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Rockbuster Stealth LLC

Launch Strategy for New Online Video Service

By Charles Yi April 15, 2023 C14charles.yi@gmail.com



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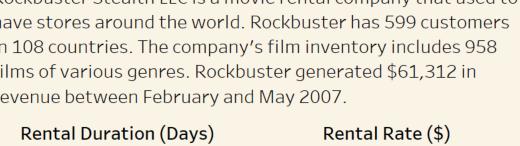


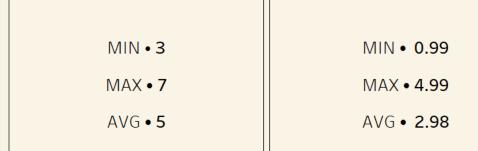
Purpose

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.







Movie	Length (min.)
IVIOVIC	Length	(

MIN • 46 MIN • 9.99 MAX • 185 MAX • 29.99 AVG • 115 AVG • 19.98

Replacement Cost (\$)

regional revenue (4) 🗏 Introduction 🗏 Purpose and Objective 🗎 customer distribution 🗎 top films 🗎 bottom films 🗎 Genres 🗎 Genres (2) 🗎 top customers (2) 🗎 Regional Revenue 🗎 Conclusion 💢 Story 1

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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

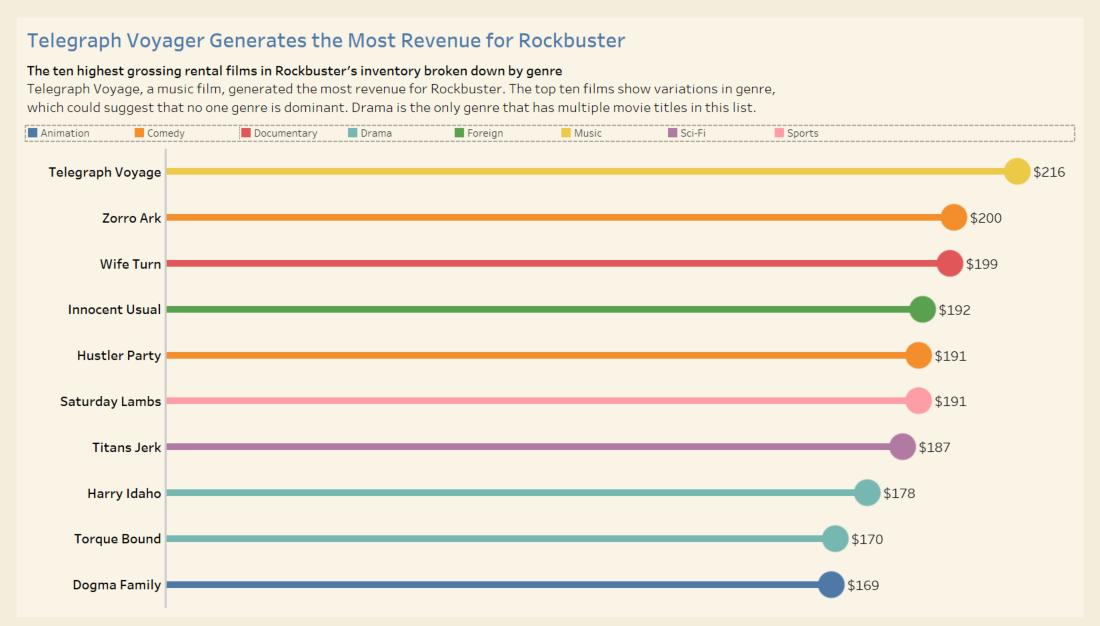
Rockbuster has 599 customers worldwide and generated \$61,312 in revenue.

	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

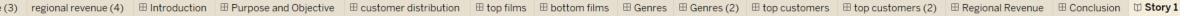
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Duffel Apocalypse Generates the Least Revenue for Rockbuster

The ten lowest grossing rental films in Rockbuster's inventory broken down by genre

Duffel Apocalypse, Oklahoma Jumanji, and Texas Watch generated the least amount of revenue for Rockbuster. Like the top ten highest grossing rental films list, this list also shows some variations in genre. Two documentary films and two classics films are among the least popular titles.



