

DATA-DRIVEN INSIGHTS FOR ROCKBUSTER'S STRATEGY

Leveraging Regional and Customer Data for Success in Streaming

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Outline

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- ❑ Data Overview
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INTRODUCTION

Die großen Drei des Video-Streamings

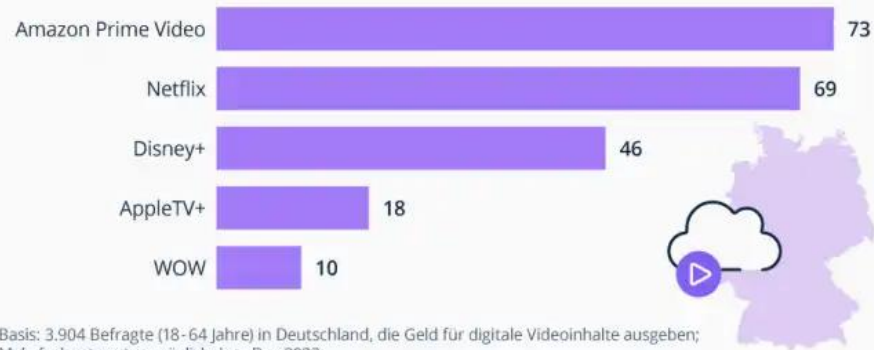
Weltweite Abonnenten ausgewählter Streamingdienste im vierten Quartal 2023 (in Mio.)



* Medienberichten zufolge (Amazon veröffentlicht keine gesonderten Zahlen zu Prime Video)

Welche Streamingdienste nutzen die Deutschen?

Anteil der Befragten, die in den letzten 12 Monaten diese VoD-Anbieter genutzt haben (in %)



Basis: 3.904 Befragte (18-64 Jahre) in Deutschland, die Geld für digitale Videoinhalte ausgeben; Mehrfachantworten möglich; Jan - Dez 2023

Challenge:

- Rockbuster faces stiff competition from Netflix and Amazon Prime in the streaming market.
- To succeed, Rockbuster needs to capitalize on its existing customer base and optimize its strategies.

Objective:

- This analysis focuses on:
 - Identifying top-performing regions and customer groups.
 - Understanding customer behavior and preferences.
 - Recommending targeted strategies for growth and profitability.

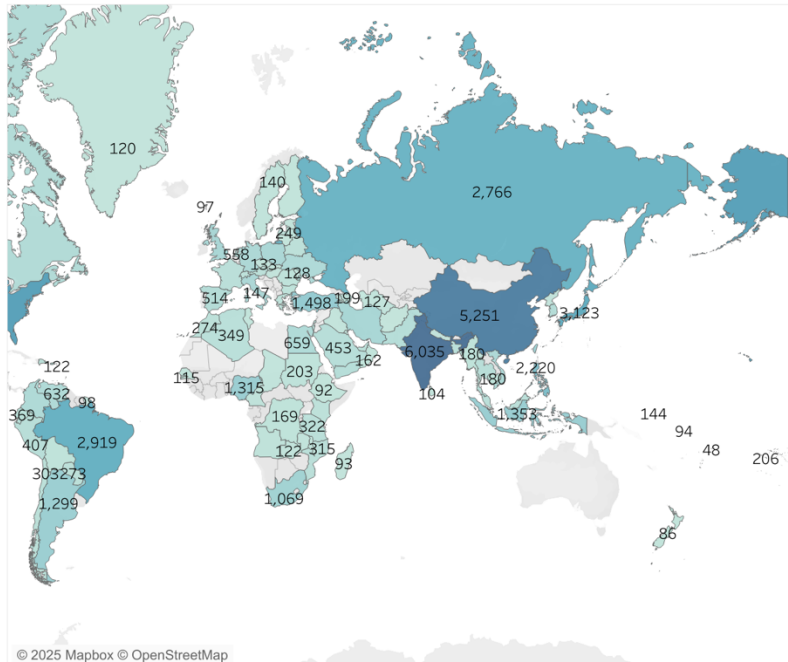
DATA OVERVIEW

Content:

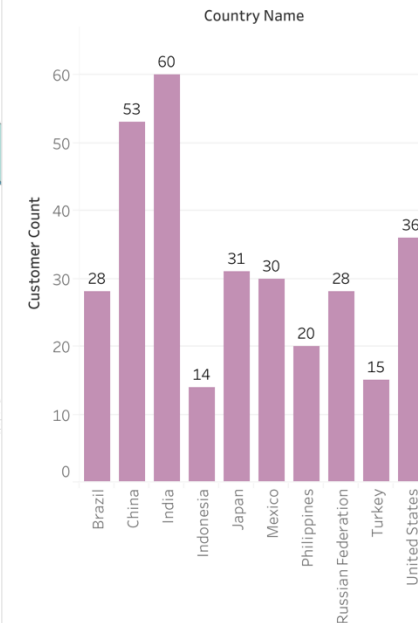
- **Datasets Used:**
 - **Rental Duration and Rate:**
 - Metrics: Minimum, maximum, and average rental rates and durations.
 - Purpose: Understand customer behavior and rental trends.
 - **Revenue Trends by Country:**
 - Metrics: Total revenue and customer counts by country.
 - Purpose: Identify top-performing and growth markets.
 - **Top Customers:**
 - Metrics: Total payments by customer.
 - Purpose: Highlight high-value customers for loyalty programs.
- **Tools:**
 - SQL for data extraction and cleaning.
 - Tableau for visualization and interpretation.

REGIONAL SALES INSIGHTS

Total Revenue by Country



Top 10 Countries by Customer Count



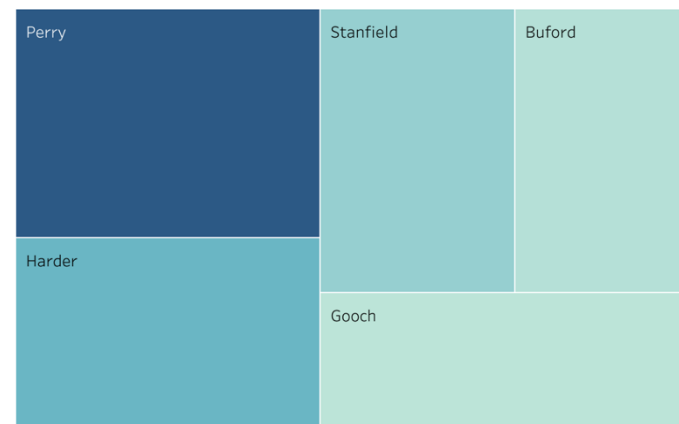
- Key Findings:
 - India and China dominate revenue contributions, together accounting for 57% of total sales.
 - The United States ranks third, showing a strong market presence.
 - Emerging markets like Brazil, Mexico, and Russia have significant growth potential.
- Insights:
 - Focusing on high-revenue regions will strengthen Rockbuster's market leadership.
 - Expanding efforts in secondary markets could unlock untapped potential.

Tableau Public : https://public.tableau.com/shared/PPBWFX6P7?:display_count=n&:origin=viz_share_link

HIGH-VALUE CUSTOMERS

- Key Findings:
 - The top 5 customers, led by Perry and Stanfield, contribute a disproportionate share of revenue.
 - These customers are concentrated in urban hubs like Aurora and Atlixco.
- Insights:
 - Retaining these high-value customers through loyalty programs and exclusive benefits is critical.
 - Urban areas with high-paying customers present opportunities for targeted campaigns.

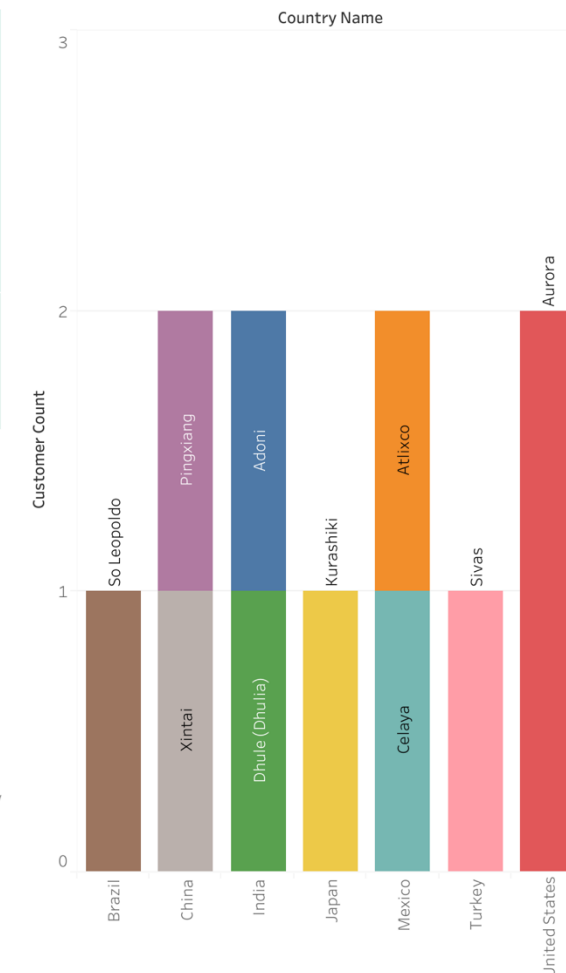
Top 5 Customers by Total Payments



Total Amount Paid
97.80 128.70

This dashboard highlights Rockbuster's top 5 customers by total payments, with Perry leading at \$128.70, showcasing their significant contribution to revenue. The bar chart displays the top 10 cities by customer count, with Aurora taking the lead, emphasizing key engagement areas. These insights can guide targeted loyalty programs and promotional efforts to retain high-value customers and boost engagement in top-performing cities.

