

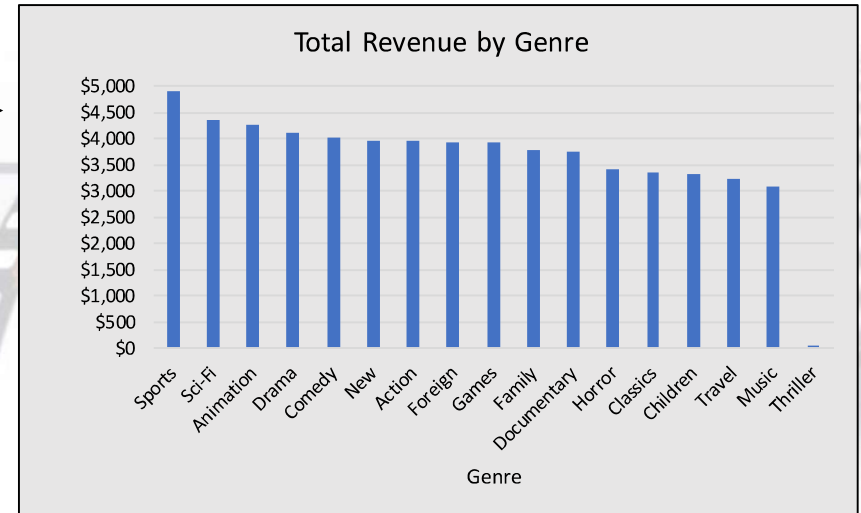
The background of the slide features several overlapping, curved film strips in a light gray color, creating a sense of motion and cinematic theme.

Rockbuster Stealth Data Analysis for 2020 Marketing Strategy

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Overview

Total Revenue	\$61,312.04
Total Rentals	16,044
Total Movie Titles	4,581
Total Customers	599
Total Countries	109



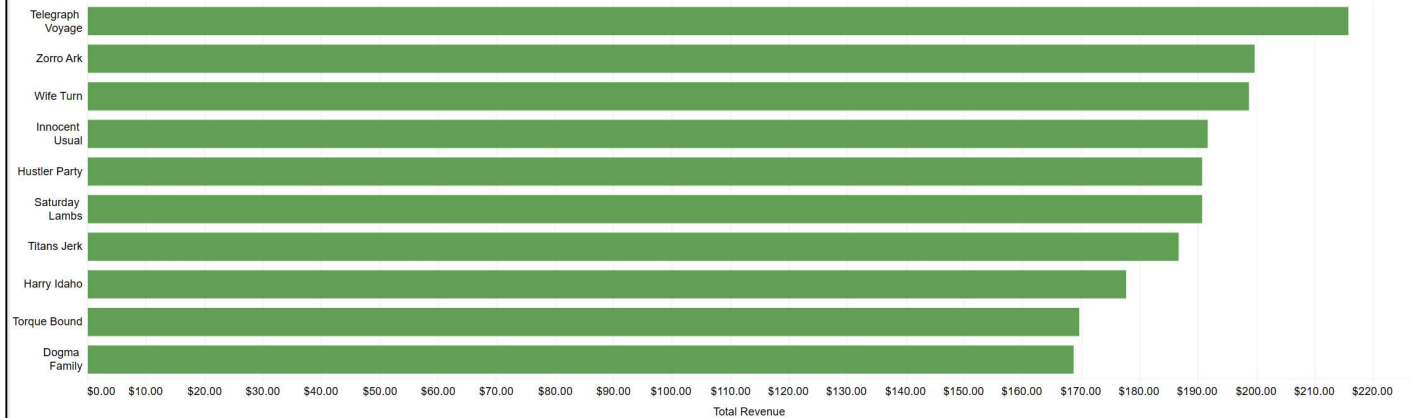
Movie Ratings (Count)		
PG-13 223	R 195	PG 194
NC-17 210	G 178	

Average Rental Rate	\$2.98
Average Rental Duration (days)	4.98
Average Movie Length (minutes)	115.27
Most occurring movie language	English
Most occurring movie rating	PG-13

