



ROCKBUSTER STEALTH LLC

Online Launch Strategic Planning Deck



SITUATION

Amid competition from streaming services like Netflix and Amazon Prime, Rockbuster Stealth is planning to launch its own online streaming platform

KEY QUESTIONS



What was the average rental duration for all videos?



Which movies contributed the most/least to revenue gain?



Which countries are Rockbuster customers based in?



Do sales figures vary between geographic regions?

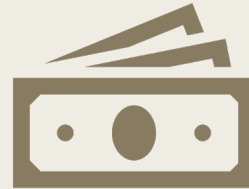


Where are customers with a high lifetime value based?

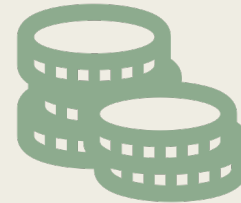
MOVIE CATALOG DATA SUMMARY



Average Rental
Duration: 5 days



Average Rental Rate:
\$2.98



Average Replacement
Cost: \$19.98

The figures above show a basic overview of Rockbuster's revenue and expenses. If the average rental is 5 days at an average rate of \$2.98, the average revenue per rental would be \$14.90.

Comparing against the average replacement cost of \$19.98, our costs might be a bit too high for the revenue we're bringing in.

Total Titles and Revenue by Genre

Sci-Fi Total Titles: 59 Total Revenue: \$4,336 Revenue Per Title: \$73.49	Drama Total Titles: 61 Total Revenue: \$4,118 Revenue Per Title: \$67.52	Action Total Titles: 61 Total Revenue: \$3,952 Revenue Per Title: \$64.78	Music Total Titles: 51 Total Revenue: \$3,072 Revenue Per Title: \$60.23	Documentary Total Titles: 63 Total Revenue: \$3,750 Revenue Per Title: \$59.52	Foreign Total Titles: 67 Total Revenue: \$3,934 Revenue Per Title: \$58.72
	Sports Total Titles: 73 Total Revenue: \$4,892 Revenue Per Title: \$67.02	Horror Total Titles: 53 Total Revenue: \$3,401 Revenue Per Title: \$64.17			
Comedy Total Titles: 56 Total Revenue: \$4,002 Revenue Per Title: \$71.47	Animation Total Titles: 64 Total Revenue: \$4,245 Revenue Per Title: \$66.33	Classics Total Titles: 54 Total Revenue: \$3,353 Revenue Per Title: \$62.10	Family Total Titles: 66 Total Revenue: \$3,782 Revenue Per Title: \$57.31		Thriller Total Titles: 1 Total Revenue: \$48 Revenue Per Title: \$47.89
	Games Total Titles: 58 Total Revenue: \$3,922 Revenue Per Title: \$67.62	New Total Titles: 60 Total Revenue: \$3,966 Revenue Per Title: \$66.11	Travel Total Titles: 53 Total Revenue: \$3,227 Revenue Per Title: \$60.89	Children Total Titles: 58 Total Revenue: \$3,309 Revenue Per Title: \$57.06	

Total Rev. \$48 \$4,892

MOVIE CATALOG SUMMARY CONT.

Rockbuster currently has 1,000 unique titles in its license catalog split across 17 genres.

