

Rockbuster Stealth LLC

PRESENTATION BY
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How Do We Stay Competitive?

- ❖ Rockbuster Stealth LLC, once a global leader in video rentals, is now facing strong competition from emerging digital streaming platforms. The industry has shifted away from physical rentals and more toward on demand, online streaming.
- ❖ To remain competitive and capture new growth opportunities, Rockbuster will
 - ❖ Leverage Existing Licenses: Utilize the company's current film catalog to launch an online video rental and streaming service
 - ❖ Analyze Customers and Catalog: We will assess customer viewing patterns and catalog performance to identify profitable genres, under-served markets and potential expansion opportunities,
 - ❖ Drive Future Growth: Apply insights from this analysis to guide the streaming launch, ensuring Rockbuster is positioned as a strong competitor in today's digital-first entertainment landscape

Summary Analysis of Rentals

Average

- Rental Duration: 4.98 days
- Film Length: 115.27 minutes
- Rental Rate: \$2.98
- Replacement Cost: \$19.98

Minimum

- Rental Duration: 3 days
- Film Length: 46 Minutes
- Rental Rate: \$0.99
- Replacement Cost: \$9.99

Maximum

- Rental Duration: 7 days
- Film Length: 185 minutes
- Rental Rate: \$4.99
- Replacement Cost: \$19.98

