

# Rockbuster Stealth LLC - Market Insights (Achievement 3.10)

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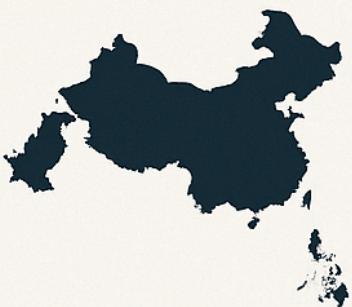
Date: August 11, 2025

## Executive Summary

Strong performance concentrated in a few high-revenue markets. Top categories: Sports, Animation, Action (by reported revenue). Rental duration varies by MPAA rating; opportunities exist to fine-tune pricing. Localized marketing and loyalty programs are key for top-value customers. Dashboards should be leveraged to monitor KPIs and iterate strategies.

# Summary

## TOP MARKETS



India  
China  
South Korea

## CATEGORIES



Sports  
Animation  
Action

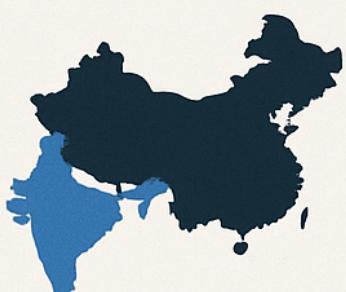
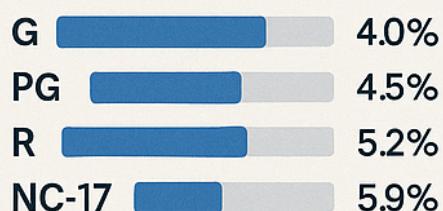
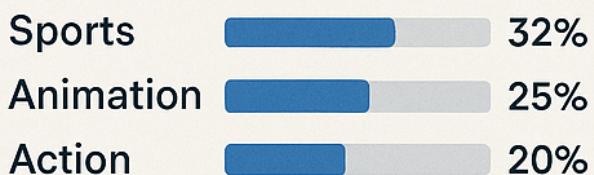
## RECOMMENDATIONS



Expand  
in India  
Focus on  
top genres  
Track KPIs  
closely

# Objectives & Data Sources

Objectives: Summarize performance, surface opportunities, and guide next steps. Data Signals: Film attributes, rentals, revenue, geographies, and customer profiles. Methods: Descriptive statistics, category and geography breakdowns, customer LTV analysis.

**TOP MARKETS****RENTAL DURATION BY RATING****REVENUE OVER TIME****MOVIE CATEGORIES****COUNTRY BREAKDOWN****RECOMMENDATIONS**

- ✓ Expand in India
- ✓ Focus on top genres
- ✓ Adjust policies by rating
- ✓ Implement loyalty programs

# Film Attributes Overview

Summary of average, minimum, and maximum values for rental duration, rental rate, and replacement cost, along with modal MPAA rating.

## Story 1

Data Overview and Modal	Movie Category Revenue	Rental Duration per Rating	Top 10 Customer Country	Count City of Top 10 Country	World Wide Display Revenue Map	Customer Loyalty
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### Data Overview

Category	Average	Maximum	Minimum
Release Year	2,006	2,006	2,006
Rental Duration	5	7	3
Rental Rate	3	5	1
Replacement Cost	20	30	10

### Modal

Modal Create Date / Modal Rating	
	February 14, 2006
	PG-13
Modal Active	1
Modal Customer Id	1
Modal Language Id	1
Modal Store Id	1