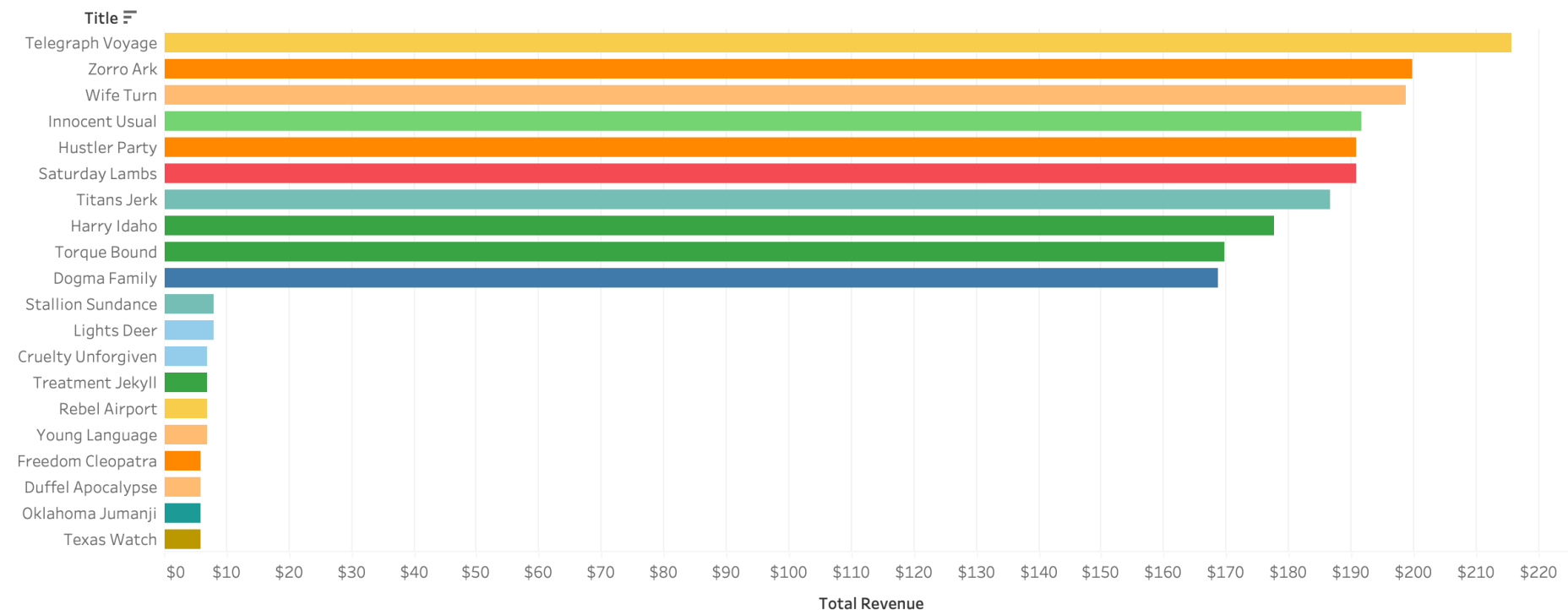
By calculating the revenue for each genre by title, we can see that the Sci-Fi, Comedy and Games genres are the highest per-title earners. Based on total revenue, however, the Sports genre has earned the most.

The biggest loser is the Thriller genre, with only one title only earning \$48.

BEST AND WORST PERFORMING TITLES

The range between the best and worst performing films is large, with the top ten performing titles earning over 28 times the revenue of the bottom ten (on average), but there is no significant difference between these two groups as it relates to the film genres.

