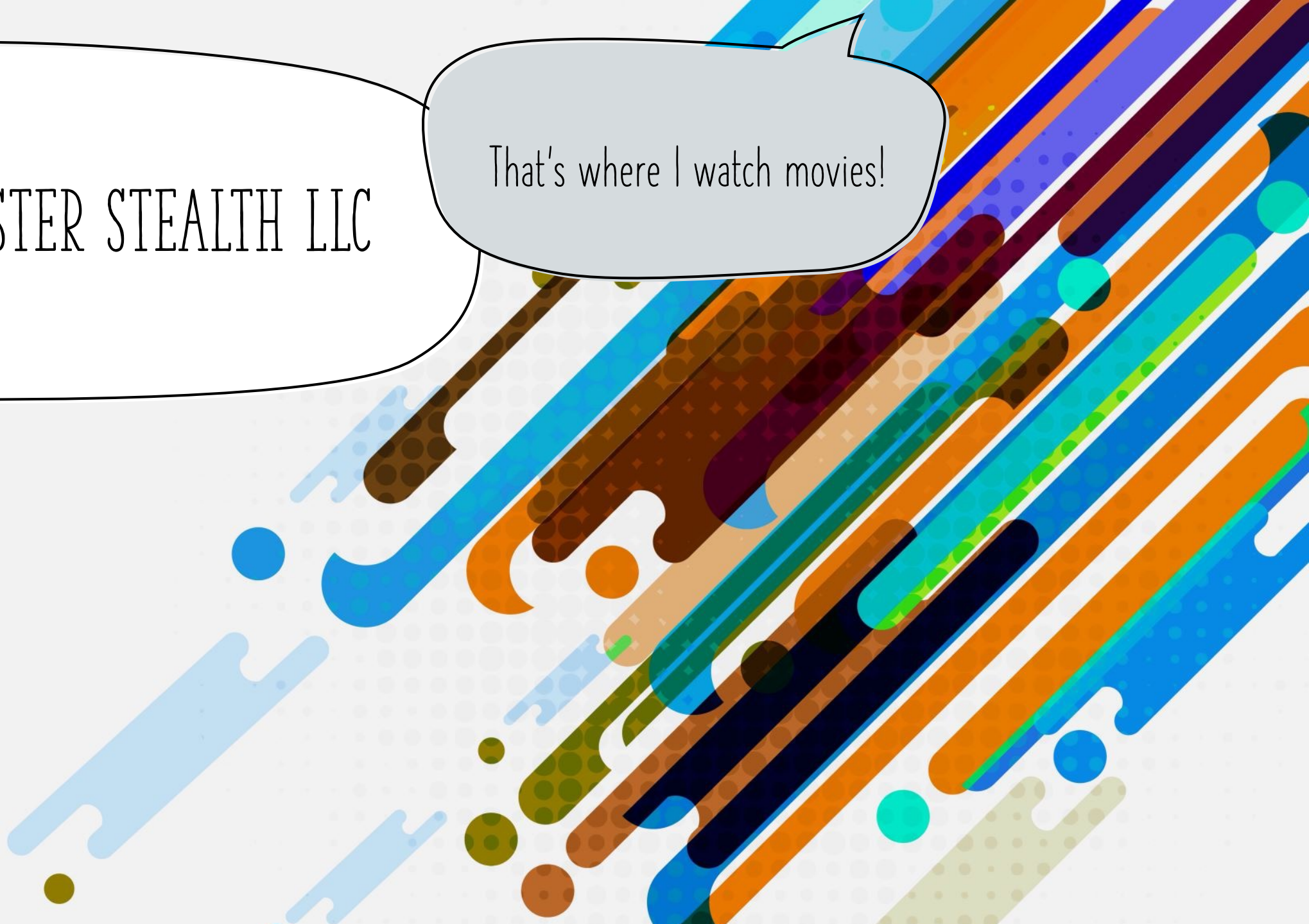


ROCKBUSTER STEALTH LLC

That's where I watch movies!



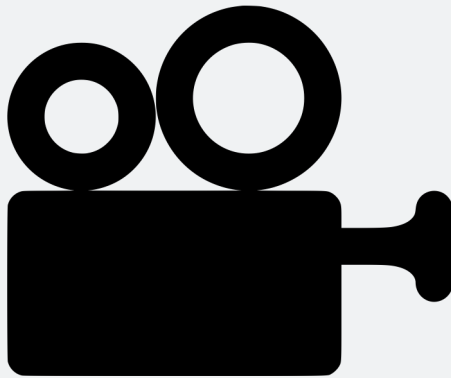


## THE MISSION:

- 🎬 Launch video streaming service to compete with likes of Netflix and Amazon Prime.
- 🎬 With former store locations around the world, Rockbuster can utilize its existing licenses and movie library.



