



ROCKBUSTER STEALTH LLC

Launch Strategy Planning

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AGENDA

- Introduction
- Goals
- Findings
- Recommendations



INTRODUCTION

- Rockbuster wants to enter a very competitive market of streaming service, competing with industry leaders like Netflix and Amazon.
- The company has a long standing physical stores with strong customer base around the world.
- Management seeks data-driven insights for the 2020 launch strategy for the online service



GOALS

- Identify movies that generate the most and least revenue to inform licensing strategy
- Analyze rental duration to optimize pricing models
- Target high performing countries, and high-paying customers for the online service
- Compare sales figures across the different regions

FINDINGS

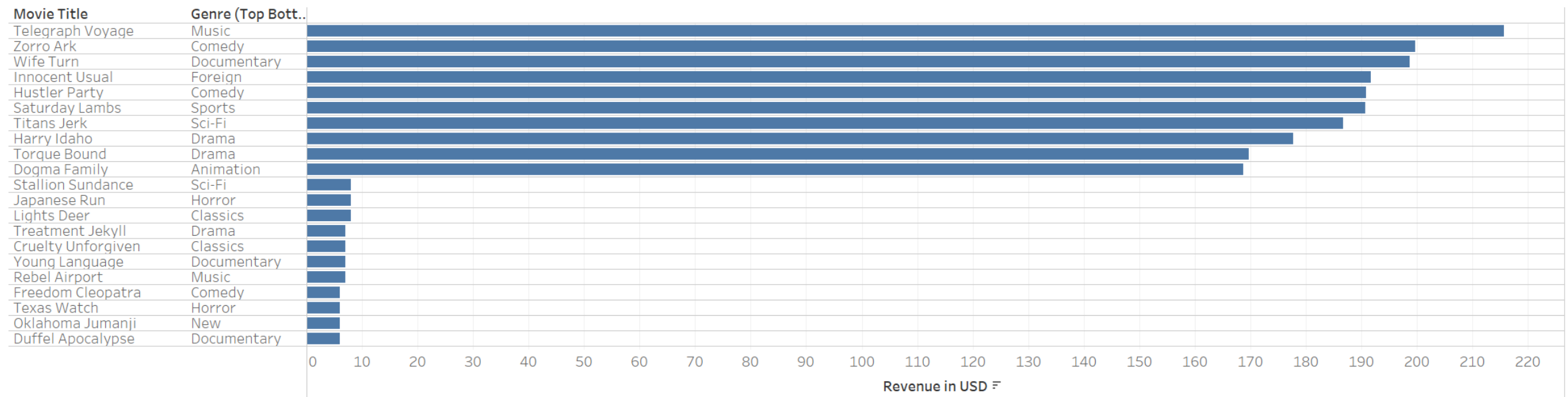
Movies and Genres



FINDINGS

MOVIES AND GENRES

Top 10 and Bottom 10 Movies



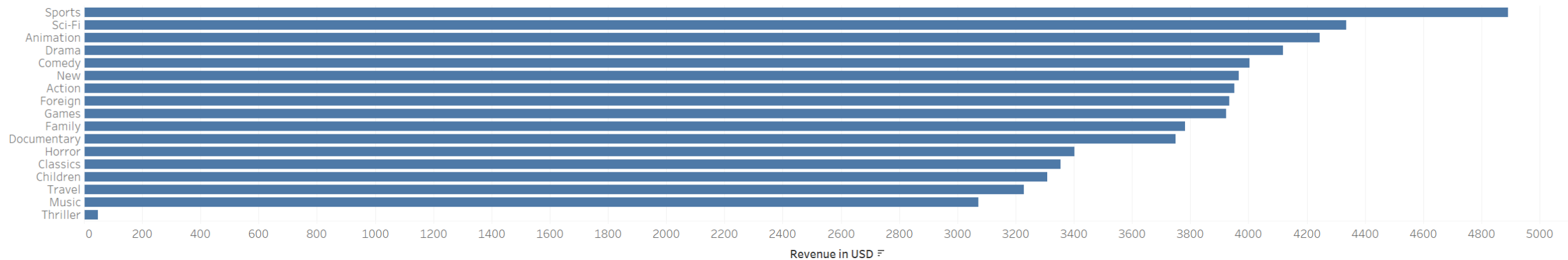
The top 10 best, and 10 worst performing movies for Rockbuster.

