



Rockbuster Stealth Data Analysis Project

PRESENTED BY:

O B I N W A N N E

A L I S I G W E

Title and Content Layout



Background and Objectives



Current Market Analysis



Performance Analysis



Customer Behavior Insights



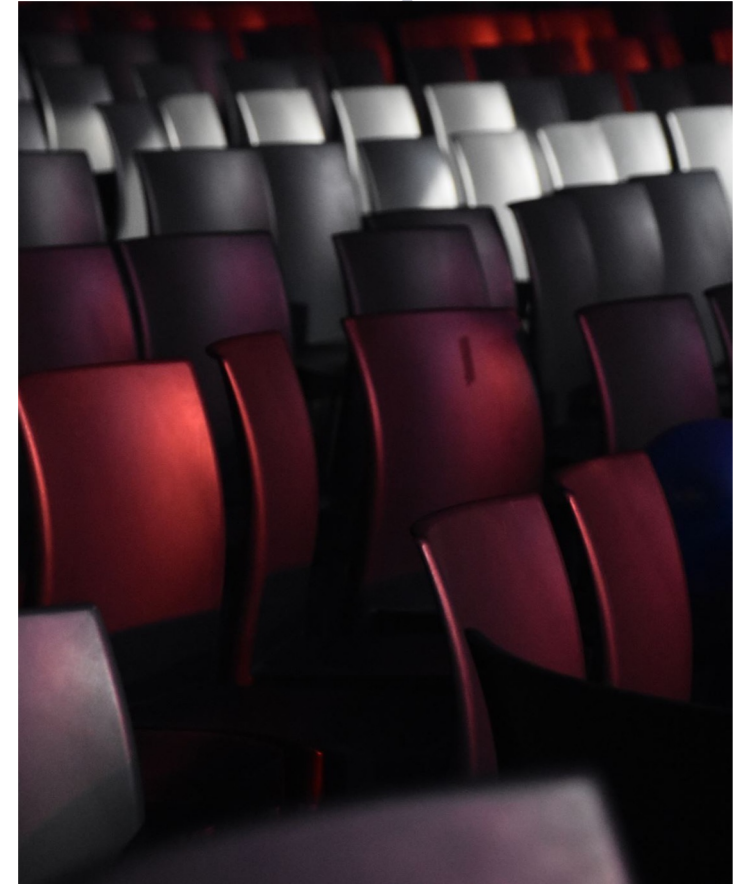
Strategic Recommendation



Conclusion

Background and Objectives

Rockbuster Stealth LLC, a traditional movie rental company, is transitioning to online streaming to compete with giants like Amazon Prime and Netflix. Leveraging their extensive movie catalog, they plan to quickly regain market presence. The company aims to attract a broad audience with a mix of classic and recent releases, explore partnerships for new content, and invest in a user-friendly platform with personalized recommendations. Additionally, targeted marketing campaigns and special promotions will be employed to attract and retain customers. This strategic move positions Rockbuster Stealth LLC to adapt to the digital age and remain competitive.



