



ROCKBUSTER STEALTH

Business Strategy Plan

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A collection of stylized, teal-colored icons representing film and audio equipment. These include a movie camera with reels, a pair of headphones, a microphone on a stand, and a movie ticket with a barcode and the text 'ADMIT ONE' and '124334-4697'.

Objective

Launch Rockbuster Stealth's new business strategy for their new online video service.

Agenda

- Key Questions
- Movie Data Overview
- Key Question Insights
- Recommendations

Key Questions

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

MOVIE DATA OVERVIEW

Rental Duration

MINIMUM: 3 days

MAXIMUM: 7 days

AVERAGE: 5 days

Rental Rate

MINIMUM: \$ 0.99

MAXIMUM:\$ 4.99

AVERAGE: \$ 2.98

Movie Length

MINIMUM: 46 minutes

MAXIMUM:185 minutes

AVERAGE: 115 minutes

Replacement Cost

MINIMUM: \$ 9.99

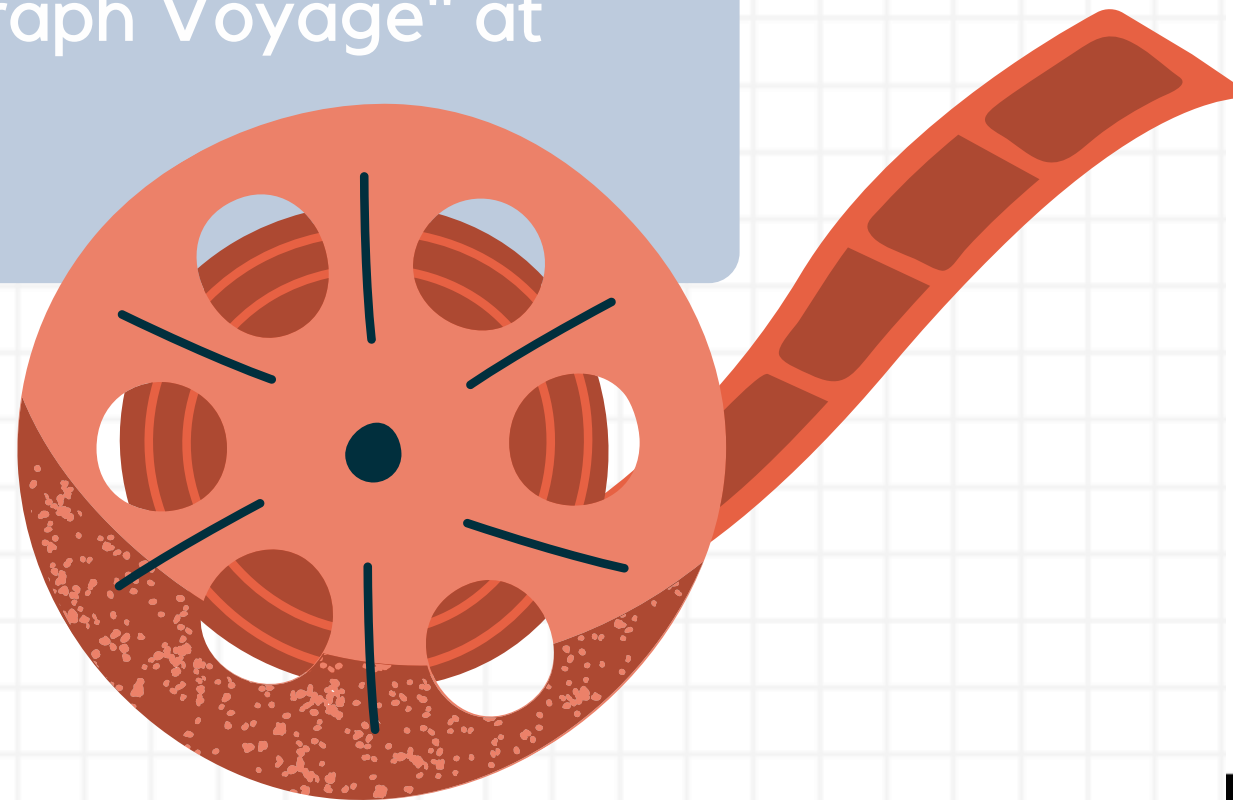
MAXIMUM:\$ 29.99

AVERAGE:\$ 19.98

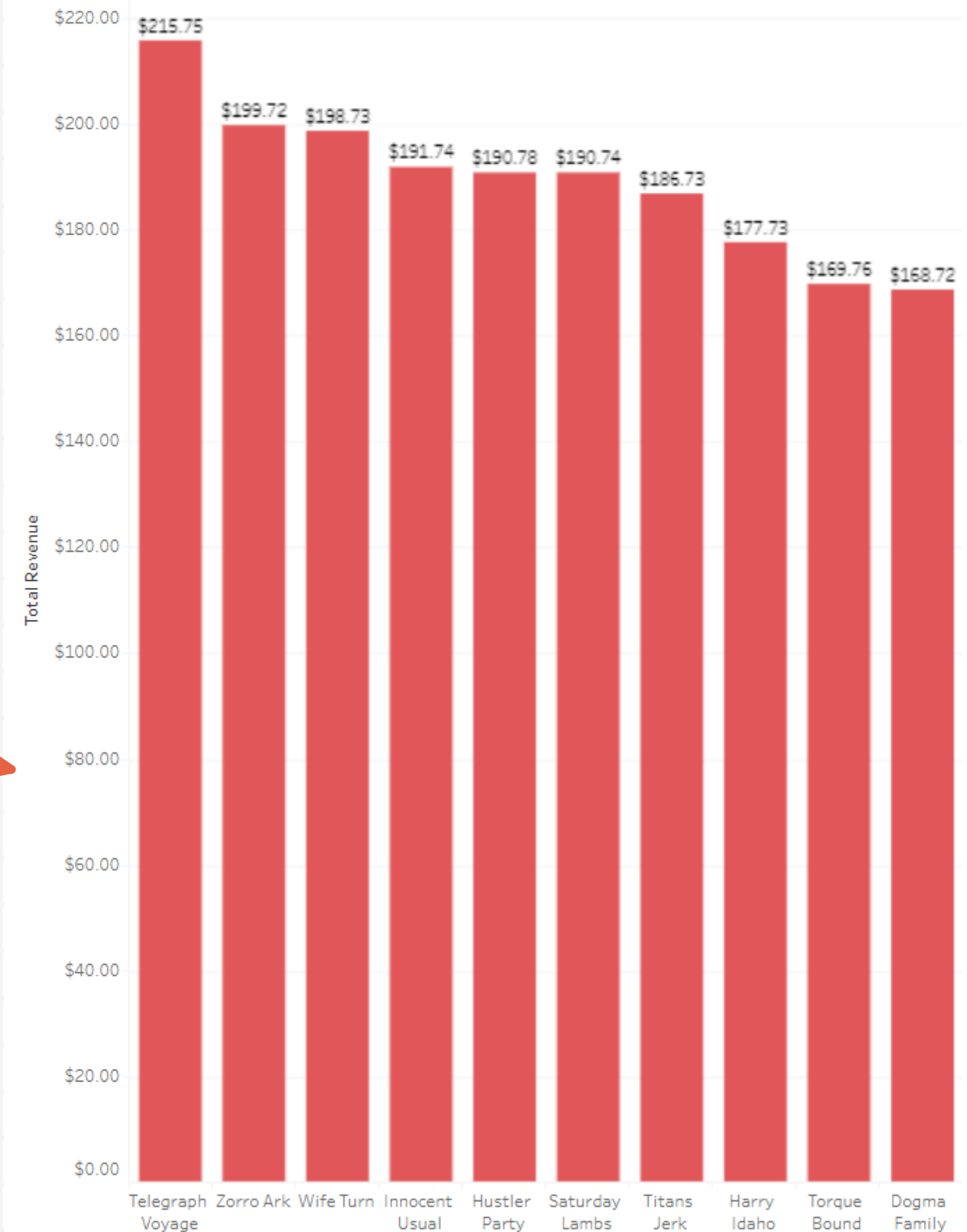


Which movies contributed the most to revenue gain?

- The rental rate for all the movies mentioned is \$4.99.
- Movie that earned the highest revenue is "Telegraph Voyage" at \$215.75.