We can see various genres in the top and bottom 10 films. A movie's genre does not affect its sales.

FINDINGS

MOVIES AND GENRES

Revenue per Genre

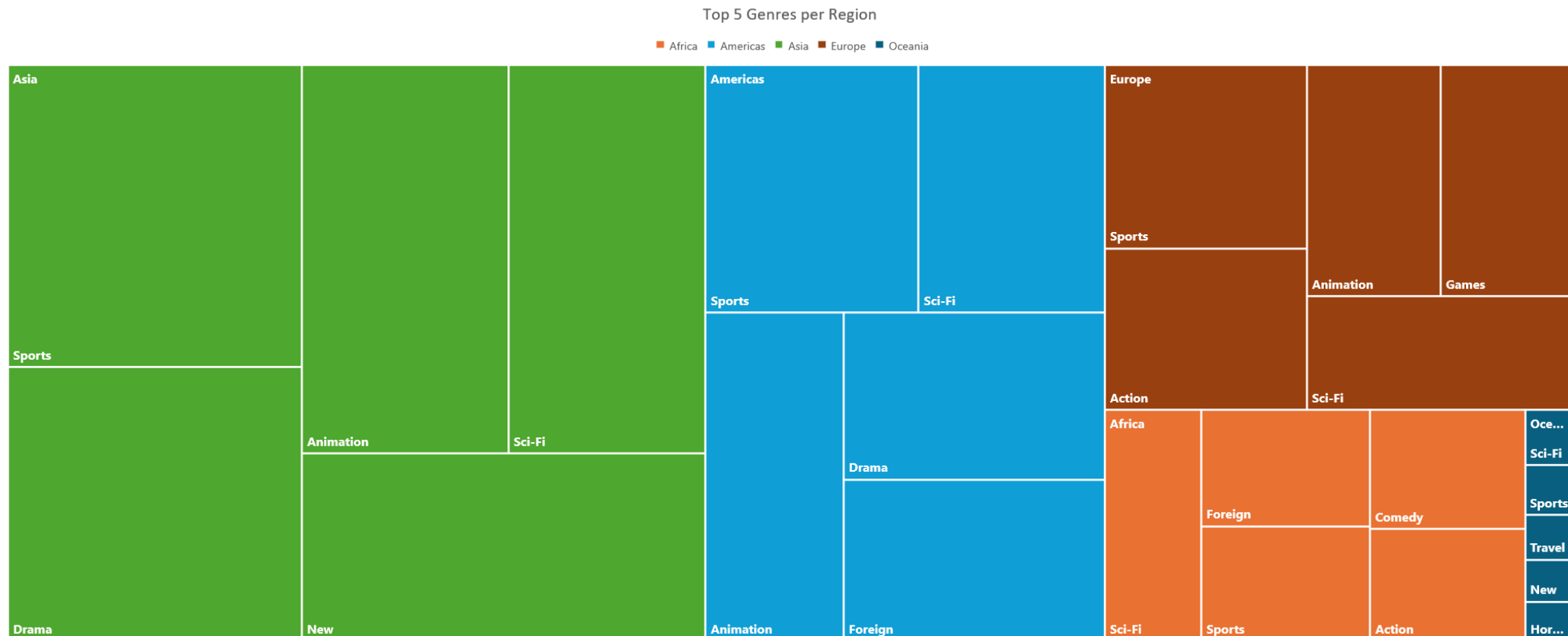


Genres ranked by total revenue from all regions.

The top 3 best performing genres across the regions are **Sports**, **Sci-Fi**, and **Animation** respectively.

