



**ROCKBUSTER STEALTH LLC.
MARKETING STRATEGY
2020**

Sarah Edens

SCENE

TAKE

ROLL

DATE

SOUND

DIRECTOR

MOTIVATION

- ★ To maintain competitiveness in the global market, Rockbuster Stealth LLC has opted to introduce an online video rental service leveraging its current movie licenses.
- ★ The BI department will provide data-driven insights to support the launch strategy of the new online video service.

KEY QUESTIONS

- ★ Which films contributed the most/least to revenue gain?
- ★ What was the average rental duration for all videos?
- ★ Do sales figures vary between geographic regions?
- ★ What regions/countries have the largest customer base?
- ★ Where are customers with a high lifetime value based?

DATA OVERVIEW



1000 movies



\$61,312 Total Revenue



**599 Customers – 584
Active Customers**



108 countries

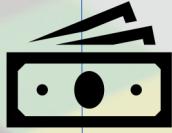


20 Genres

HIGHEST GROSSING REVENUE

Top 5

Telegraph Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Unusual	\$191.74
Hustler Party	\$190.78



Bottom 5

Texas Watch	\$5.94
Oklahoma Jumanji	\$5.94
Duffel Apocalypse	\$5.94
Freedom Cleopatra	\$5.95
Rebel Airport	\$6.93

