



# Rockbuster Stealth: 2020 Company Strategy



Pamela Nouboussi



# I TABLE OF CONTENTS

01

## Introduction

Goals and objectives  
Summary statistics

02

## REVENUE

Overview of  
Revenue

03

## CUSTOMERS

Overview of  
customers

04

## CONCLUSION

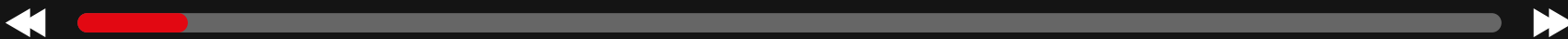
Summary and future  
recommendations





01

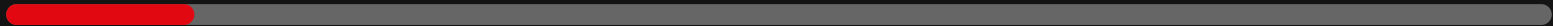
# Introduction





# I Goals and Objectives

Due to rising competition from online streaming services such as Netflix and amazon, the Rockbuster Stealth management team plans to use it's existing movie licenses to launch an online video rental service.





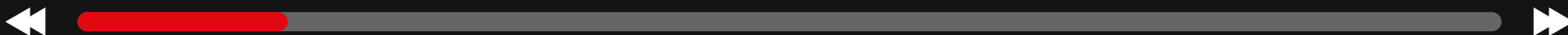
# | The current situation...

## Films

- 1000 films in our collection
- 20 genres
- All from the year 2006
- Average movie length 115 min
- Most movies are rated PG-13

## Customers

- 584 active  
(97.4%)
- In 109 countries





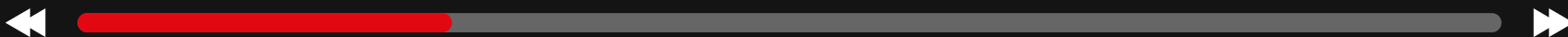
# | The numbers

- Total revenue: 61,312
- Average rental cost: 2.98
- Rental duration :
  - min 3 days
  - max 7 days
  - average 4.98 days
- Average replacement cost: 2.98
- Replacement rate :
  - Min 9.9,
  - Max 29.9
  - Average 19.98



