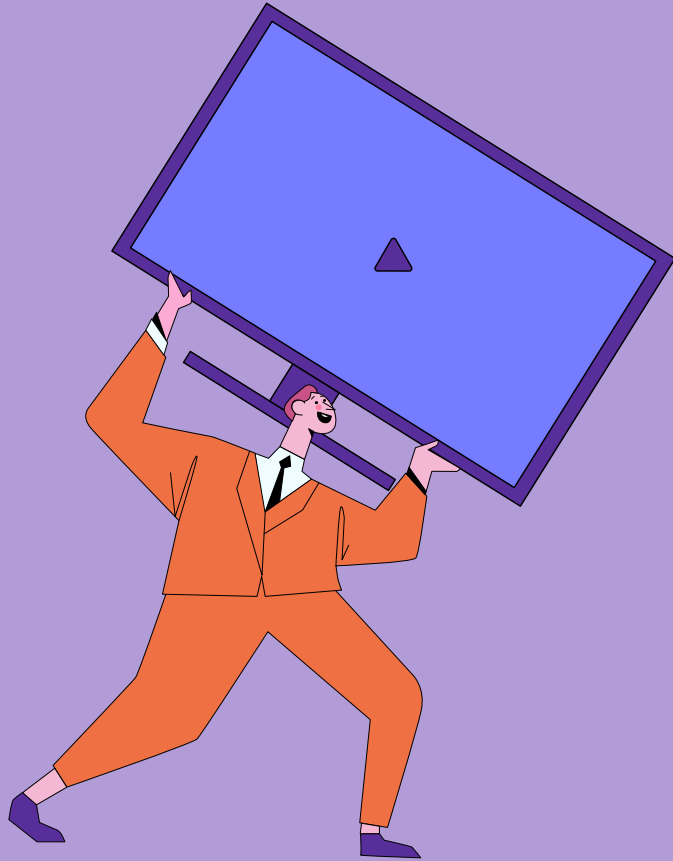


ROCKBUSTER STEALTH >> STORE TO STREAMING STRATEGY

By: Justina Bui





INTRODUCTION

Rockbuster Stealth LLC is a movie rental company that used to have **stores** around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to **launch an online video rental service to stay competitive.**

AGENDA

01

WHO IS LOYAL?

Outlining who is spending and distribution of current customers

02

WHERE ARE THEY?

Outlining where are they located and sales figures by geographic location

03

WHAT'S PERFORMING?

Outlining descriptive statistics and current performance of existing genres and movie titles by revenue

04

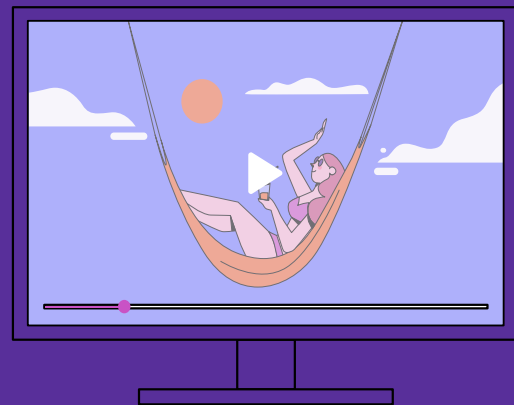
RECOMMENDATIONS

Outlining plan to target online expansion to US, India, China

01

WHO IS LOYAL?

- Where are the high lifetime value spenders?
- How do they rank among others?



WHERE ARE THE HIGH LTV CUSTOMERS?

The aggregate 24% of revenue is in US, India, and China. **Top 8** customers within those specific countries are in the Top 30 Rockbuster spenders in terms of customer loyalty.



US

Karl Seal \$208.58
Ana Bradley \$167.67



INDIA

Mike Way \$162.67
Lena Jensen \$154.70
Tim Carey \$154.66
Tonya Chapman \$147.71



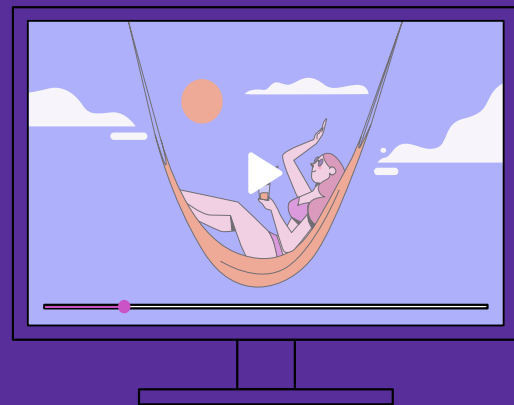
CHINA

Guy Brownlee \$151.69
Stacey Montgomery \$146.67

02

WHERE ARE THEY?