❖ The average rental days are ~5 days

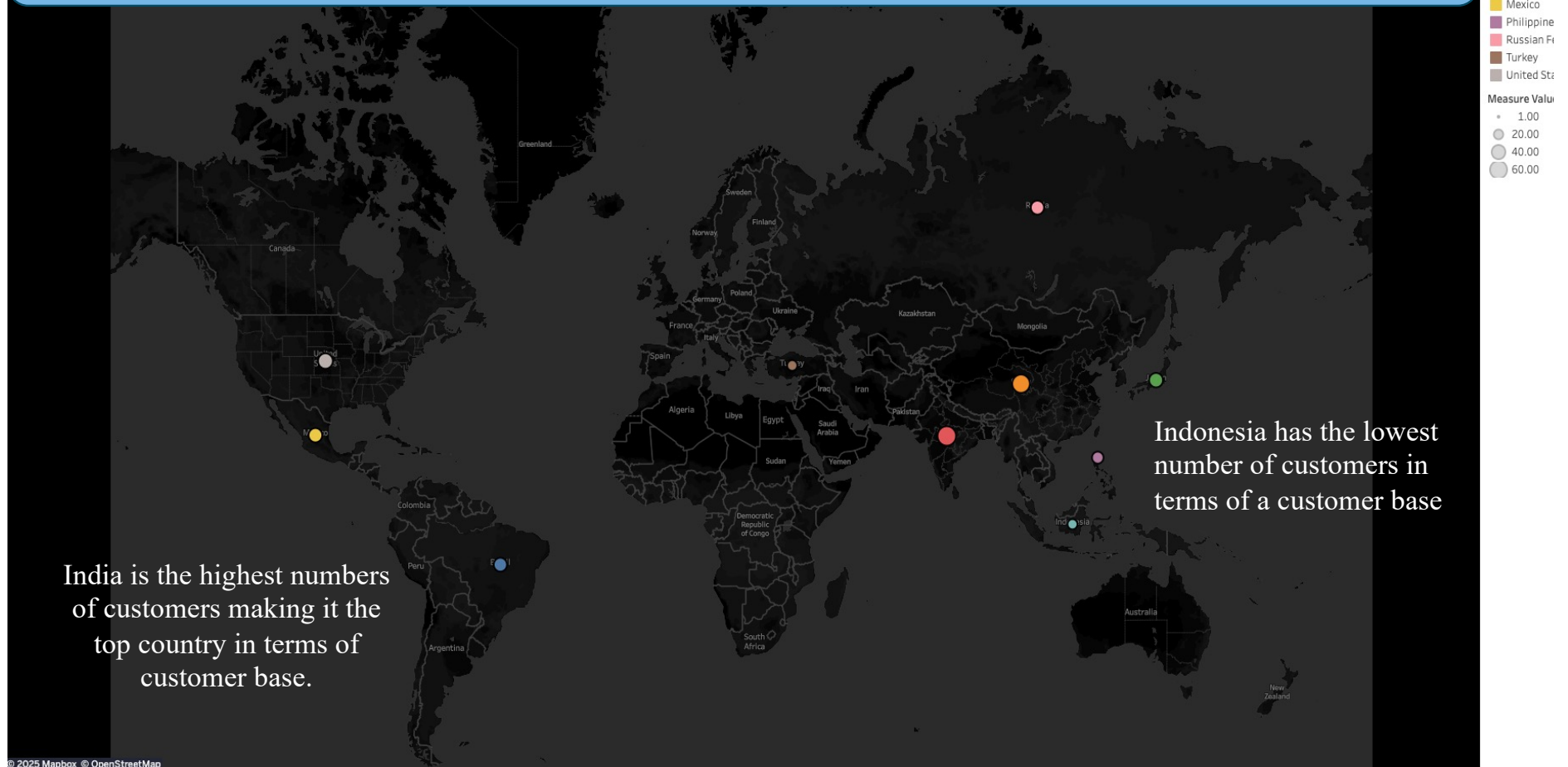
❖ On average, the rental rate is \$2.98

❖ Replacement cost average is \$19.98

❖ The most common rental rating is PG-13



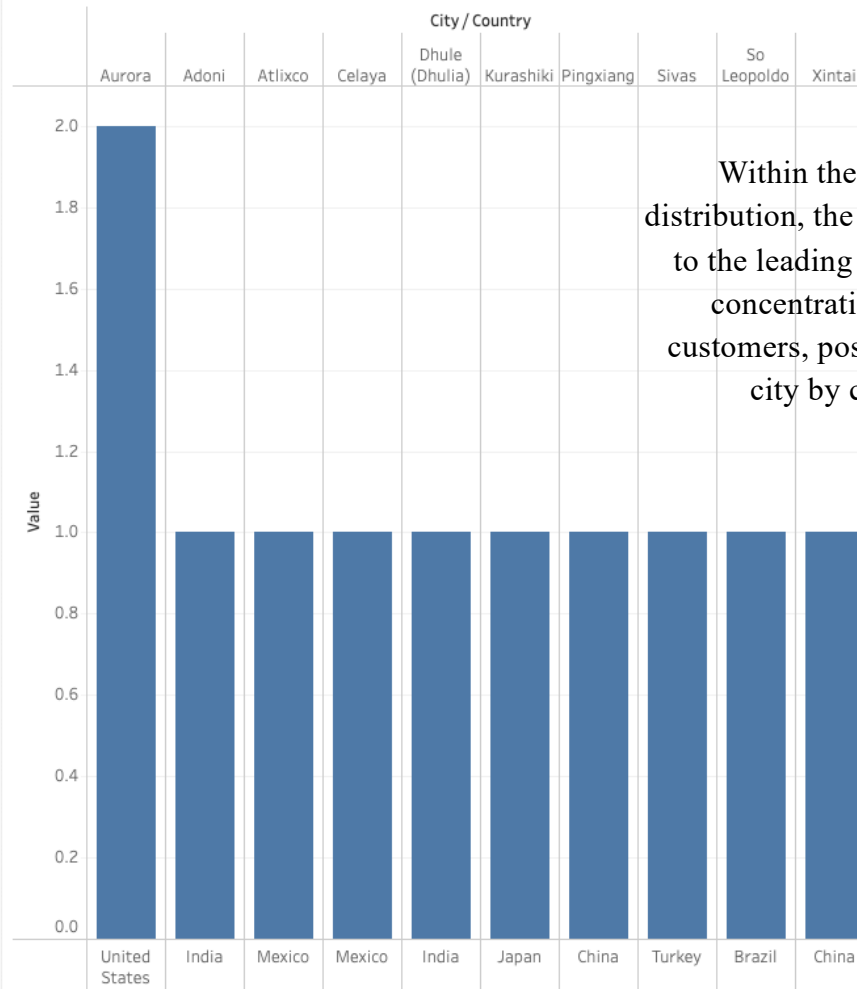
Which Countries are Rockbuster Customers Based?



Which country and city hold the largest customer base for Rockbuster?