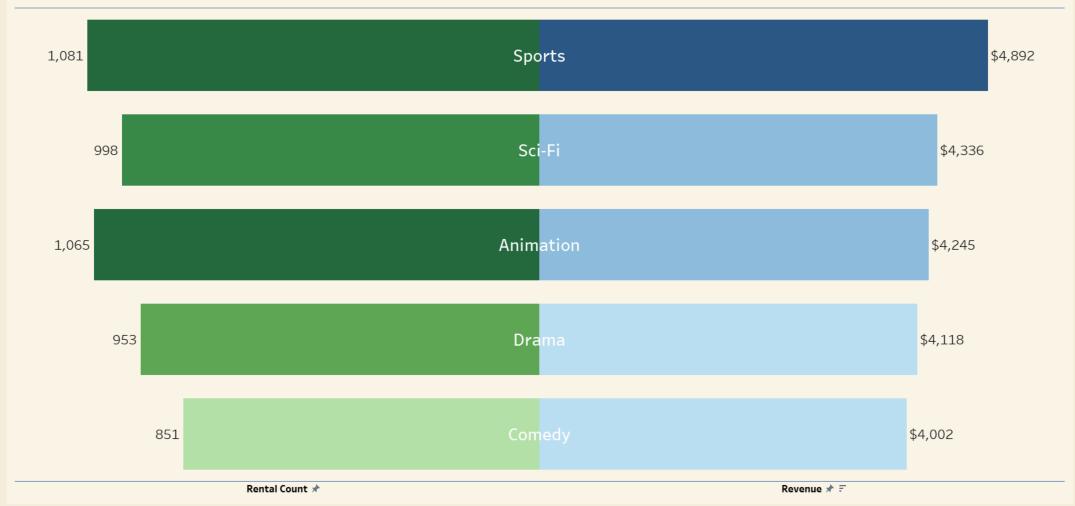


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Top 5 genres by revenue

Sports films generated the highest revenue for Rockbuster and was rented the most frequently by Rockbuster customers. Notably, the highest grossing sports film was only the sixth highest earning film for Rockbuster.



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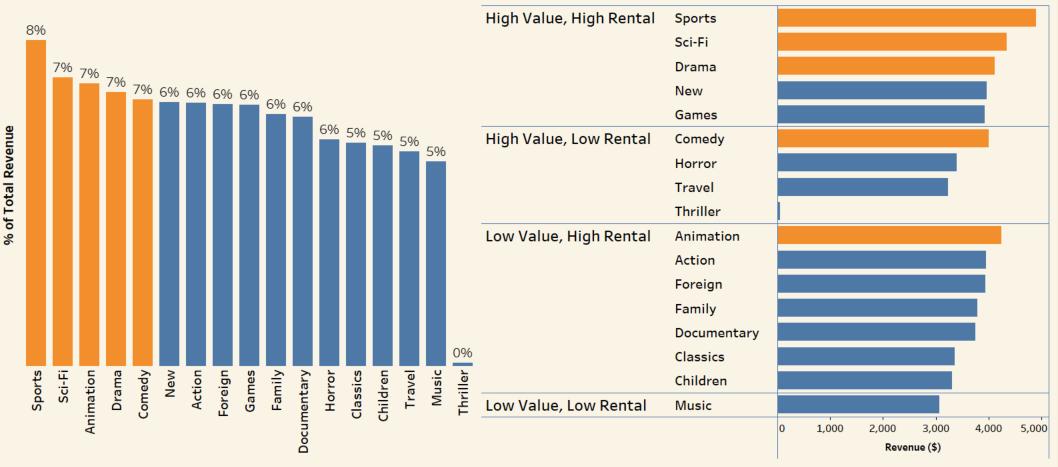
Comedy Films Provide High Value But Have Low Rental Counts

Percentage of revenue per genre

that Rockbuster customers do not rent movies based on genre.

Comparison of value (revenue generated per rental) and rental count per genre

There are no significant differences among genres, which seems to suggest The genres in orange are the top 5 highest grossing genres. The Music genre has low value and rentals and could be dropped from the company's inventory. Rockbuster should look at ways to increase the rentals of genres with high value but low rentals, such as Comedy, Horror, and Travel.





