



Title: Unveiling Strategic Directions: Data-Driven Insights for Rockbuster's 2020 Company Strategy.

By: Auguste Shikongo



Introduction

Explore the illuminating power of data-driven insights in Rockbuster's operations. Delve into the significant impact that data-driven insights can have on various aspects of Rockbuster's operations, enhancing informed decision-making. The objectives include addressing critical business questions, gaining valuable insights, and providing strategic recommendations for Rockbuster's future direction.

Key Questions and Objectives

Key Questions From Rocknbuster Stealth Management Board.

- Which movies contributed the most/least revenue?
- 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?

Objectives

- Provide data driven answers to the above questions.
- Deliver insights that can guide the company's 2020 strategies
- Leverage visualizations to present actionable information for decision making.

Film Length Breakdown

This table shows the variation in film length within the Rockbuster movie database.

Minimum length		Maximum Length
	46	185

Revealing Rental Habits: Average Duration Insights

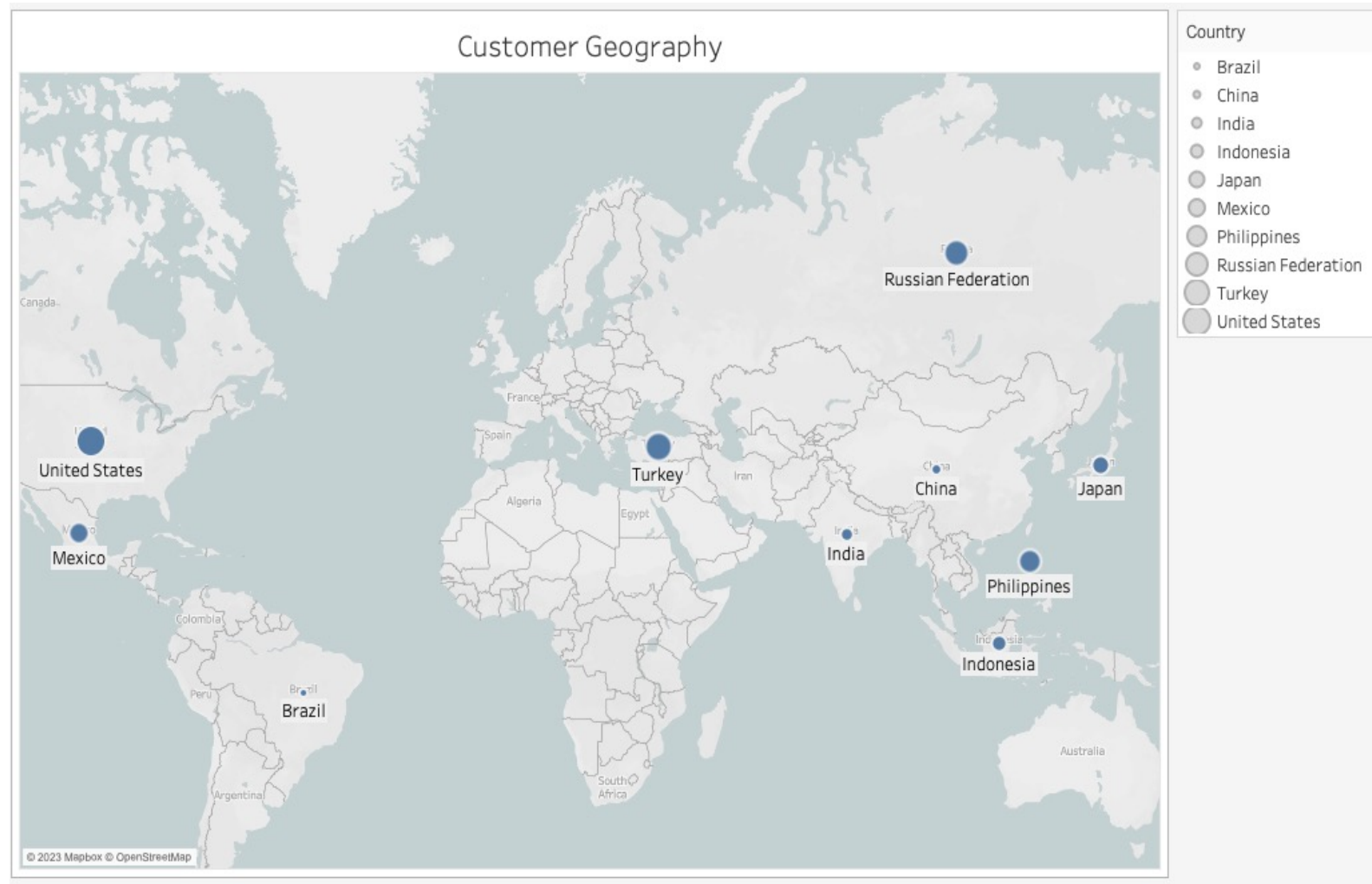
Average	115.27
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This table exposes the average rental duration spanning all videos, inviting us to explore the finer details:

- Average Rental Duration:** 115.27

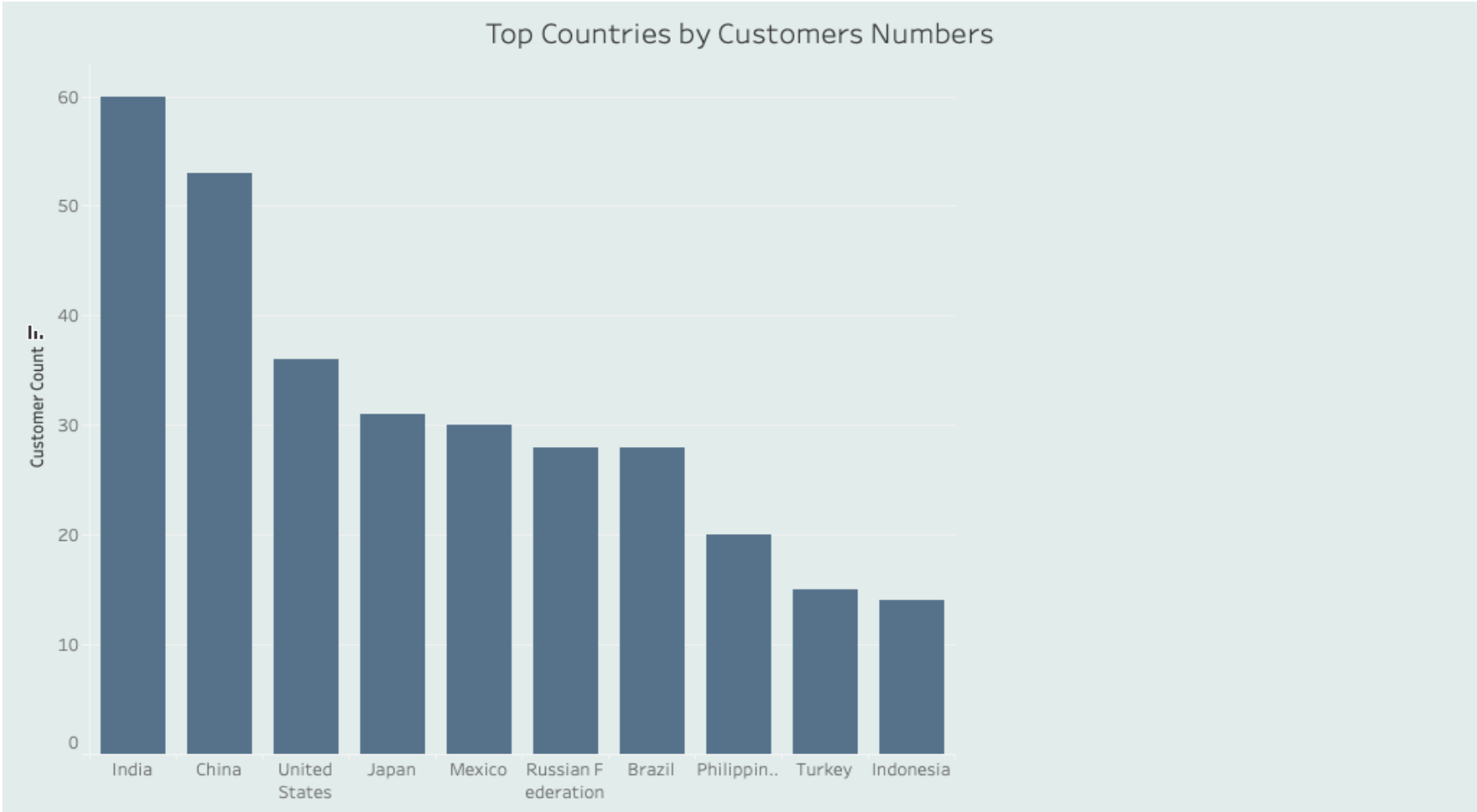
This in-depth analysis offers us a profound understanding of customer interactions with video rentals.

