

Rockbuster Stealth LLC

Launch Strategy for New Online Video Service

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https://public.tableau.com/app/profile/charles.yi/viz/RockbusterPresentation_16807258304740/Story1?publish=yes



Overview

Purpose

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

Company Profile

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Rockbuster has 599 customers in 108 countries. The company's film inventory includes 958 films of various genres. Rockbuster generated \$61,312 in revenue between February and May 2007.



Rental Duration (Days)

MIN • 3

MAX • 7

AVG • 5

Rental Rate (\$)

MIN • 0.99

MAX • 4.99

AVG • 2.98

Movie Length (min.)

MIN • 46

MAX • 185

AVG • 115

Replacement Cost (\$)

MIN • 9.99

MAX • 29.99

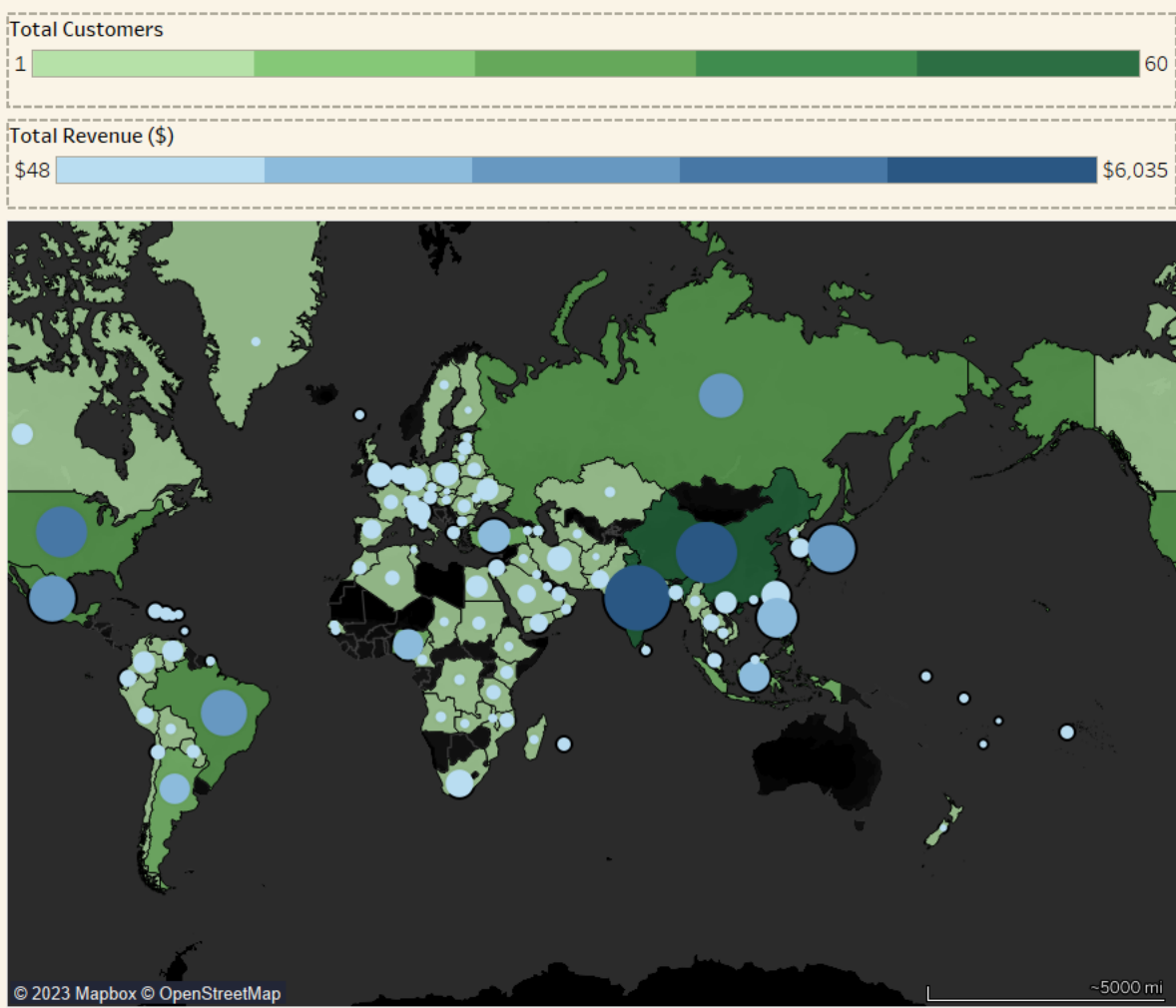
AVG • 19.98

India, China, and the United States Has the Highest Number of Rockstar Customers

Revenue and customer count of the top ten countries by customer count
Click on a country in the table to zoom to its location on the map (right).

Global distribution and revenue of Rockbuster customers
Rockbuster has 599 customers worldwide and generated \$61,312 in revenue.

	Total Revenue (\$)	Total Customers
India	\$6,035	60
China	\$5,251	53
United States	\$3,685	36
Japan	\$3,123	31
Mexico	\$2,985	30
Brazil	\$2,919	28
Russian Federation	\$2,766	28
Philippines	\$2,220	20
Turkey	\$1,498	15
Indonesia	\$1,353	14



Conclusions and Recommendations

Conclusions

1. India, China, and the United States have the largest Rockbuster customer base.
2. The highest and least earning films comprised a wide variety of genres. Furthermore, there were no notable variations in the percentage of total revenue generated by each genre. This suggests that Rockbuster customers are more attracted to hit titles than certain genres.
3. The customer with the highest "customer value" points is in Reunion. The United States has two customers with high lifetime value. The region with the highest concentration of value customers was North America with 3 customers.

Recommendations

1. Prioritize investment and marketing in India, China, and the United States. Also expand markets in countries with active and high-spending customers, such as Taiwan and the Philippines
2. Focus on procuring and marketing popular movie titles. In addition, look for ways to increase rentals of genres with high value but low rental count
3. Conduct a follow-on study on what attracts high value customers to Rockbuster
4. Expand presence and services in the East Asia & Pacific region