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Top Rockbuster Customer Based in Reunion, a French Island in the Indian Ocean

Titles

Titles

Customers with the highest value for Rockbuster

Distribution Worldwide

Each customer's value was calculated by considering several factors, including rental count, spending, and length of membership. These figures were multiplied to generate a "Customer Value" point system. The customer with the most value for Rockbuster is located in Reunion. The United States is the only country with multiple customers in this list.

Customer Id	Country	Customer Rental Count	Days Active	Customer Revenue (\$)	Customer Value
148	Reunion (French Territory)	45	74	212	704,462
178	Brazil	39	88	195	667,902
526	United States	42	74	209	648,267
236	Philippines	39	88	167	571,806
410	Canada	38	87	168	554,152
144	Belarus	40	72	190	546,048
137	Netherlands	38	71	192	516,991
75	Taiwan	39	86	150	501,792
459	Iran	37	72	184	489,190
181	United States	33	87	168	481,381

Locations of top Rockbuster customers Select a customer in the table to locate the customer on the map.

Country

Lifetime Values





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Taiwan Generates the Most Rentals and Revenue Per Customer

Segmented scatterplot of countries by rental and revenue per customer

The size of the bubble represents the number of the customers in each country. The visual only considers countries with more than 5 customers, the average number of customers per country. Rockbuster should expand its market in countries in blue, such as Taiwan and the Philippines. Customers in these countries display the highest revenue and rentals per customer. Notably, the ten highest grossing countries, such as the United States and China, actually had low revenue and rentals per customer.





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Rockbuster Customer Distribution Worldwide Most Popular Movie Titles

Least Popular Movie Titles

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Customers with High Lifetime Values

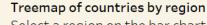
Customer Activity per Country

Regional Sales Figures

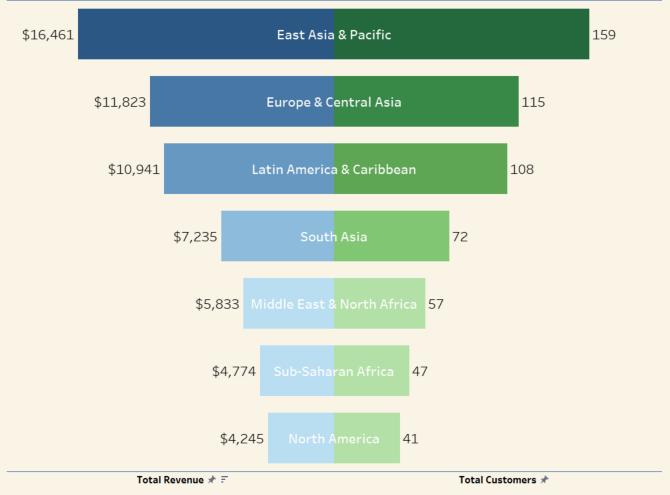
East Asia & Pacific Region Generates the Most Revenue for Rockbuster

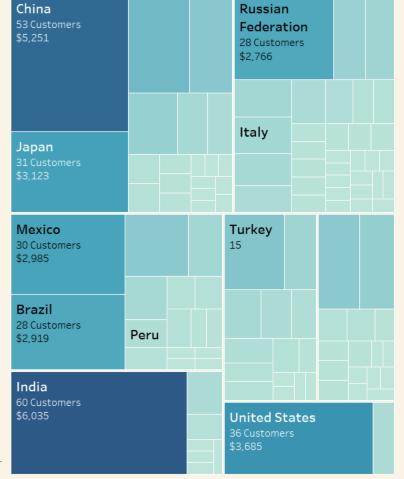
Rockbuster's revenue by region

The East Asia & Pacific region generated the most revenue for Rockbuster. North America generated the Select a region on the bar chart (left) to show a breakdown of least revenue despite high sales in the United States.

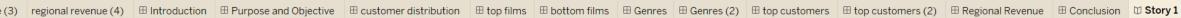


countries by revenue and customers in that region.













Most Popular Movie Least Popular Movie Most Popular Genres Regional Sales Figures Conclusion Rockbuster Customer Genre Comparisons Customers with High Customer Activity per Distribution Worldwide Titles Lifetime Values Country

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

