

# ROCKBUSTER STEALTH LLC

## ONLINE SERVICE LAUNCH STRATEGY

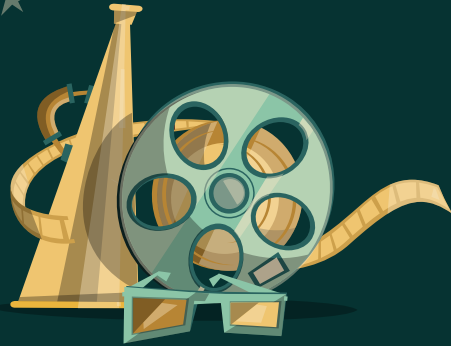


---

BUSINESS PROPOSAL

I.

# BUSINESS REVIEW



# KEY BUSINESS FACTS



**\$61,312**

Total Revenue

**\$2.89**

Average rental rate

**\$102**

Average customer lifetime spend

**599**

Customers

**105**

Countries in which there are paying customers

**5 Days**

Average rental duration

**1000**

Licensed films in inventory

**English**

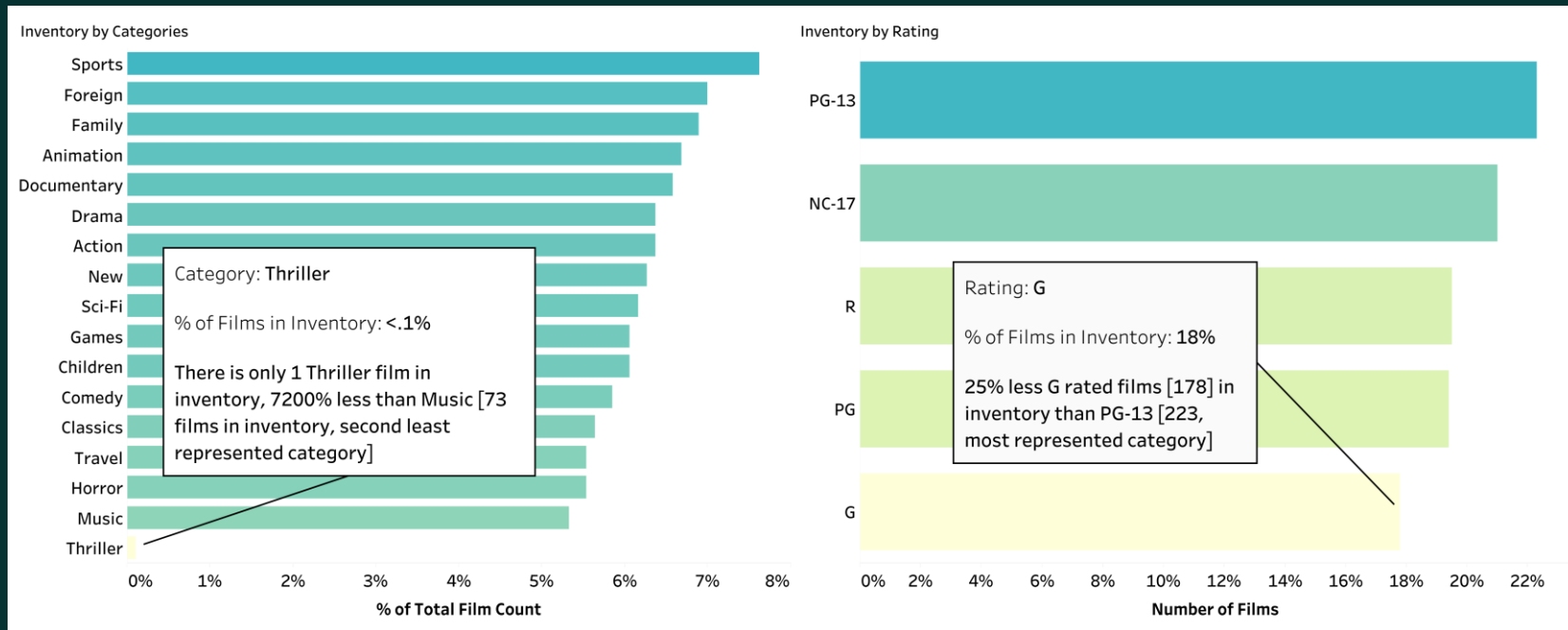
Is the only language of all films in inventory