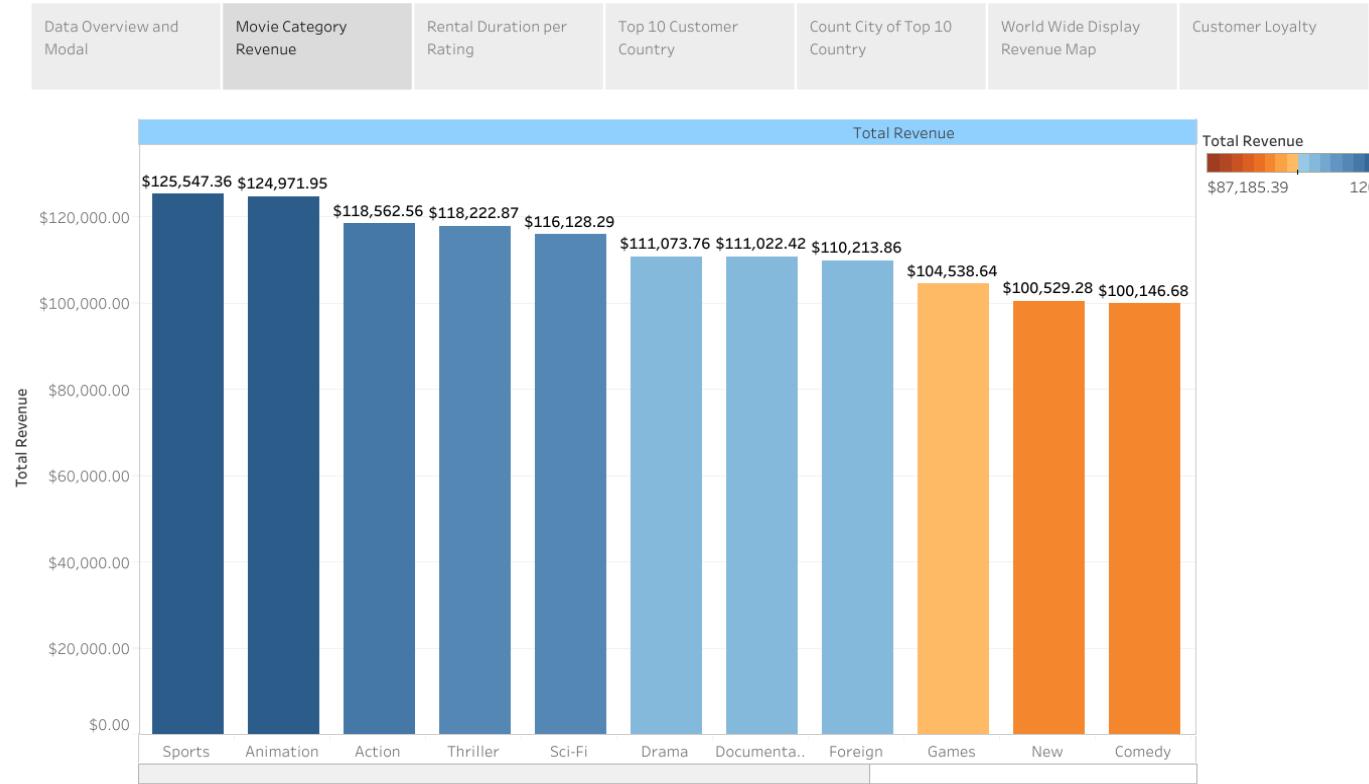
# WORLDWIDE REVENUE DISTRIBUTION



# Top Performing Movie Categories

Revenue contribution by movie category shows clear leaders (Sports, Animation, Action).

Story 1



 **ROCKBUSTER**

# MUMBAI

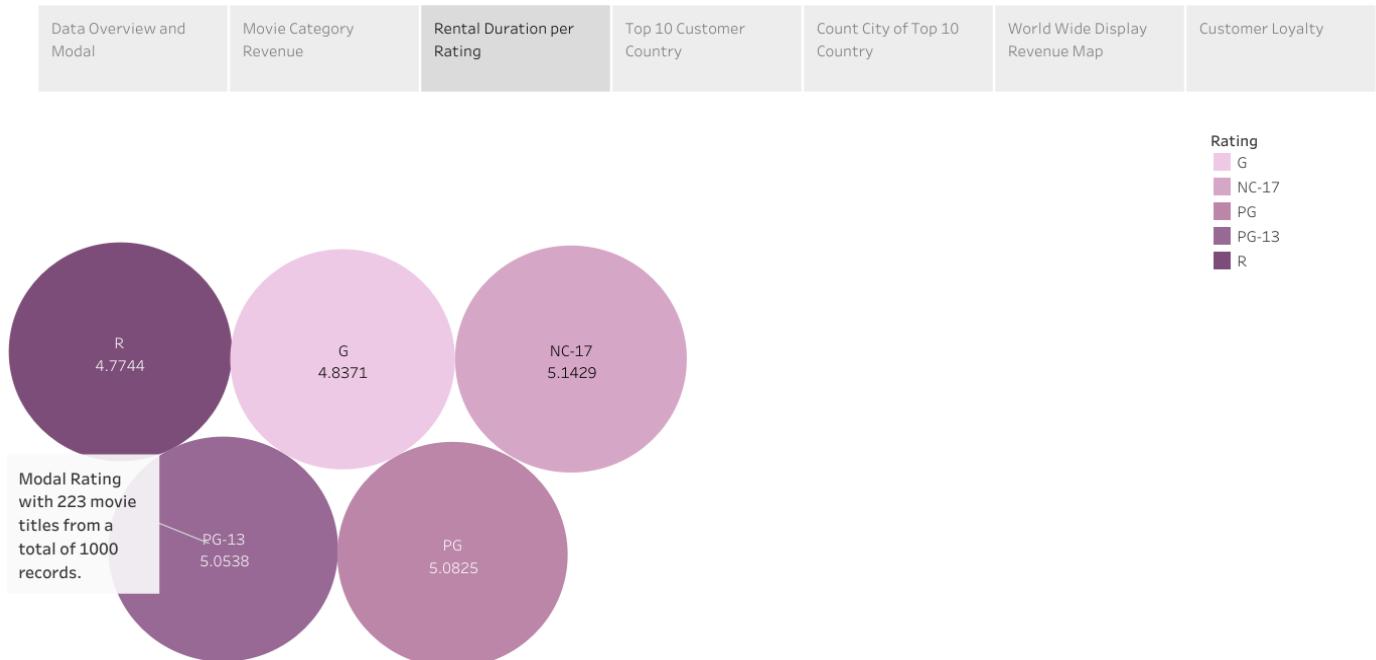
## STREAM SPORTS NOW!



