



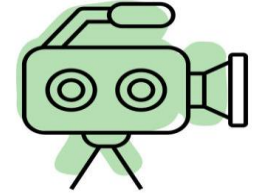
Rockbuster Stealth LLC

A Movie Rental Company

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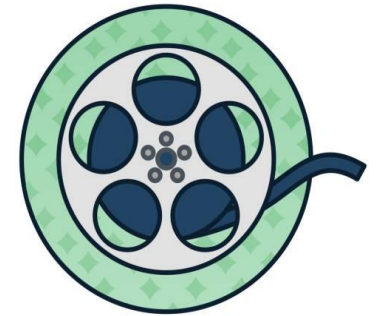
Motivation

Rockbuster Stealth LLC is a movie rental company facing tough competition from streaming services offered by other companies.



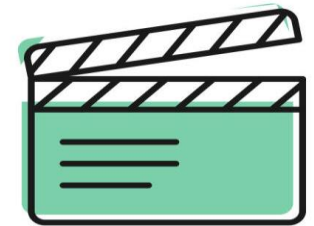
Objective

To ensure that "Rockbuster Stealth" remains competitive in the movie rental market, it must develop an effective plan to utilize its existing movie licenses and launch an online video rental service.



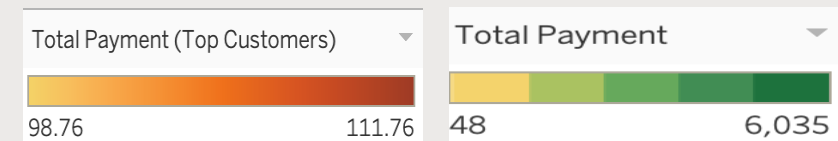
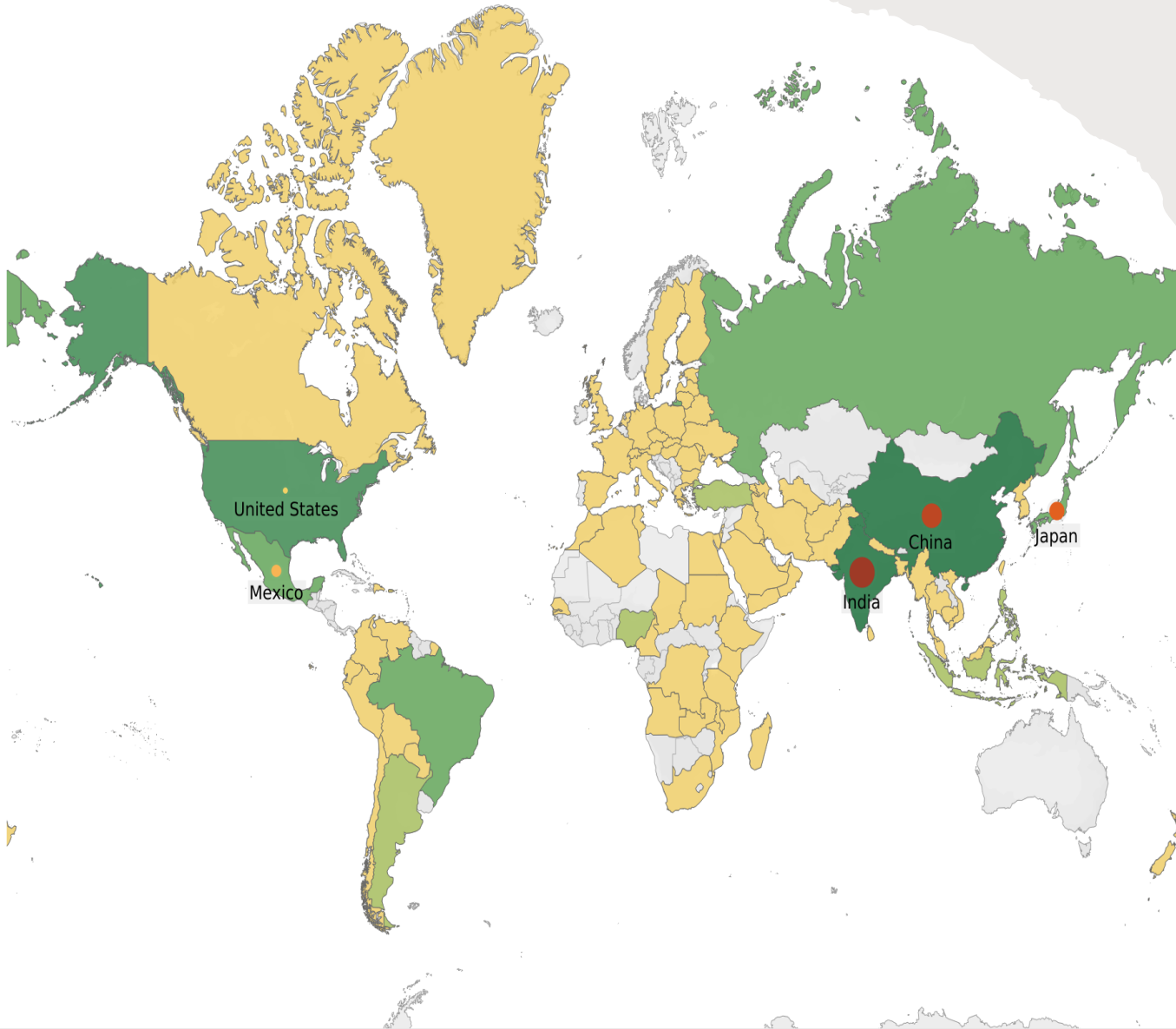
Scope

