

# ROCKBUSTER STEALTH

ONLINE LAUNCH STRATEGY  
RECOMENDATIONS BASED ON DATA



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# ABOUT THE COMPANY



IS A GLOBAL MOVIE RENTAL COMPANY THAT  
OFFERS FILMS TO CUSTOMERS THROUGH  
PHYSICAL STORES.

## PROJECT OBJECTIVE

LEVERAGE EXISTING MOVIE LICENSES TO  
LAUNCH AN ONLINE VIDEO RENTAL SERVICE.



# MOTIVATION



ROCKBUSTER STEALTH WANTS TRANSITION  
FROM PHYSICAL STORES TO A DIGITAL  
PLATFORM TO STAY COMPETITIVE IN THE  
GLOBAL MOVIE RENTAL MARKET

## SCOPE

THIS ANALYSIS FOCUSES ON CUSTOMER  
BEHAVIOR, CONTENT PERFORMANCE, AND  
REGIONAL INSIGHTS TO GUIDE ROCKBUSTER'S  
ONLINE LAUNCH STRATEGY WITH ACTIONABLE,  
DATA-DRIVEN RECOMMENDATIONS



# DESCRIPTIVE STATISTICS



- 14596 rentals made \$61312 of revenue
- Average rental duration: ~5 days (range 3-7 days)
- Average rentals per film - 15
- Average revenue per rental - \$4.20
- Average revenue per film - \$61

## KEY FINDINGS OVERVIEW<sup>5</sup>

- Most revenue comes from a few top-performing regions & categories
- Largest customer base in Asia (India, China, Japan) and US
- Clear sales variance by geographic region



# SWOT ANALYSIS



## STRENGTHS

- Existing global movie licenses
- 1000 English-language films
- 17 film categories
- 599 active customers from 108 countries
- 5 MPAA film ratings are in the database

## WEAKNESSES

- No established online platform
- Relatively small film database
- Only 2 current employees
- Only 11 films in Thriller category
- 42 films had no rentals

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## OPPORTUNITIES

- Expansion into the growing streaming market
- Potential to monetize a loyal global customer base
- Regional content personalization

## THREATS

- Competitors with stronger digital presence
- Changing customer preferences
- Price undercutting from established brands