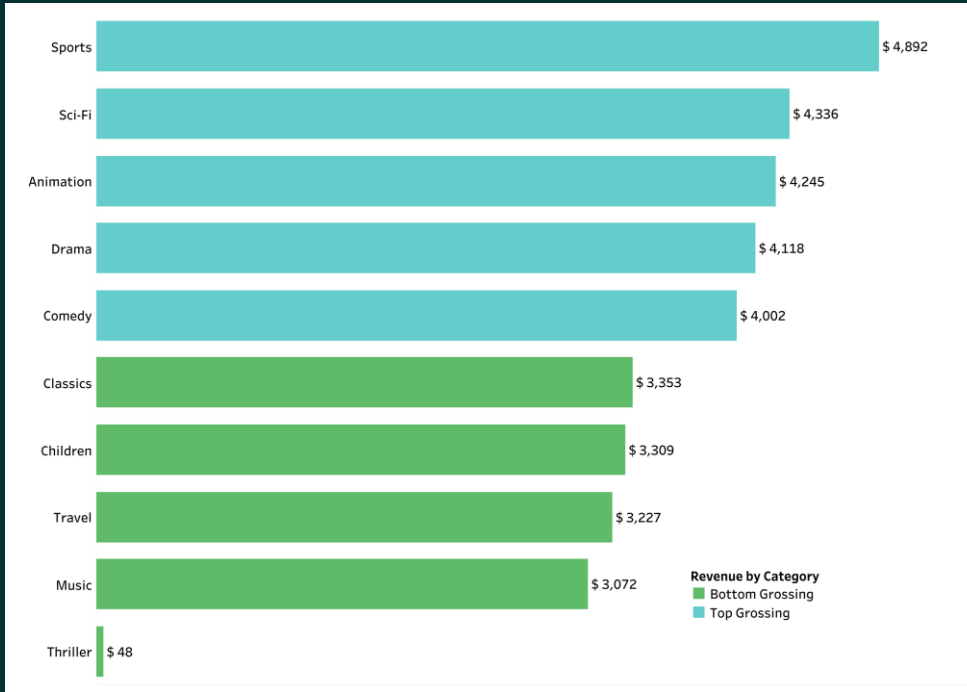
II.

# BUSINESS ANALYSIS

# SPORTS & PG-13 FILMS ARE 8% & 22% OF INVENTORY



## SPORTS FILMS EARN 57% MORE REVENUE THAN MUSIC + THRILLER



- Top 5 grossing categories earn Rockbuster **35%** of total revenue ★
- Bottom 5 grossing categories earn only **21%** of total revenue ★
- Top category (Sports) is **8%** of total revenue ★
- Bottom category (Thriller) is **<.1%** of total revenue ★

[Tableau Visualization](#)