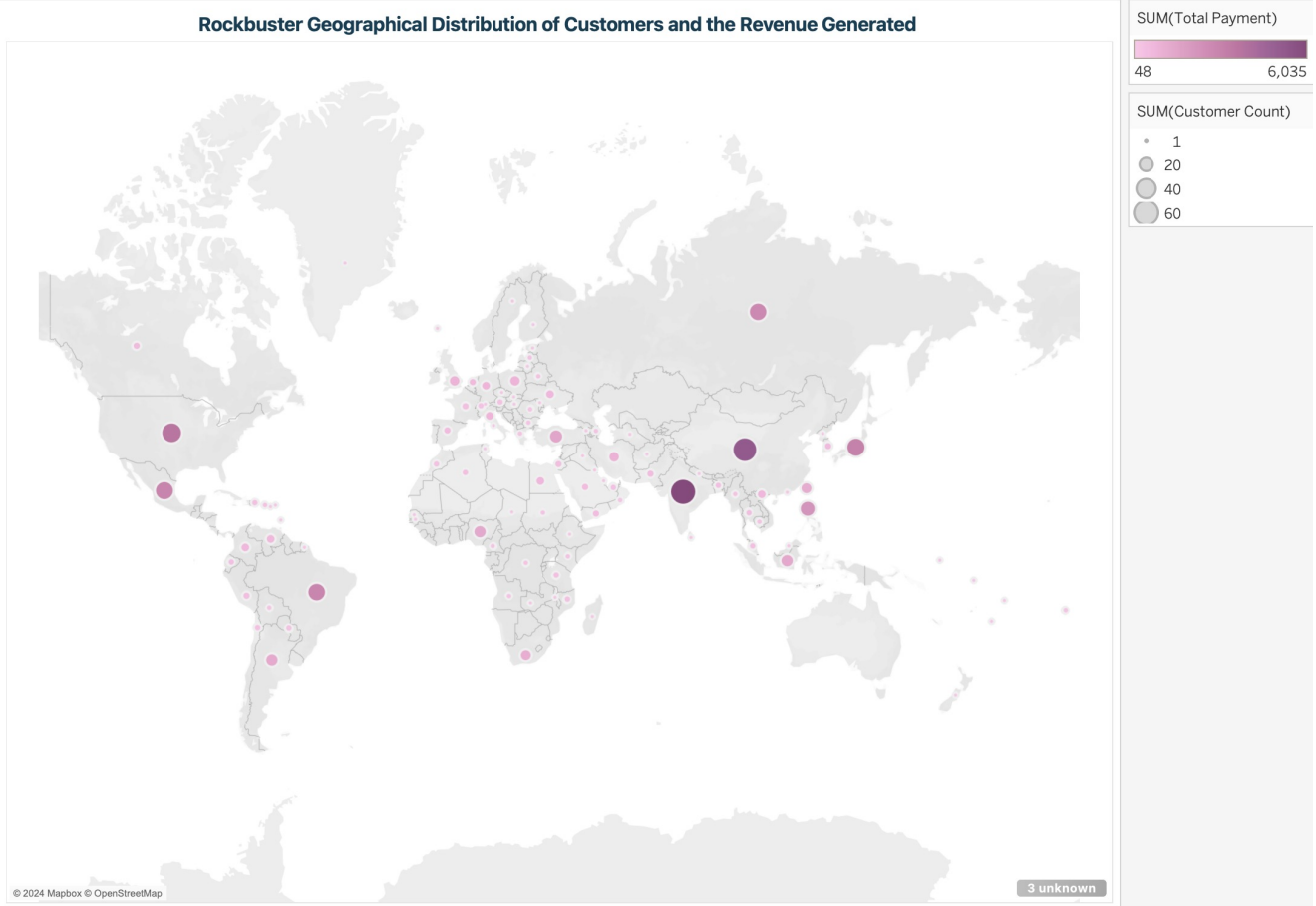
Current Market Analysis: Top 10 Markets

Key Insights

The top 10 countries with the most customers are: **India, China, United States, Japan, Mexico, Brazil, Russia, Philippines, Turkey, and Indonesia.**

Europe and Southeast Asia: Develop region-specific strategies to cater to these diverse and moderately concentrated customer bases.

Emerging Markets: Identify opportunities to increase market penetration in Africa, Canada, and Australia.



Summary Analysis of Film Statistics



- Film Length Min = 46 minutes Max = 185 minutes Avg = 115.27 minutes

Variety in film durations with an average length of just under two hours.



- Film Ratings Mode Rating: PG-13

Majority of films are suitable for a teenage audience with some parental guidance.



- Rental Duration Min = 3 days Max = 7 days Avg = 4.99 days

Standard rental period is about a week.



