



# ROCKBUSTER STEALTH LLC

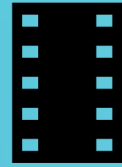
LAUNCH STRATEGY FOR THE NEW ONLINE VIDEO SERVICE

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# PROJECT OVERVIEW

- Rockbuster Stealth LLC is a movie rental company with only two stores left.
- In order to continue, they want to expand into the online streaming market, but faces stiff competition from established streaming services such as Netflix and Amazon Prime.
- They need the following questions answered:
  - Which movies contributed the most/least to revenue gain?
  - What was the average rental duration for all videos?
  - Which countries are Rockbuster customers based in?
  - Where are customers with a high lifetime value based?
  - Do sales figures vary between geographic regions?

# ROCKBUSTER IN NUMBERS



Film Length

Minimum

46  
min

Maximum

185  
min

Average

115  
min



Rental Duration

3 days

7 days

5 days



Rental Rate

\$0.99

\$4.99

\$2.98



Replacement Cost

\$9.99

\$29.99

\$19.98



109 Countries



599 Cities



2 Stores



599 Customers



1000 Movies



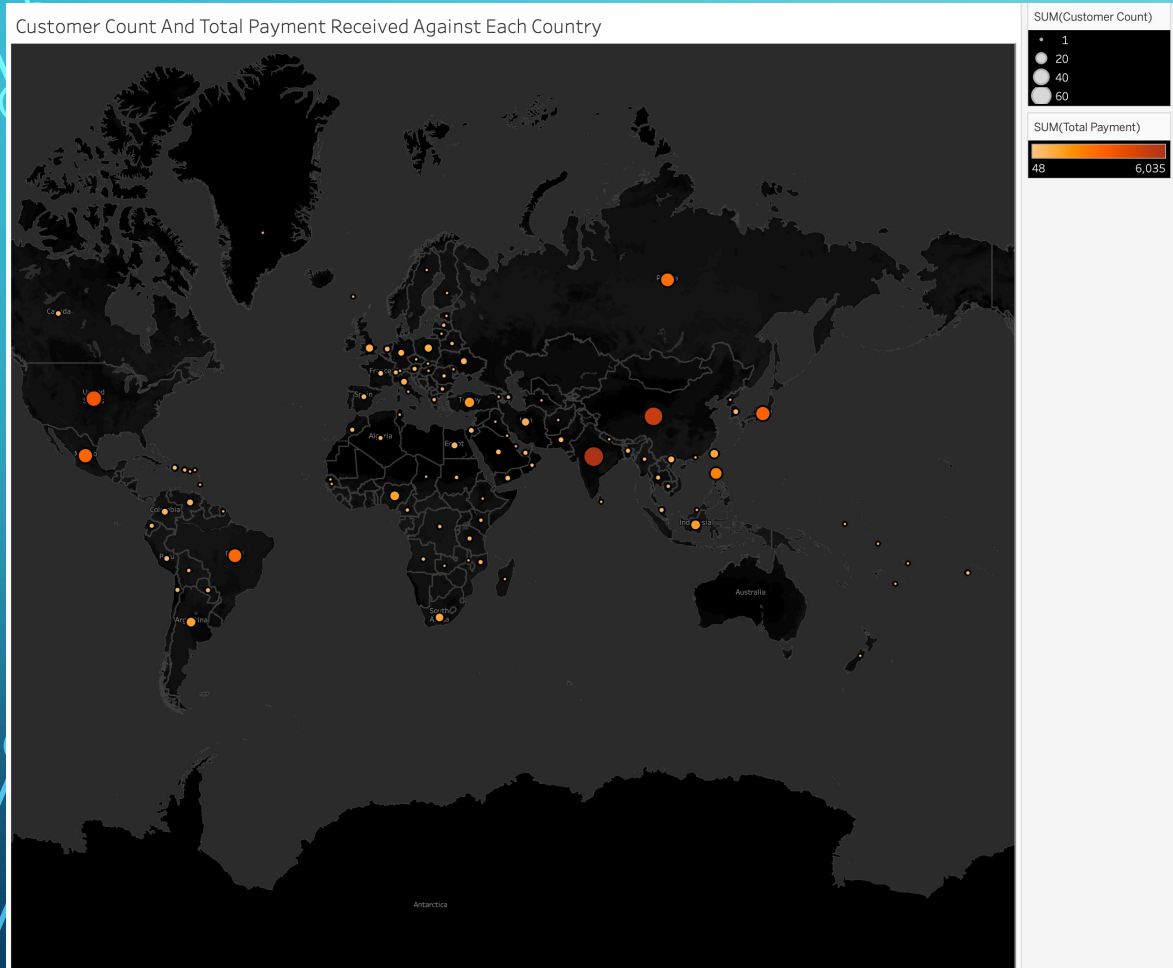
# TOP 10 HIGHEST GROSSING MOVIES

Title	Category	Rental rate	Total rentals	Total sales
Telegraph Voyage	Music	\$4.99	25	\$215.75
Zorro Ark	Comedy	\$4.99	28	\$199.72
Wife Turn	Documentary	\$4.99	27	\$198.73
Innocent Usual	Foreign	\$4.99	26	\$191.74
Hustler Party	Comedy	\$4.99	22	\$190.78
Saturday Lambs	Sports	\$4.99	26	\$190.74
Titans Jerk	Sci-Fi	\$4.99	27	\$186.73
Harry Idaho	Drama	\$4.99	27	\$177.73
Torque Bound	Drama	\$4.99	23	\$169.76
Dogma Family	Animation	\$4.99	28	\$168.72

# TOP 10 LOWEST GROSSING MOVIES

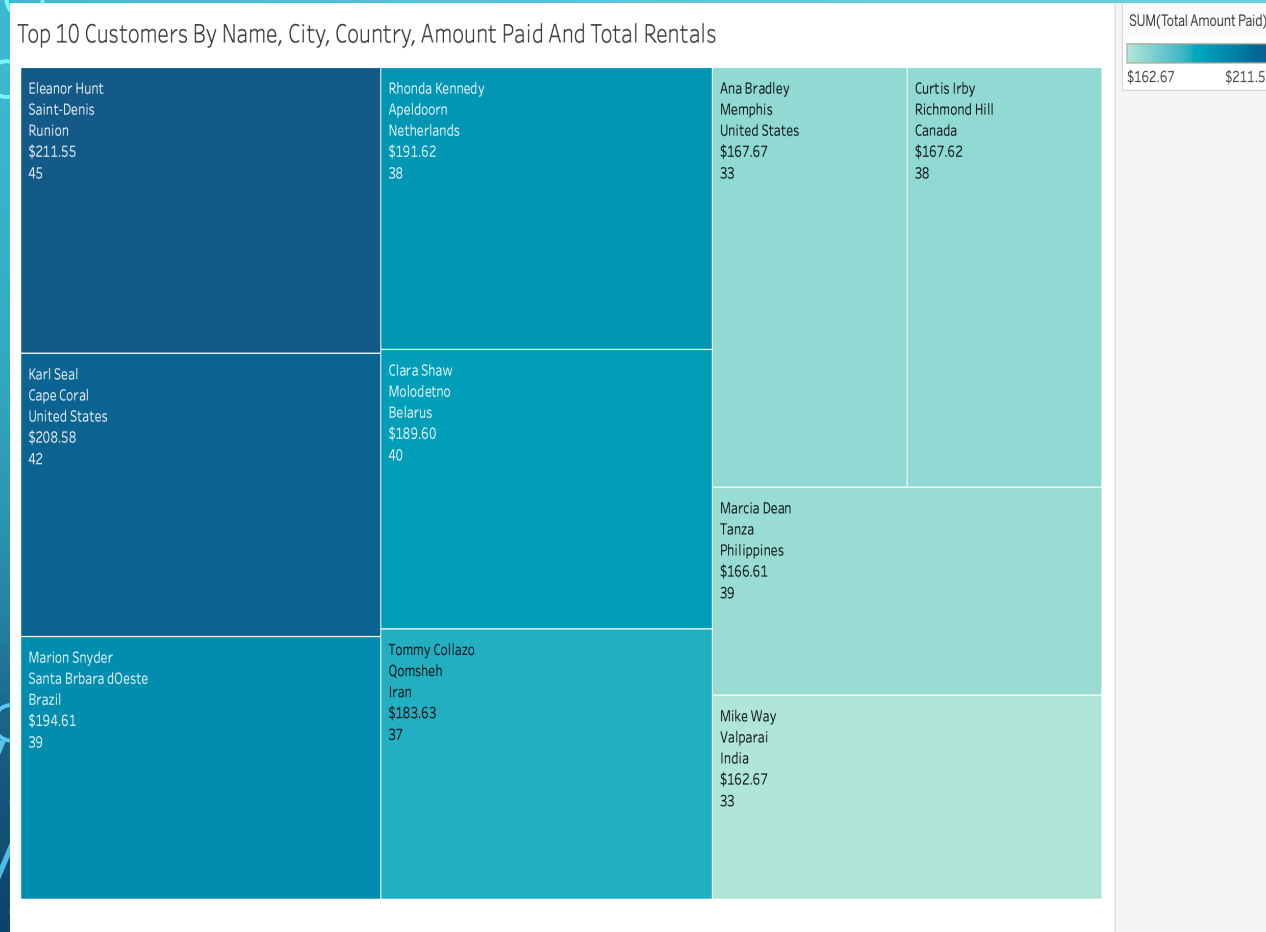
Title	Category	Rental rate	Total rentals	Total sales
Texas Watch	Horror	\$0.99	6	\$5.94
Duffel Apocalypse	Documentary	\$0.99	6	\$5.94
Oklahoma Jumanji	New	\$0.99	6	\$5.94
Freedom Cleopatra	Comedy	\$0.99	5	\$5.95
Young Language	Documentary	\$0.99	7	\$6.93
Rebel Airport	Music	\$0.99	7	\$6.93
Cruelty Unforgiven	Classics	\$0.99	6	\$6.94
Treatment Jekyll	Drama	\$0.99	6	\$6.94
Lights Deer	Classics	\$0.99	7	\$7.93
Stallion Sundance	Sci-Fi	\$0.99	6	\$7.94