## TOP 10 HIGHEST GROSSING FILMS MAKE UP 3% OF TOTAL REVENUE

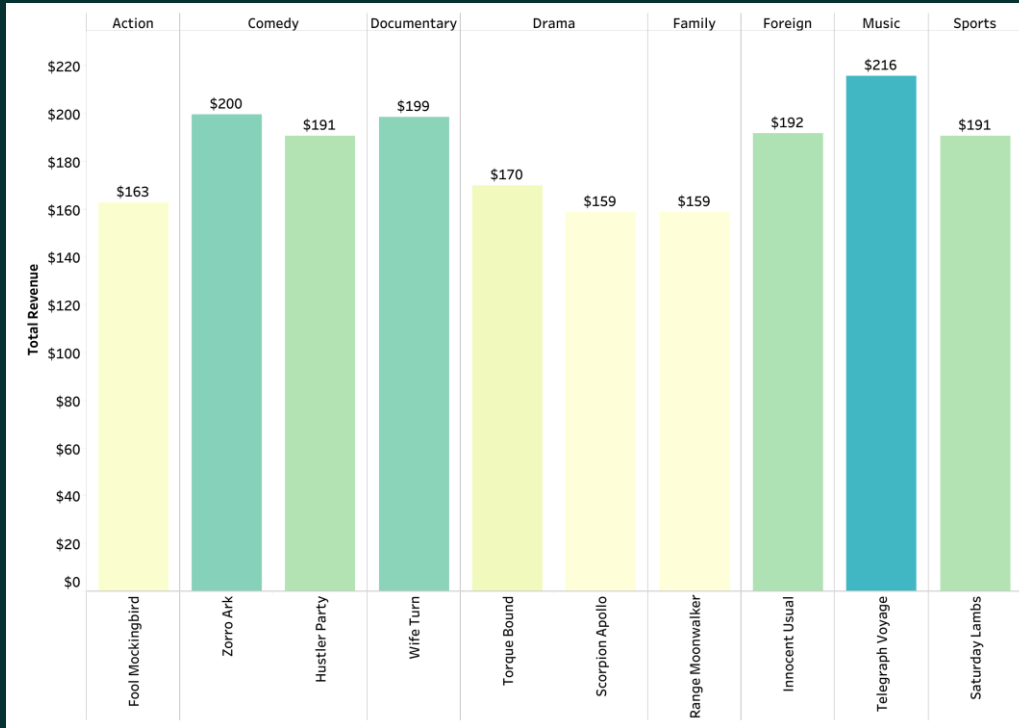
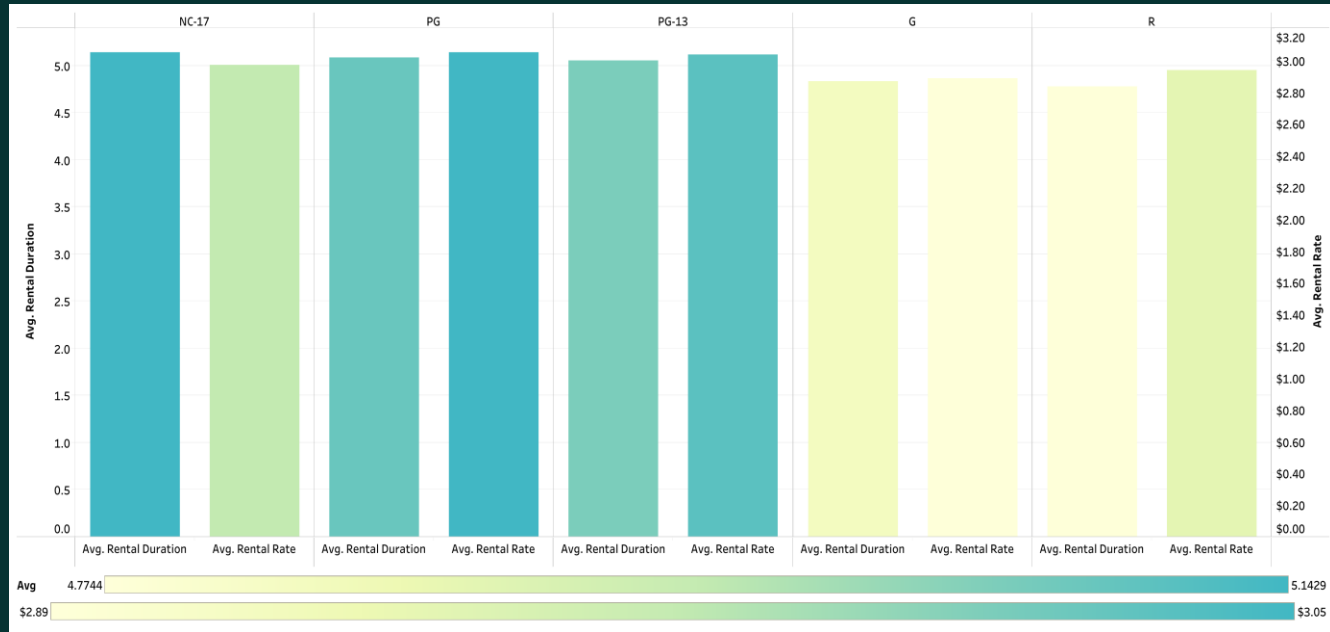


Tableau Visualization

- In contrast, the 10 lowest grossing films make up only **.4%** of total revenue ★
- **100%** of the top 10 highest grossing films: ★  
Avg rental duration = **3 days**  
Avg rental rate = **\$4.99**
- Although sports is the highest grossing category, only **1/10** films is a Sports film ★
- Drama and Comedy make up **40%** of the top ten films' categories ★