Rockbuster Stealth Management Board is developing a strategic plan for the year 2020 in order to maintain a competitive edge in the movie rental industry.



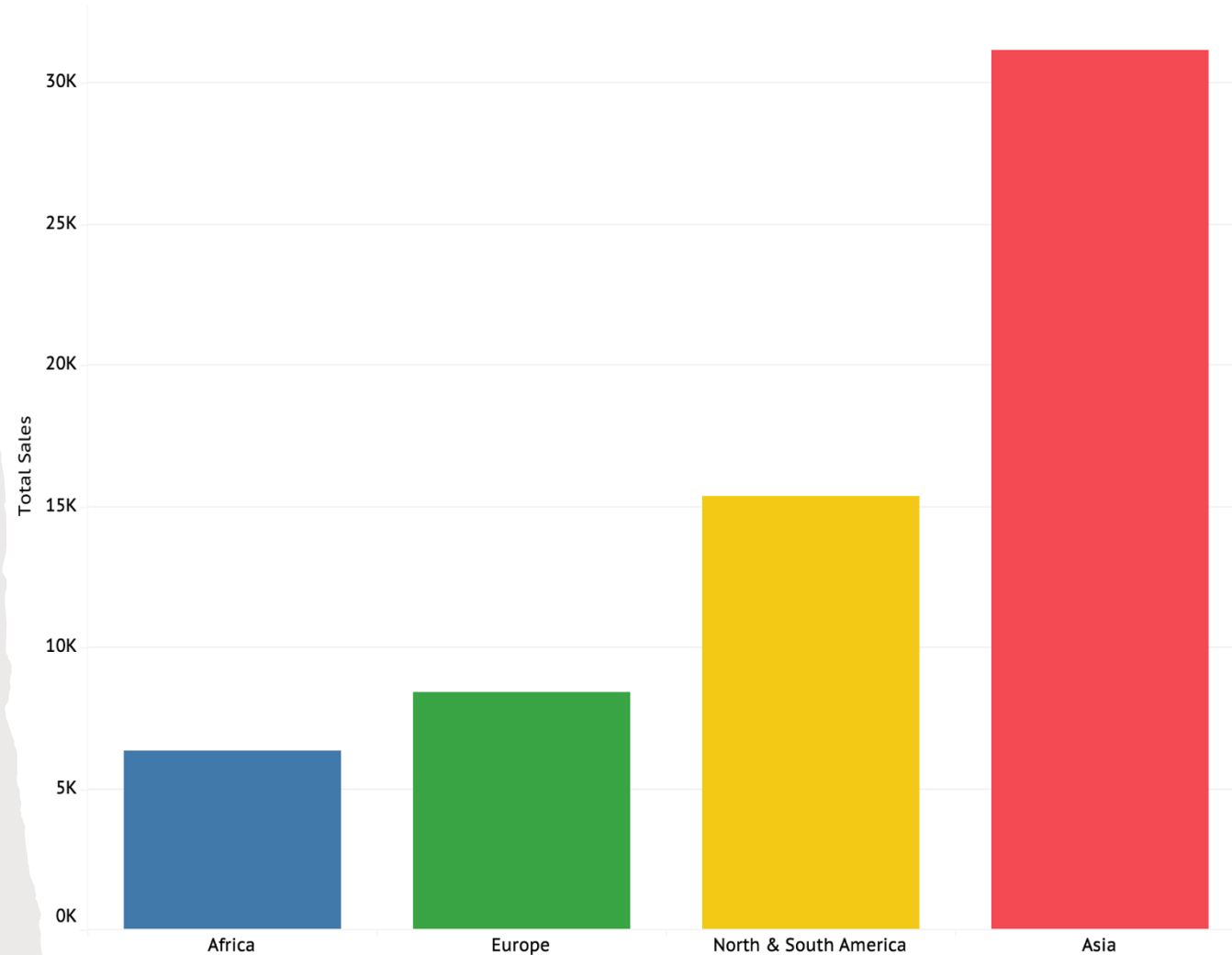
Countries of Rockbuster Customers

- Countries shaded in yellow to dark green represent Rockbuster customers with low to high payment amounts throughout the country.
- The *top five* customers of Rockbuster are located in **China**, **India**, **Japan**, **United States**, and **Mexico**.
- The payment amounts of these loyal customers are highlighted in shades of yellow to red, with varying sizes of circles.
- The larger and darker the circle, the higher the amount of payment, indicating that the customer is ranked first among the top five customers.



Rockbuster's Regional Sales

- The rental sales of Rockbuster's movies vary depending on geographical regions.
- The sales figure ranges from approximately 6,000 to 31,000 with the **highest sales recorded in Asia**.
- Rentals in Asia dominate the overall sales, followed by North and South America. Europe and Africa rank third and fourth, respectively.



Rockbuster Movies Library

- The most frequent movie found in Rockbuster's movie collection is
Academy Dinosaur
- The most frequent movie rating is
PG-13