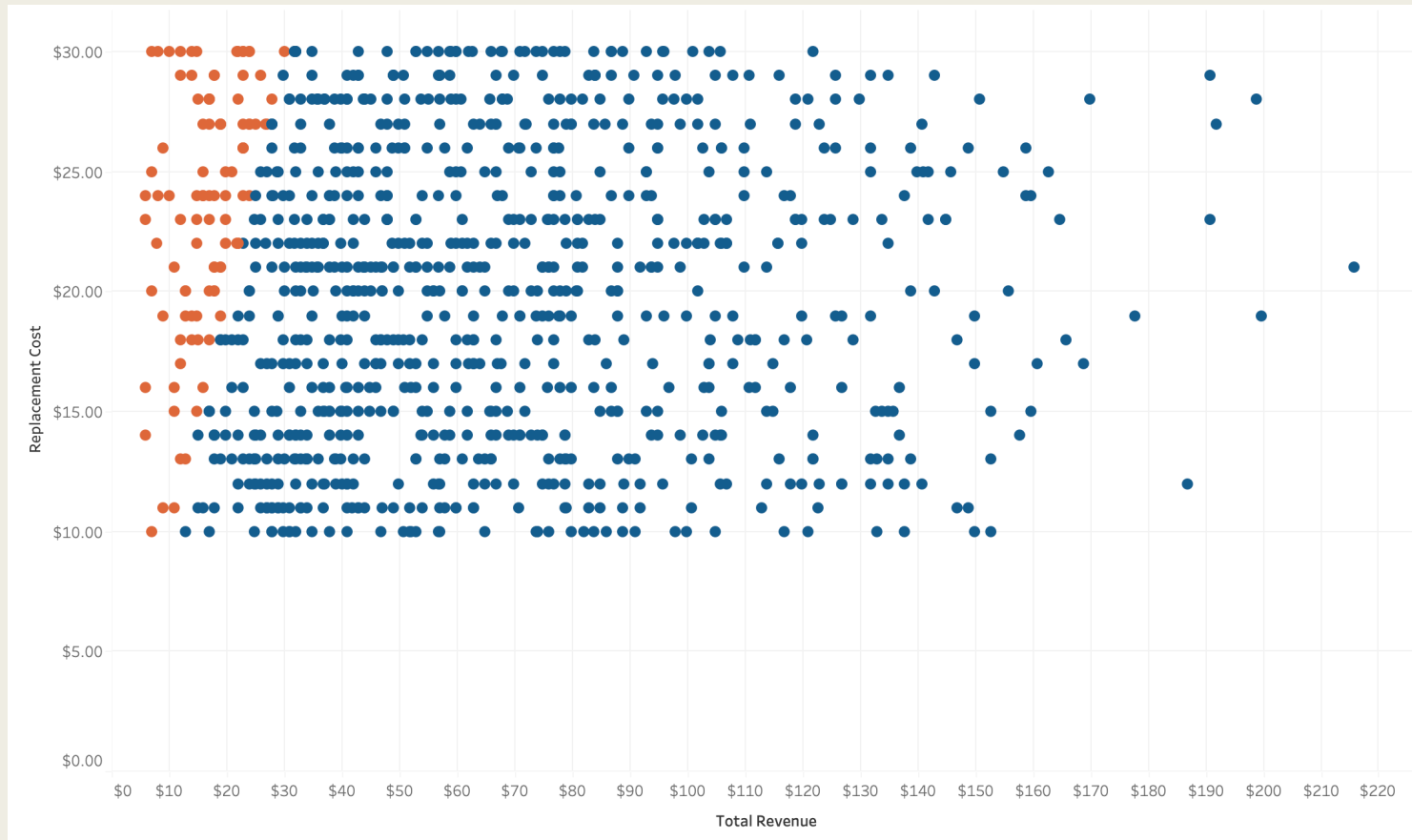
Top 10 vs. Bottom 10 Titles by Revenue



Genre



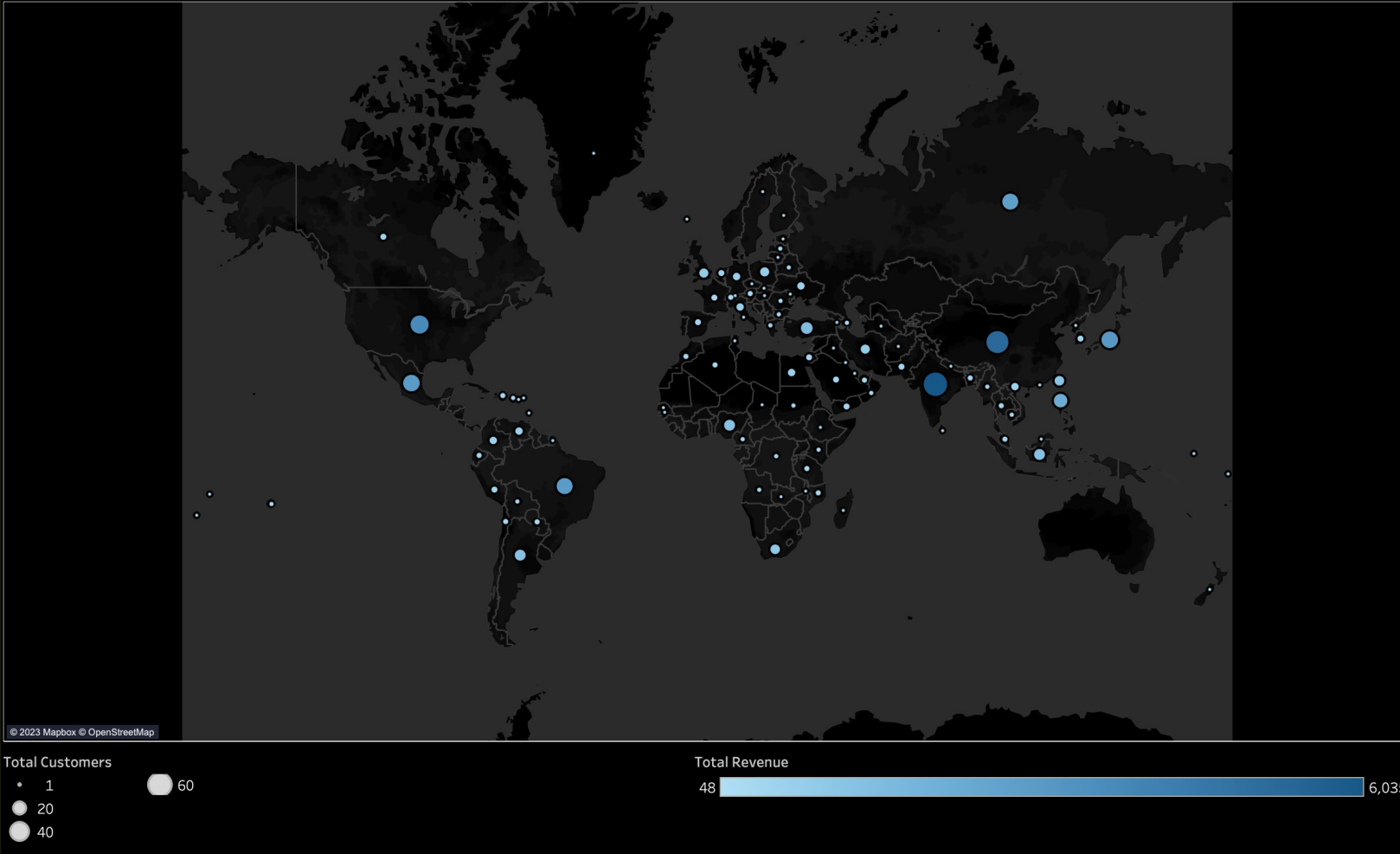
RECOMMENDATION – CONTENT



The chart to the left plots total revenue against the replacement cost for each title. Points shaded blue are titles that have higher total revenue than their replacement cost. Points shaded in orange have a lower total revenue than their replacement costs.

Given the poor performance of the orange points, relative to the cost to replace them, perhaps we should consider removing these titles from our catalog to reduce costs.

