

Rockbuster Company Strategy

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HBOmax™

crunchyroll

sling

hulu

SHOWTIME

STARZ.



Agenda

1. Purpose of Analysis
2. Rockbuster Worldwide Customers
3. Movie Revenue
4. Rental Duration
5. Top Customers
6. Rockbuster Worldwide Sales Figures
7. Recommendations

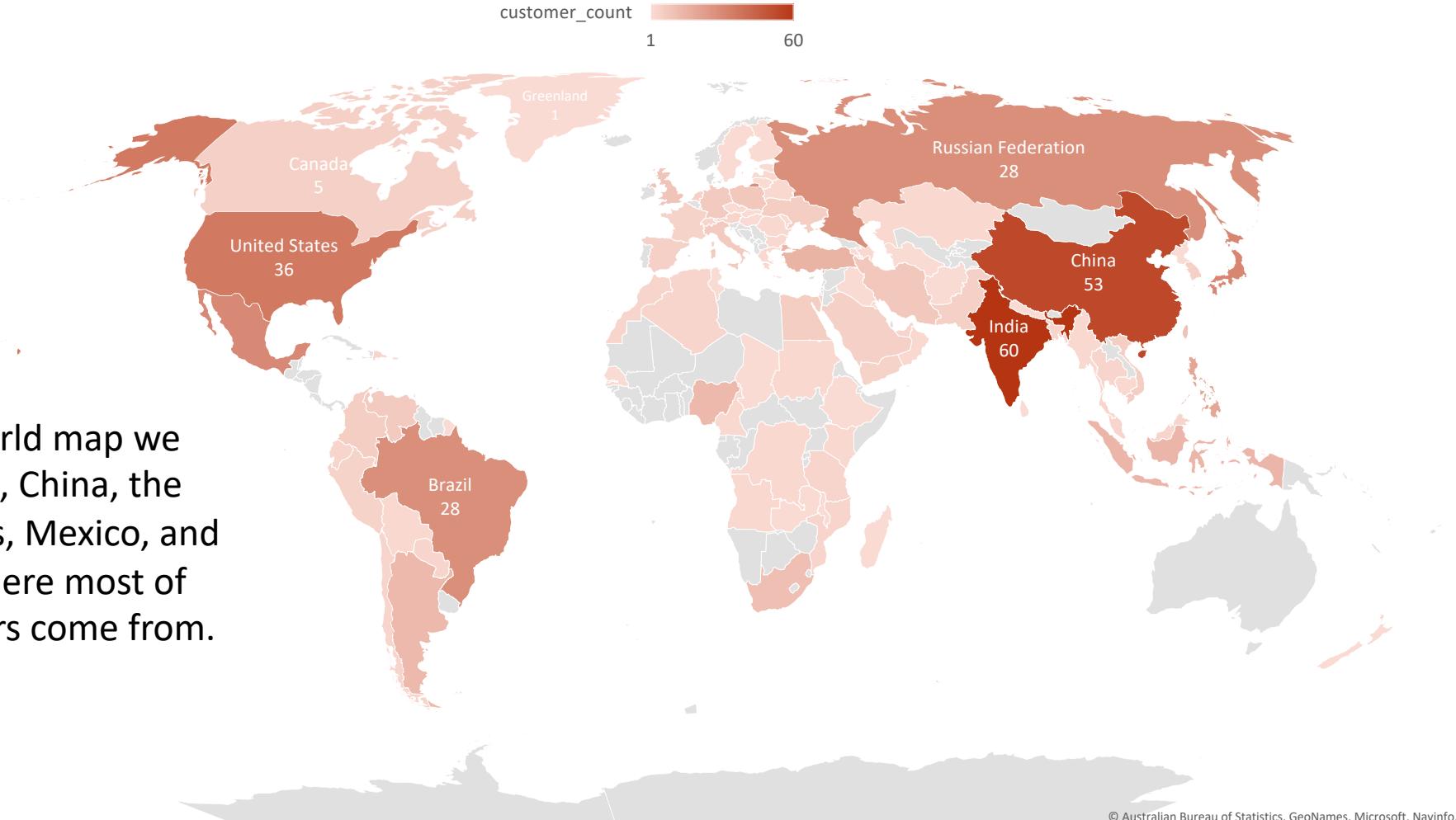
Purpose of Analysis

Rockbuster is transitioning from being a physical store to an online rental service in order to compete with other streaming resources.