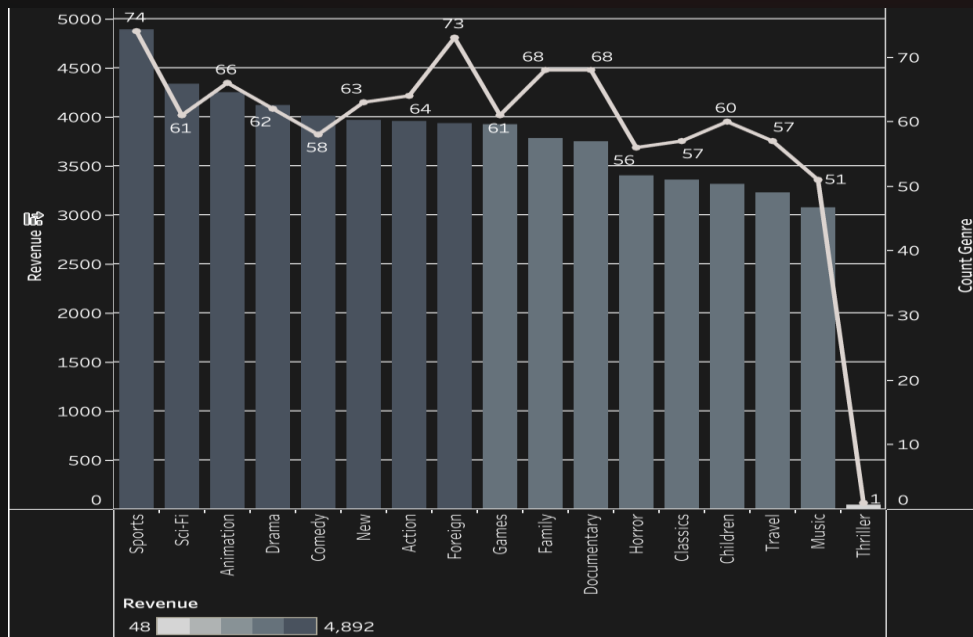


# REVENUE 02





# Film Categories



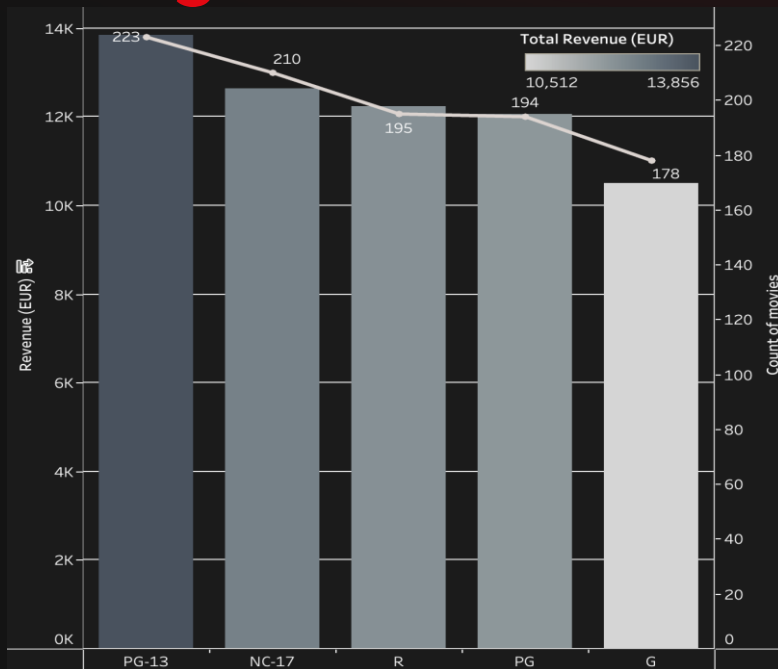
- The most profitable categories are Sports, Sci-Fi and Animation
- The least are Thriller, Music and Travel
- Foreign movies have the 2<sup>nd</sup> highest count of films but the 9<sup>th</sup> in revenue







# I Ratings



- PG-13 films have the highest revenue, and the highest number of films
- G movies are the least profitable





# I Highest Earning films



## Telegraph Voyage

215 € total revenue  
Music film



## Zorro Ark

199 €  
Comedy



## Wife Turn

198€  
Documentary

Telegraph Voyage 215.75	Innocent Usual 191.74	Titans Jerk 186.73	Harry Idaho 177.73
Zorro Ark 199.72	Hustler Party 190.78	Torque Bound 169.76	
Wife Turn 198.73	Saturday Lambs 190.74	Dogma Family 168.72	