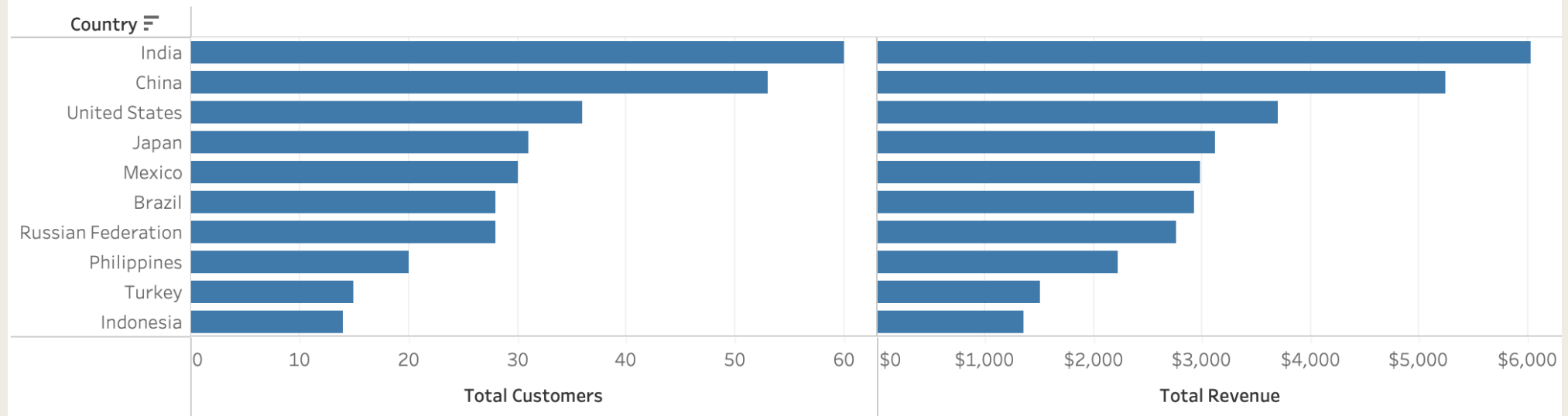
CUSTOMER ANALYSIS



Rockbuster currently has 599 unique customers across 108 countries, but let's see where the largest markets are for us...

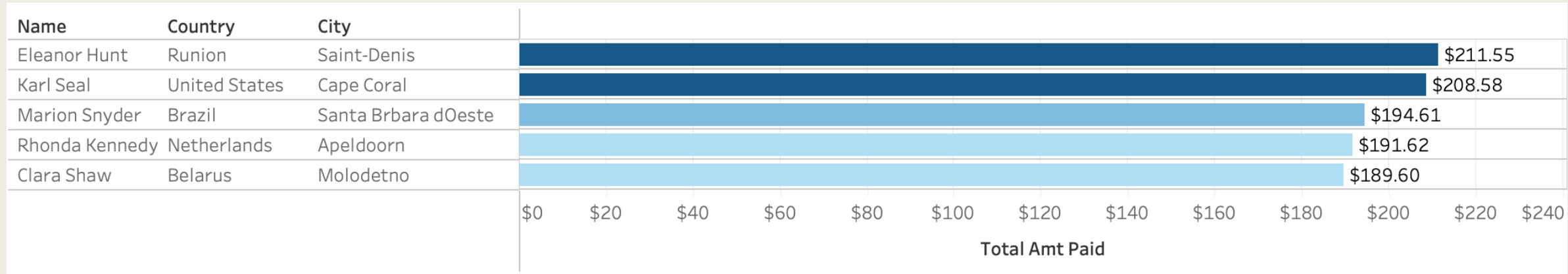
Top Ten Countries by Customers and Revenue

Top 10 Countries by Total Customers and Revenue



Rockbuster's largest markets, in terms of both total customers and revenue, are listed above and should be taken into consideration when planning the online launch. Specific attention should be paid to Asia, as five of the top ten markets are in that region.

Top Customers



Looking at customers individually, we can see that our highest-paying customers aren't necessarily in our highest earning markets. In fact, only two of the top five customers are based in top ten countries: Karl Seal (US) and Marion Snyder (Brazil).

While the top markets should be favored in our planning of the online launch, we should also account for our most loyal customers regardless of market size. Thoughtful consideration to these customers could take the form of discounted pricing for the new platform or other rewards for their loyalty.

RECOMMENDATION – CUSTOMER



Rollout to Top 10 Markets

We should prioritize the top ten markets in rolling out the online platform, giving particular focus to the Asian region as it is the most popular.

We should also consider promotions in secondary markets to further encourage usage of our platform over competitors.



Reward High Value Customers

High value customers, regardless of market, should receive some sort of promotion to encourage usage of our new platform.

This could take the form of limited discounted pricing or access to additional service features.