Key questions and objectives:

- Which countries are Rockbuster's customers based in?
- Which movies contributed the most revenue? Least?
- What was the average rental duration for all videos?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

Rockbuster Worldwide Customers



From this world map we can see India, China, the United States, Mexico, and Japan are where most of our customers come from.

Movie revenue

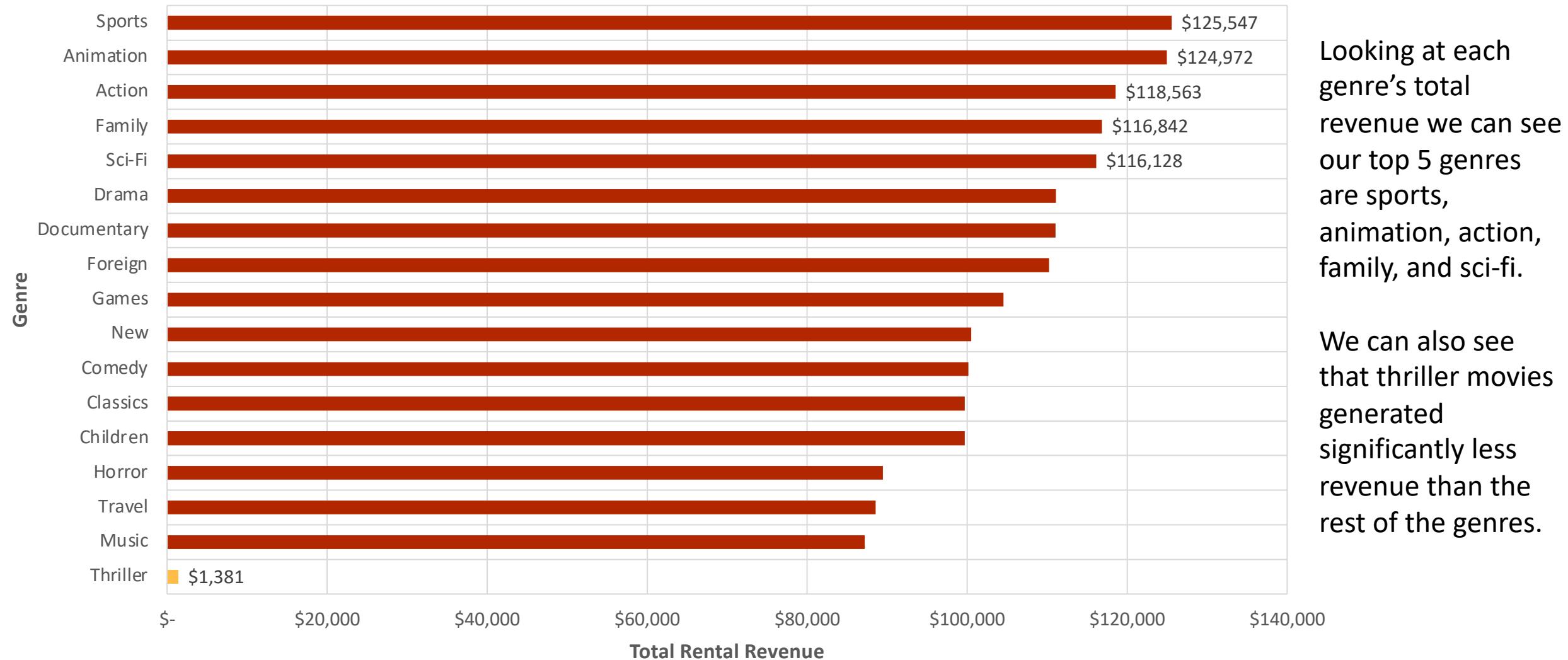
Top 10 movies			
Title	Rating	Genre	Total Payment
Telegraph Voyage	PG	Music	\$216
Zorro Ark	NC-17	Comedy	\$200
Wife Turn	NC-17	Documentary	\$199
Innocent Usual	PG-13	Foreign	\$192
Hustler Party	NC-17	Comedy	\$191
Saturday Lambs	G	Sports	\$191
Titans Jerk	PG	Sci-Fi	\$187
Harry Idaho	PG-13	Drama	\$178
Torque Bound	G	Drama	\$170
Dogma Family	G	Animation	\$169