- Where are the rest of the customers?
- Do sales figure vary between geographic regions?



WHERE ARE THE ROCKBUSTER CUSTOMERS?

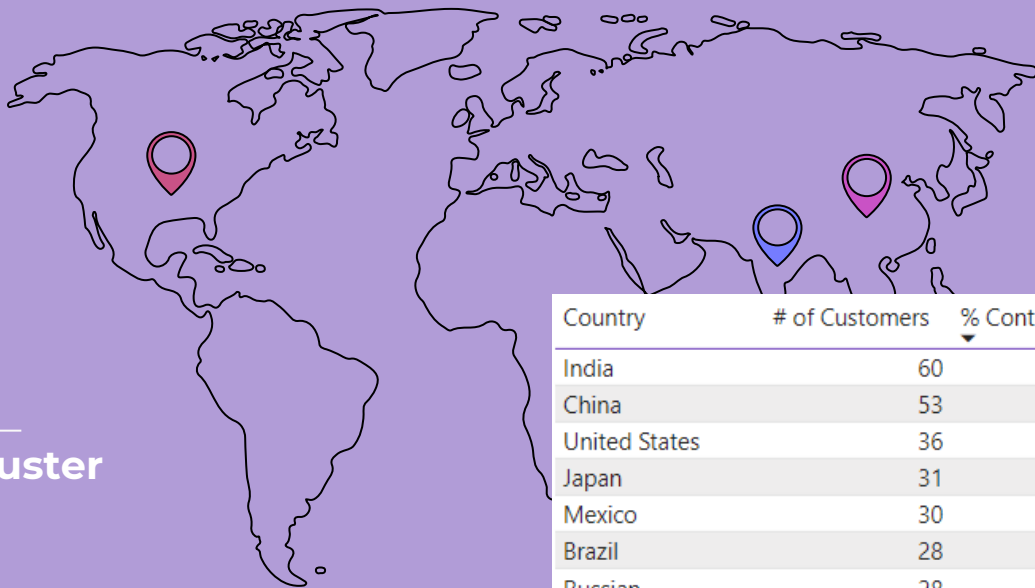
9% INDIA

9% CHINA

6% US

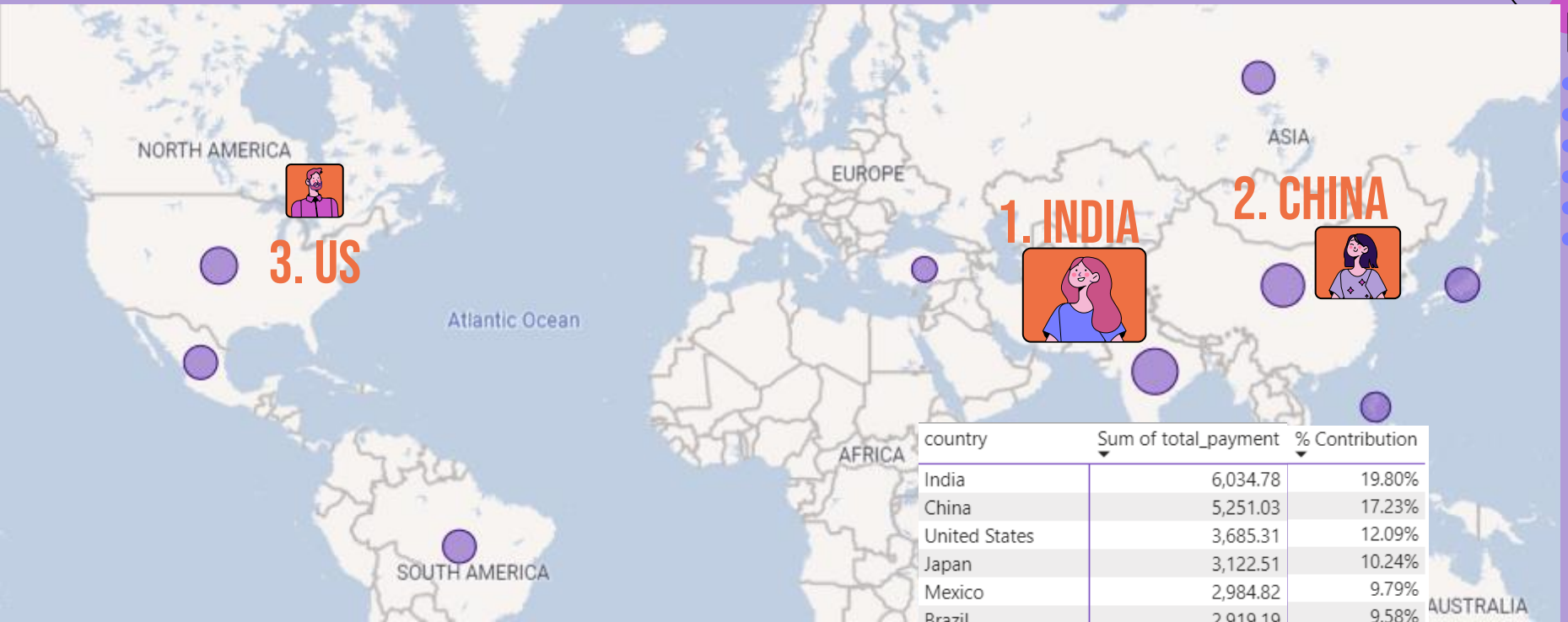
~24% of current Rockbuster customer base