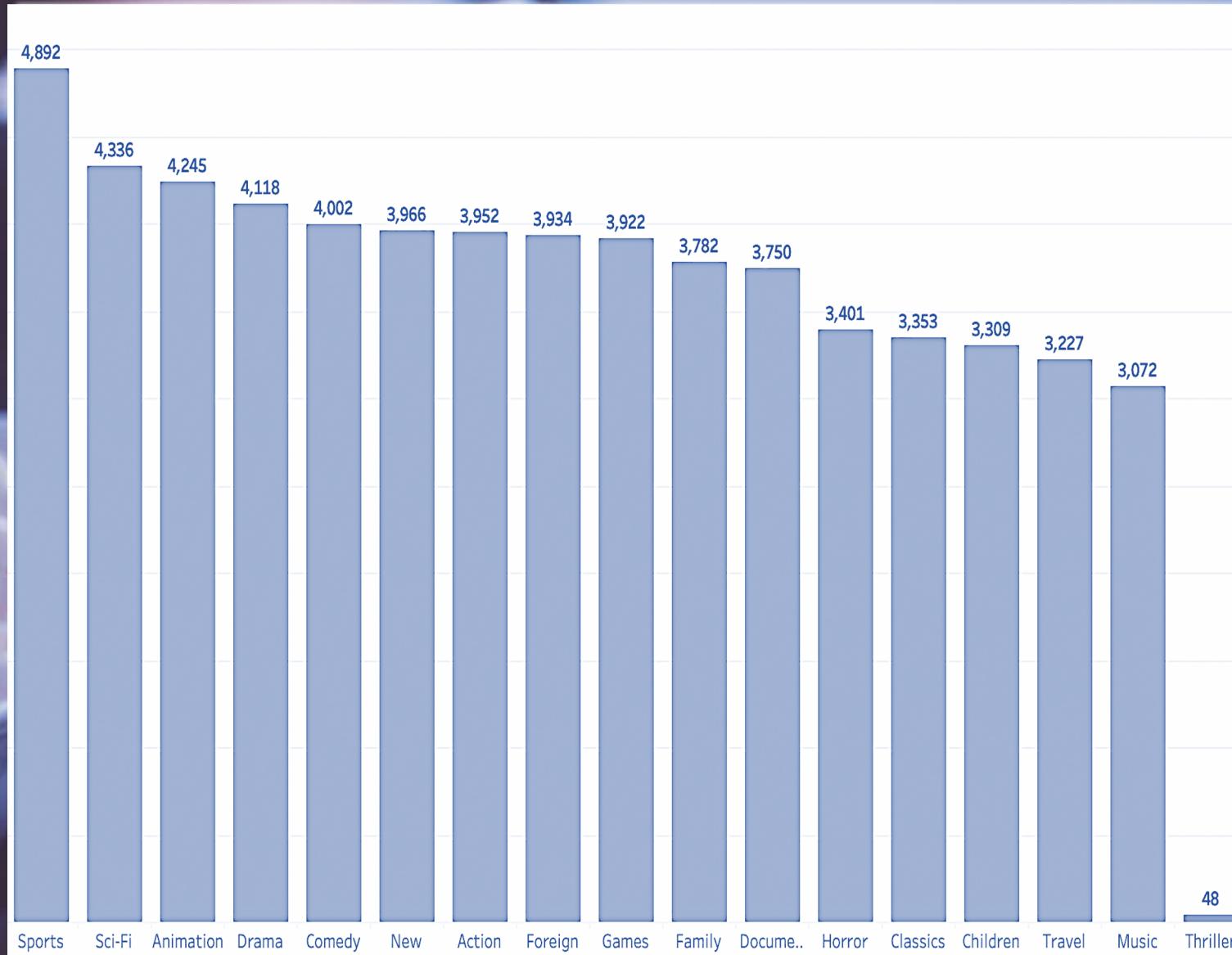
LOWEST GROSSING REVENUE

REVENUE BY GENRE

Top 5
Sports
Sci-Fi
Animation
Drama
Comedy

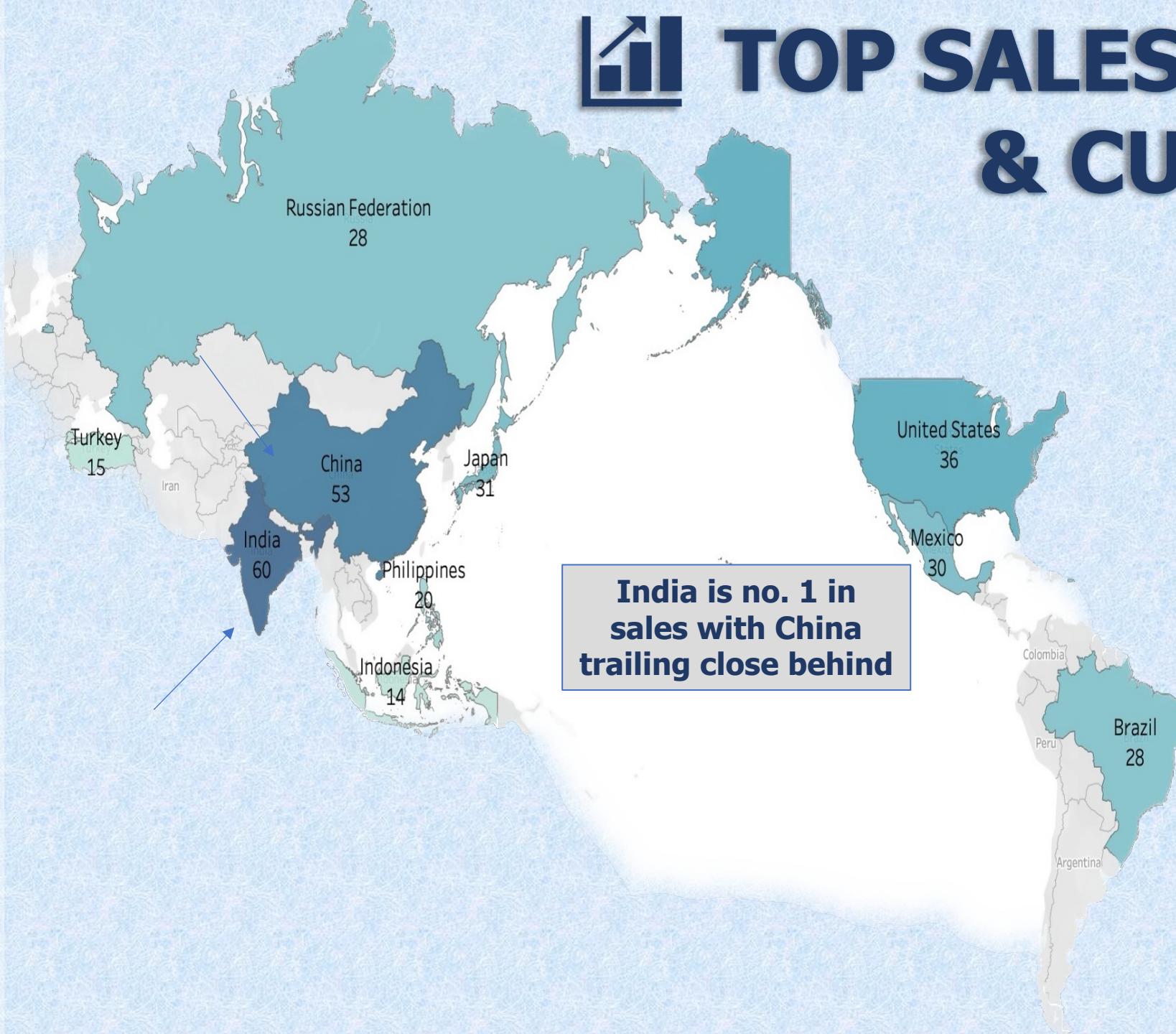
Bottom 5
Music
Travel
Children
Classics
Thriller

Genre of Sports currently commands a dominant market position, whereas the Thriller genre is encountering challenges in generating significant sales traction.





TOP SALES BY COUNTRY & CUSTOMER BASE



India	60	\$6032.79
China	53	\$5247.01
United States	36	\$3694.27
Japan	31	\$3121.52
Mexico	30	\$2984.82
Brazil	28	\$2919.19
Russian Federation	28	\$2765.62
Philippines	20	\$2219.70
Turkey	15	\$1498.49
Indonesia	14	\$1352.69



Insights & Recommendations



- Focus on high performing areas along with successful genres within the market
- Create a loyalty reward program for new and existing customers to positively impact customer lifetime value and total revenue
- Harness customer data to discern the preferences of our top customers, enhancing the overall customer experience
- Provide diverse membership tiers to cater to varied preferences. This flexibility will allow us to better understand and adapt to evolving market demands



THANK YOU!

Q & A

