

ROCKBUSTER STEALTH LLC

ONLINE EXPANSION ANALYSIS

Insights for Optimizing Content,
Revenue, and Market Strategy

BY ANUSHMA SHARMA



PRESENTATION OUTLINE

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- Revenue by Country
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- Sales Distribution by Geographic Region
- Recommendations - Content Strategy
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- Recommendations - Regional Market Expansion
- Conclusion



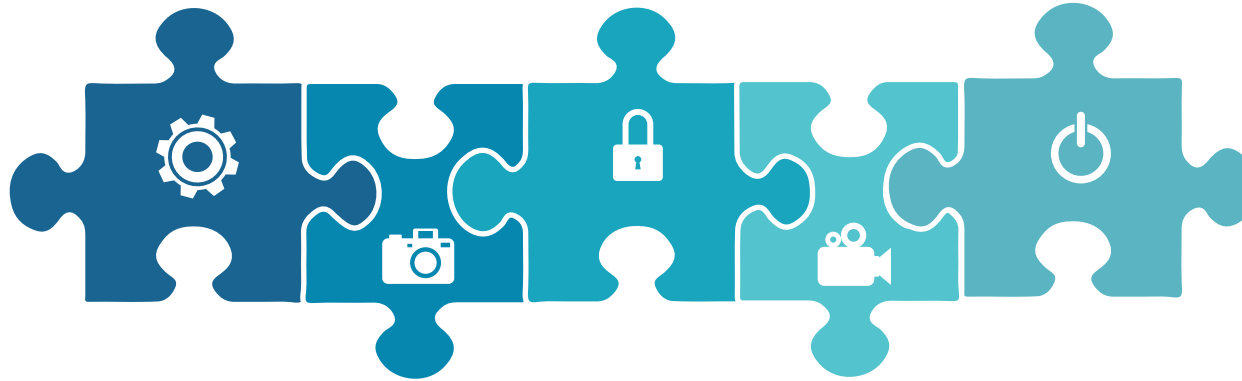
Transition to Online Movie Rental

- ❖ Rockbuster Stealth LLC, once a leader in physical movie rentals, is transitioning to an online rental service to compete with streaming platforms like Netflix and Amazon Prime.
- ❖ This presentation provides data-driven insights to optimize the online platform for content offerings, pricing strategies, and regional market focus.

KEY QUESTIONS

Which countries and cities have the most customers?

What movies and genres generate the most revenue?



Which customer segments should we target for retention and growth?

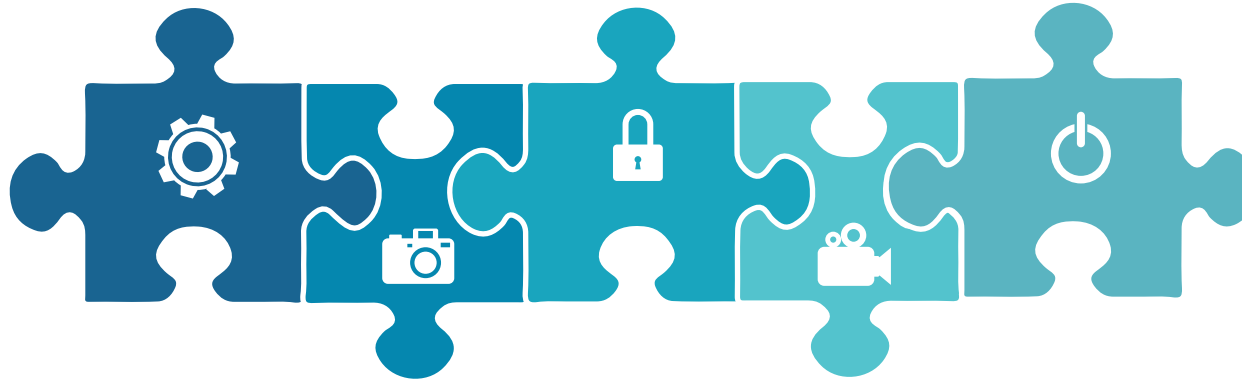
How can we optimize rental pricing and durations?

What regions offer the highest potential for expanding our customer base and revenue?

PURPOSE OF THE ANALYSIS

Identify top-performing movies, genres, and markets.

Analyze revenue trends by region, movie ratings, and rental patterns.



Provide strategic recommendations for marketing, customer engagement, and platform optimization

ANALYSIS PROCEDURE

Data Extraction

Gather customer, movie, and payment data using SQL.

Descriptive Statistics

Calculate metrics like average rental duration, revenue per movie, and customer count per country.

Visualization

Create data visualizations in Tableau to illustrate key insights such as top revenue-generating movies and geographic revenue distribution.

Recommendations

Develop strategic recommendations based on the data analysis to improve Rockbuster's market positioning and online expansion.