# NC-17 FILMS RENTED FOR 2% MORE TIME THAN AVG DURATION PG FILMS RENTED FOR 6% MORE TIME THAN AVG RATE



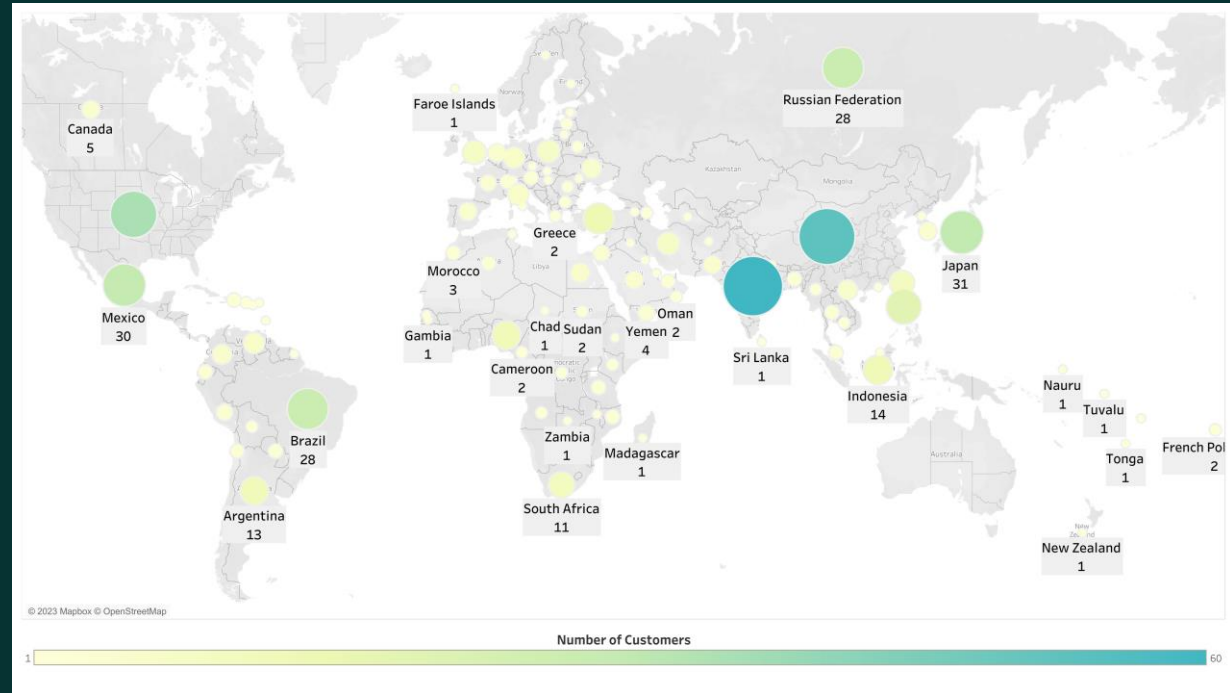
- PG films have the highest avg rental rate [\$3.05], second longest rental duration [5.05 days]