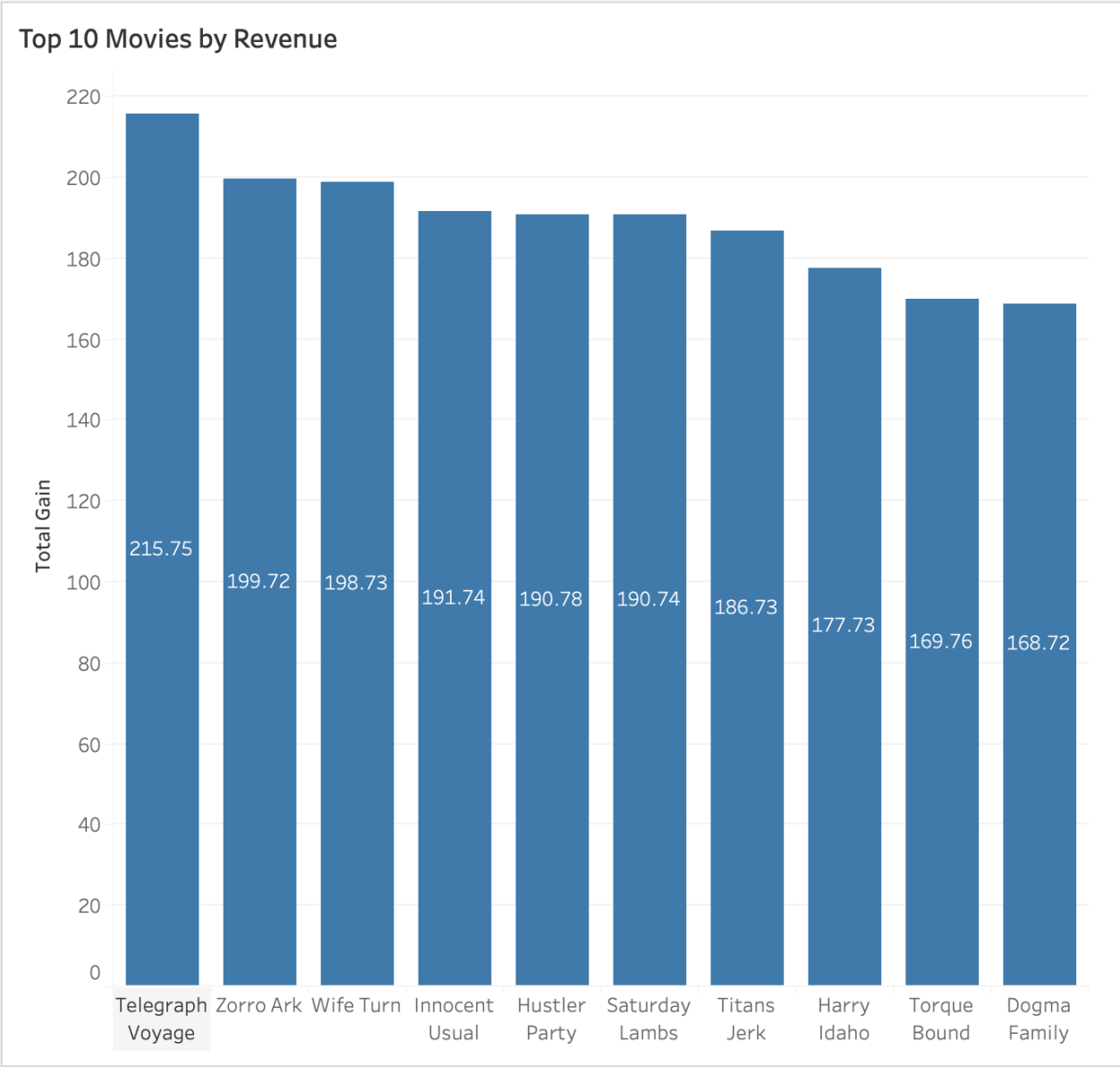
- Rental Rates Min = \$0.99 Max = \$4.99 Avg = \$2.98

Affordable rental rates averaging around \$3.

Performance Analysis

- Key Insight

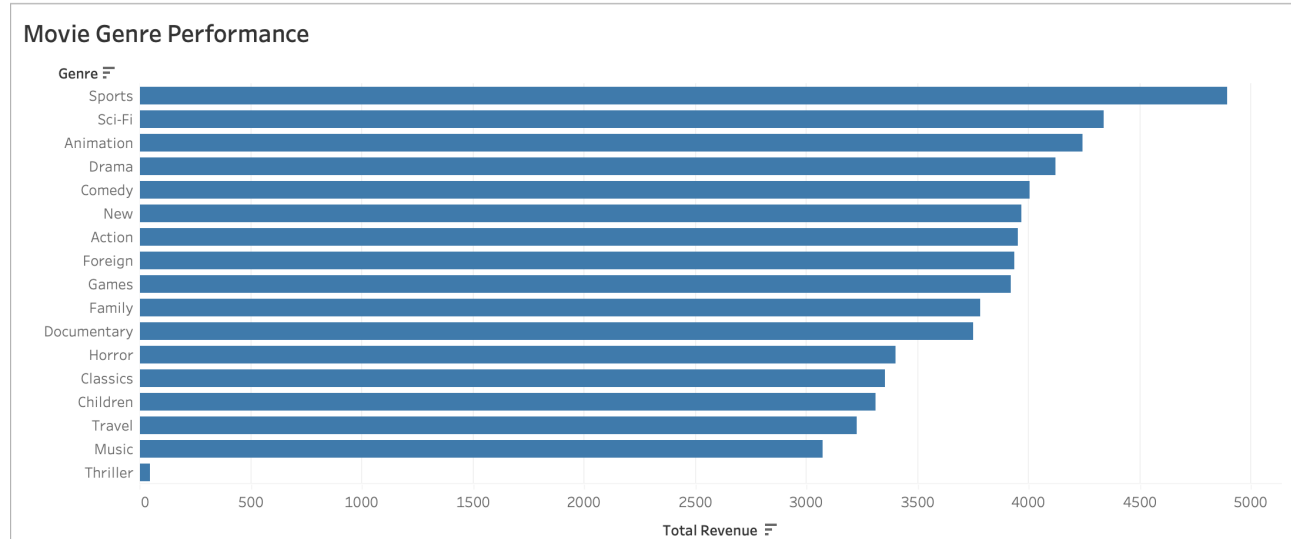
The revenue of the top 10 ranges from \$215,75 to 168,73, indiacting a narrow range and consistent performance among the top performers.