## QUESTIONS:



- 1) What are the business specs of Rockbuster Stealth LLC?
- 2) In which countries do Rockbuster's customers reside?
- 3) Which movie titles bring in the most/least revenue?
- 4) Where do the highest lifetime-value customers reside?
- 5) How do customer numbers vary by geographical region?
- 6) What steps should Rockbuster take to regain its market?



# ROCKBUSTER STEALTH LLC

## KEY SPECS:



1000 UNIQUE  
MOVIE TITLES



16 GENRES



5 RATINGS: G, PG,  
PG-13, R, NC-17



TOTAL REVENUE:  
\$61,312



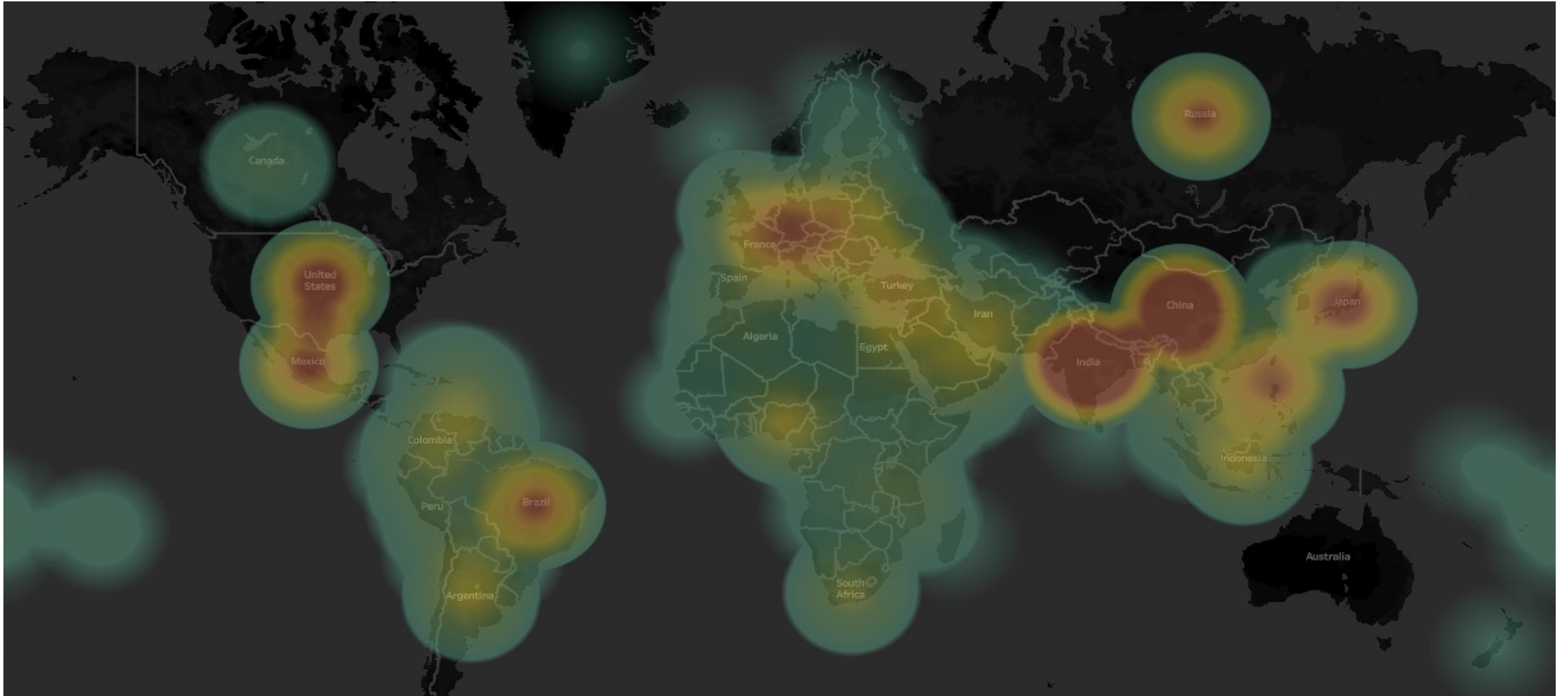
AVG. RENTAL  
DURATION: 5  
DAYS



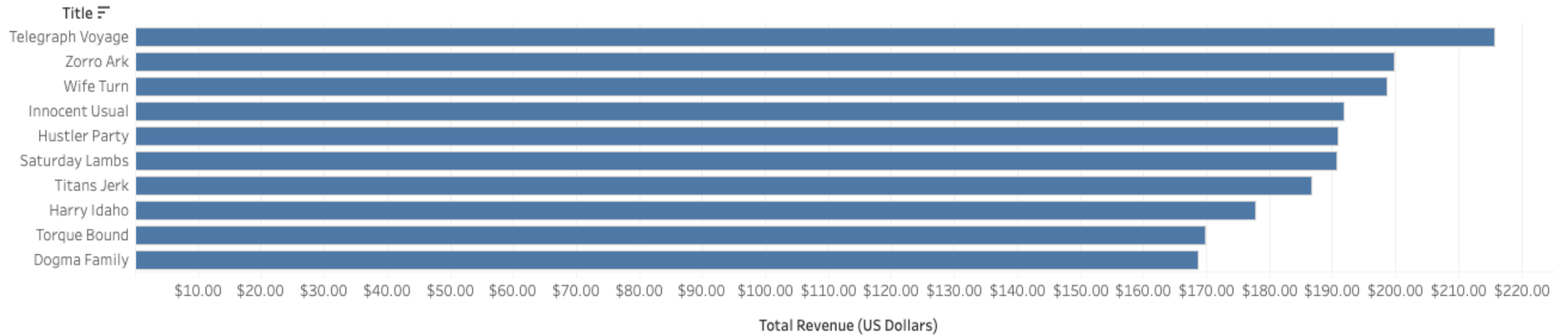
CUSTOMERS IN  
108 COUNTRIES



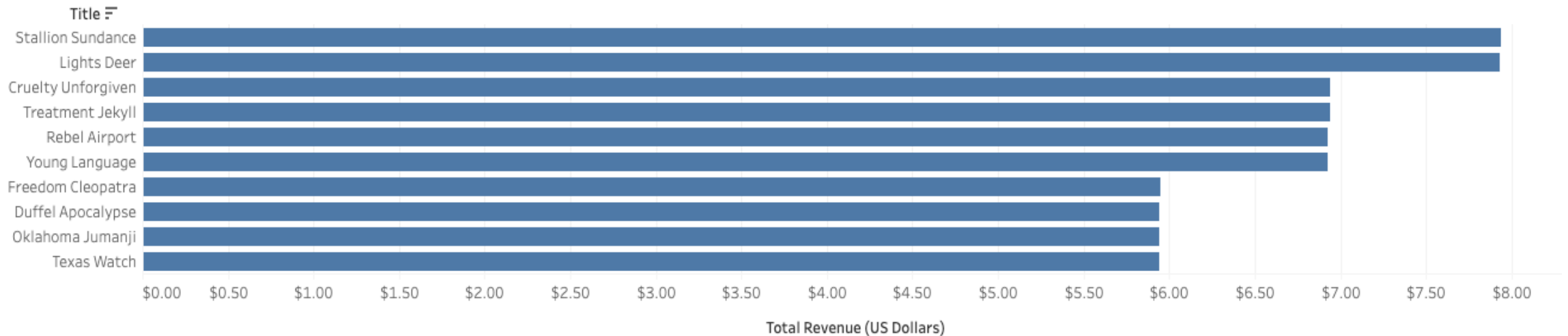
# WHERE ARE ROCKBUSTER'S CUSTOMERS?



