



ROCKBUSTER STEALTH ANALYSIS

Rebekka Brandt

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BACKGROUND:

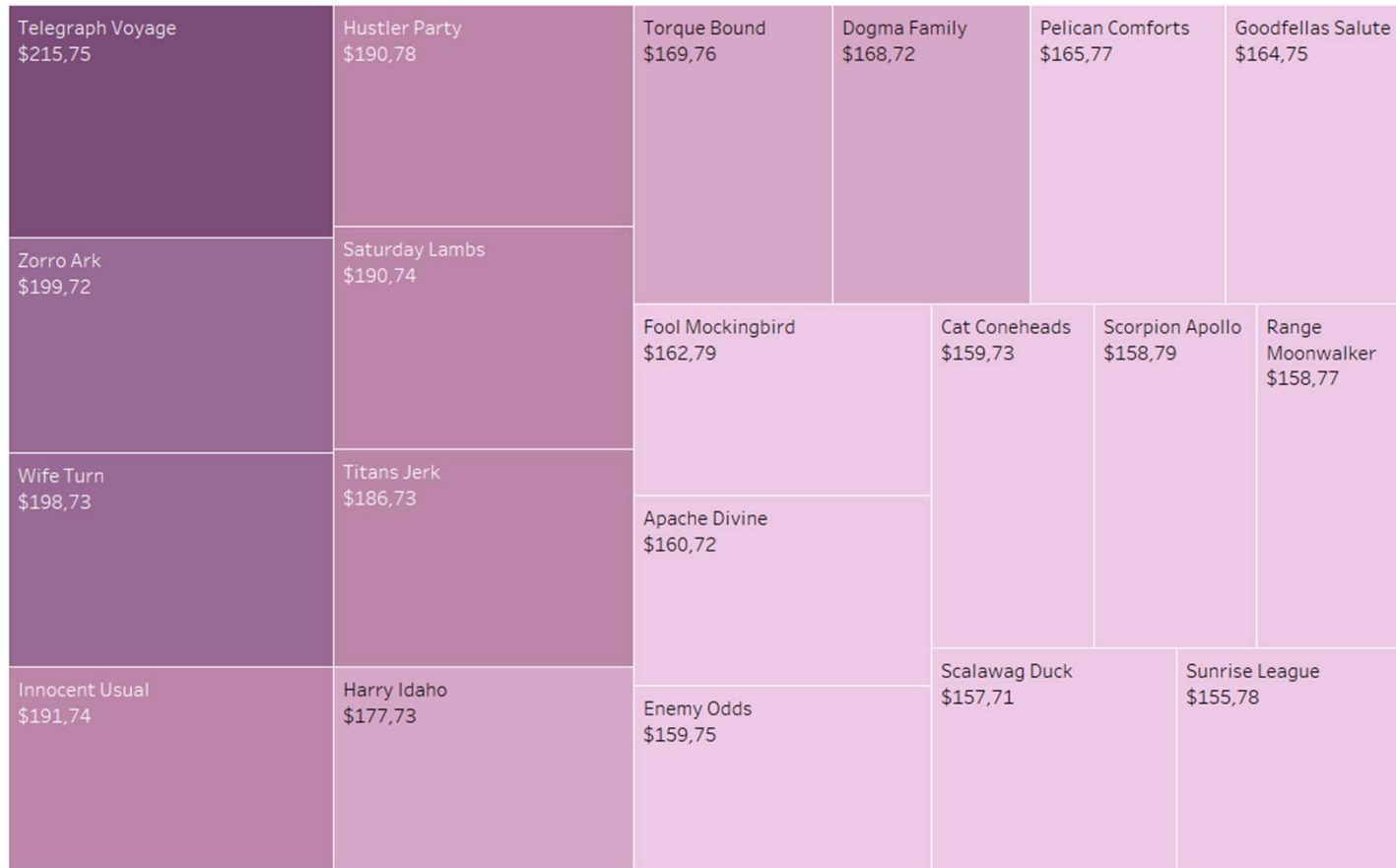
Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

AIM:

In order to establish the launch strategy 2020, we will be looking at the rental performance based on the existing licenses.