# TOP GROSSING COUNTRIES AND MOST CUSTOMERS



- Overall, Rockbuster has 599 customers in 109 countries.
- Sales figures vary greatly between geographic regions.
- Countries with the most customers are also the highest grossing countries and they are as follow:
  1. India – 60 customers and **\$6,032.79** spent
  2. China – 53 customers and **\$5,247.04** spent
  3. USA – 36 customers and **\$3,685.31** spent
  4. Japan – 31 customers and **\$3,121.52** spent
  5. Mexico – 30 customers and **\$2,984.82** spent

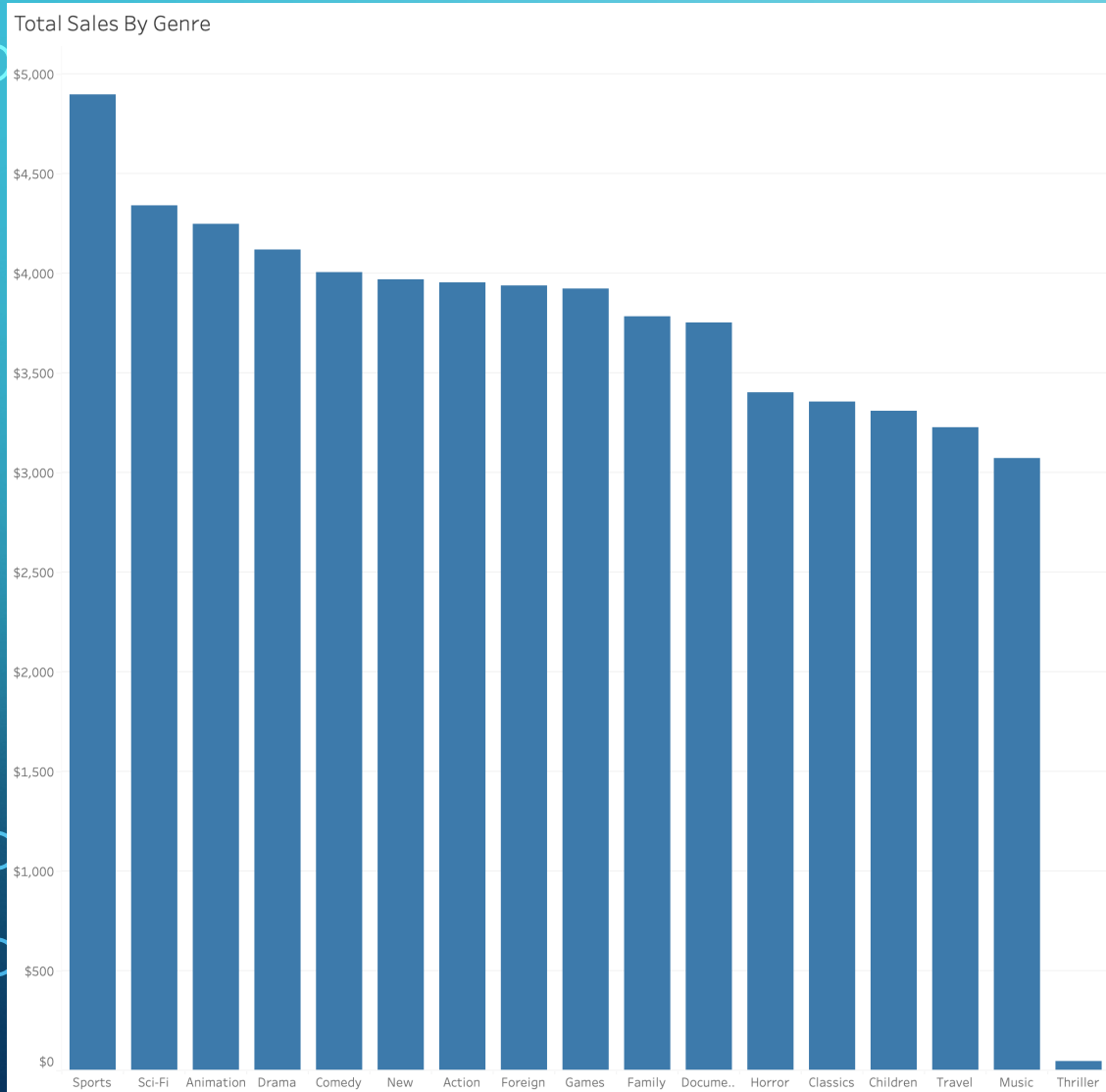
# MOST VALUED CUSTOMERS ACROSS THE GLOBE



- Surprisingly, a little known island belonging to France, called Reunion, is home to Rockbuster's most valued customer.
- USA, third on the list of highest grossing countries, is home to two of the top 10 all-time best customers.
- Brazil, Netherlands and Belarus make up the top five countries with high lifetime valued customers.



# HIGHEST GROSSING GENRES



- Sports was the best performer with **\$4,892.19** in sales.
- Making up the rest of the top five were the following:
  - Sci-Fi - **\$4,336.01**
  - Animation - **\$4,245.31**
  - Drama - **\$4,118.46**
  - Comedy - **\$4,002.48**
- Thriller was by far the worst performing genre with only one movie and 11 sales, totaling **\$47.89**.



# WHAT WE HAVE LEARNED

- Which movies contributed the most/least to revenue gain?
  - What was the average rental duration for all videos?
  - Which countries are Rockbuster customer based in?
  - Where are customers with high lifetime value based?
  - Do sales figures vary between geographic regions?
- Telegraph Voyage was the best seller, while Texas Watch was the worst contributor.
  - The average rental duration for all videos was five days.
  - Rockbuster has 599 customers in 109 countries, with India leading the way.
  - Eleanor Hunt from Saint-Denis, Reunion, is the number one most valued customer.
  - Yes, sales figures vary greatly. India had total sales of \$6,032.79, while American Samoa had only \$47.85.

# WHAT NEEDS TO HAPPEN NEXT

- Remove the least profitable movies.
- Expand the best performing genres, by adding more movies.
- Dub films in different languages, suited for the highest grossing countries at a minimum.
- Consider rewarding the most valued customers.
- Increase marketing budgets in the highest grossing countries.
- Stay competitive with rental rates and subscription services.
- Hire Jaco, because this presentation was outstanding!





# THANK YOU!

[TABLEAU LINK NO 1](#)

[TABLEAU LINK NO 2](#)

[TABLEAU LINK NO 3](#)