



# ROCKBUSTER STEALTH

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COMPANY STRATEGY

SYDNEY STORER

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## BACKGROUND

Rockbuster Stealth LLC, formerly a global chain of movie rental stores, is planning to launch an **online video rental service**. In response to intense competition from streaming services like Netflix and Amazon Prime, the management aims to leverage its existing movie licenses to remain competitive in the market.



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# KEY QUESTIONS

**Objective:** Use data driven insights for 2020 company strategy

What was the average rental duration for all videos?

Which movies contributed the most/least to revenue gain?

What about genres and revenue?

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Which countries are Rockbuster customers based in?

Where are customers with a high lifetime value based?

Do sales figures vary between geographic regions?



**01**

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## **SUMMARY STATISTICS**

Important metrics

**02**

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## **KEY DATA**

Answering key  
questions

**03**

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## **RECOMMENDATION S**

2020 company  
strategy suggestions



01

# SUMMARY STATISTICS

KEY METRICS





# \$61,312

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Rockbuster's Total Revenue



# 5 days

The average movie rental duration

# Action

The most common genre of movie  
in Rockbuster's collection

# PG-13

The most common movie rating in  
Rockbuster's collection



02

## KEY DATA

ANSWERING KEY BUSINESS QUESTIONS



# WHAT MOVIES CONTRIBUTED MOST/LEAST TO REVENUE GAIN?

## ● Top Performing Movies by Revenue



## ● Bottom Performing Movies by Revenue

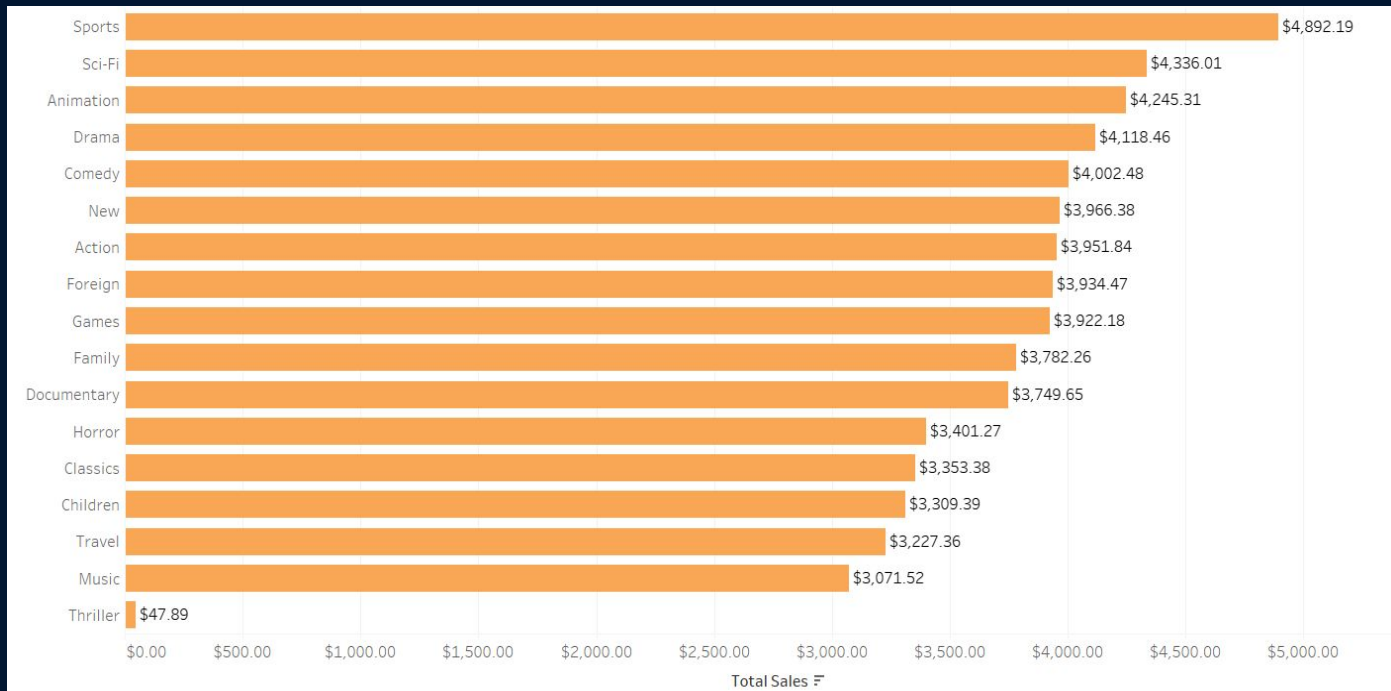


## 42 Movies with No Revenue Contribution:

Alice Fantasia  
 Apollo Teen  
 Argonauts Town  
 Ark Ridgemont  
 Arsenic Independence  
 Boondock Ballroom  
 Butch Panther  
 Catch Amistad  
 Chinatown Gladiator  
 Chocolate Duck  
 Commandments Express  
 Crossing Divorce  
 Crowds Telemark  
 Crystal Breaking  
 Dazed Punk  
 Deliverance Mulholland  
 Firehouse Vietnam  
 Floats Garden  
 Frankenstein Stranger  
 Gladiator Westward  
 Gump Date  
 Hate Handicap  
 Hocus Frida  
 Kentuckian Giant  
 Kill Brotherhood  
 Muppet Mile  
 Order Betrayed  
 Pearl Destiny  
 Perdition Fargo  
 Psycho Shrunk  
 Raiders Antitrust  
 Rainbow Shock  
 Roof Champion  
 Sister Freddy  
 Sky Miracle  
 Suicides Silence  
 Tadpole Park  
 Treasure Command  
 Villain Desperate  
 Volume House  
 Wake Jaws  
 Walls Artist

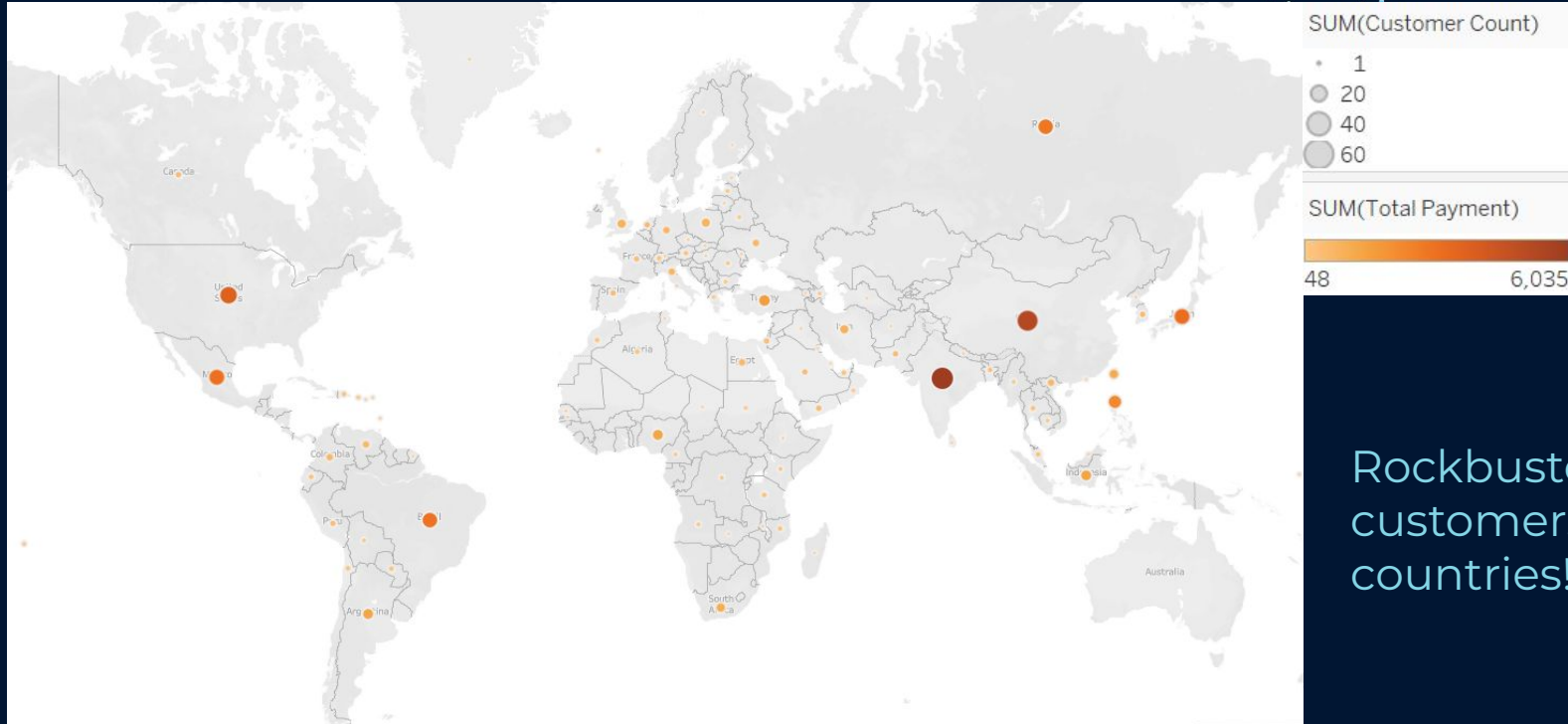
# WHAT ABOUT GENRES AND REVENUE?