## TOP 10 MOVIES BY REVENUE GENERATED



## BOTTOM 10 MOVIES BY REVENUE GENERATED

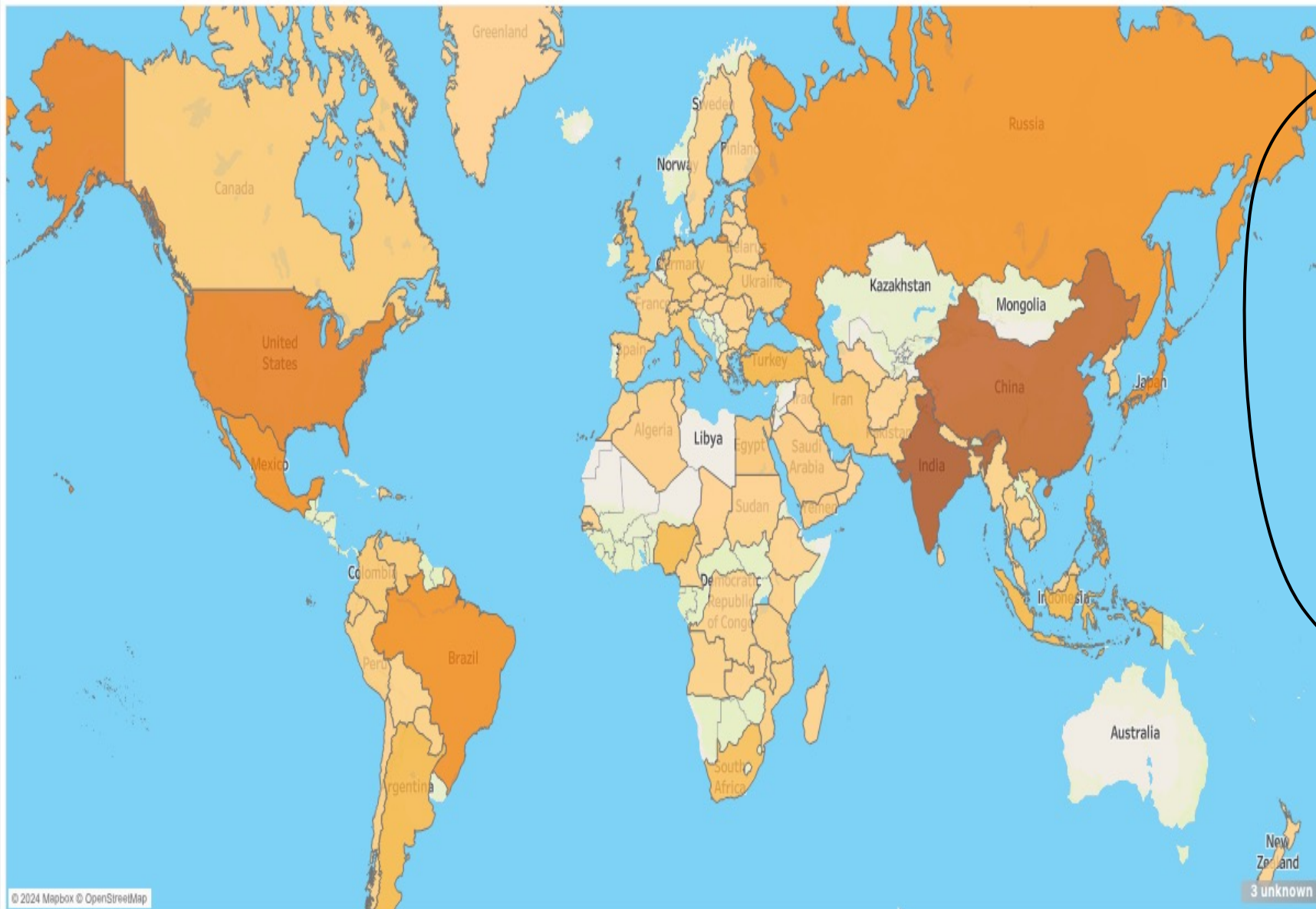


# TOP LIFETIME VALUE CUSTOMERS

Customer ID	Last Name	First Name	City	Country	Total Revenue Generated
148	Hunt	Eleanor	Saint-Denis	Réunion	\$ 211.55
526	Seal	Karl	Cape Coral	United States	\$ 208.58
178	Snyder	Marion	Santa Brbara d'Oeste	Brazil	\$ 194.61
137	Kennedy	Rhonda	Apeldoorn	Netherlands	\$ 191.62
144	Shaw	Clara	Molodetno	Belarus	\$ 189.60
459	Collazo	Tommy	Qomsheh	Iran	\$ 183.63
181	Bradley	Ana	Memphis	United States	\$ 167.67
410	Irby	Curtis	Richmond Hill	Canada	\$ 167.62
236	Dean	Marcia	Tanza	Philippines	\$ 166.61
403	Way	Mike	Valparai	India	\$ 162.67



## Rockbuster Sales by Country



DO ROCKBUSTER'S  
SALES VARY BETWEEN  
GEOGRAPHICAL  
REGIONS?

Total Sales

\$48 \$6,035



# RECOMMENDATIONS:



Increase numbers of popular movie titles in library, and available languages.



Run promotions heavily in countries with established customer bases and high amounts of generated revenue.



Reward highest lifetime value customers with extravagant publicly visible promotions.