~28% are in Japan, Mexico, Brazil, Russia, Philippines, Turkey, Indonesia (of Top 10)



Country	# of Customers	% Contribution
India	60	9.84%
China	53	8.56%
United States	36	6.01%
Japan	31	5.09%
Mexico	30	4.87%
Brazil	28	4.76%
Russian Federation	28	4.51%
Philippines	20	3.62%
Turkey	15	2.44%
Indonesia	14	2.21%

DO SALES FIGURE VARY BY GEOGRAPHY?

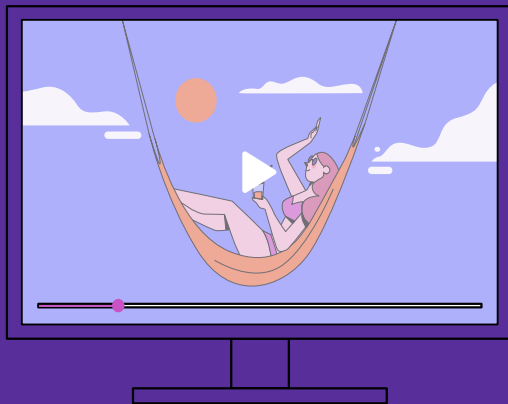


country	Sum of total_payment	% Contribution
India	6,034.78	19.80%
China	5,251.03	17.23%
United States	3,685.31	12.09%
Japan	3,122.51	10.24%
Mexico	2,984.82	9.79%
Brazil	2,919.19	9.58%
Russian Federation	2,765.62	9.07%
Philippines	2,219.70	7.28%
Turkey	1,498.49	4.92%

03

WHAT'S PERFORMING?