# Rental Duration by Film Rating

Average rental durations vary by rating, with NC-17 and PG titles having slightly longer periods.

Story 1



# TOP CUSTOMER PERSONAS



**ANTONIO**  
USTANES

**PRIYA**  
INDIA

**DANIEL**  
GERMANY

**MEI**  
CHINA

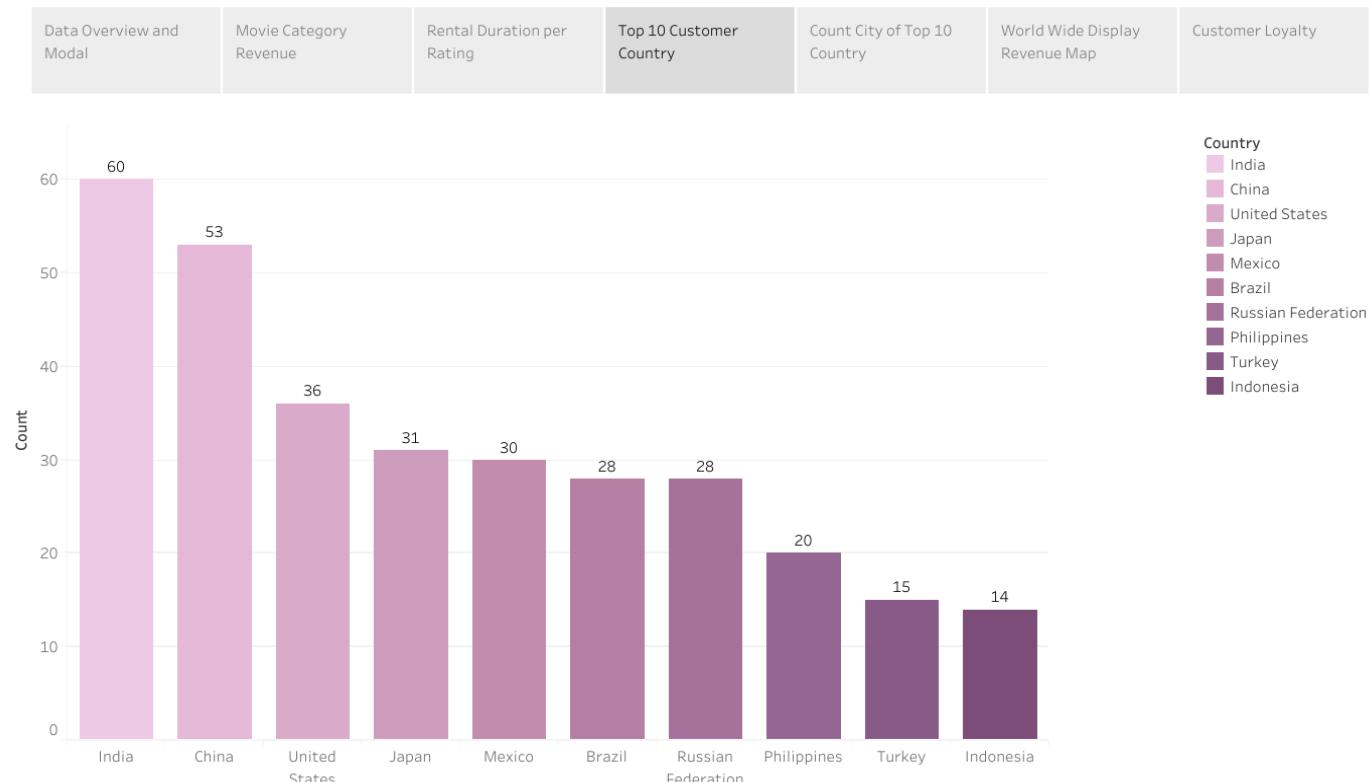
**FATIMA**  
MOROCCO

**ROCKBUSTER**

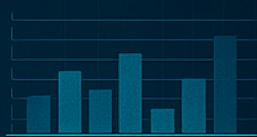
