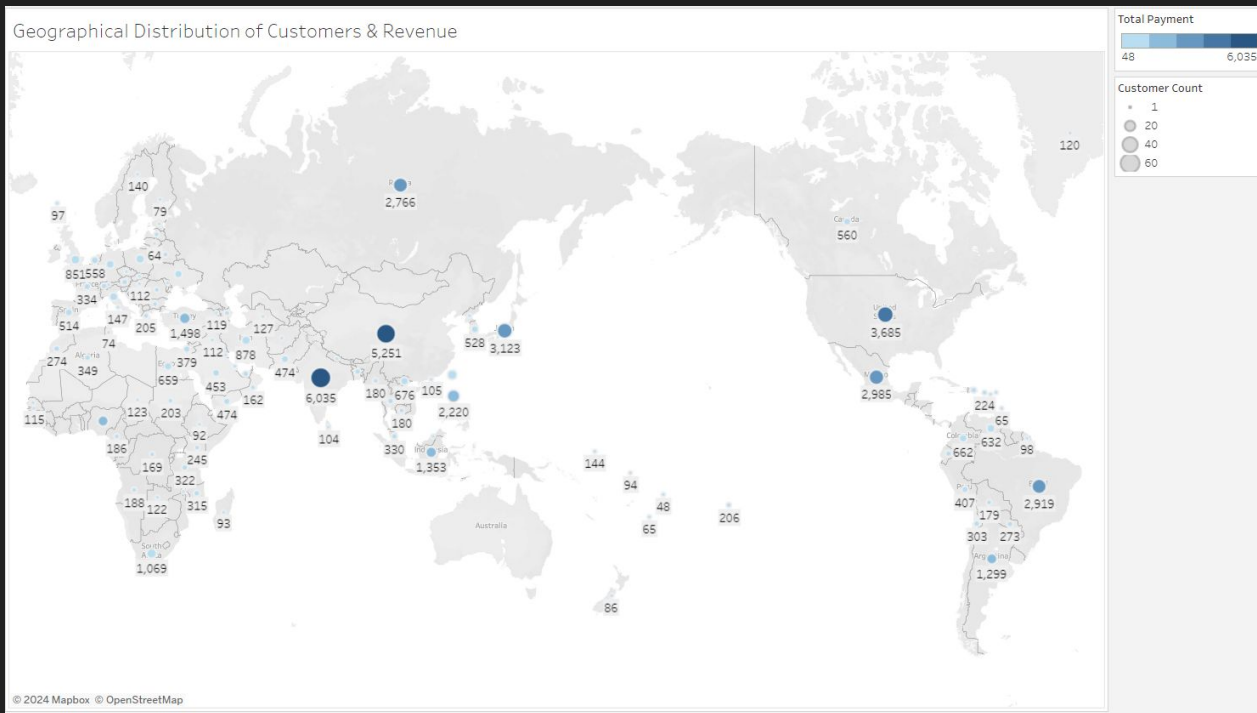
	country character varying (50) 🔒	number_of_customers bigint 🔒
1	India	60
2	China	53
3	United States	36
4	Japan	31
5	Mexico	30
6	Brazil	28
7	Russian Federation	28
8	Philippines	20
9	Turkey	15
10	Indonesia	14

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.