Mapping Customer Geography: Rockbuster's Global Presence



This visualization highlights the geographic distribution of Rockbuster's customer base. Each bubble corresponds to a country, with its size representing the scale of Rockbuster's customer presence within that country.

Visualizing Strategic Customer Engagement: Rockbuster's Country Focus



This visualization highlights the key countries contributing to Rockbuster's global customer distribution. Some of the significant findings:

- 1.India:** Leading the chart with 60 customers, India stands out as a pivotal market for Rockbuster's offerings.
- 2.China:** Not far behind, China boasts 58 customers, indicating a strong presence in this rapidly growing economy.
- 3.USA:** With 38 customers, the USA remains a crucial market for Rockbuster's products.
- 4.Japan:** Japan follows closely with 32 customers, demonstrating a solid foothold in this technologically advanced market.
- 5.Mexico:** Rockbuster's popularity is evident in Mexico with 30 customers, showcasing its appeal beyond traditional markets.

Visualizing Strategic Customer Engagement: Rockbuster's City Focus



This visualization highlights the pivotal cities influencing Rockbuster's customer engagement strategy. Through a thorough analysis of localized customer numbers, identify key areas for growth and expansion.

Aurora: As a standout performer with a customer count of 2, Aurora emerges as a prime candidate for strategic emphasis, poised to drive substantial future growth.