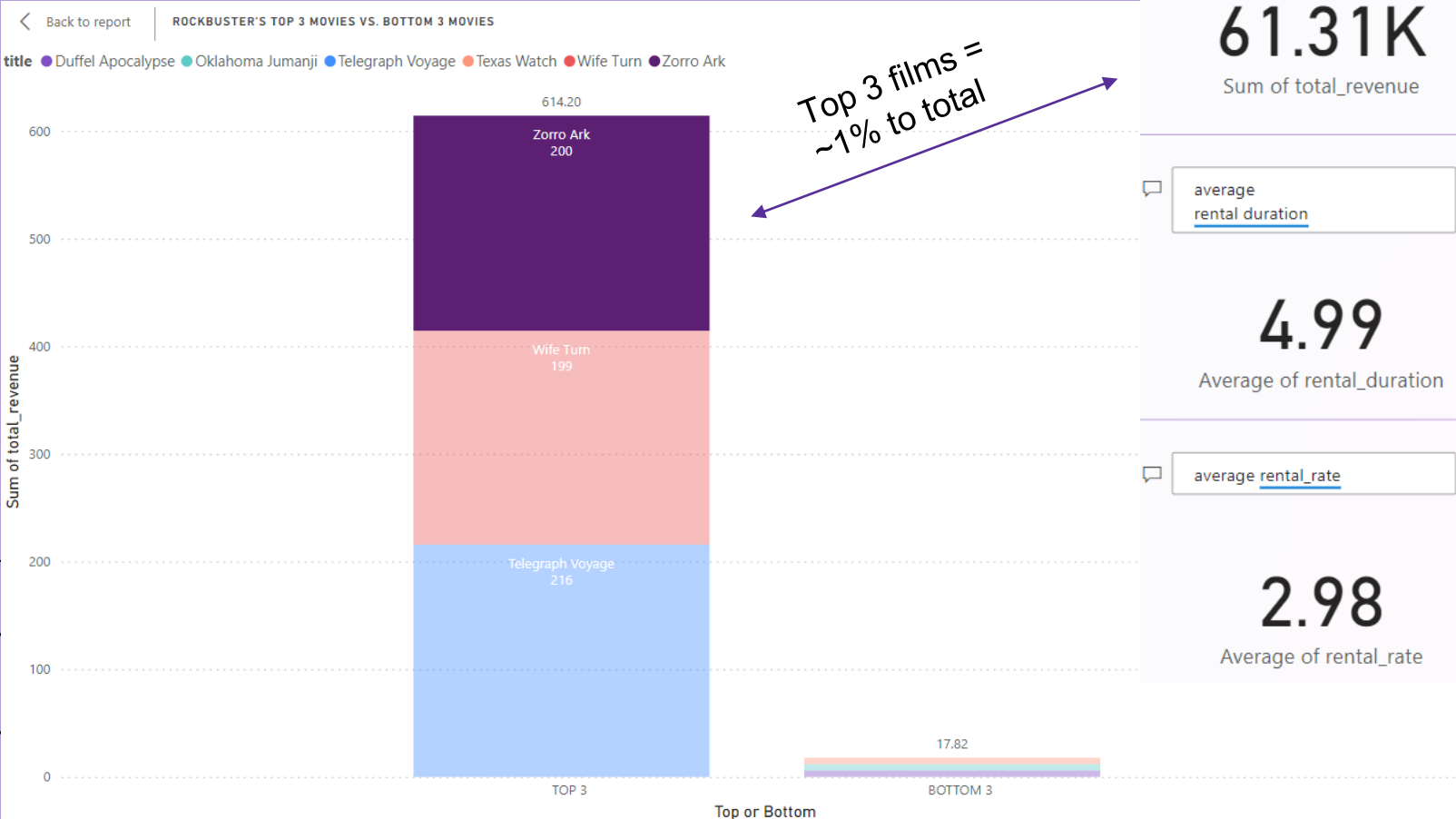
- What is average rental duration for all videos?
- What genres are customer favorites?
- What are Top 3 movies contributed to revenue gain?
- What are Bottom 3 movies contributed least?