Replacement Cost: Min - \$9.99, Max - \$29.99, Avg - \$19.99

DESCRIPTIVE STATISTICS FOR FILM TABLE

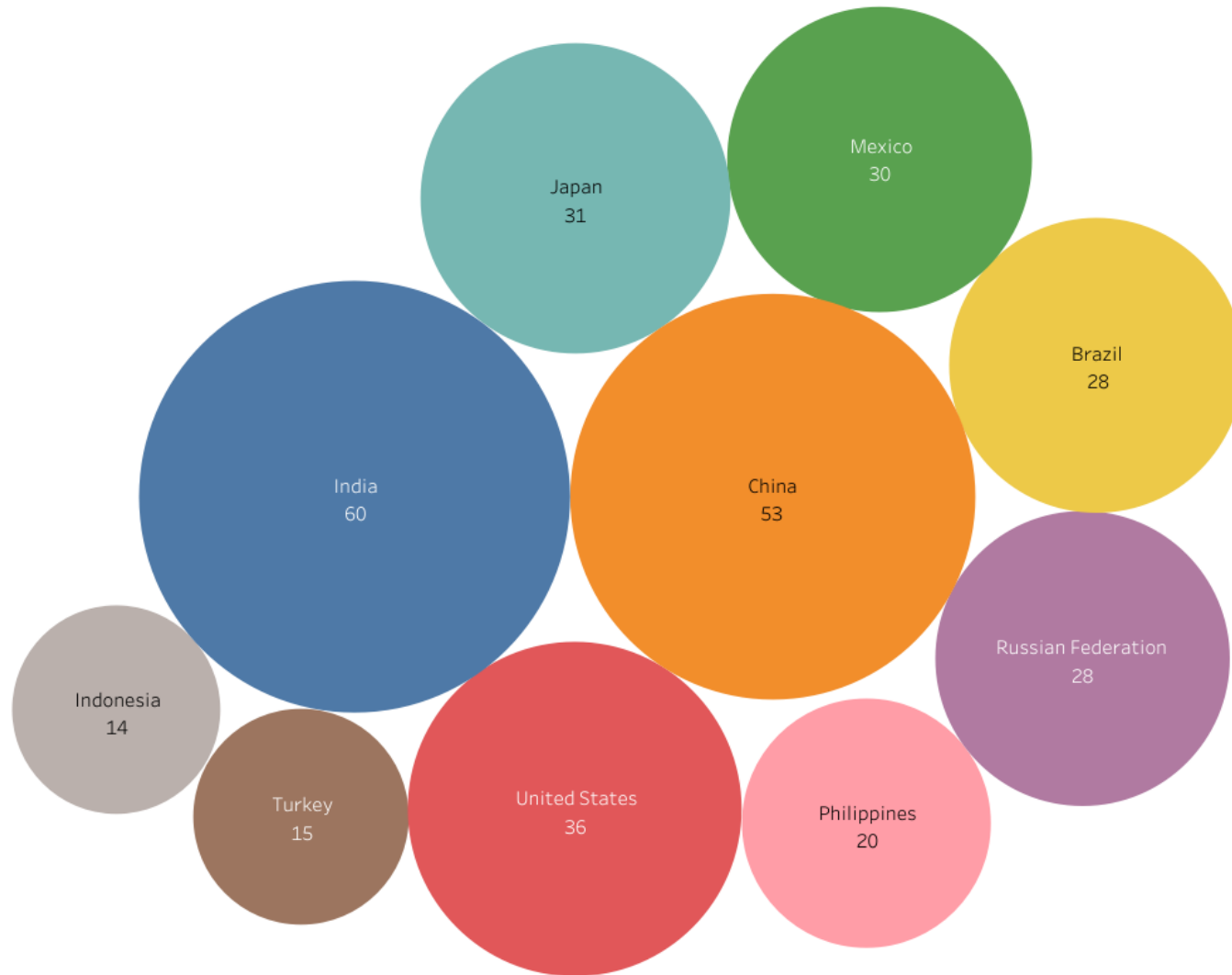
- ❖ **LENGTH:** Min - 46 min, Max - 185 min, Avg - 115 min
- ❖ **RENTAL RATE:** Min - \$0.99, Max - \$4.99, Avg - \$2.98
- ❖ **RENTAL DURATION:** Min - 3 days, Max - 7 days, Avg - 4.98 days
- ❖ **REPLACEMENT COST:** Min - \$9.99, Max - \$29.99, Avg - \$19.98

MOST FREQUENT:

- ❖ **RATING:** PG-13
- ❖ **LANGUAGE:** English
- ❖ **RELEASE YEAR:** 2006



TOP 10 COUNTRIES BY CUSTOMER NUMBERS



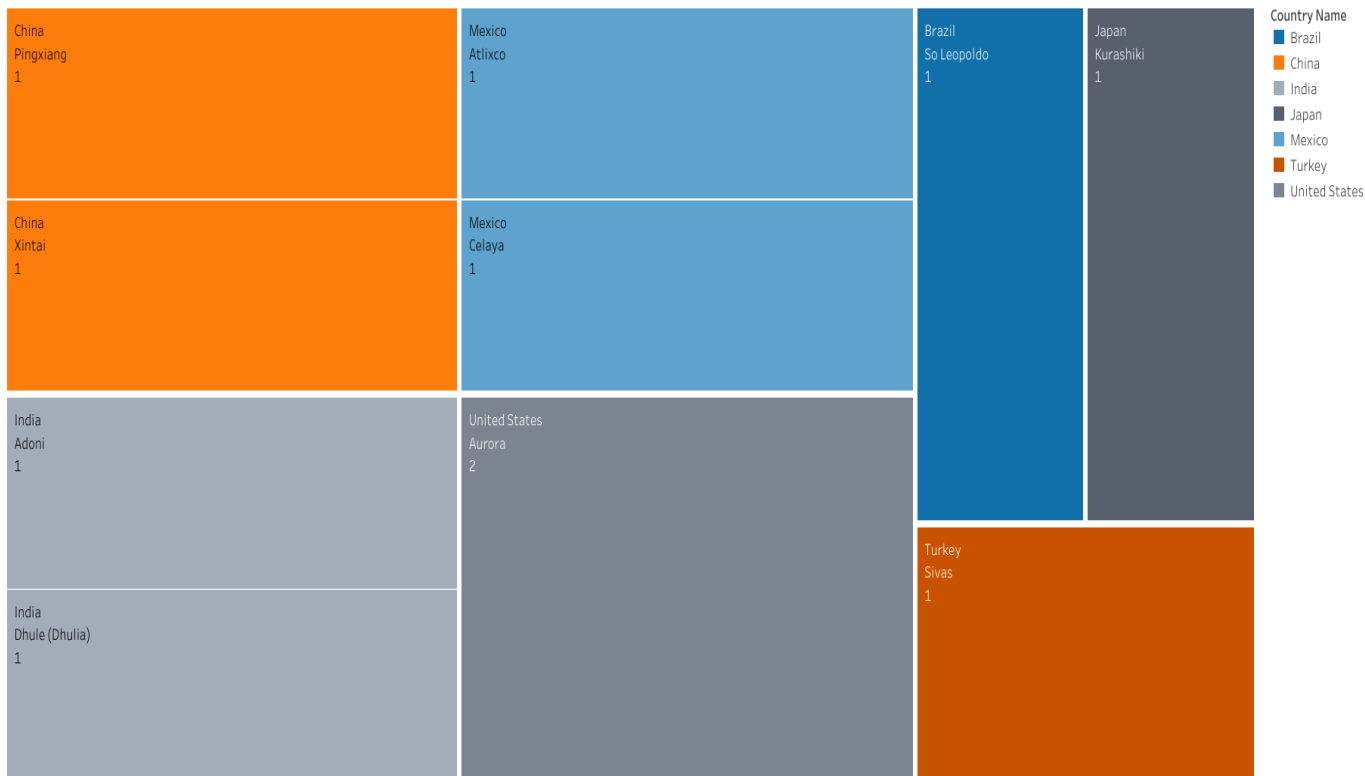
INSIGHT:

India and **China** lead Rockbuster's customer base with 60 and 53 customers, respectively, followed by the **United States** (36) and **Japan** (31). These countries represent key markets for targeted marketing and content localization. Emerging markets like **Mexico**, **Brazil**, and **Russia** also show growth potential, with customer counts in the 28-30 range. Smaller markets such as the **Philippines**, **Turkey**, and **Indonesia** offer opportunities for expansion through localized strategies.

TABLEAU LINK:

<https://public.tableau.com/app/profile/anushma.sharma/viz/Top10CountriesbyCustomerNumbers/Sheet1?publish=yes>

TOP 10 CITIES IN THE TOP 10 COUNTRIES BY CUSTOMER COUNT



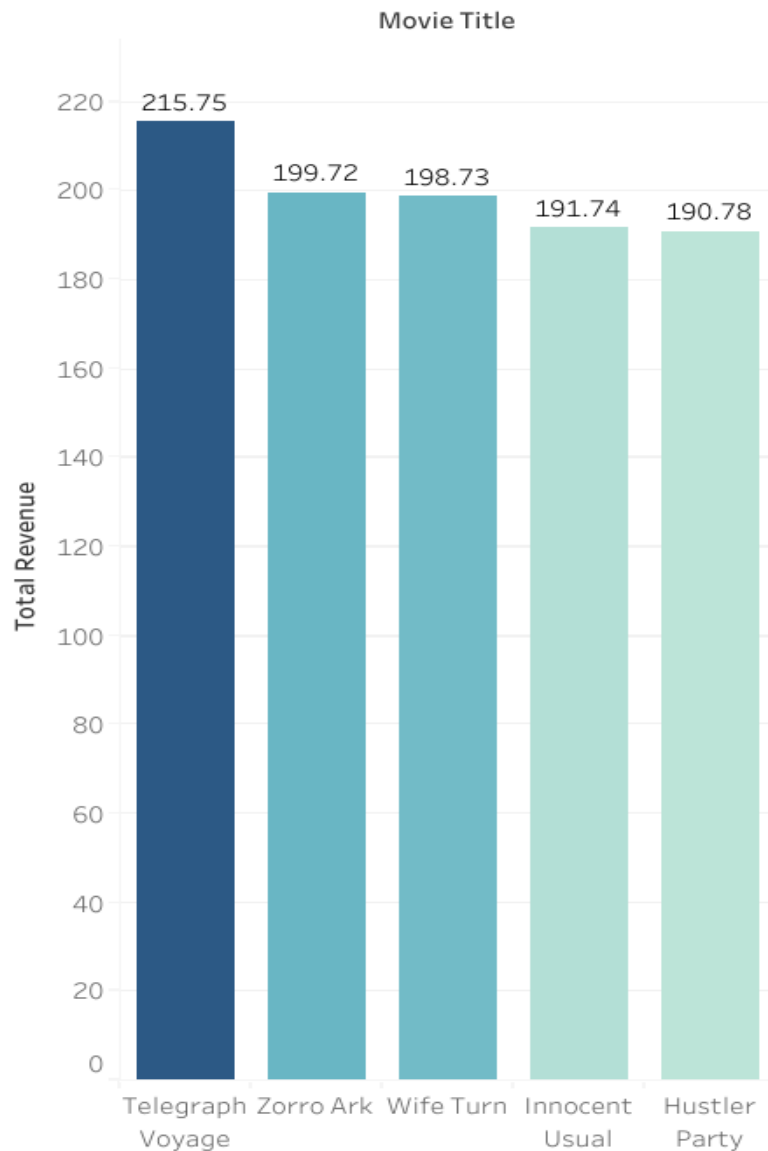
INSIGHT:

Customer engagement is low across these cities, with **Aurora (U.S.)** having the most at just 2 customers and the rest having 1 each. However, the cities span regions in **India, China, Japan, and Brazil**, showing global growth potential. Focused marketing in emerging markets like **India** and **Brazil**, along with promotions in **Aurora**, could boost customer acquisition.