## ● Total Sales by Genre



Sports films top the charts with the highest total sales, followed by Sci-Fi and Animation movies.

# WHAT COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?



Rockbuster has customers in **109** countries!

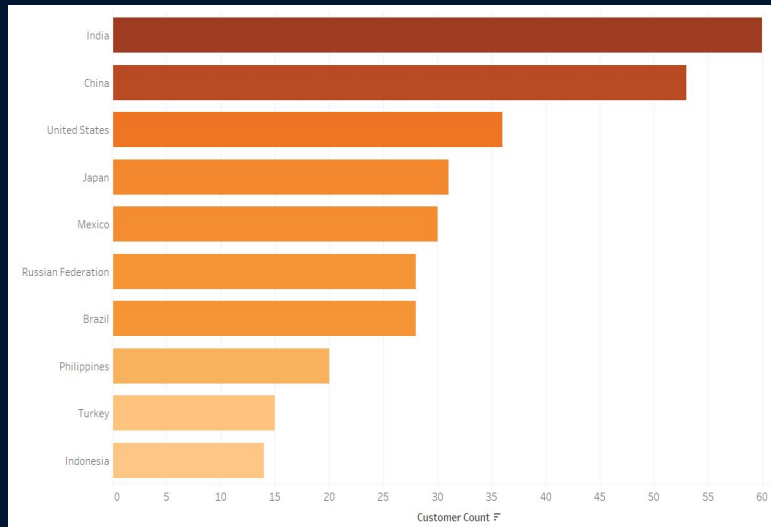
# WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?



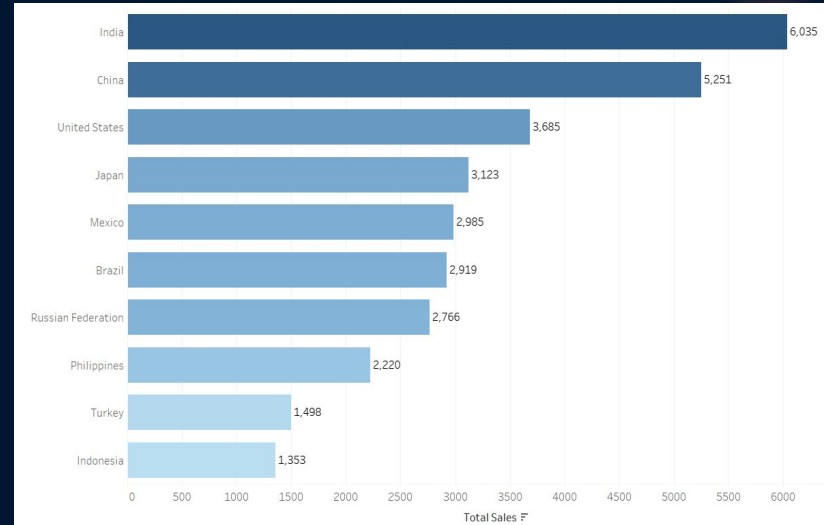


# DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?

## ● Top Countries by Customer Count



## ● Top Countries by Revenue



Our top 10 countries are the same for both customer count and total revenue. We can see they follow a similar pattern - it is as expected that higher customers make higher sales numbers for said country.



# 03

## **SUMMARY & RECOMMENDATIONS**

COMPANY STRATEGY TO IMPLEMENT  
ONLINE VIDEO RENTALS

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## SUMMARY & RECOMMENDATIONS

We can use this data to make informed decisions surrounding the 2020 company strategy for the online video rental launch.

- Advertise in top countries to build on existing customer base
- Implement user recommendations including films based on purchase history as well as top-selling films
- Discard the films that produced no revenue and replace with licensing for newer movies
- Price rentals based on movies' popularity
- Incentivize top paying customers using promotions and coupons for online video rentals



**THANK YOU!**

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