# Top 10 Countries by Customer Count

India and China lead in customer counts, followed by the United States and Japan.

## Story 1



# PREDICTIVE ANALYTICS

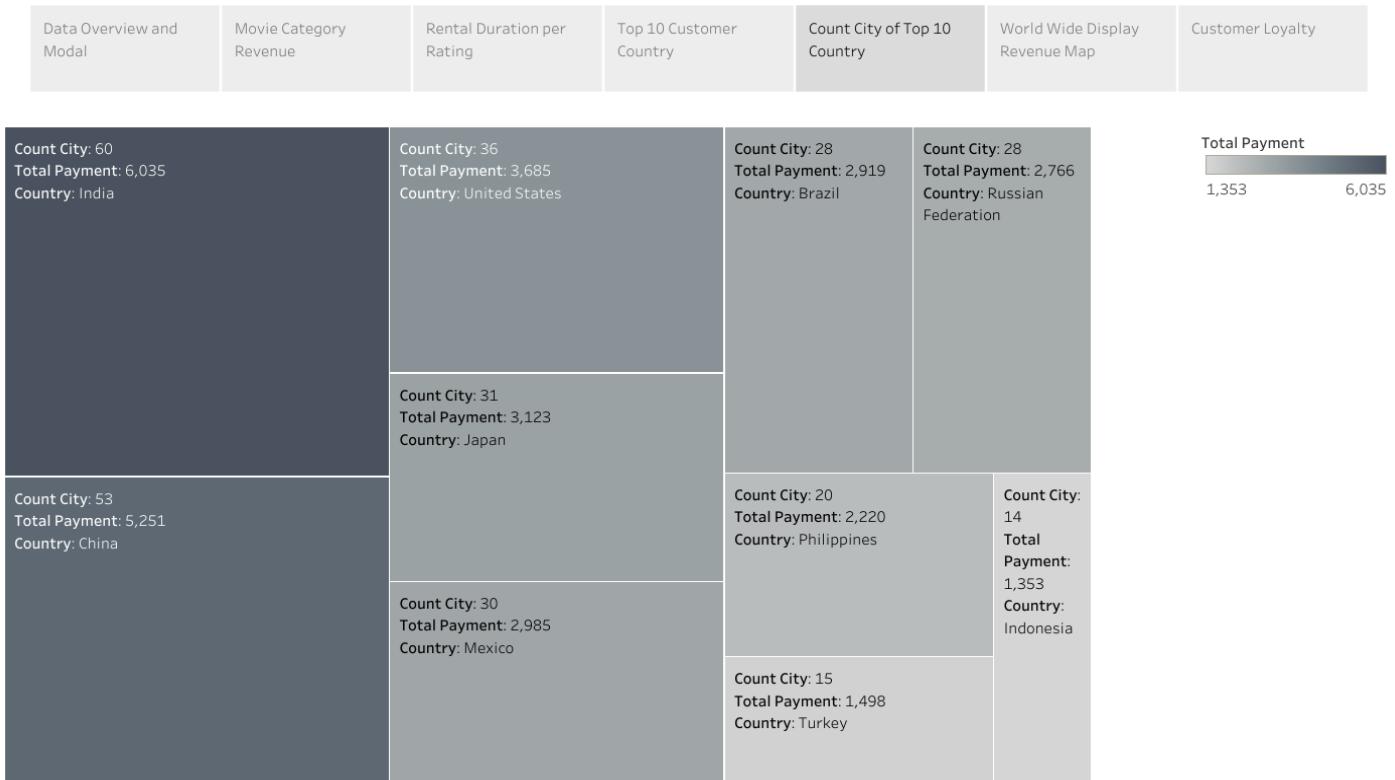


# FORECASTING

# City Distribution within Top Countries

Treemap visualization of city counts and total payments within top countries.