TABLEAU LINK:

<https://public.tableau.com/app/profile/anushma.sharma/viz/Top10CitiesbyCustomerCount/Sheet1?publish=yes>

TOP 5 REVENUE-CONTRIBUTING MOVIES



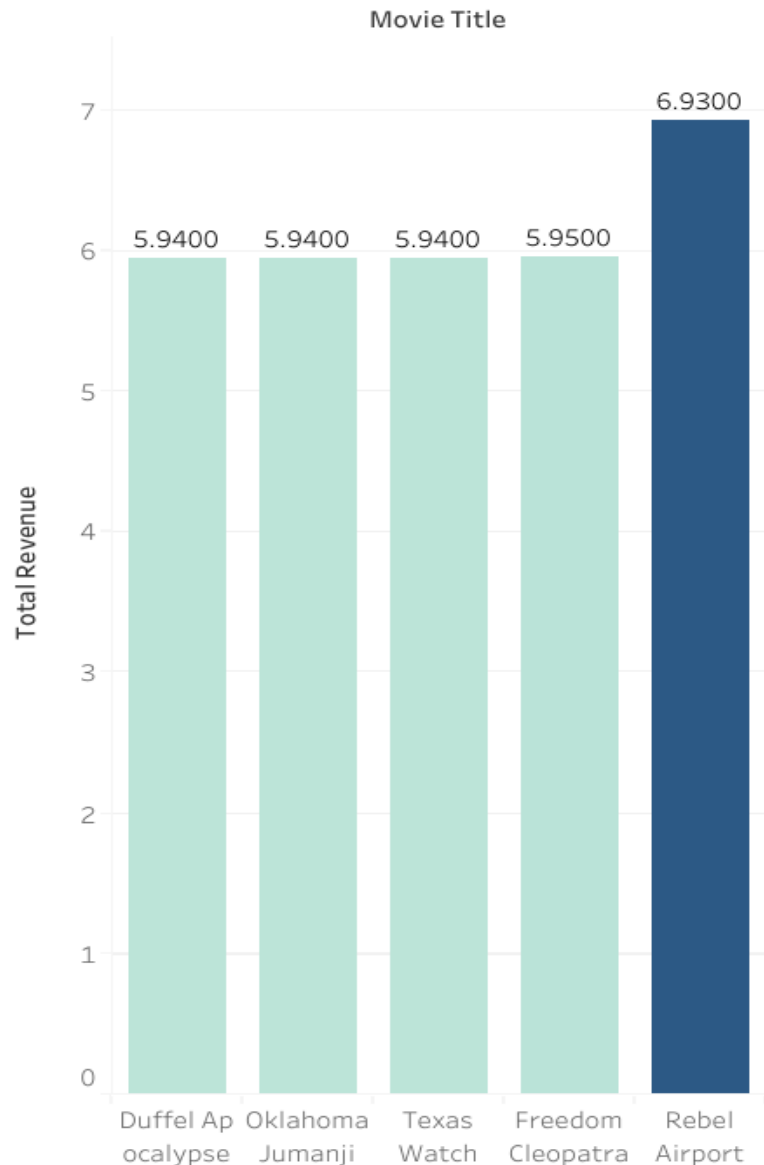
INSIGHT:

The data reveals that **"Telegraph Voyage"** is the top performer with \$215.75 million in revenue, highlighting its strong audience appeal and effective marketing strategies. Close competitors **"Zorro Ark"** and **"Wife Turn"** follow with revenues of \$199.72 million and \$198.73 million, respectively, indicating a highly competitive market. The steady decline in revenue from **"Wife Turn"** to **"Innocent Usual"** and **"Hustler Party"** suggests that audience preferences may not be met by the latter titles. Understanding the success factors of **"Telegraph Voyage"** could offer valuable insights for future productions, while those with lower revenues might benefit from analyzing audience feedback and enhancing marketing efforts to improve visibility and engagement.

TABLEAU LINK:

<https://public.tableau.com/app/profile/anushma.sharma/viz/Top5Revenue-ContributingMovies/Sheet1?publish=yes>

LEAST REVENUE-CONTRIBUTING MOVIES



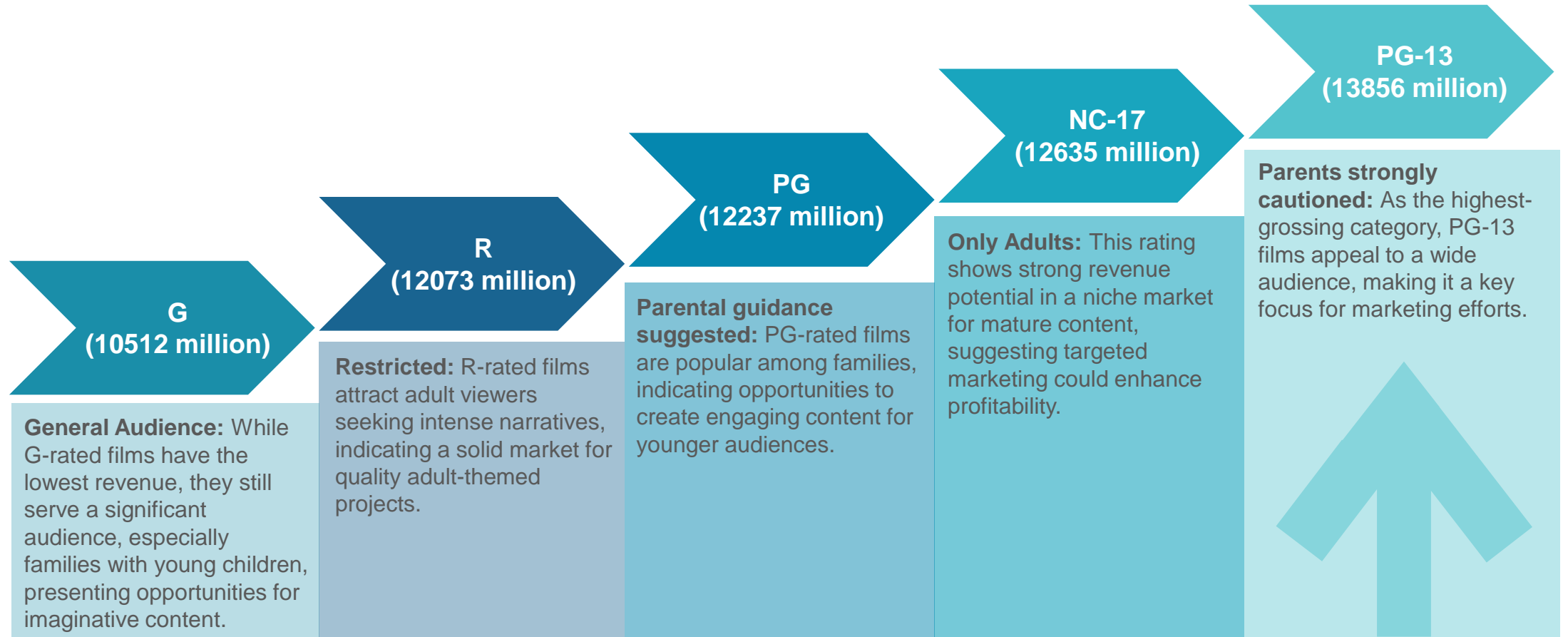
INSIGHT:

The revenue data shows that **"Oklahoma Jumanji"**, **"Duffel Apocalypse"**, and **"Texas Watch"** all earned \$5.94 million, indicating a lack of distinction among these titles in terms of audience appeal. **"Freedom Cleopatra"** slightly surpasses them with \$5.95 million, while **"Rebel Airport"** leads the group with \$6.93 million. The close earnings suggest that these films may struggle to capture significant market attention, and there may be opportunities for improvement in storytelling, marketing strategies, or target audience engagement to differentiate future projects and boost revenue.

TABLEAU LINK:

<https://public.tableau.com/app/profile/anushma.sharma/viz/LeastRevenue-ContributingMovies/Sheet1?publish=yes>

REVENUE BY MOVIE RATING



SALES PERFORMANCE BY MOVIE GENRE



INSIGHT:

The data reveals that **Sports films** lead in total revenue at \$4,892.19 million, closely followed by **Sci-Fi** (\$4,336.01 million) and **Animation** (\$4,245.31 million). These genres represent significant revenue opportunities, indicating a strong audience demand. Other genres like **Drama** and **Comedy** also perform well, though with lower totals, suggesting growth potential. Interestingly, the low revenue for the **Thriller** genre (\$47.89 million) highlights a potential area for reassessment. Expanding the catalogue to include high-revenue genres such as **sports**, **sci-fi**, and **animation** could attract more customers and boost overall rentals.

TABLEAU LINK:

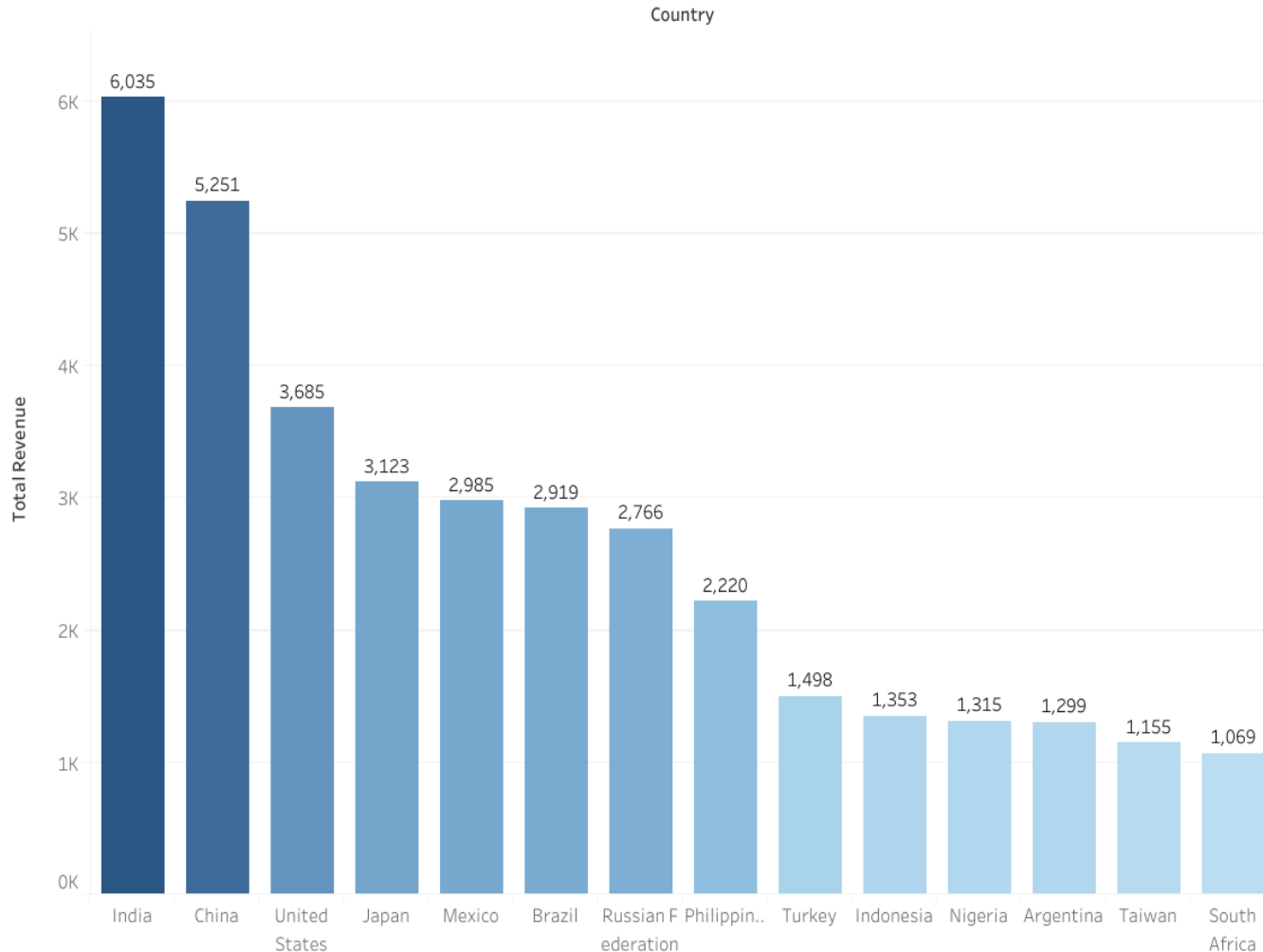
<https://public.tableau.com/app/profile/anushma.sharma/viz/SalesPerformancebyMovieGenre/Sheet1?publish=yes>