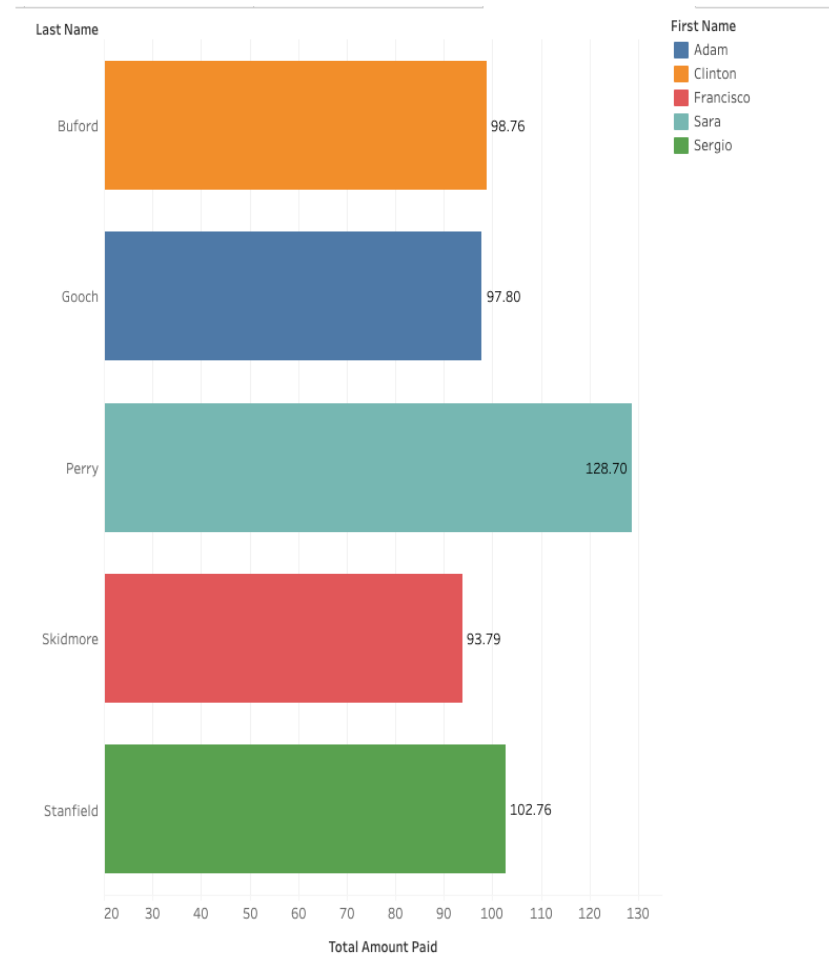
Top 10 Cities within the top 10 countries



Within the global customer distribution, the United States is home to the leading city with the largest concentration of Rockbuster customers, positioning it as the top city by customer base.

Which 5 Customers stand out from Rockbuster's 10 highest-paying cities?

- This highlights Rockbusters top 5 customers ranked by total amount paid. Perry leads with the highest contribution at \$128.70.
- These customers represent our most valuable individual accounts and demonstrates where a significant portion of revenue is concentrated.
- Understanding their impact allows us to prioritize retention and tailor strategies to sustain growth in our highest-value segment.



Insights



The average rental days are ~5 days and the Replacement cost average is \$19.98

India has the highest numbers of customers making it the top country in terms of customer base.

The top 5 customers contribute the highest total payments to Rockbuster with Perry leading at \$128.70, followed by Stanfield, Buford, Cooch and Skidmore.

Recommendations & Next Steps

❖ Launch a Streaming Service with Targeted Differentiation

- ❖ Leverage the existing film catalog to create a subscription or pay-per view streaming service.

❖ Customer Segmentation and Retention Strategy

- ❖ Develop loyalty or premium membership programs for high-valued customers

❖ Pricing Optimizations

- ❖ Introduce tiered subscription models (\$5.99 basic, \$9.99 premium unlimited streaming)

❖ Internal Preparation

- ❖ Form a Digital Transformation Team to plan the streaming launch.

❖ Market Testing

- ❖ Run a beta streaming service in India and one U.S city.

❖ Retention and Marketing

- ❖ Launch a customer loyalty program targeting top 5 revenue-contributing customers.
- ❖ Use data analytics to design personalized marketing campaigns (email, app push notifications, loyalty perks)

Tableau Link

https://public.tableau.com/app/profile/tiffani.barnett/viz/RockbusterPresentationMaps3_10/top5customersinrockbuster?publish=yes