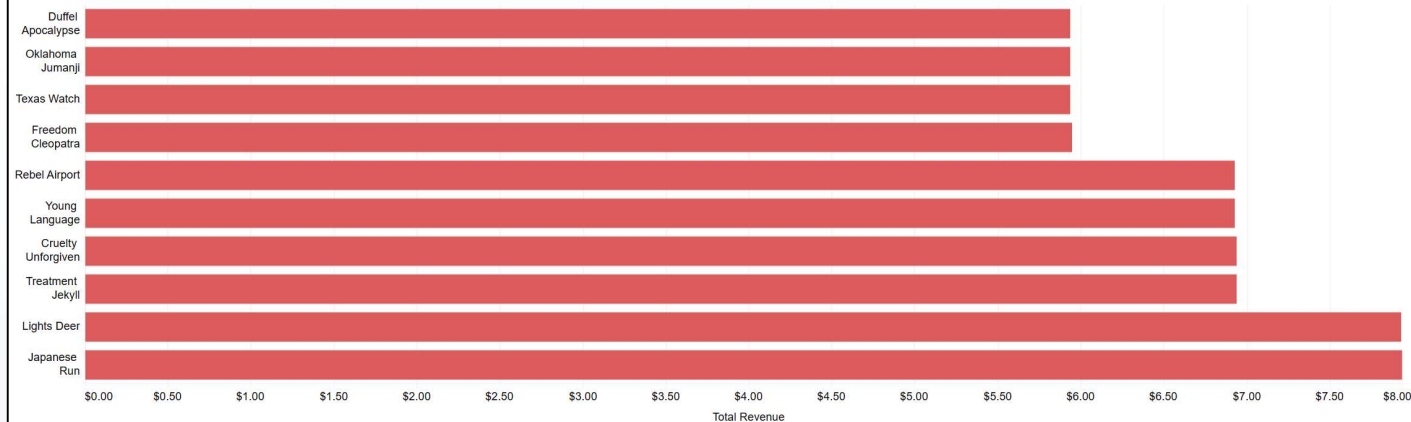
Which movies contributed the most/least to revenue gain?

<u>Title</u>	<u>Total Revenue</u>
Telegraph Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73