FINDINGS

MOVIES AND GENRES



The top genres per region. Note that Sports, and Sci-Fi are in the top 5 of all regions. Animation is in 3 out of 5 regions. Consistent with the top 3 genres worldwide.

FINDINGS

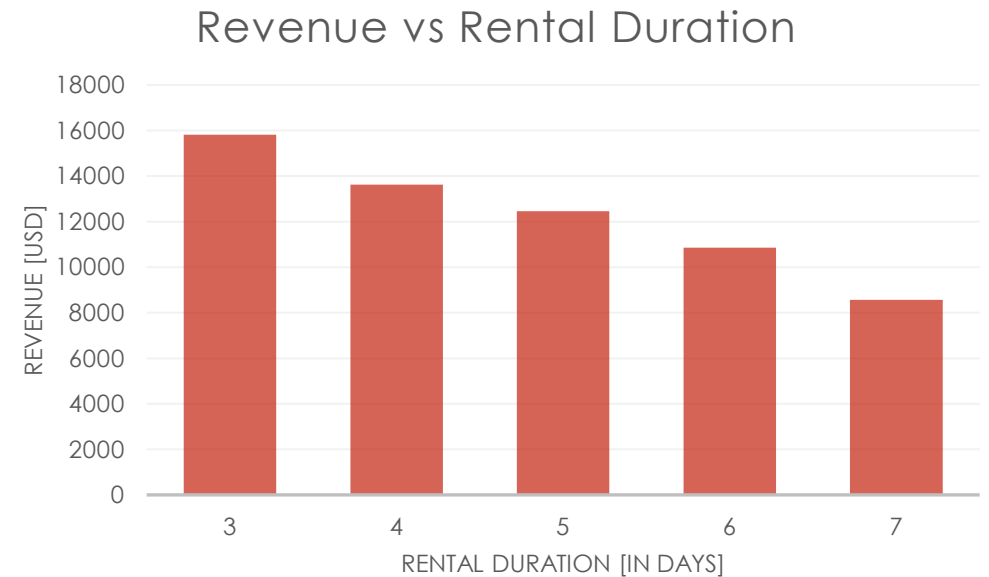
Rental Duration and Rates



FINDINGS

RENTAL DURATION AND RATES

	Rental Duration [days]	Rental Rate [USD]	
Minimum	3	\$	0.99
Average	5	\$	2.98
Maximum	7	\$	4.99