GLOBAL CUSTOMER DISTRIBUTION



TABLEAU LINK: <https://public.tableau.com/app/profile/anushma.sharma/viz/GlobalCustomerDistribution/Sheet1?publish=yes>

REVENUE CONTRIBUTION (>1000 MILLION) BY COUNTRY



INSIGHT:

The data shows that **India**, **China**, and **the United States** lead in both customer count and total revenue, with **India** generating the highest revenue at \$6,034.78 million. Other countries like **Japan**, **Mexico**, and **Brazil** also contribute significantly. These high-revenue markets present strong opportunities for targeted marketing and customer engagement strategies. Focusing efforts on these top-performing countries can drive further growth and maximize returns.

TABLEAU LINK:

<https://public.tableau.com/app/profile/anushma.sharma/viz/RevenueContribution1000byCountry/Sheet1?publish=yes>

RENTAL METRICS SUMMARY



Average Rental Duration: 5 days



Average Rental Rate: \$2.94

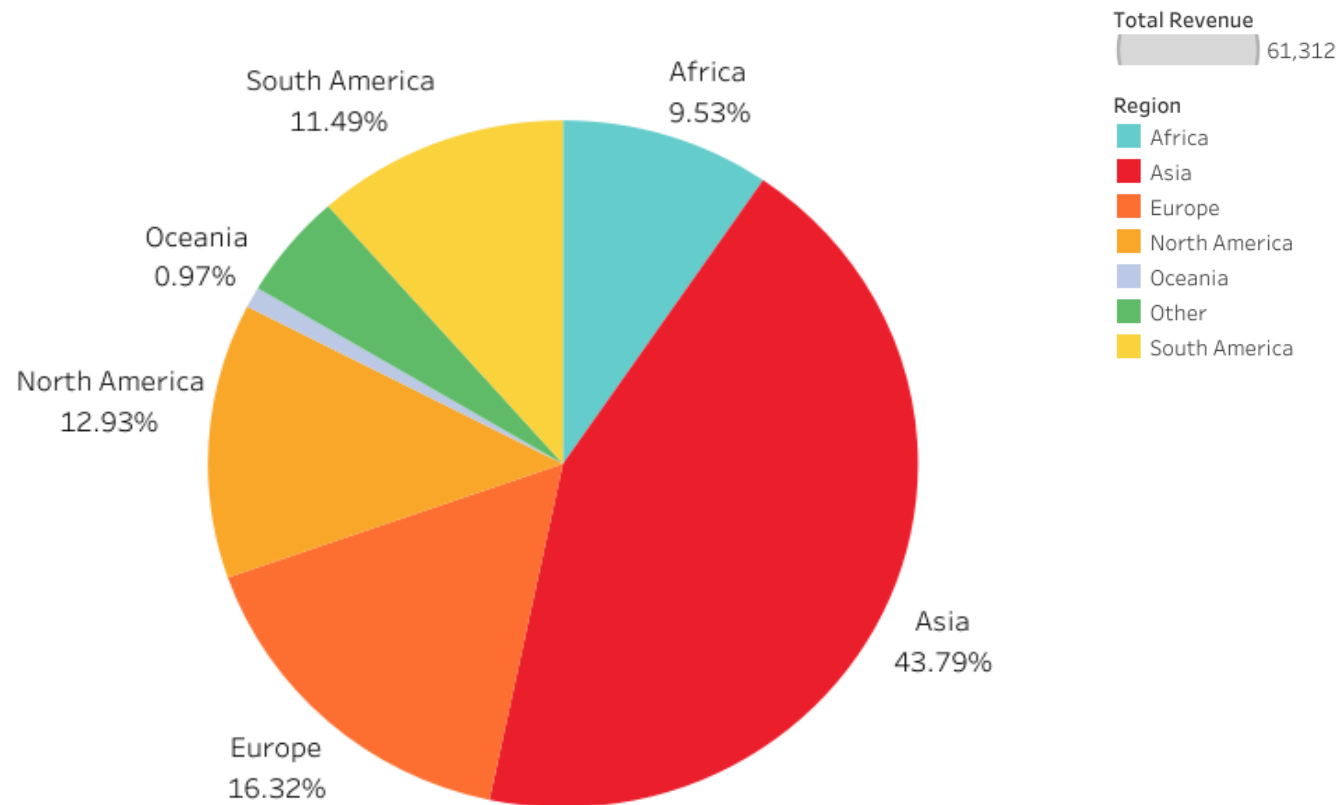


Total Movies: 1000



Total Genre: 17

SALES DISTRIBUTION BY GEOGRAPHIC REGIONS



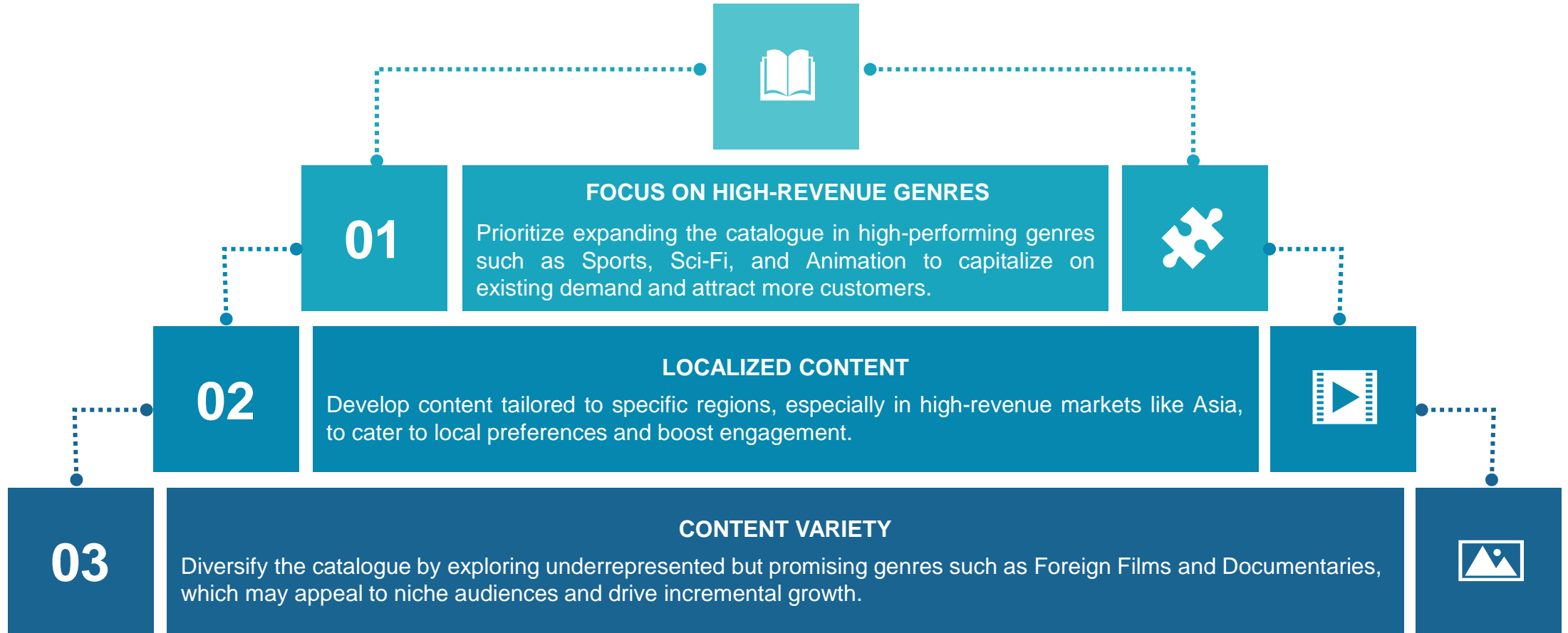
INSIGHT:

Asia leads in total revenue, contributing 43.79% of the global total, followed by **Europe** at 16.32% and **North America** at 12.93%. **South America** and **Africa** also show moderate contributions at 11.49% and 9.53%, respectively. **Oceania** has the lowest revenue share at just 0.97%. This suggests a strong focus should remain on Asia, while underperforming regions like Oceania present growth opportunities.

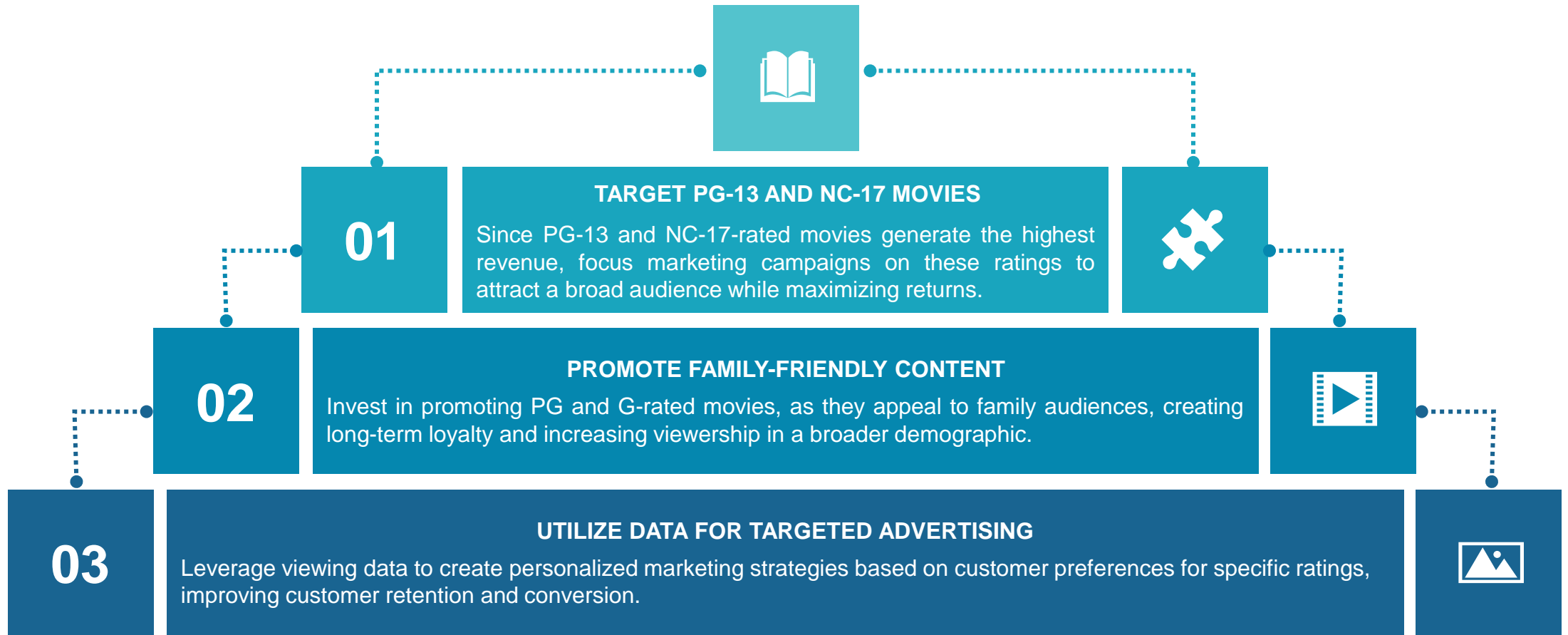
TABLEAU LINK:

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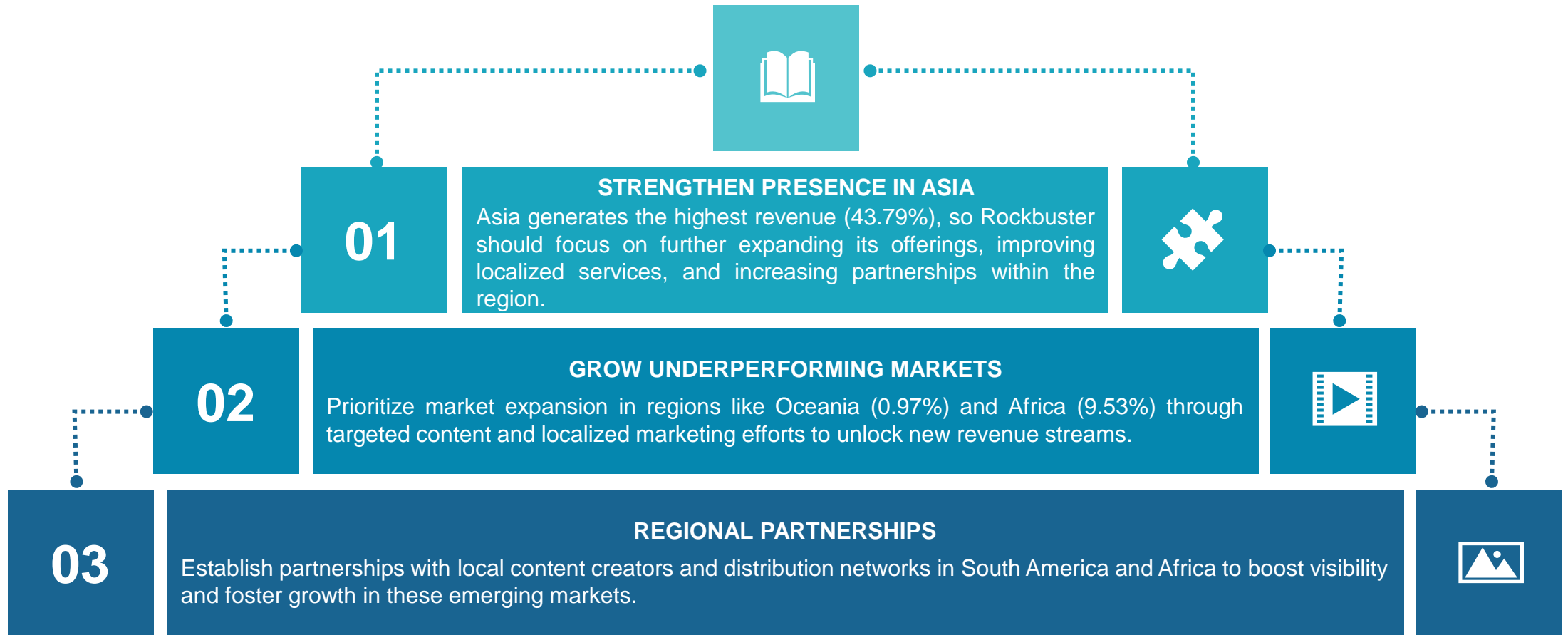
RECOMMENDATIONS - CONTENT STRATEGY



RECOMMENDATIONS - MARKETING BY RATING



RECOMMENDATIONS - REGIONAL MARKET EXPANSION



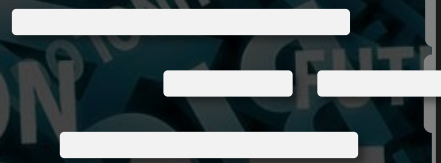
CONCLUSION

Rockbuster's data-driven approach highlights significant opportunities for growth across various regions, genres, and movie ratings. By focusing on high-performing regions like Asia, while addressing underperforming markets such as Oceania and Africa, the company can expand its global footprint. Additionally, prioritizing popular genres and ratings, such as PG-13 and NC-17, and diversifying content for local tastes will drive customer engagement and maximize revenue. Strategic marketing and content investment, tailored to specific regions and audiences, will be key to Rockbuster's future success in an increasingly competitive market.

Q & A

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THANK YOU