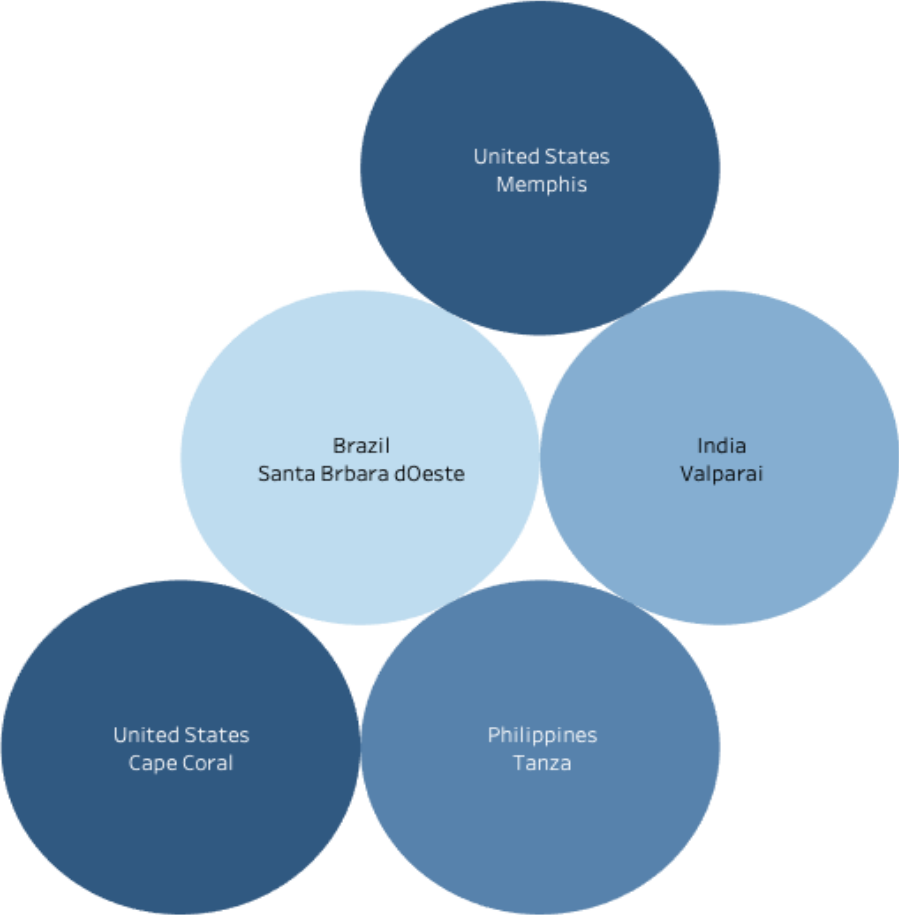
Other Cities: While several other cities currently boast a customer count of 1 each, their combined impact significantly contributes to Rockbuster's extensive market presence. This collective approach underscores our widespread influence.

Exploring High Lifetime Value Customers: Geographic Insights

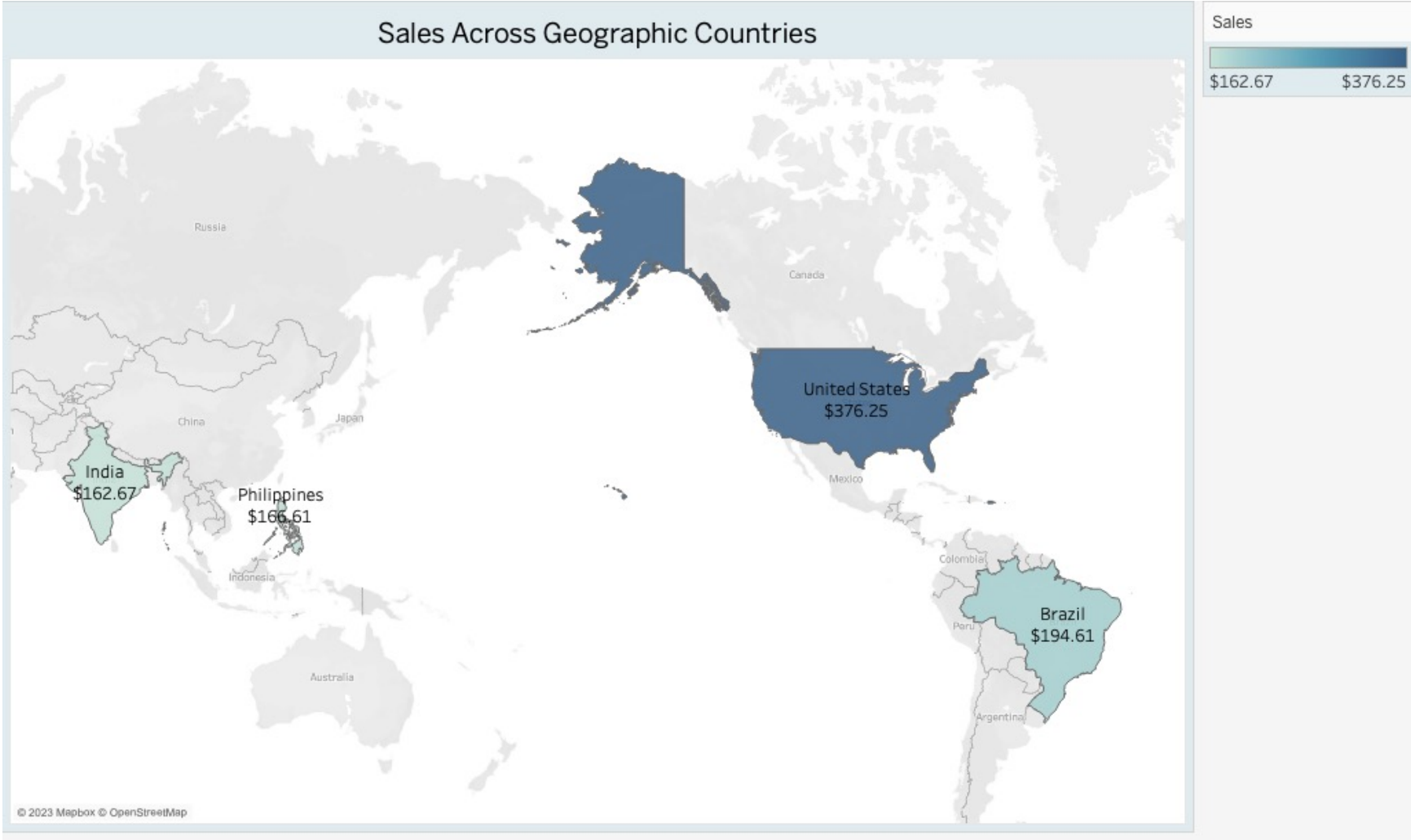
This bubble chart showcases countries with a concentration of customers exhibiting high lifetime value. Let's delve into these countries:

- 1.Brazil
- 2.India
- 3.Philippines
- 4.United States

High Lifetime Value Customers



Analyzing Geographic Sales Figures Distribution: Impact on Revenue



The map visualization highlights sales distribution across multiple countries within distinct geographic countries. It's apparent that Rockbuster's revenue is influenced diversely by different countries' contributions.

Let's examine these findings closely:

- **USA:** \$376.25
- **Brazil:** \$194.61
- **Philippines:** \$166.61
- **India:** \$162.67

Conclusion and Recommendations


Leverage High Lifetime Value Customer Clusters: The analysis reveals a distinct cluster of high lifetime value customers in countries like Brazil, India, the Philippines, and the USA. To capitalize on this opportunity, it's recommended that Rockbuster concentrates its marketing efforts in these regions. By tailoring strategies to resonate with the preferences of these valuable customers, Rockbuster can unlock substantial growth potential.

Optimize Revenue from Key Films: Strategic emphasis should be placed on optimizing revenue by strategically promoting films that have the greatest impact on the company's bottom line. Films like "Academy Dinosaur," which have consistently contributed significantly to revenue, should be given special attention in promotional campaigns and marketing initiatives.

Tailor Marketing to Customer Hotspots: To enhance market penetration, Rockbuster should tailor its marketing strategies to regions with significant customer numbers, such as India, China, and the USA. By understanding the preferences and cultural nuances of these diverse markets, Rockbuster can establish a strong and enduring presence, leading to increased engagement and revenue.

The data also highlights the exceptional customer engagement potential of Aurora. To capitalize on this momentum, Rockbuster's strategies should harness the positive traction in Aurora while also leveraging the cumulative impact of other cities to solidify its market position.

By structuring the findings as "Key Observations" and "Strategic Implications," the presentation offers a coherent narrative that guides the audience through the significance of the data and its potential impact on Rockbuster's strategic decisions. This approach ensures that the recommendations are grounded in actionable insights and can pave the way for successful future endeavors.



Thank you for your attention and engagement. I believe that these insights will serve as a solid foundation for Rockbuster's future strategic decisions.