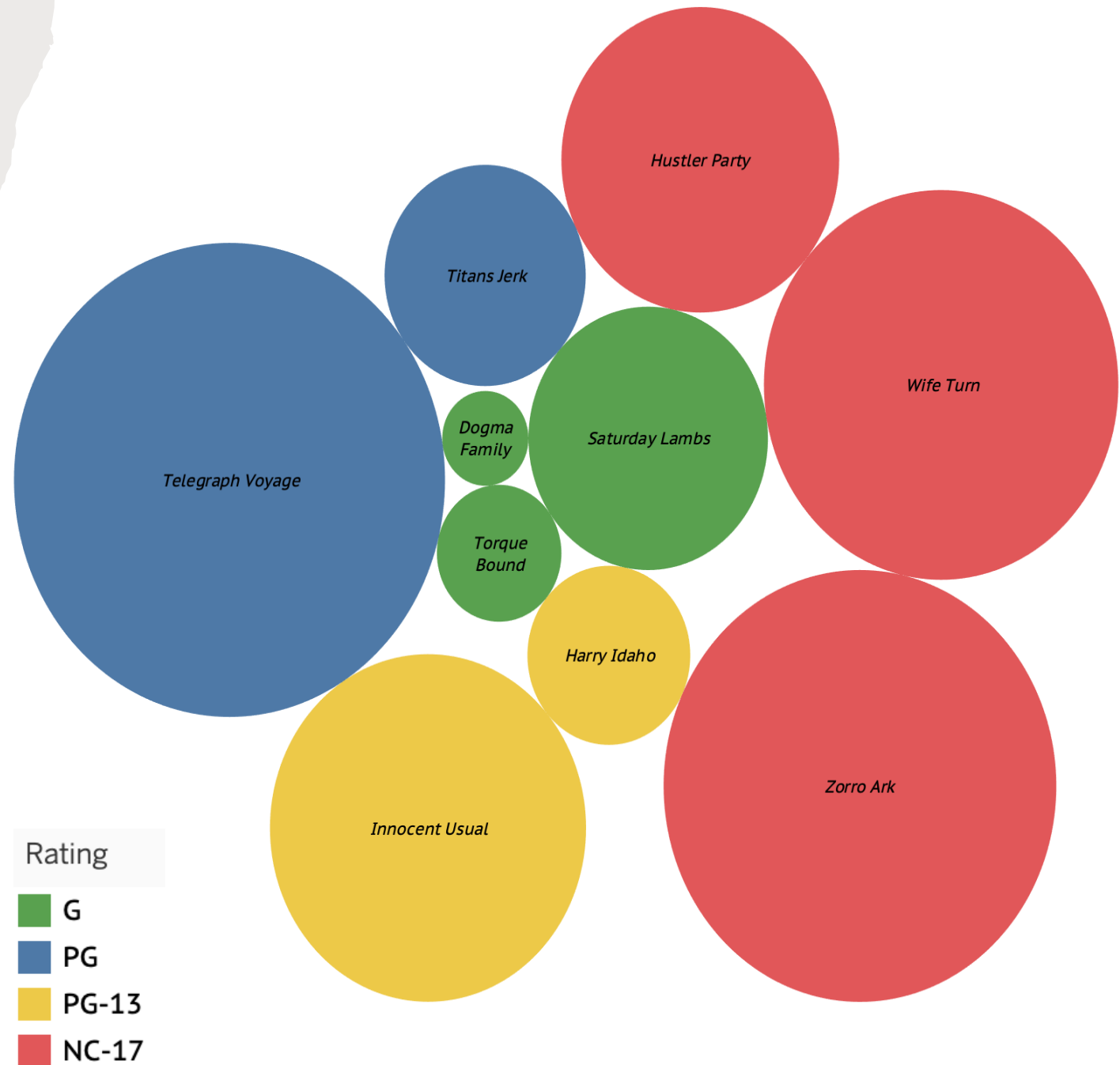


	Film Rental duration	Film length
Minimum	3 days	46 minutes
Average	5 days	115.27 minutes
Maximum	7 days	185 minutes

- Rockbusters movie selections contains 1000 of different movies with movie ratings including G, PG, PG-13, NC-17, & R .
- The average rental duration for all movies is 5 days, and the cost of renting a movie with any rating is approximately \$3.

Rockbuster Movies Revenue

- The packed bubble chart displays the **top 10** Rockbuster movies that generated the highest revenue for the company.
- The size of the circles indicates the revenue, with larger circles corresponding to higher revenue.
- The **Telegraph Voyage** – PG-movie generated the highest revenue for the company (\$215.75).
- The Duffel Apocalypse – G-movie brought in (\$6.94), the least revenue.
- The Academy Dinosaur – PG-movie, generated a revenue of (\$33.79).



Conclusion

- Rockbuster movie company has a global presence, with the highest sales in **Asia** and **North** and **South America**.
- Rockbuster's devoted customer base is primarily in **China**, **India**, **Japan**, the **United States**, and **Mexico**.
- The average movie rental cost and duration are \$3 and 5 days, respectively.
- While Rockbuster's movie collection includes a wide variety of movie ratings to cater to all potential customers, it seems that **G** and **PG ratings** are the most sought after compared to other ratings.
- While the Rockbuster Movies collection does contain a variety of movies, some of these movies, such as Academy Dinosaur, are not as popular among customers, where as **Telegraph Voyage**, which is currently **generating the highest revenue** compared to all other Rockbuster movie collections.

Next Steps

Customer

- It is encouraged that Rockbuster direct their efforts towards expanding in the **Chinese, Indian, Japanese, United States** and **Mexican** markets, as doing so will allow them to reach a wider customer base in markets where they already have a strong presence.
- It is advised that Rockbuster introduces a **loyalty program** to acknowledge and incentivize its most valued customers a gesture of appreciation.

Movies

- It is recommended to **shift the inventory to include more popular movie genres**, like "The Telegraph Voyage", along with other movies rated G and PG.

Sales

- It is imperative for Rockbuster to develop a strategic plan aimed at **boosting sales**, as this may involve offering **lower movie rental rates** to attract a larger customer base and ensure competitiveness in the movie rental industry.

Questions