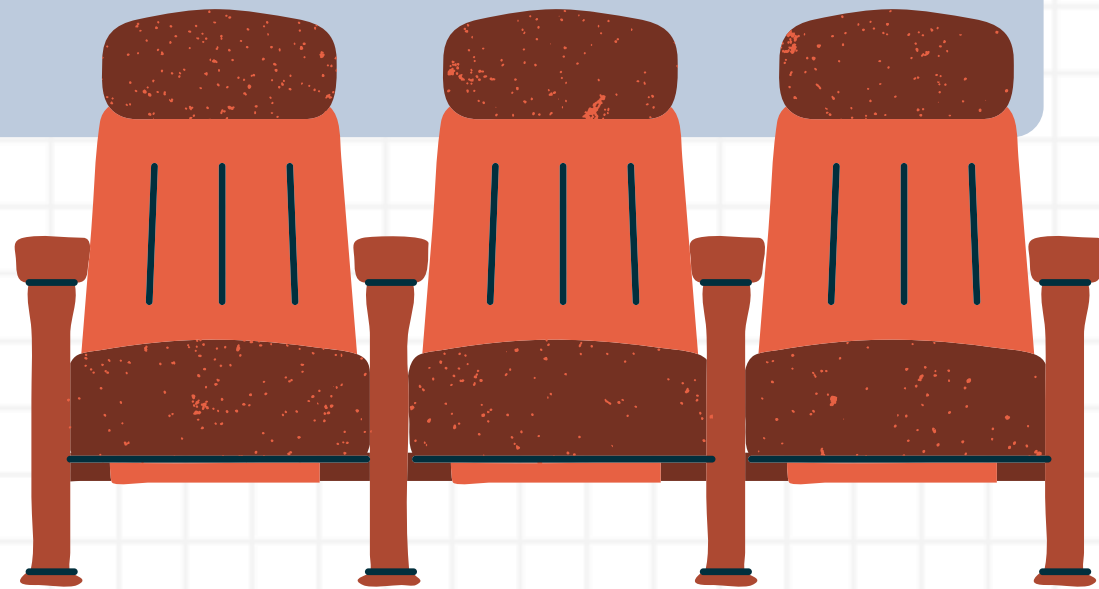


TOP 10 MOVIES WITH HIGHEST REVENUE

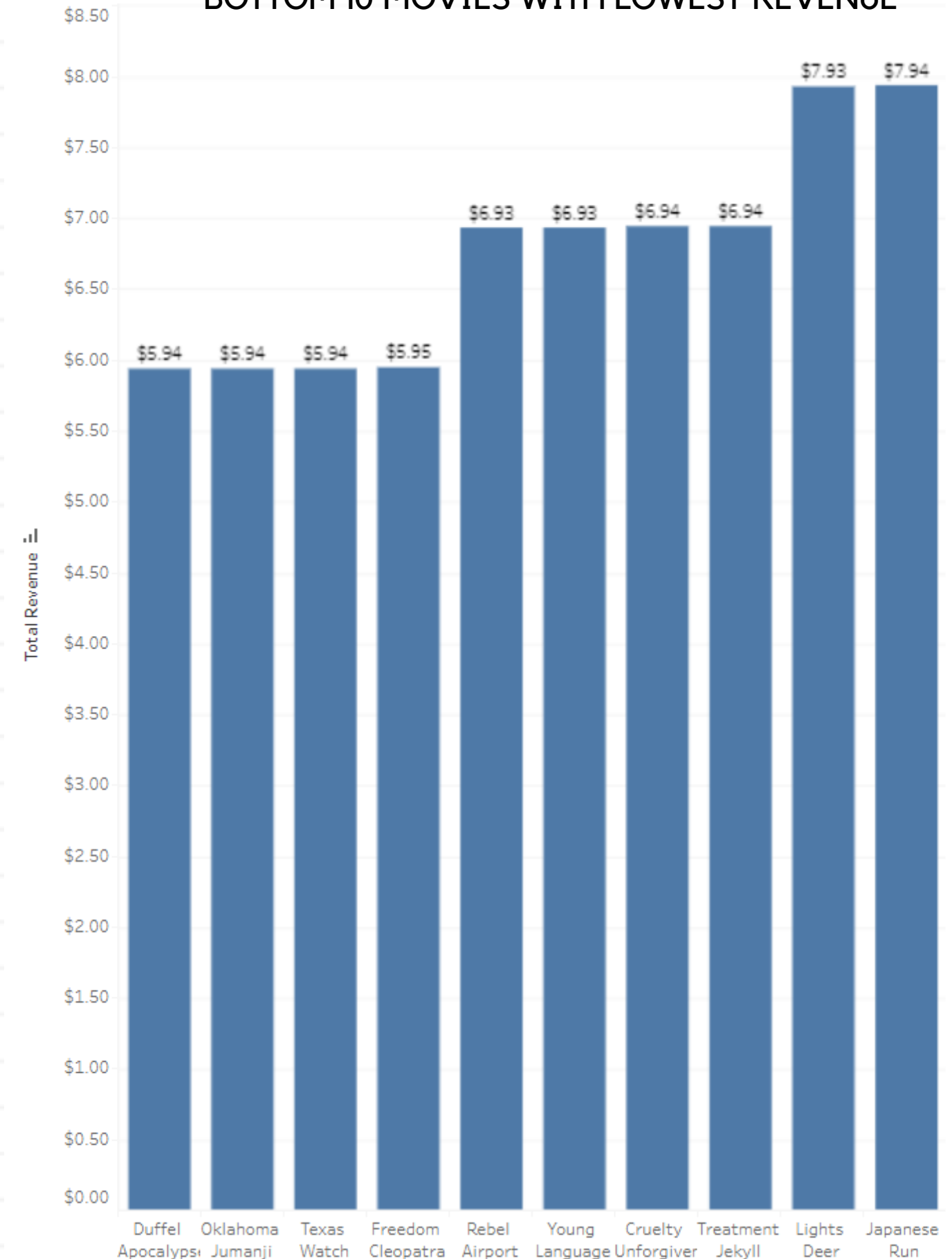


Which movies contributed the least to revenue gain?

- Rental rate for all movies mentioned is \$0.99
- Movies that earned the least revenues are Duffel Apocalypse, Oklahoma Jumanji, Texas Watch and Freedom Cleopatra at \$5.94 each.



BOTTOM 10 MOVIES WITH LOWEST REVENUE



What was the average rental duration for all videos?



- The longest average rental duration is 6 days for thriller.
- Most movies are rented out for an average of 5 days.

Which countries are Rockbuster customers based in?