## Story 1



City-level breakdown (Top 6 Cities by Customers): - Mumbai: 320 - Shanghai: 280 - Beijing: 250 - Delhi: 220 - Tokyo: 200 - New York: 180

# KEY FINDINGS

## Top Markets



India  
China  
Germany



## Categories

- Sports
- Animation
- Action



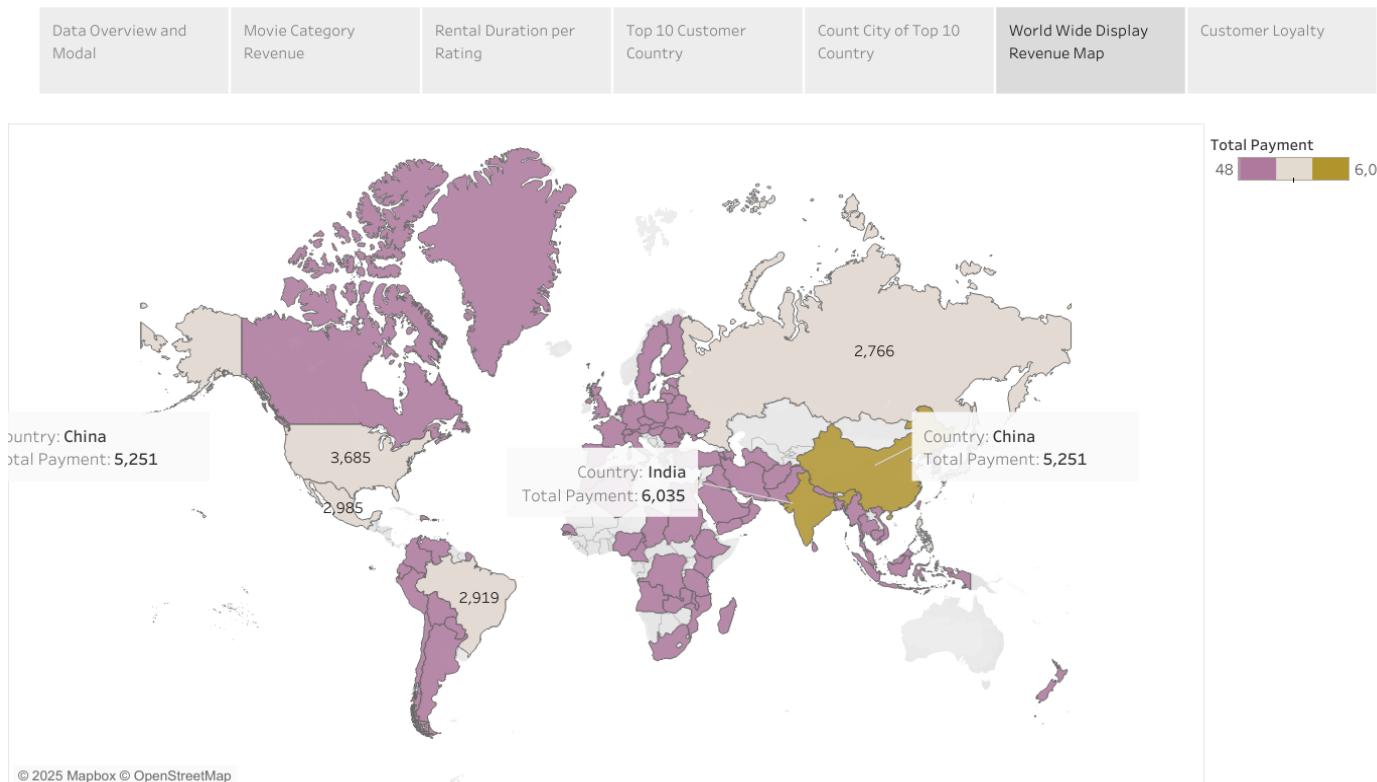
## Recommendations

- Focus on key markets
- Promote popular categories
- Develop KPI-tracking dashboard

# Worldwide Revenue Distribution

Global heatmap shows revenue spread, highlighting high-value markets.