Highest Grossing Movies

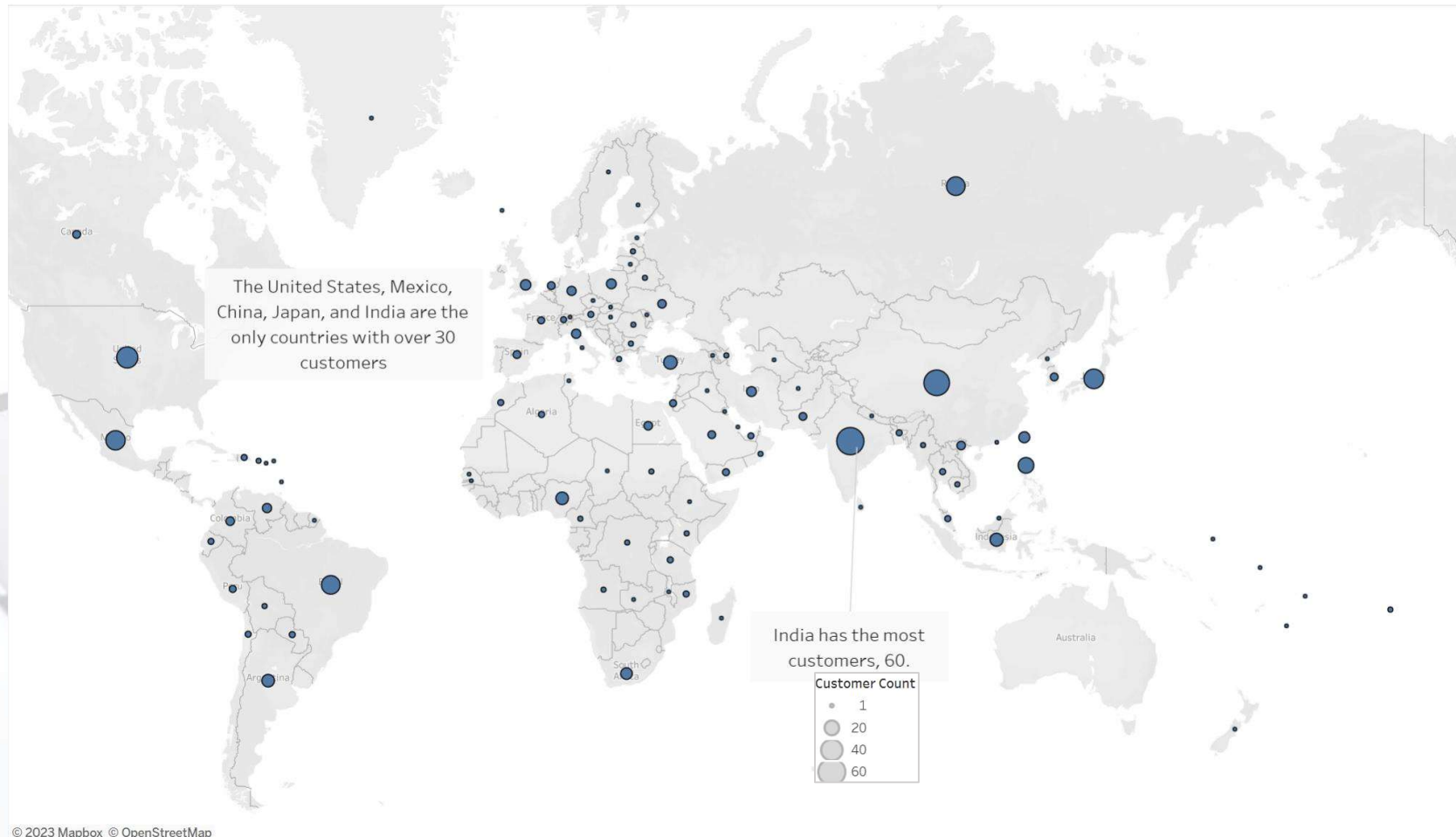


Lowest Grossing Movies



<u>Title</u>	<u>Total Revenue</u>
Duffel Apocalypse	\$5.94
Oklahoma Jumanji	\$5.94
Texas Watch	\$5.94

Rockbuster Customer Locations



Rockbuster's Top Customers

1. Sara Perry – Atlixco, Mexico
2. Gabriel Harder – Sivas, Turkey
3. Sergio Stanfield – Celaya, Mexico
4. Clinton Buford – Aurora, United States
5. Adam Gooch – Adoni, India



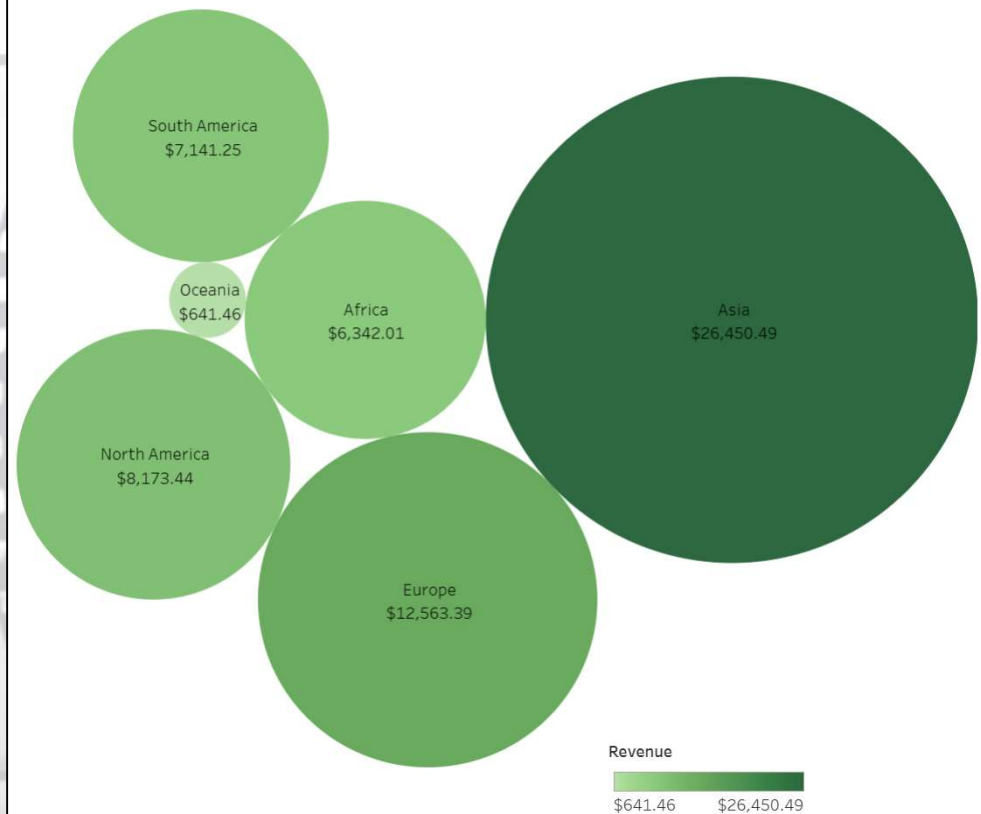
Sales Figures by Region

- Asia is the top selling region, bringing in more than double the revenue of the second top selling region, Europe.
- Asia also has the most customers of any region.

Relationship between customer count and total revenue by Country



Revenue by Region (Continent)



Recommendations

1. Remove movies with the “Thriller” genre. They are bringing in almost zero revenue.

2. Further analyze low performing movies to see which can be removed to save on licensing costs.

3. Improve marketing efforts in Oceania, Africa, and South America to bring in more customers in those regions.

Goals

Totals	Before 2020	2020
Total Revenue	\$61,312.04	↑ 10% to \$67,443.24
Total Rentals	16,044	↑ 10% to 17,648
Total Movie Titles	4,581	↓ 5% to 4,532
Total Customers	599	↑ 10% to 659
Total Countries	109	↑ 10% to 120