TOP 10 CITIES IN TOP 10 COUNTRIES

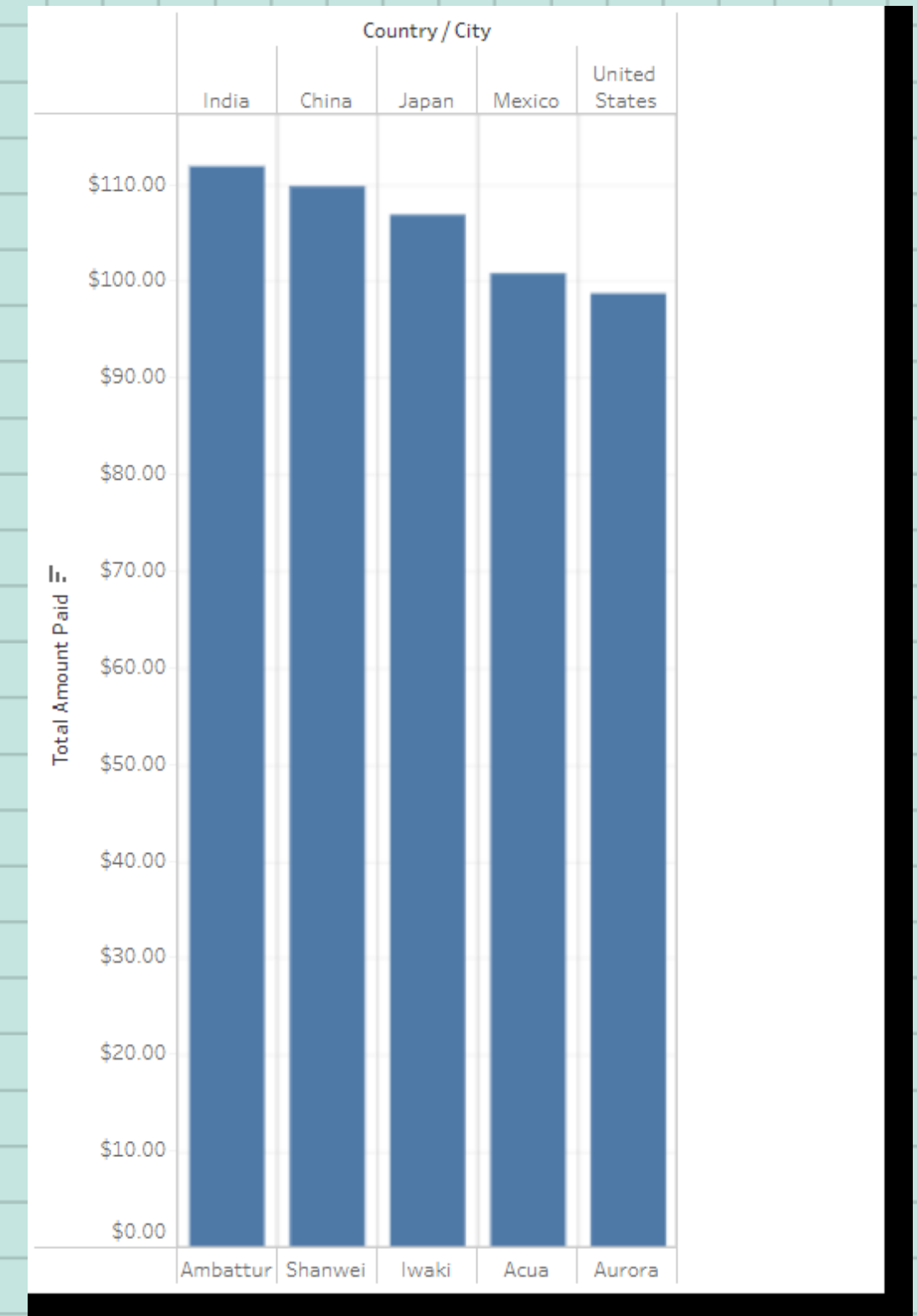
- Aurora, USA
- Acua, Mexico
- Citrus Heights, USA
- Iwaki, Japan
- Ambattur, India
- Shanwei, China
- So Leopoldo, Brazil
- Tianjin, China
- Hami, China
- Cianjur, Indonesia

Where are customers with a high lifetime value based?

The top customers with a high lifetime value based can be found in cities and countries included in the Top 10 cities and countries list.