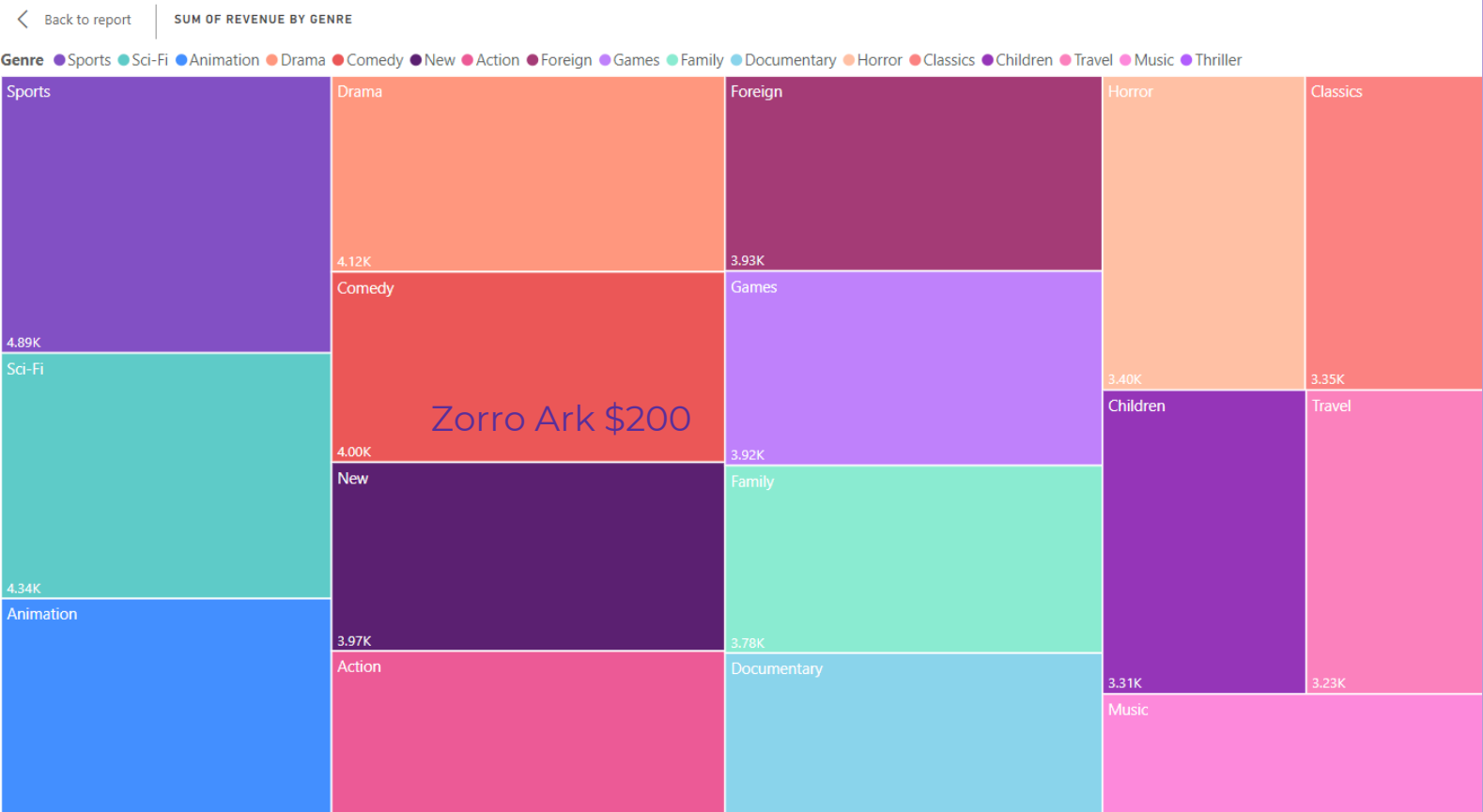
DESCRIPTIVE STATISTICS

	MIN	MAX	AVG	MODE
Rental Duration (Days)	3	7	4.99	
Rental Rate	\$0.99	\$4.99	\$2.98	
Replacement Cost	9.99	29.99	19.99	
Film inventory	1	1000	500	
Language	1	1	1	English
Rating				PG-13

ROCKBUSTER'S PERFORMANCE YTD



ROCKBUSTER'S PERFORMANCE YTD



SWOT ANALYSIS

STRENGTHS

Sports, Sci-Fi, and Animation are top genres

Telegraph, Voyage, Zorro Ark, Wife Turn were the top performing films (favorites)

S

WEAKNESSES

Duffel Apocalypse
Oklahoma Jumanji, &
Texas Watch were low performing films

English is the only language offered

W

OPPORTUNITIES

Double down on
offering comedy
content (ex: Zorro Ark)

O

THREATS

Too many genre
offerings

T

04

RECOMMENDATIONS

1. Align on Pilot Program
2. Streamline existing budget to make MVP for the US, India, China markets
3. Customer Loyalty Reward Program
4. Continuous Monitoring



RECOMMENDATION 1: PILOT PROGRAM

	BASIC	PRO	PREMIUM
Price per month*	\$ 9.99	\$ 19.99	\$ 29.99
Number of simultaneous screens	1	3	6
Unlimited movies	1000	1000	1000
Downloads on tablets and phones	✓	✓	✓

*\$9.99, \$19.99, \$29.99 are replacement costs that current customers are already acquainted with

RECOMMENDATION 2:

MVP FOR US, INDIA, & CHINA

Do user research of what the latest design trends to captivate the teenagers.

UX

The most offered rating is PG-13. Ensure all films are accurately uploaded.

Most teenagers have a phone and will be target demographic.

PG-13 Films Only

Align on roadmap and resources to build mobile-friendly app

Hire diverse engineering team that understand cultures in US, India, China*

~24% of customers are in US, India, or China.

*Nice to have as it could promote intrinsic motivation of building something optimized for their local community's entertainment interests; as well, they can participate in UX research/ discovery phase.