### Total Revenue



168.72

215.75





03

# OUR CUSTOMERS

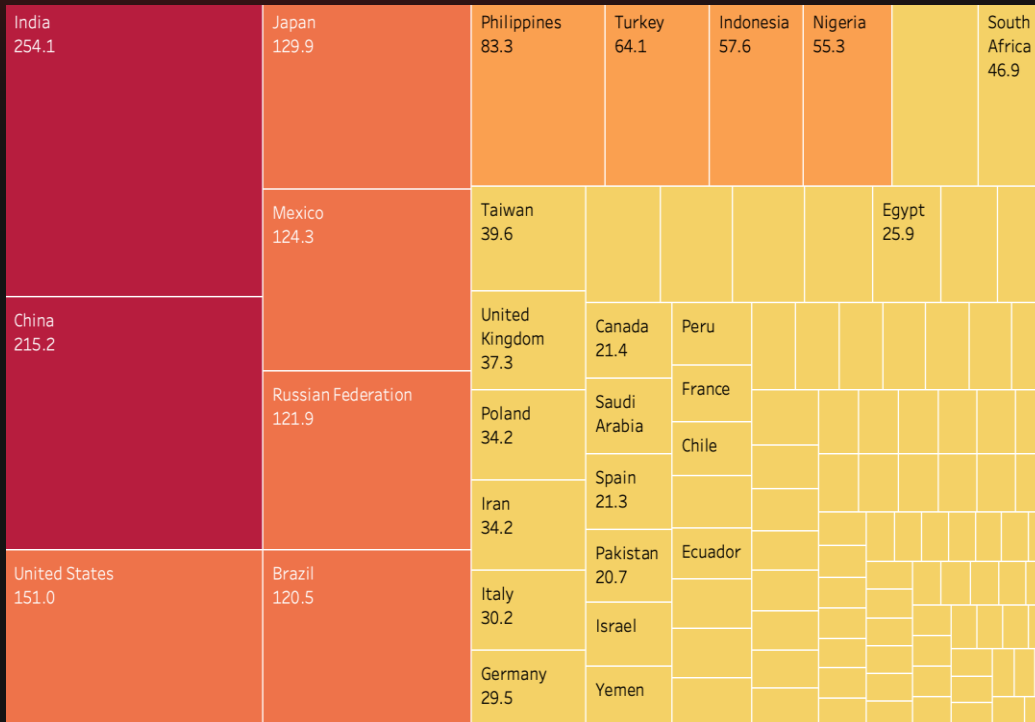




# Country Revenue

The average spent by customers in each country.

- Customers on average spent more in the highest revenue countries

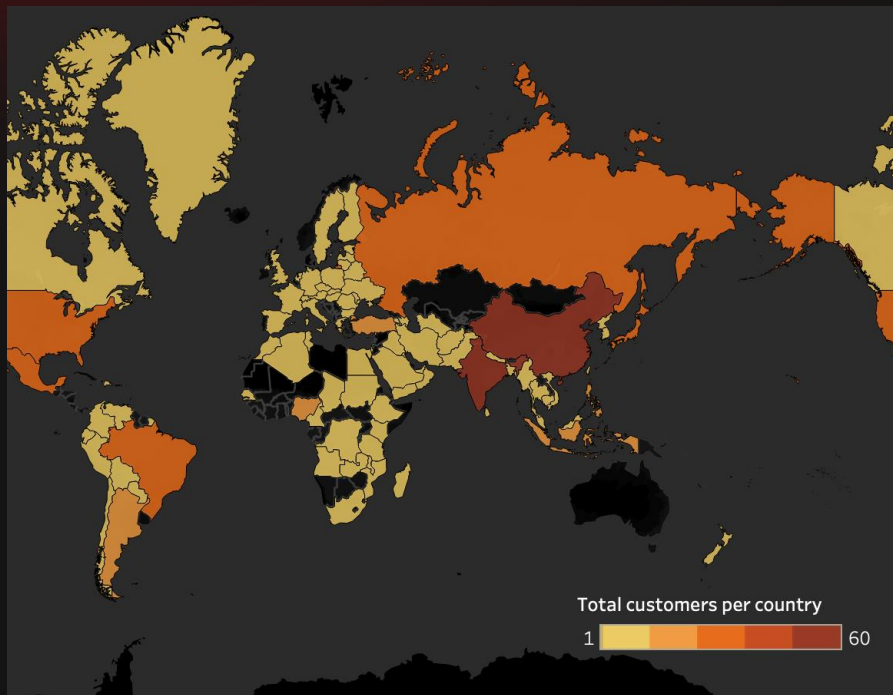


# | Customer Location

## Top 5 customers per country

	Customers	Revenue Total
India	60	6034.78
China	53	5251.03
United States	36	3685.31
Japan	31	3122.51
Mexico	30	2984.82

- Asia, Europe then North America are the regions with the highest revenue
- Africa and Oceania have the lowest revenue



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[My work](#)



# 04 Conclusion





# Launch Recommendations- Global market

01

## Focus on top revenue regions

Asia and the Americas have the top highest grossing countries

02

## Genre

- Add more films for top performing genres
- Add more films to the inventory

## Films

- Stock more films, 1000 is small for a global market
- Offer films in more languages

03

## Ratings

- PG and G movies are the most profitable

04





# I Launch Recommendations- Films

## Update inventory

- Asia, Europe and th Americas are the highest grossing regions
- 3 of the highest grossing countries are in Asia and 2 in the Americas. These regions should be prioritized for customer retention and acquisition. Focus on these to % countries
- Create a loyalty program to reward customers.







# | Launch Recommendations- Competitors

- Create monthly/yearly subscription plan. The average rental cost is € 2.98 . That could be a good starting price point.
- Start offering TV shows to attract a wider audience and keep up with competitors



# | CREDITS

- Template created by SlidesGo
- Tableau Visualisation:  
[https://public.tableau.com/app/profile/pamela.nouboussi/viz/Task3\\_10\\_16847836968880/Story3?publish=yes](https://public.tableau.com/app/profile/pamela.nouboussi/viz/Task3_10_16847836968880/Story3?publish=yes)