Most profitable rental duration is 3 days

FINDINGS

Customer Locations



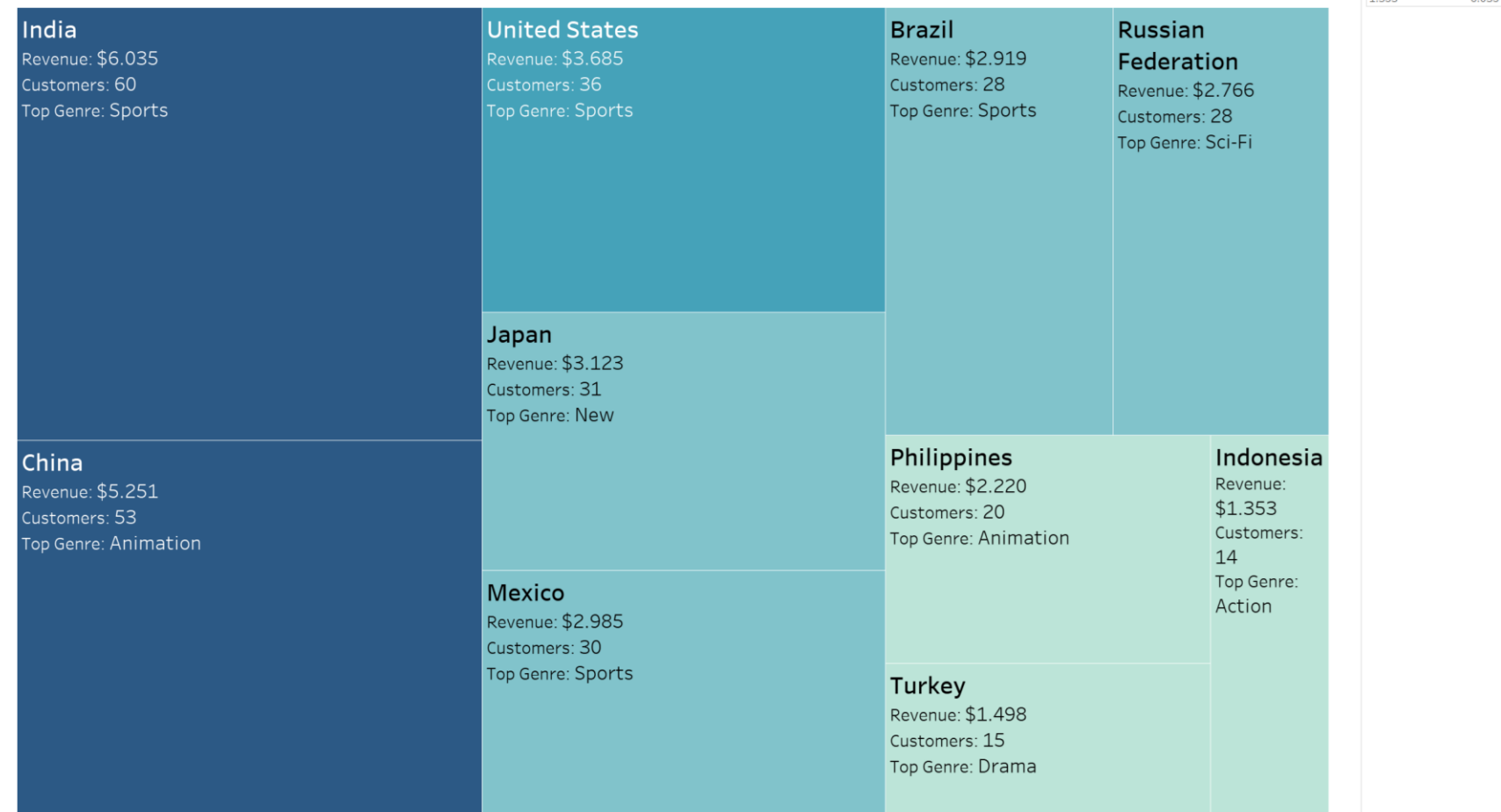
FINDINGS

CUSTOMER LOCATIONS

The top 10 countries based on customer count and revenue are similar.

Also listed is the top genre for each country.