# GEOGRAPHIC FOCUS: TOP 10 COUNTRIES BY CUSTOMERS AND REVENUE IN 2006



60

INDIA



\$6,034

53

CHINA

\$5,251

36

UNITED STATES

\$3,685

31

JAPAN

\$3,122

30

MEXICO

\$2,984

28

BRAZIL

\$2,919

28

RUSSIAN FEDERATION

\$2,765

20

PHILIPPINES

\$2,219

15

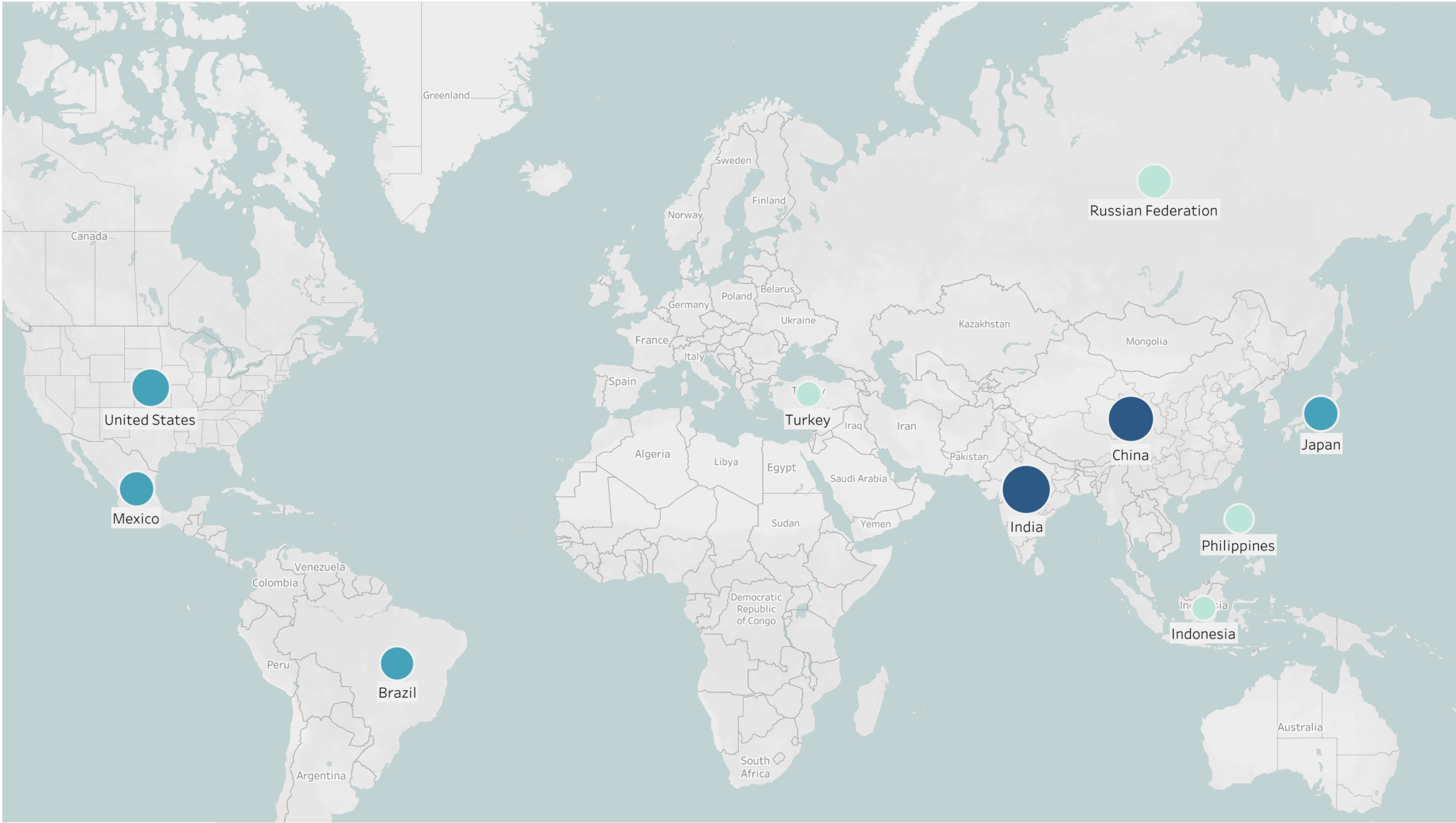
TURKEY

\$1,498

14

INDONESIA

\$1,352



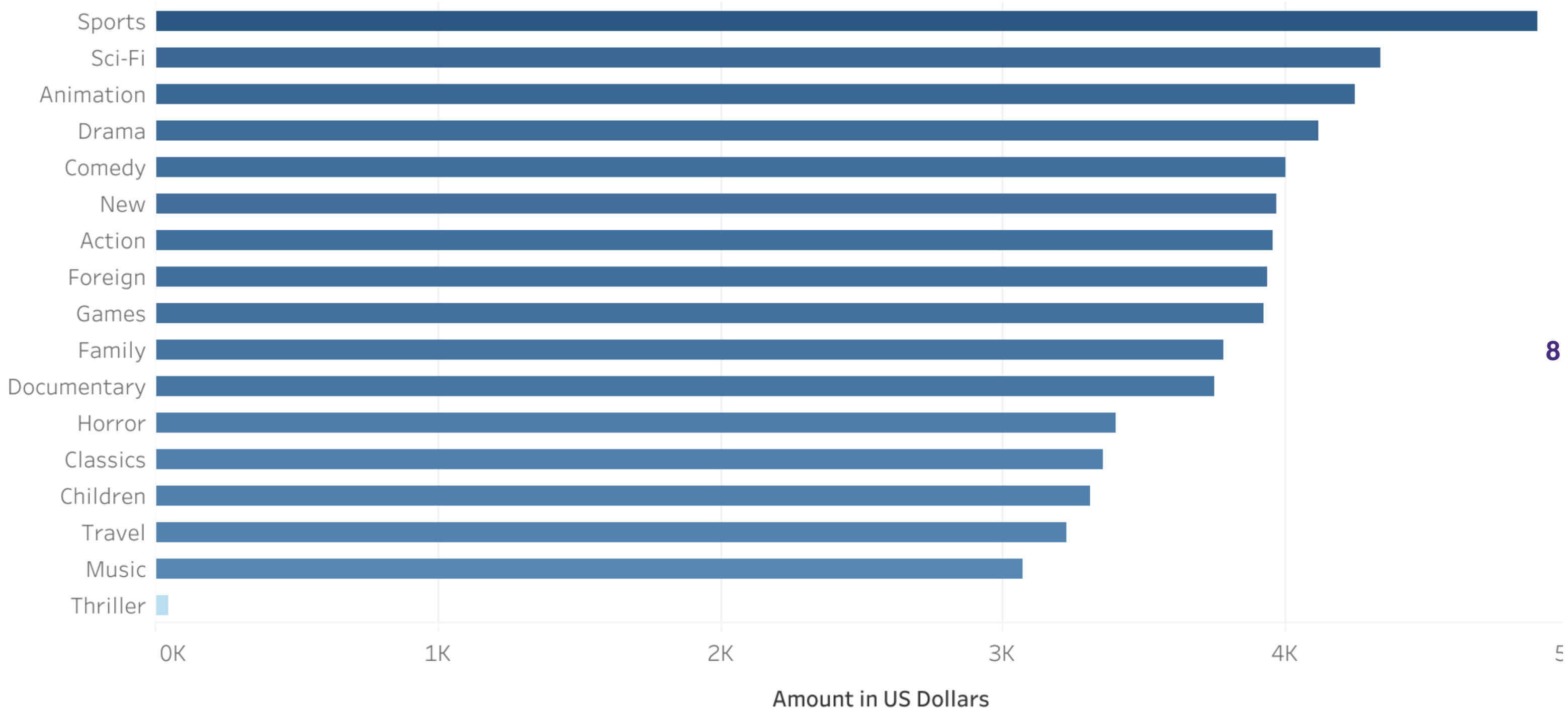
# CONTENT FOCUS: TOP-PERFORMING CATEGORIES



Categories like **Sports, Sci-Fi, Animation, Drama, and Comedy** generate **35,2%** of total revenue and rentals.

**RECOMMENDATIONS:**

- Prioritize top categories in online marketing, homepage features, and content curation.
- Highlight new or exclusive Sports films.
- Run promotions or bundles for Sci-Fi and Animation fans.
- Regularly update the library with diverse content.



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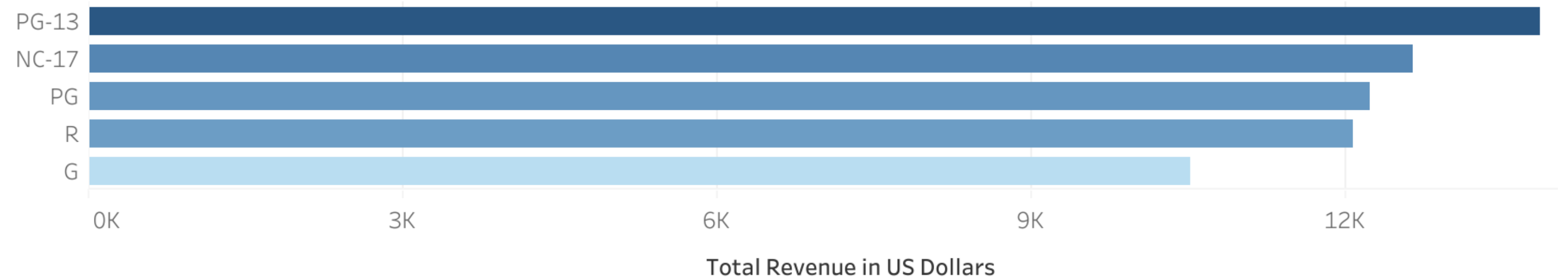




# CONTENT FOCUS: TOP-PERFORMING MPAA RATING



- PG-13 films lead total revenue with \$13,856, making them Rockbuster's strongest-performing content category.
- PG films generate the highest average revenue per rental (~\$3.81), slightly ahead of others.



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## RECOMMENDATIONS:

- Maintain a balanced content strategy targeting both family and adult audiences.
- Prioritize acquiring and promoting PG-13 and PG-rated films for their revenue leadership and audience reach.
- Explore premium pricing for select PG content.
- Offer bundling or promotions for lower-performing ratings like G.