Last 10 movies			
Title	Rating	Genre	Total Payment
Texas Watch	NC-17	Horror	\$6
Oklahoma Jumanji	PG	New	\$6
Duffel Apocalypse	G	Documentary	\$6
Freedom Cleopatra	PG-13	Comedy	\$6
Rebel Airport	G	Music	\$7
Young Language	G	Documentary	\$7
Treatment Jekyll	PG	Drama	\$7
Cruelty Unforgiven	G	Classics	\$7
Lights Deer	R	Classics	\$8
Stallion Sundance	PG-13	Sci-Fi	\$8

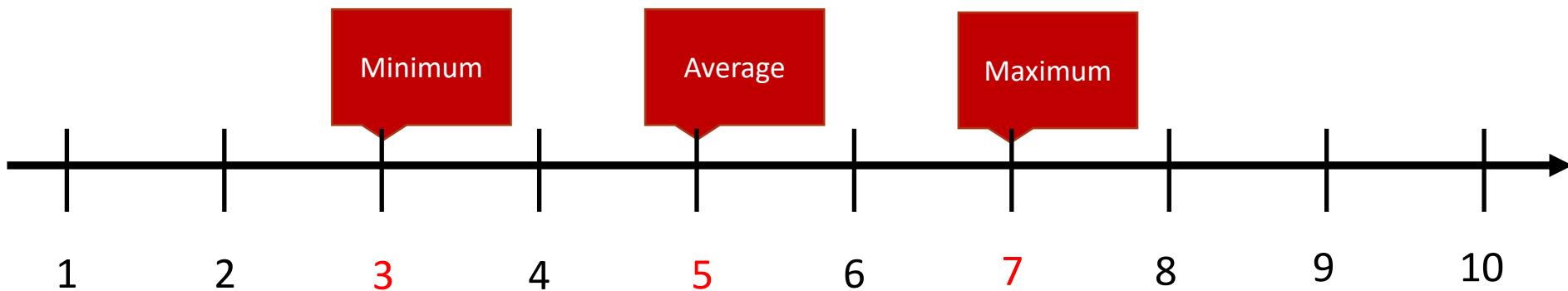
The top and last 10 movies gives us a glance as to which ratings and genres are being viewed.

We will continue to look at genres to know better which are being viewed more frequently.

Movie Revenue Continued



Rental Duration



We can see from this number line our rental durations by number of days letting us know how long customers are renting out a movie for.