Genre Performance

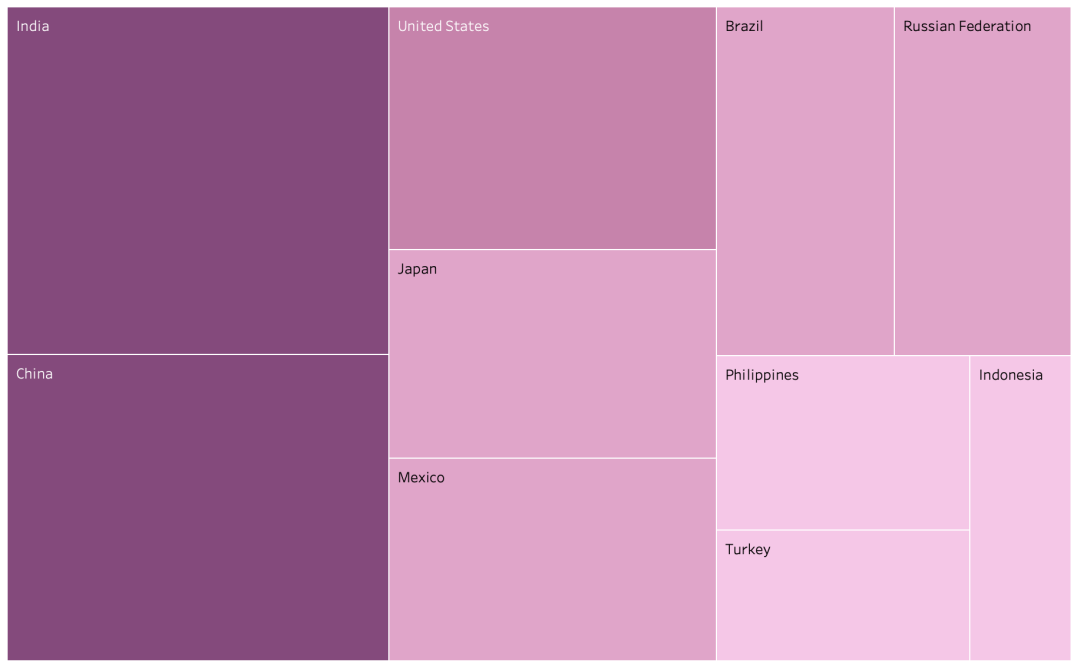
- **Key Insight**

Action and Thriller genres should receive increased marketing efforts to take advantage of their growing popularity. Additionally, continue investing in Sports, Sci-Fi, and Animation genres, as they demonstrate high rental counts and revenue.