Tableau Visualization



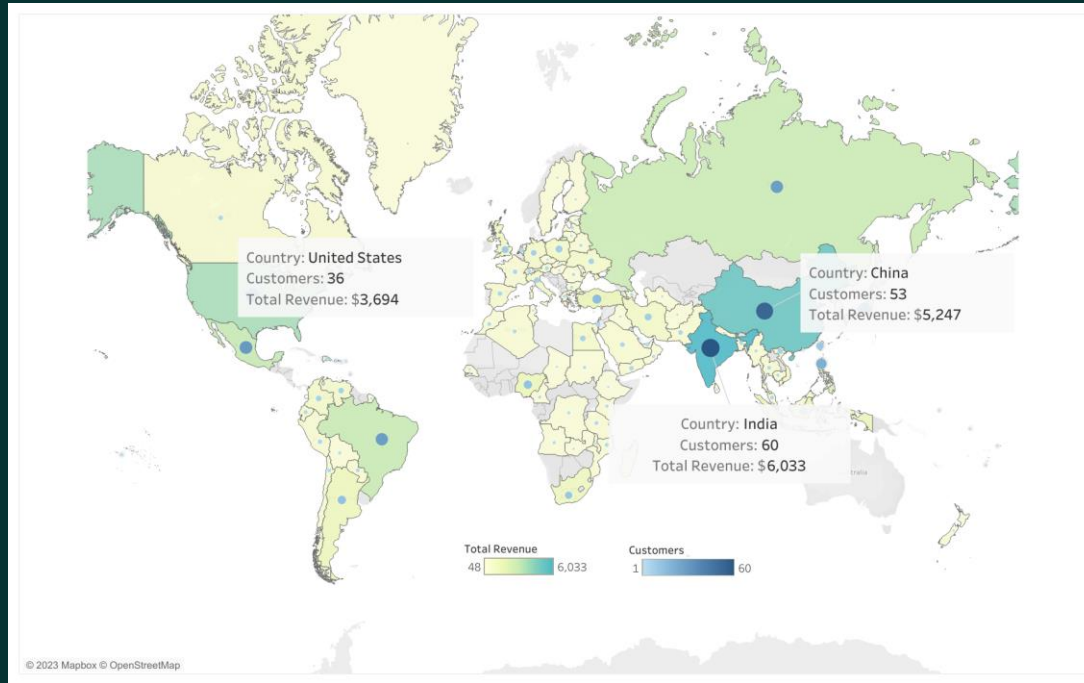
## 25% OF ALL CUSTOMERS ARE LOCATED IN INDIA, CHINA, & USA

- Only **62%** of countries in which Rockbuster has a presence have **>1** customer



[Tableau Visualization](#)

## 24% OF REVENUE IS GENERATED BY CHINA, INDIA, & USA



- Revenue per country & customers per country have an almost perfect correlation **.99**. There is a strong positive relationship between these variables
- Bottom 5 revenue generating countries only have **1** Rockbuster customer each

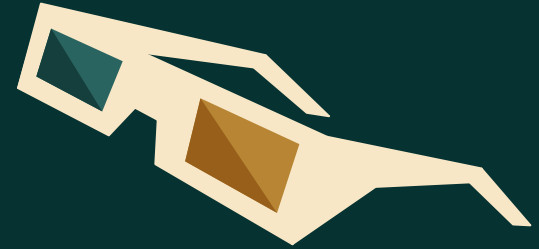
# TOP CUSTOMERS IN TOP COUNTRIES SPEND [\$163] 63% MORE THAN AVERAGE CUSTOMER SPEND [\$102]

First Name	Last Name	City	Country	Total Paid
Karl	Seal	Cape Coral	United States	\$208.58
Marion	Snyder	Santa Brbara dOeste	Brazil	\$194.61
Ana	Bradley	Memphis	United States	\$167.67
Marcia	Dean	Tanza	Philippines	\$166.61
Mike	Way	Valparai	India	\$162.67
Arnold	Havens	Santa Rosa	Philippines	\$161.68
Louis	Leone	Tanauan	Philippines	\$156.66
Tim	Cary	Bijapur	India	\$154.66
Lena	Jensen	Halisahar	India	\$152.71
Clinton	Buford	Aurora	United States	\$98.76



# III.

## RECOMMENDATIONS FOR TRANSITIONING TO ONLINE SERVICES



# REVIEW OF INSIGHTS



## English is only language of films in inventory

Although >18% of revenue generated by China & India, non English speaking countries

## No presence in/revenue from English speaking countries such as Australia

Despite 100% of films being in English

## Thriller films are <.1% of inventory

Increasing the % of Thriller films in inventory may increase revenue from that category

## 38% of countries in which Rockbuster has presence only have 1 customer

This data should be validated  
If valid, investigate why this is the case

## G rated films are lagging in performance compared to other film categories

Least represented in inventory [18%], rented 4% less time than avg rental time, for 6% less than highest (PG-13) avg rental rate

# STEPS TO AID IN A SUCCESSFUL TRANSITION

## ADD FILMS IN MORE LANGUAGES

India and China generate **18%** of total revenue, but Rockbuster only offers films in English. Adding films in languages native to high grossing countries may increase customer interest in and accessibility to product.

## EXPAND COLLECTION OF FILMS

Number of films in a category in inventory and the revenue that category brings in have a **.96** correlation. Expanding the inventory of currently low inventory categories (ex: Thriller) could lead to an increase in revenue.

## REWARD LOYAL CUSTOMERS

Create a loyalty program for customers spending more than the average. Focus on high value geographical areas to pilot this program. The current top **2%** customers alone (in top locations) make up **3%** of total revenue.

# MANY THANKS!

Data Dictionary  
Queries & Results

Questions?

[awatson.e@gmail.com](mailto:awatson.e@gmail.com)

All vlizualizations: [Tableau Profile](#)

<https://www.watsmeow.com/>