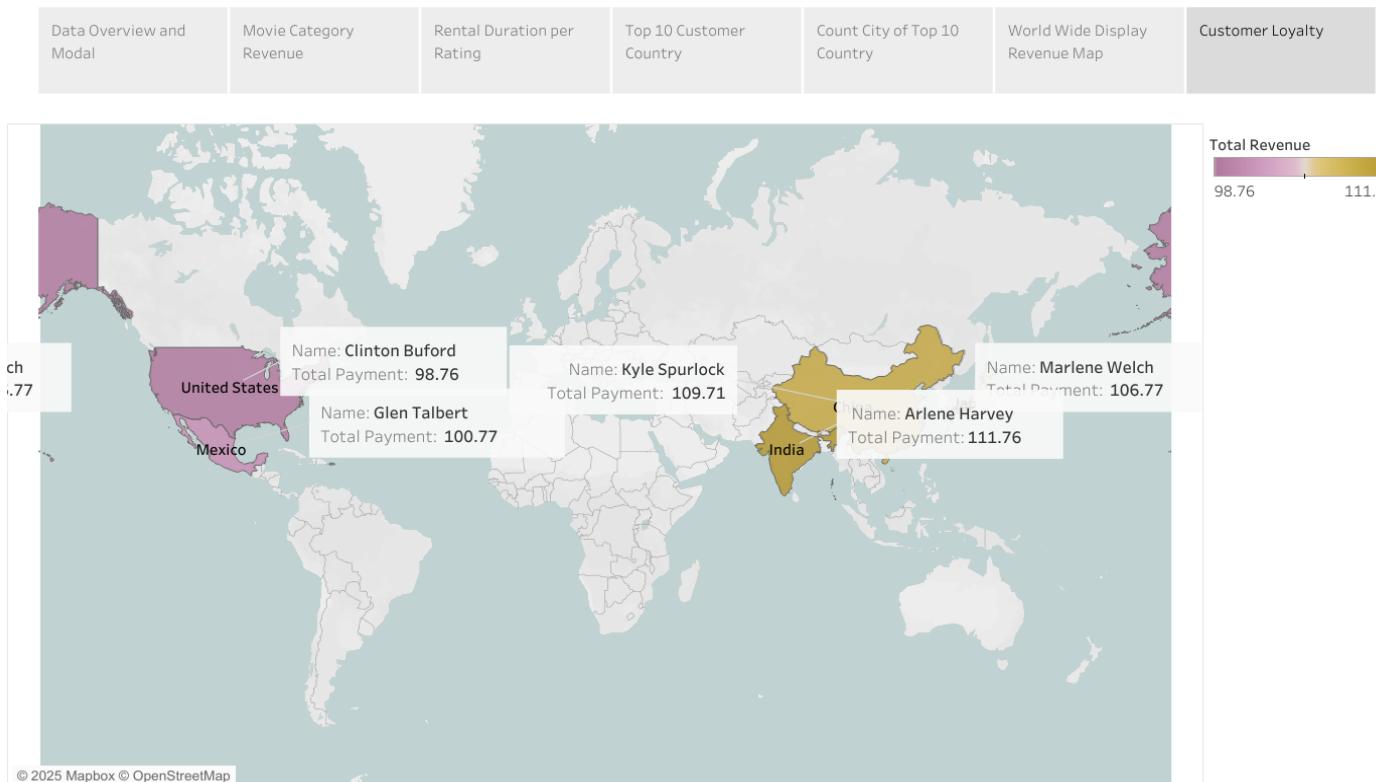
## Story 1



# Top Customers by Lifetime Payments

Customer-level map identifies the top-spending individuals by geography.

## Story 1



## Recommendations

1. Prioritize high-revenue markets with localized campaigns.
2. Optimize pricing and rental policies by MPAA rating and category performance.
3. Expand premium content offerings in winning categories (Sports, Animation, Action).
4. Launch loyalty and referral programs targeting top-LTV customers.
5. Use dashboards to track KPIs and run quarterly experiments for continuous improvement.

## Next Steps & Appendix

- Validate visuals with underlying data exports (CSV/Excel/Tableau).
- Automate refresh pipelines for recurring reporting.
- Add detailed methodology, assumptions, and updated data dictionary in the appendix.

# Thank You!

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