**G – SUITABLE FOR ALL AGES**  
**PG – PARENTAL GUIDANCE SUGGESTED**  
**PG-13 – PARENTS STRONGLY CAUTIONED (UNDER 13)**

**R – RESTRICTED TO 17+ (ADULT THEMES, LANGUAGE, VIOLENCE)**  
**NC-17 – ADULTS ONLY (EXPLICIT CONTENT)**

[TABLEAU LINK](#)



# ACTION PLAN SUGGESTION



## MARKET FOCUS

- Prioritize key markets: India, China, US, Japan, Mexico, and Brazil.

## CONTENT OPTIMIZATION

- Expand the film library in top-performing categories: Sports, Sci-Fi, Animation, Drama, and Comedy.
- Evaluate and reduce low-performing categories and MPAA ratings to lower licensing costs.
- Increase the number of films in the Thriller category to enable more accurate performance tracking.

## CATEGORY PROMOTION

- Focus marketing on Sports, Sci-Fi, Animation, Drama, and Comedy.
- Run targeted promotions or bundles for Sci-Fi and Animation audiences.

## REGIONAL SALES STRATEGY

- Develop region-specific content libraries.
- Tailor promotions to regional preferences.

## RENTAL DURATION STANDARDIZATION

- Set a standard rental period of 5 days.

## CUSTOMER ENGAGEMENT

- Launch loyalty programs to improve customer retention and maximize lifetime value.



# KPIs TO TRACK (POST-LAUNCH)



- Traffic Sources – identifies where each customer came from (e.g., organic search, social media, paid ads).
- Conversion Rate – shows how many site visitors become paying customers.
- Watch History & Preferences – tracks films watched to personalize recommendations.
- Film Ratings & Reviews – captures customer feedback to measure content quality.
- Website/App Performance – monitors issues like bounce rate, downtime, and app crashes.
- Email Campaign Performance – measures open rates, clicks, and conversions from email marketing.