Sales Figures

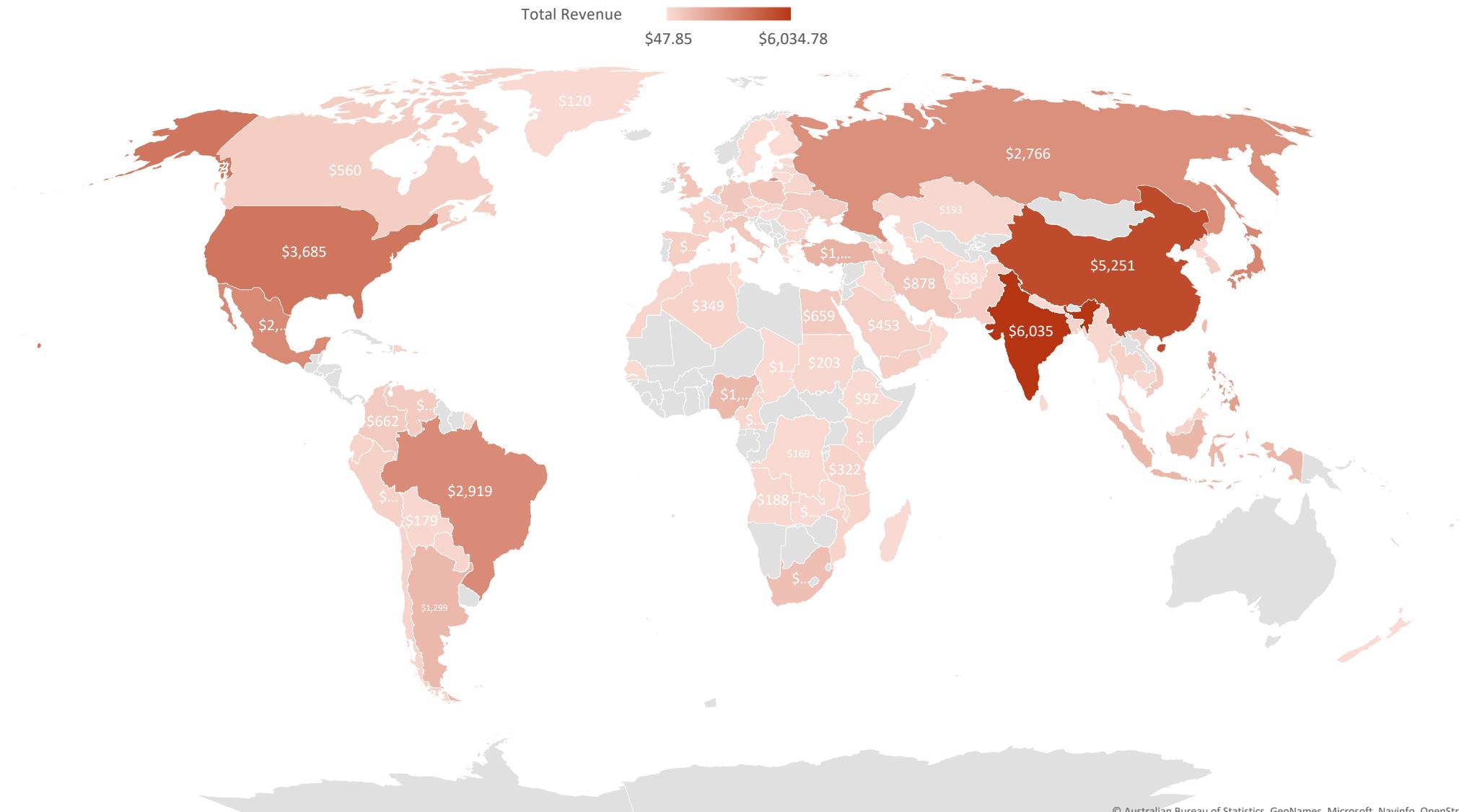
Top 10 Countries		
Country	Customer Count	Total Payment
India	60	\$6,035
China	53	\$5,251
United States	36	\$3,685
Japan	31	\$3,123
Mexico	30	\$2,985
Brazil	28	\$2,919
Russian Federation	28	\$2,766
Philippines	20	\$2,220
Turkey	15	\$1,498
Indonesia	14	\$1,353
SUM	315	\$31,834

Top 5 Customers		
Country	City	Total Paid
Mexico	Atlixco	\$129
Turkey	Sivas	\$109
Mexico	Celaya	\$103
United States	Aurora	\$99
India	Adoni	\$98

The top 10 countries show us where most of the revenue and customers are located.

The top 5 customers come from one of the top 10 countries, which gives us insight not only who, but where we should be focusing on.

Rockbuster Worldwide Sales Figures



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Recommendations

- Begin streaming service at top 5 countries:
 - India, China, United States, Japan, and Mexico
- Advertise top genres
 - Sports, animation, action, family, and sci-fi
 - Base advertisements upon country's top genres
- Provide incentives to customers
 - Discount to top 5 customers
 - Begin a referral program
 - One free month for each person who uses the customers referral code
- Launch a formal customer segmentation based on data we already have then A/B test it

Questions



Feel free to contact me with any questions or
further insight.

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