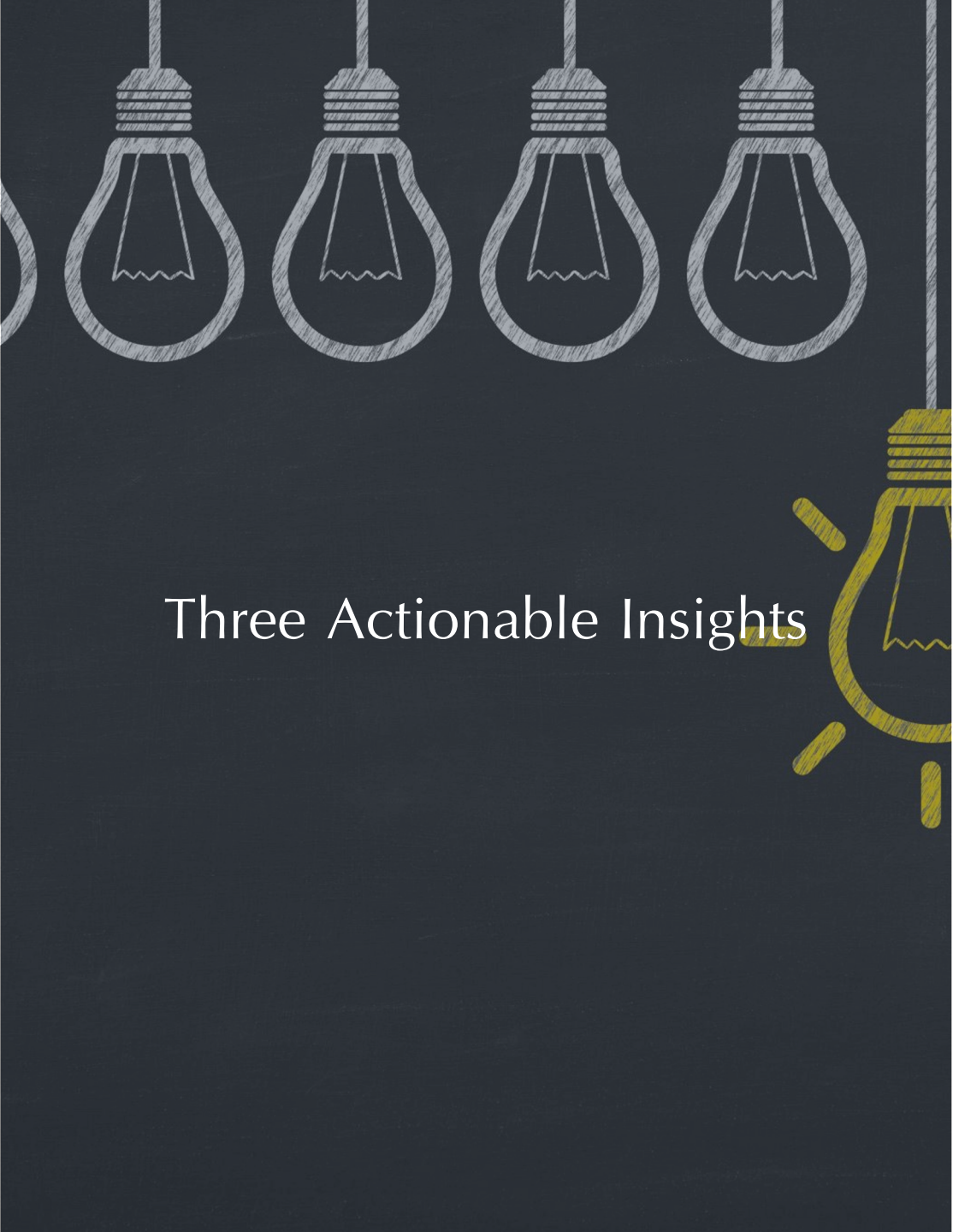
Customer Behaviour

Top 10 Countries by Customer Count



- **Key Insights**

Prioritize high-paying customers by implementing loyalty programs and personalized marketing strategies tailored to their needs. Additionally, expand into key regions by leveraging existing operations and targeting similar customer profiles to grow your customer base and boost revenue.

A decorative graphic on the left side of the slide. It features a dark blue background with a vertical line of light bulbs. The top four bulbs are white with black outlines. The bottom bulb is yellow with a black outline and is glowing, with several yellow lines radiating from it to represent light. The text 'Three Actionable Insights' is written in white, sans-serif font across the middle of the graphic.

Three Actionable Insights

- **Unlocking Growth: A Three-Pronged Approach**

To supercharge your business, we propose a strategic three-pronged approach:

- **1. Content Powerhouse:**

- **Dominate Popular Genres:** Focus your library on the genres that resonate most with your audience.
- **Promote Top Performers:** Shine a spotlight on your most successful movies to keep them in front of viewers.
- **Tailored Marketing:** Craft targeted marketing campaigns that reach high-concentration customer regions.

- **2. Smart Pricing & Rentals:**

- **Dynamic Pricing:** Implement data-driven pricing models that adjust based on demand and rental duration.
- **Smarter Acquisitions:** Use data insights to guide content acquisition, focusing on replicating what works.

- **3. Customer Champions:**

- **Personalized Marketing:** Develop personalized marketing strategies and loyalty programs to retain high-value customers.
- **Targeted Engagement:** Motivate mid-tier customers with targeted promotions and incentives, driving deeper engagement.

By implementing these strategies, you can unlock a new level of success through maximized content impact, optimized pricing, and a loyal and engaged customer base.



Conclusion

Based on the data analysis, Rockbuster can enhance its position in the competitive entertainment industry through three strategic initiatives:

- 1. Leverage High-Performing Content and Target Key Regions:** Prioritize popular genres and promote top-performing movies. Tailor marketing campaigns to regions with concentrated customer bases.
- 2. Optimize Pricing and Rental Strategies:** Implement dynamic pricing models based on demand and rental duration. Utilize data-driven insights to guide content acquisition and replicate successful factors.
- 3. Enhance Customer Loyalty and Engagement Programs:** Develop personalized marketing strategies and loyalty programs for high-paying customers. Engage mid-tier customers with targeted promotions and incentives.

Thank You