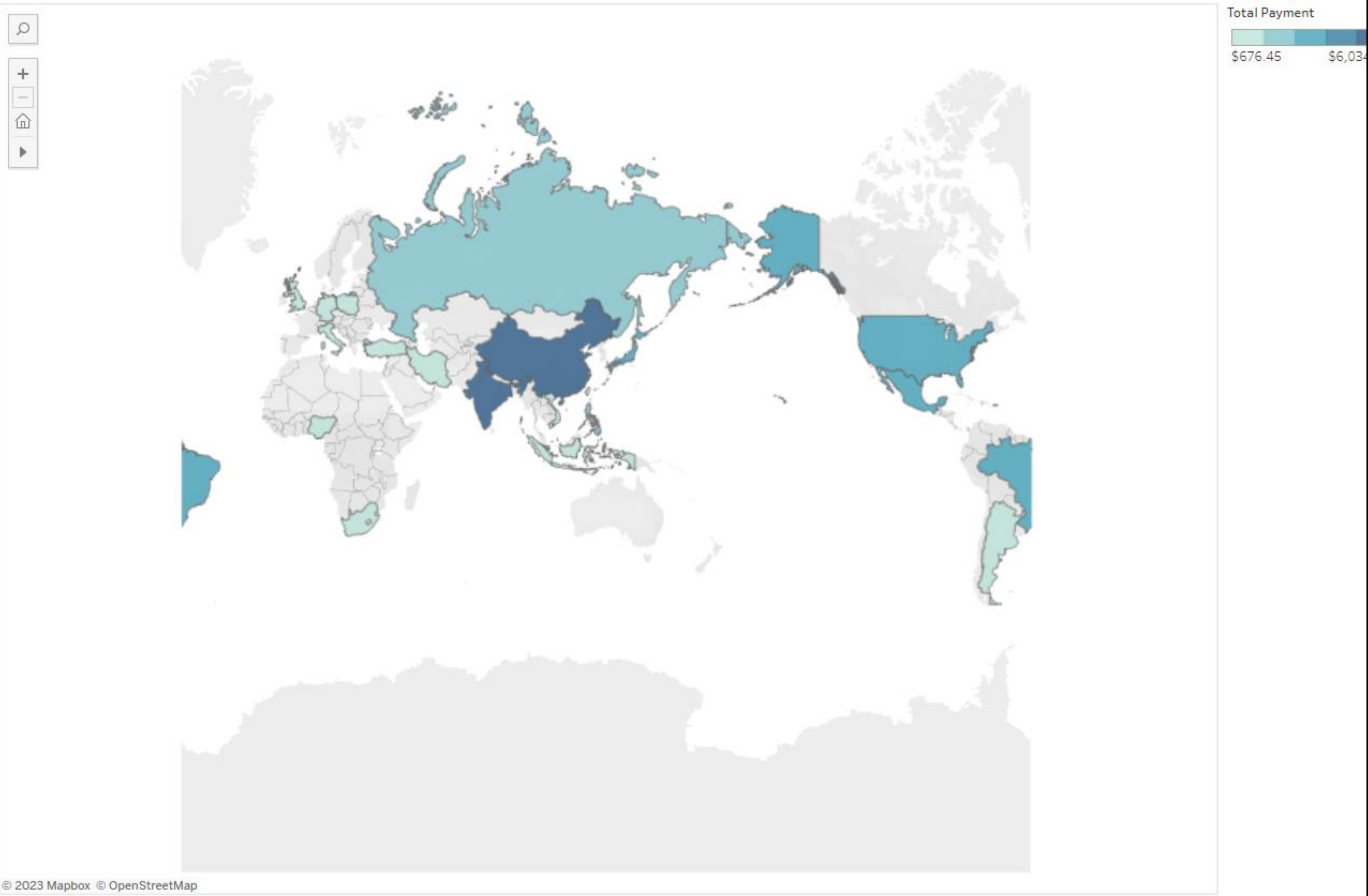
The top 5 customers have a combined total of \$527.77 lifetime value.

Their average lifetime value is \$105.55



TOP 5 CUSTOMERS LOCATION

Do sales figures vary between geographic regions?



TOP 5 COUNTRIES WITH HIGHEST REVENUES.

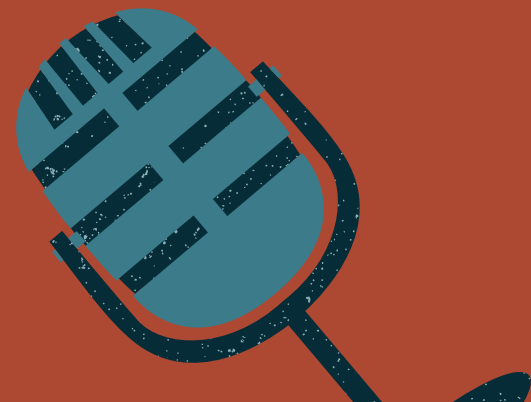
India	\$6034.78
China	\$5251.03
United States	\$3685.31
Japan	\$3122.51
Mexico	\$2984.82

Sales figure does vary between geographic region.

Currently dominated by the Asian Market with 3 out of the top 5 slots being Asian countries.

Recommendations

- Target marketing efforts in countries with already a large customer base such as India, China and United States.
- Create loyalty points system for customers to encourage more rentals by rewarding their membership.
- Create a top 10 movie list to display the current most popular movies to boost promotion on those movies.
- Eliminate low revenue movies.
- Cater to the local market, add some local movies in the inventory for the different countries.



Thank You