Top 10 Cities by Customer Count



CUSTOMER BEHAVIOR INSIGHTS

- Key Findings:

- Rental rates range from \$0.99 (budget) to \$4.99 (premium), with durations spanning 3–7 days.
- The most frequent customer name, "Leslie," reflects a diverse customer demographic.

- Insights:

- Rockbuster serves both premium and budget-conscious customers, presenting opportunities for segmentation and tailored marketing.
- Rental metrics indicate consistent behavior across regions, which can inform pricing strategies.

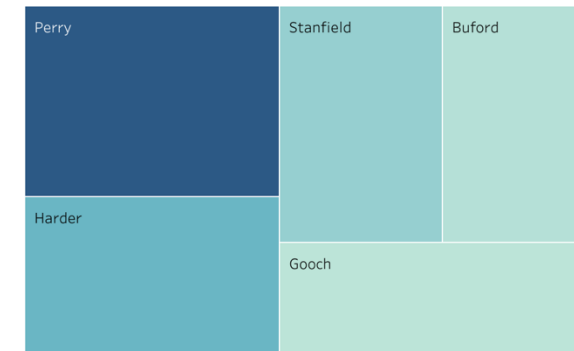
Most Frequent Name

First Name	Count
Leslie	2

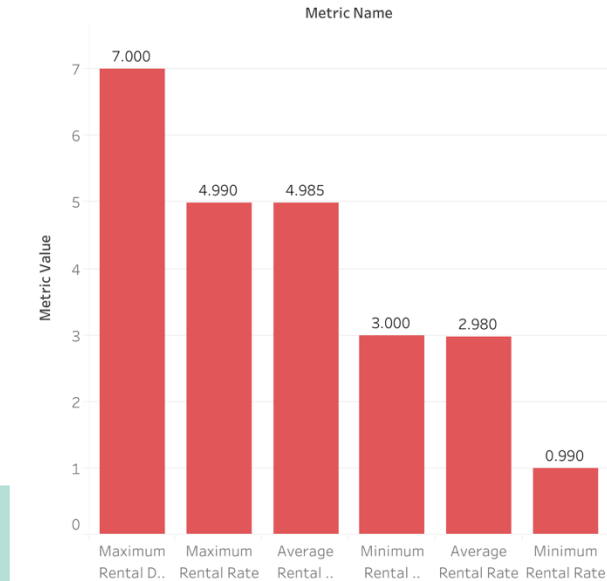
Customer Store Distribution

Avg Store Id	Max Store Id	Min Store Id	Count
1.455759599	2	1	1

Top 5 Customers by Total Payments



Key Customer Rental Metrics



This dashboard highlights key customer behavior metrics. The most frequent customer name is "Leslie," suggesting a broad and diverse customer base. The Customer Store Distribution reveals consistent activity across all stores, with an average store ID of 1.46, indicating balanced utilization. The Top 5 Customers by Total Payments, led by "Perry," emphasize the importance of retaining high-value customers for sustained revenue growth. Additionally, the Key Customer Rental Metrics demonstrate a wide range of rental behaviors, catering to both premium and budget-conscious segments, providing opportunities for targeted marketing strategies.

RECOMMENDATIONS



Focus on Top Markets:

Allocate marketing resources to India, China, and the United States.

Strengthen brand presence in these high-revenue regions to maintain market dominance.



Expand into Growth Markets:

Launch regional campaigns in Brazil, Russia, and Mexico to unlock their potential.



Leverage High-Value Customers:

Develop loyalty programs for top-paying customers.

Personalize offers for urban hubs like Aurora and Atlixco.



Optimize Offerings:

Focus on top-performing movie genres and discontinue underperforming titles.

Tailor rental rates and durations to match customer preferences.



- Q&A
 - Thank You for Your Attention!
 - Please feel free to reach out with questions or feedback on the analysis and recommendations presented.
 - My contact details : xxxx@gmail.com, +49 10769999756