Top 10 Countries by Customers, Revenue

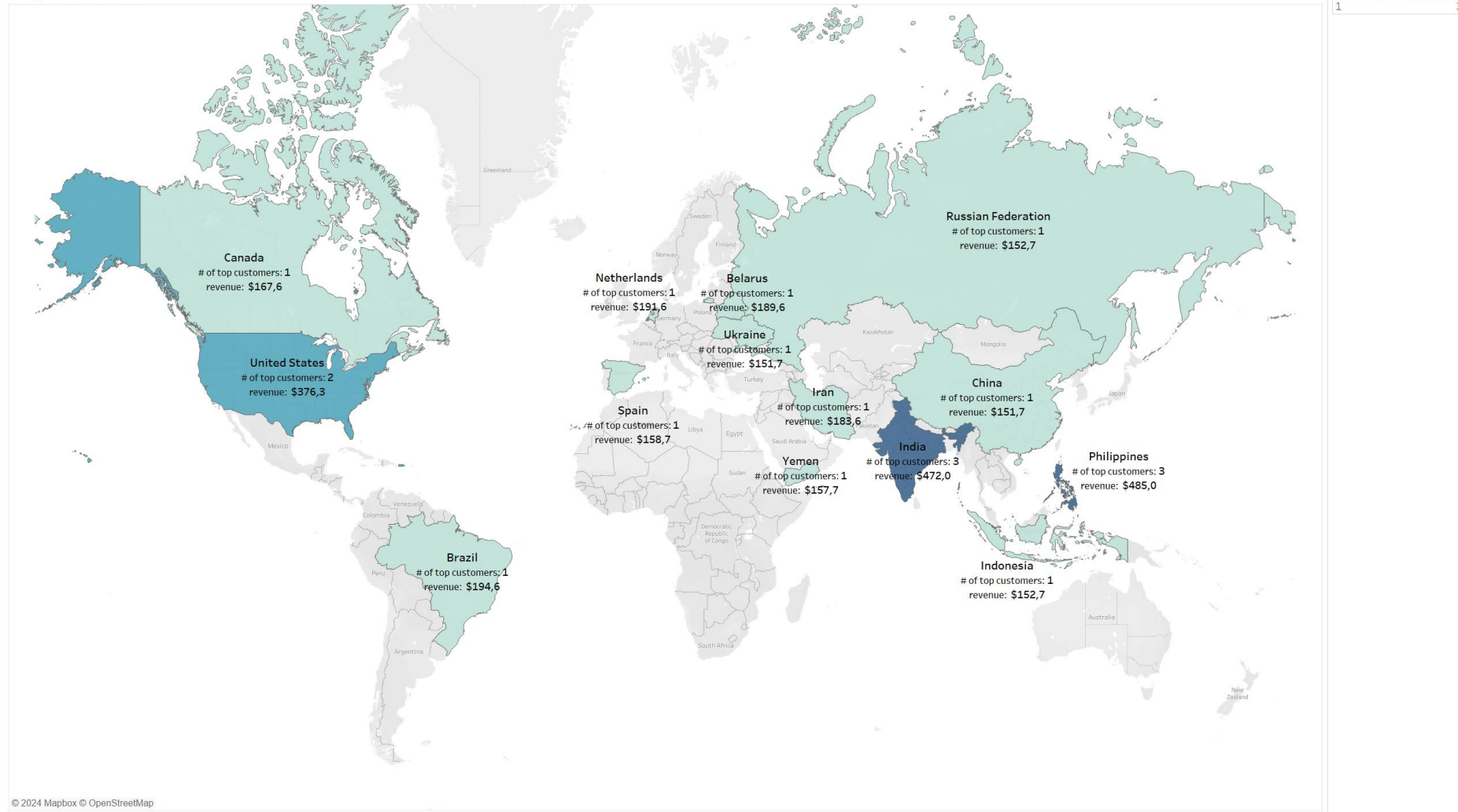


FINDINGS

CUSTOMER LOCATIONS

Location of the top 20 customers based on their rental payments

Top 20 Customers

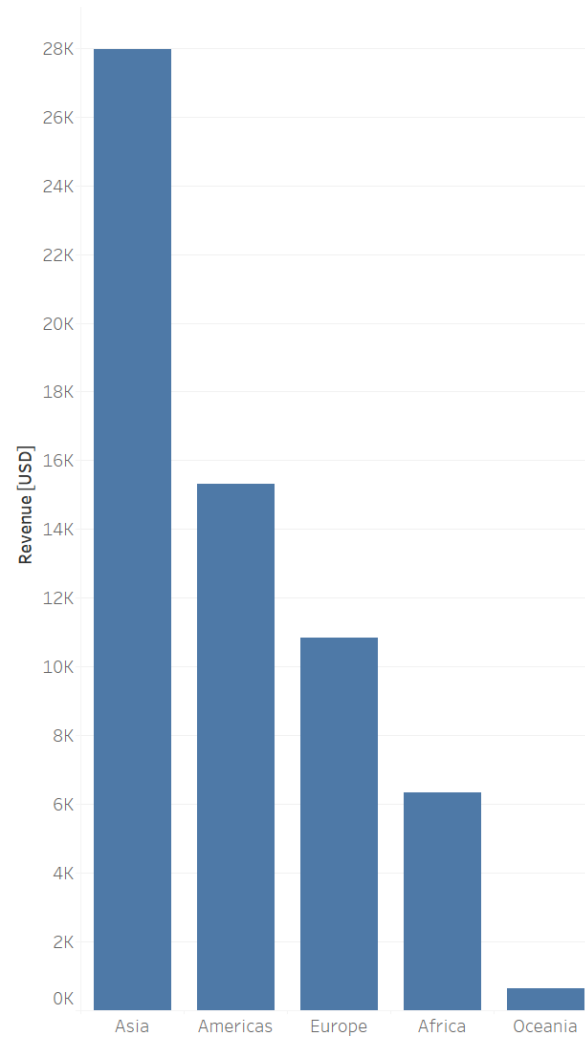


FINDINGS

Sales per Region

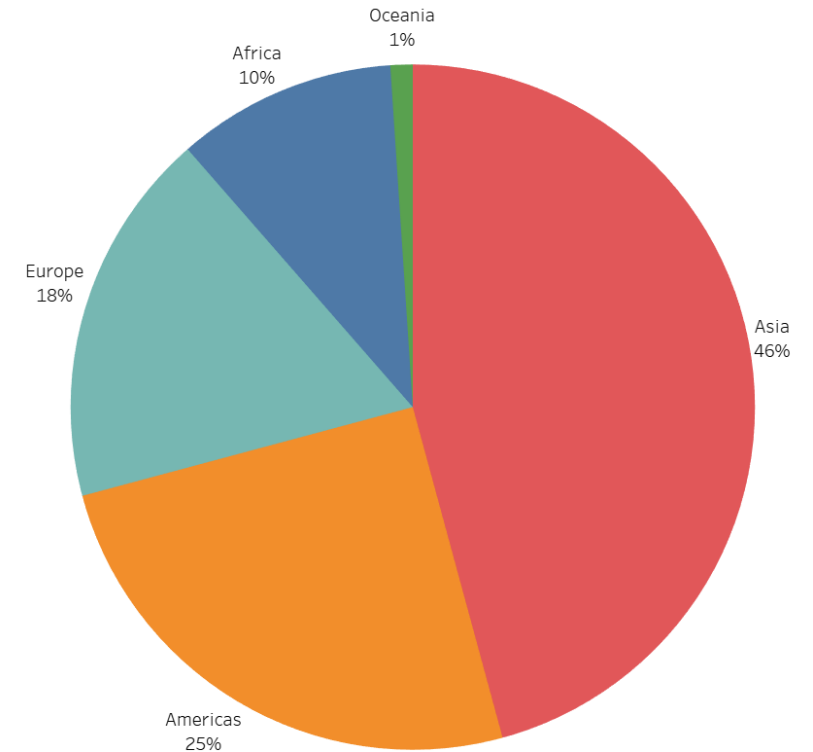


Nearly half of Rockbuster's revenue comes from the Asian market.



FINDINGS

SALES PER REGION



RECOMMENDATIONS



RECOMMENDATIONS

- Allocate more budget to Sports, Sci-Fi, and Animation genres to capture market momentum on these overall top performing genres.
- Regionalize movie offering to cater to regional movie preference.
- Most profitable rental duration is 3 days. Make default rental duration to 3 days.
- Explore even shorter rental duration (1 or 2 days).
- Offer more products and services to top 10 countries (India, China, USA, Japan, Mexico, Brazil, Russia, Philippines, Turkey, and Indonesia) and allocate more movies in their top genres.
- Give top 20 members rewards like discount codes, or trial vouchers that they can share with others to reward their loyalty and make them ambassadors in their area.
- Focus the market on Asia and Americas to expand market share, while allocate more marketing budget for Europe, Africa, and Oceania to strengthen brand visibility and awareness.

THANK YOU.

For further questions, please contact troy@rockbuster.com

Click on the link below to see Dashboards of the Data

[Tableau workbook](#)