RECOMMENDATION 3: REWARD LOYALTY

CHALLENGE

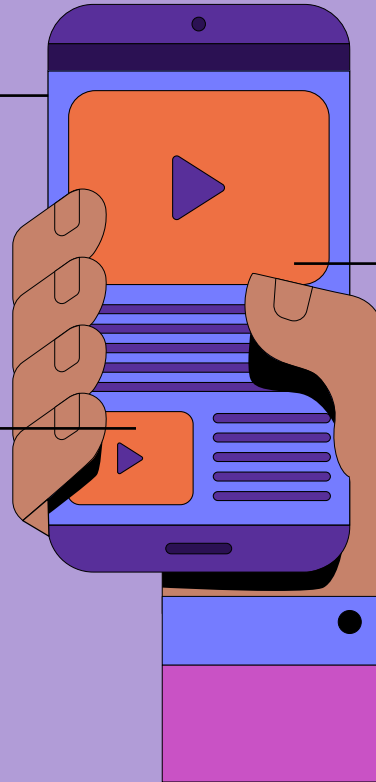
Offer exclusive banner to top spenders when they “refer a friend” and they can earn \$

RESULTS

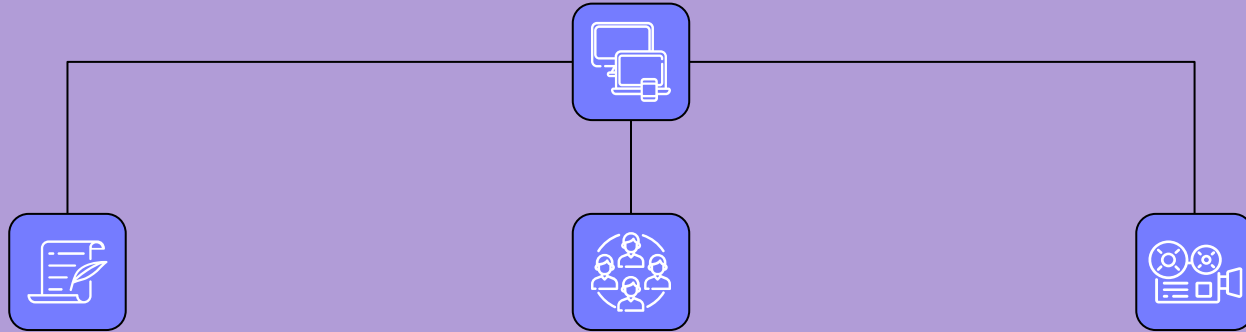
This will get a flywheel effect to double down on customer growth % in US, China, India.

SOLUTION

Make the button showing the \$ as easy as possible to click



RECOMMENDATION 4: CONTINUOUS MONITORING



SURVEYS

Release surveys to Top 30 customers what other ratings/ genres do they want Rockbuster to add

REPORTING

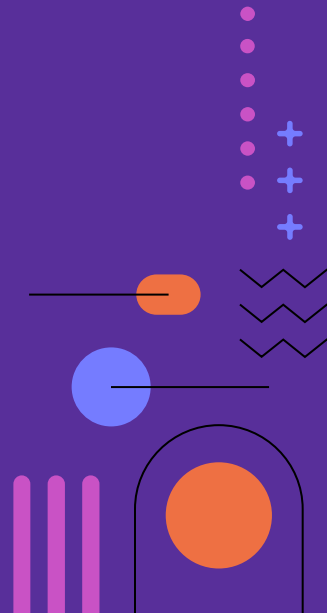
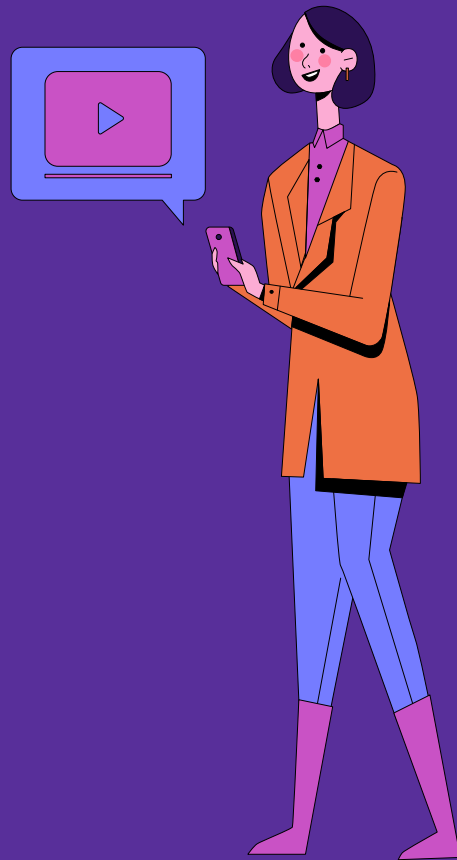
Share reports and findings to key decision makers in the business

INVENTORY

Reach out to production companies to get proper licenses of new releases to capitalize on what's on-trend.

THANK YOU

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