REVENUE BY MOVIE

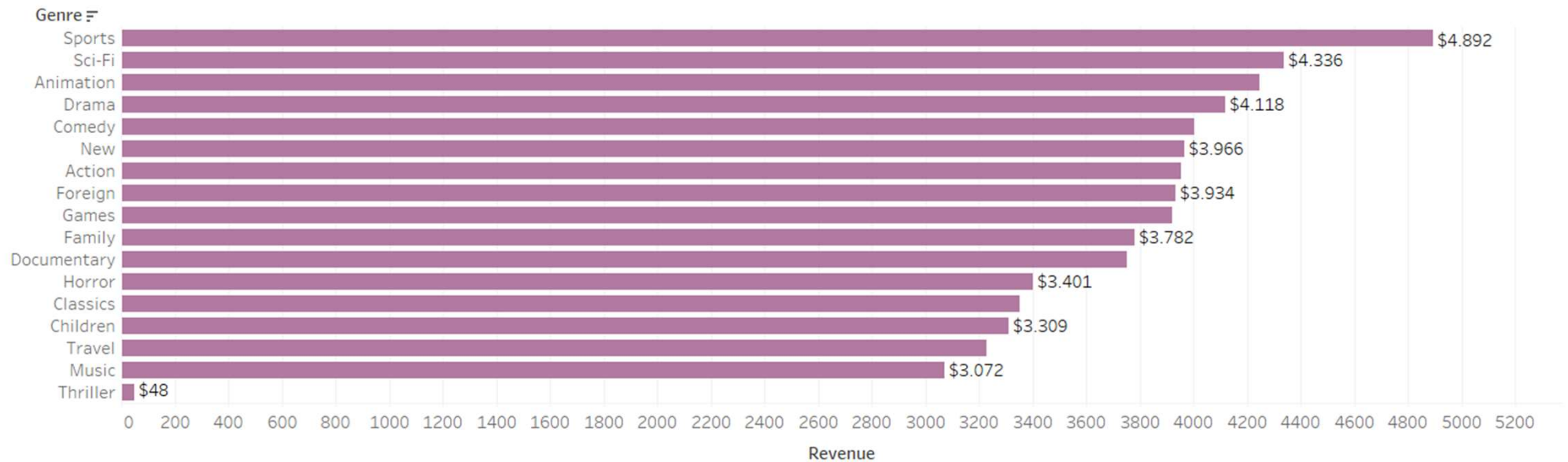


FINDINGS:

The movies with the highest revenue are

- Telegraph Voyage \$215,75
- Zorro Ark \$199,72
- Wife Turn \$198,73

REVENUE BY GENRE



FINDINGS:

The genre with the highest revenue are

- Sports \$4,892
- Sci-Fi \$4,336
- Animation \$4,118

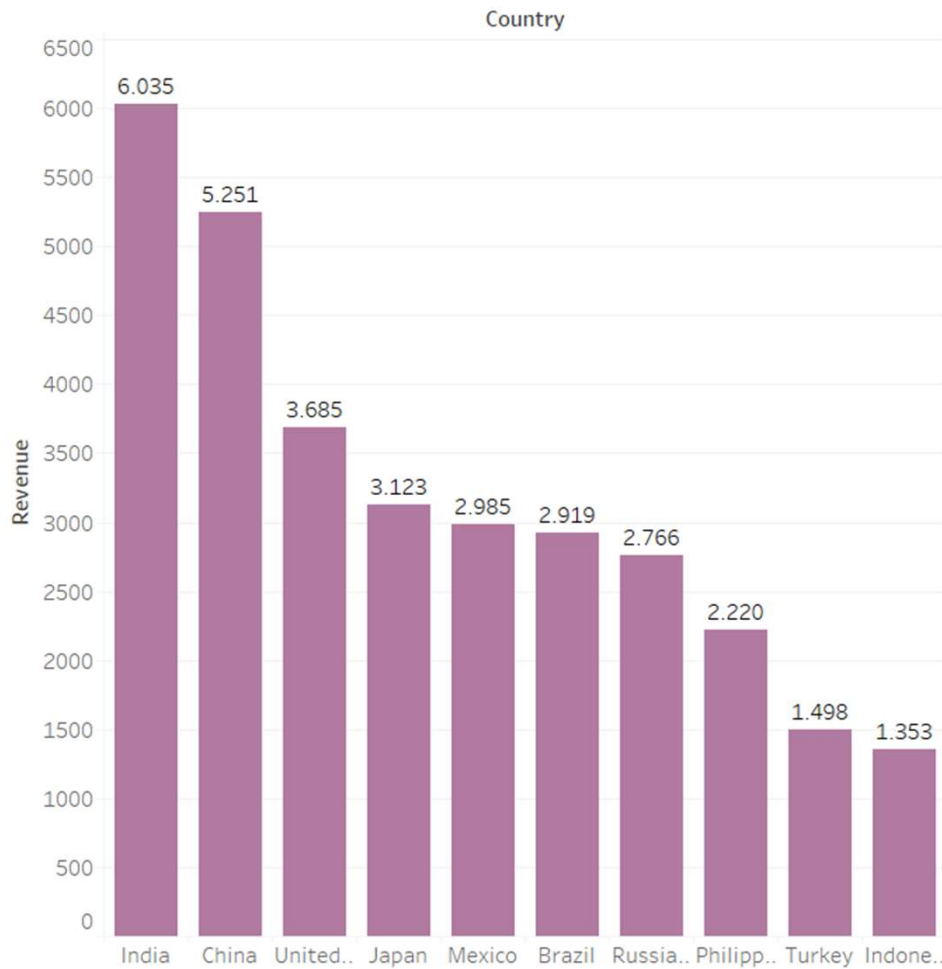
AVERAGE RENTAL DURATION BY GENRE

Genre	Average Rental Duration
Thriller	6,00
Travel	5,35
Music	5,24
Family	5,16
Foreign	5,11
Drama	5,08
Classics	5,07
Games	5,07
Children	5,03
Action	4,95
Comedy	4,93
Animation	4,89
Sci-Fi	4,89
Horror	4,86
Documentary	4,76
New	4,75
Sports	4,72

FINDINGS:

- Rental duration seems quite high in general with customers keeping films for 4-6 days on average
- Average rental duration for the Top Genres is at the lower end, with the Top Genre Sport being the lowest on average with only 4,72 days

TOP 10 COUNTRIES BY REVENUE

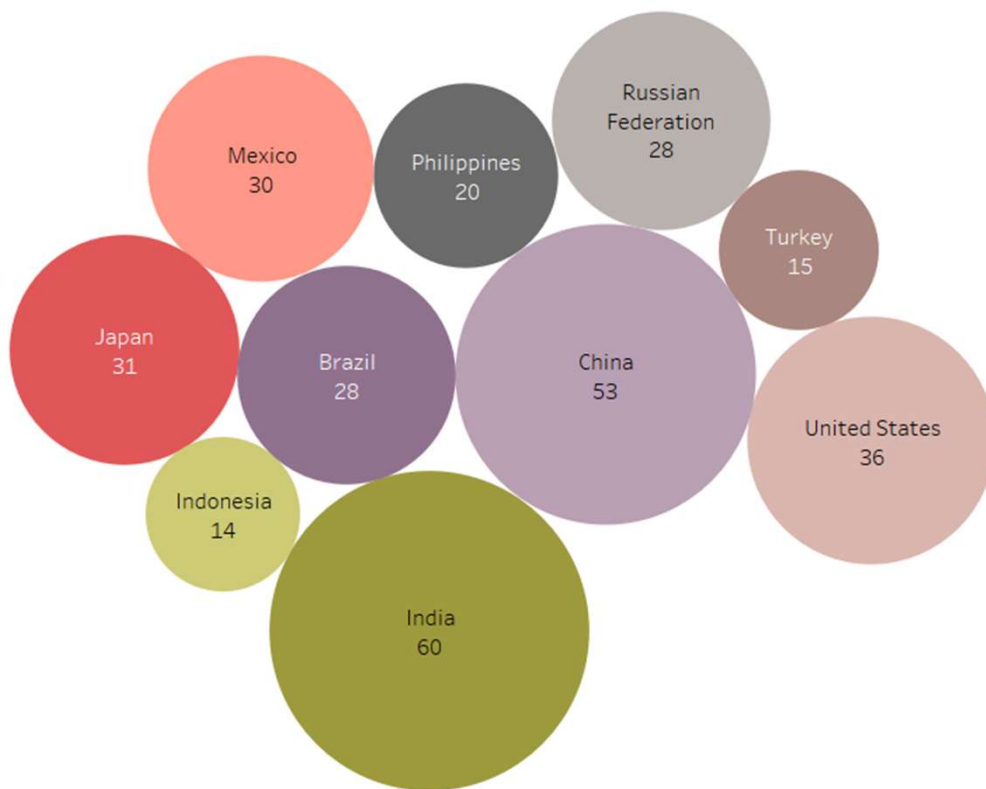


FINDINGS:

The Countries with the highest revenue are

- India
- China
- United States

NUMBER OF CUSTOMERS PER COUNTRY



FINDINGS:

The highest number of customers can be found in

- India - 60
- China - 53
- United States - 36

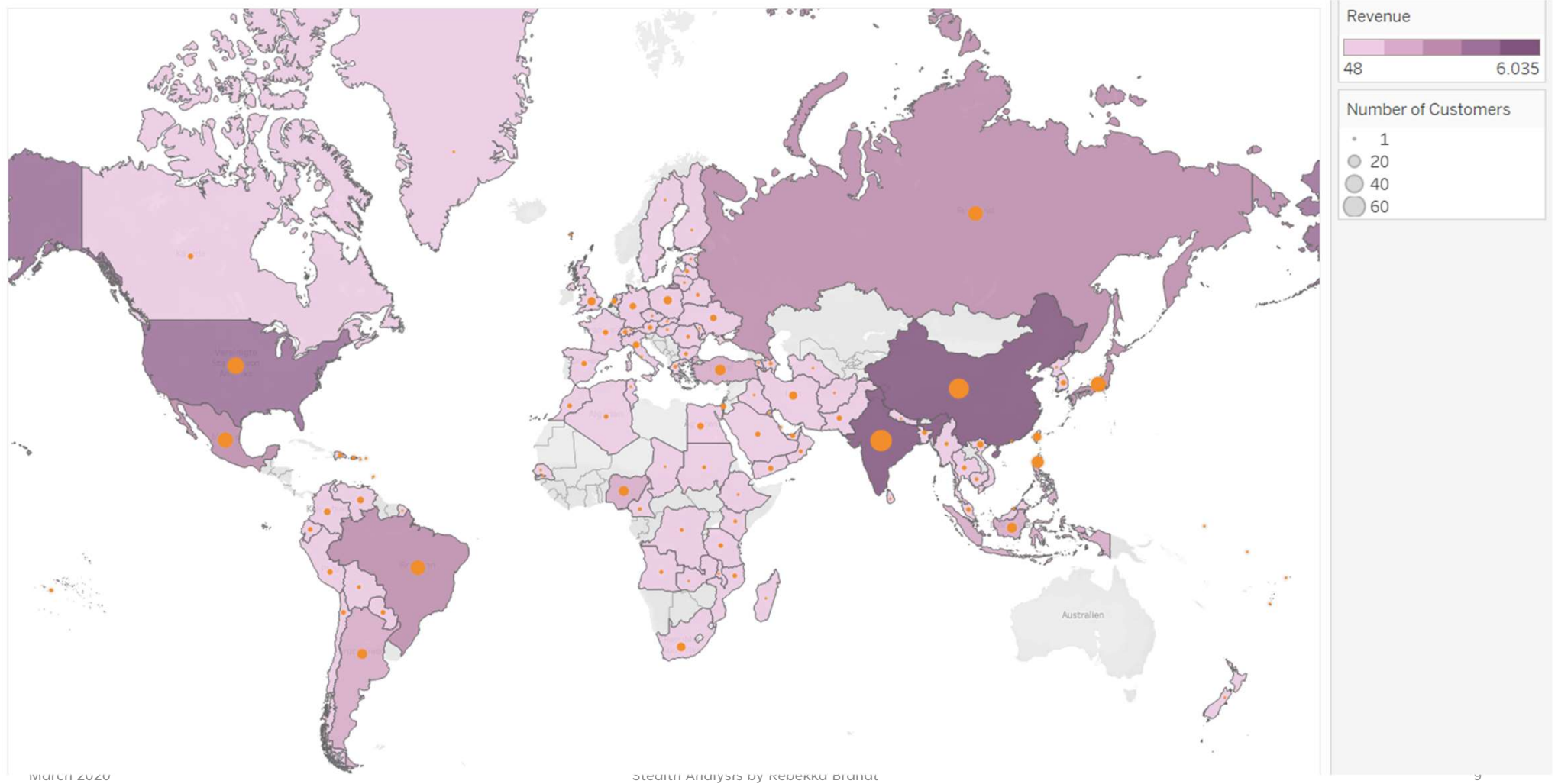
TOP CUSTOMERS BY LIFETIME VALUE

Life Time Value	First Name	Last Name	Country	City
\$111,76	Arlene	Harvey	India	Ambattur
\$109,71	Kyle	Spurlock	China	Shanwei
\$106,77	Marlene	Welch	Japan	Iwaki
\$100,77	Glen	Talbert	Mexico	Acua
\$98,76	Clinton	Buford	United States	Aurora

FINDINGS:

- Customers with highest lifetime value are also located in the top 10 countries
- Lifetime value for the Top 5 customers averages around the \$100 mark

CUSTOMERS & REVENUE BY COUNTRY





CONCLUSION:

- Rockbuster has many high performing markets and movies and has been able to establish loyal customers with a high lifetime value
- Assuming the streaming market behaves similar to the “physical” rental market a launch of a new streaming platform can be successful

RECOMMENDATION:

- Focus marketing efforts on the countries that have the highest customer numbers and revenue (India, China, USA)
- Promote Genres that historically have performed well (Sport, Sci-Fi, Animation)
- Conduct further analysis to understand what Genres /Movies perform well in each market and add more content to those categories

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THANK YOU