

# ROCKBUSTER

Targeting New Ways

11-07-23



## T A S K

ROCKBUSTER is losing ground to online movie platforms. The data analysis is supporting ROCKBUSTER departments in developing a new market strategy.

The evaluation should provide information about possible potential how Rockbuster can position itself in the future.



# PORTFOLIO

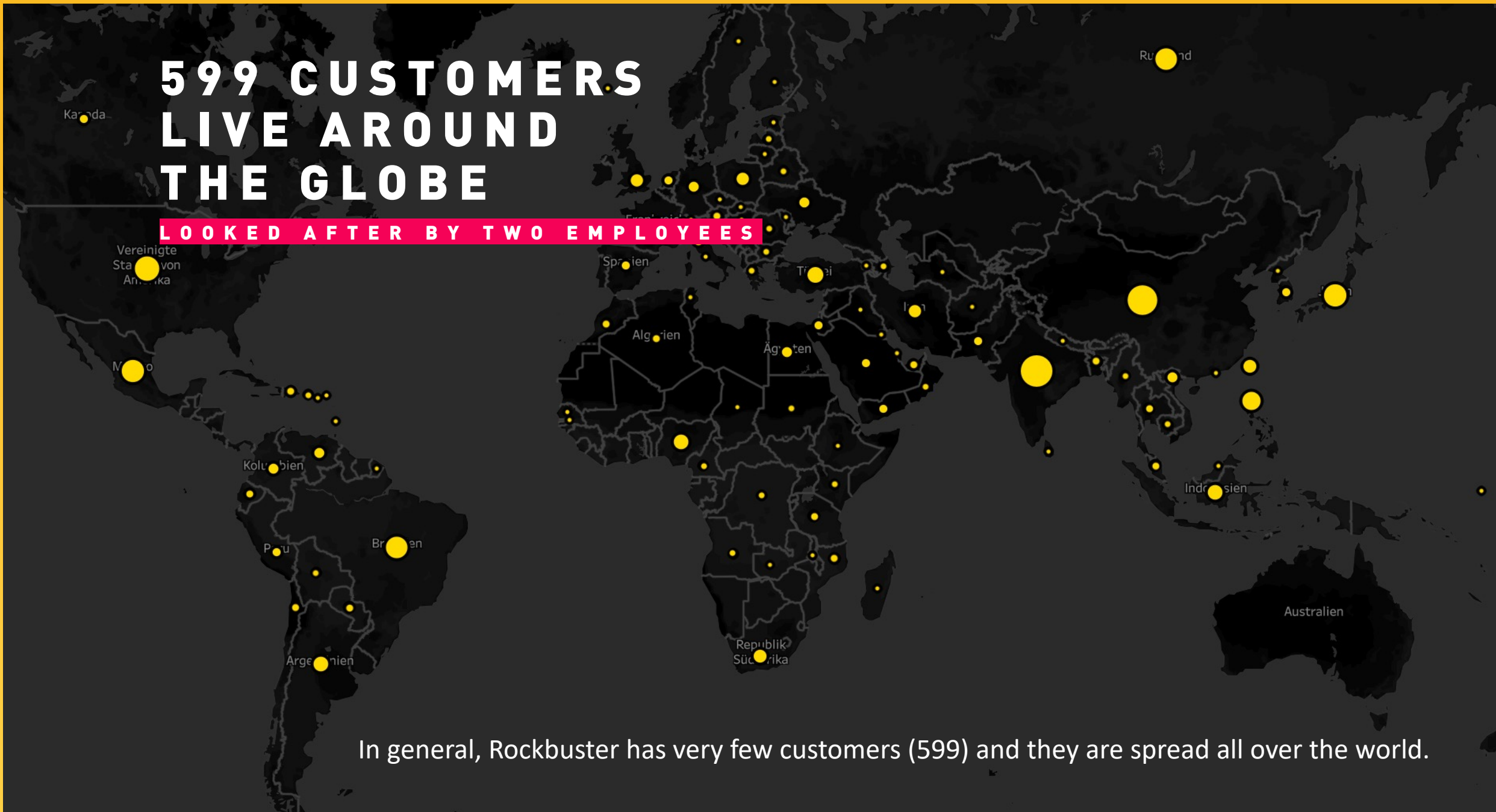
Rockbuster has a unique portfolio. The unique range of unknown movies in the Western world seem more likely distributed in Eastern countries.

The rockbuster's portfolio includes almost **939 movies** and **61 games** Most of the common genres are represented and all movies are released in English language.



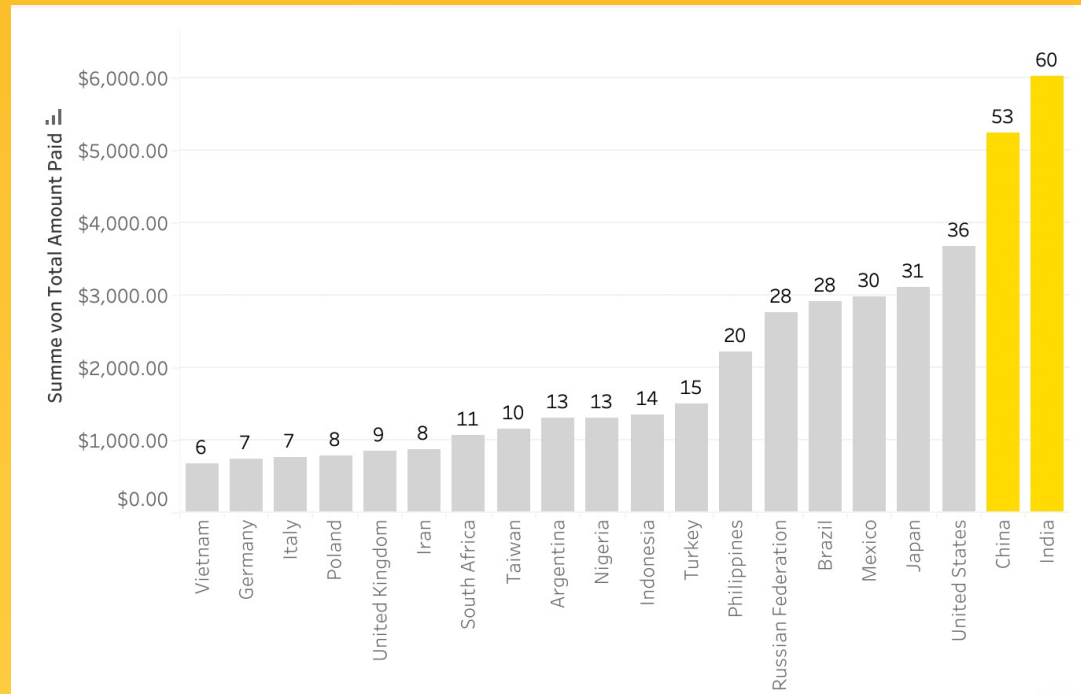
# 599 CUSTOMERS LIVE AROUND THE GLOBE

LOOKED AFTER BY TWO EMPLOYEES

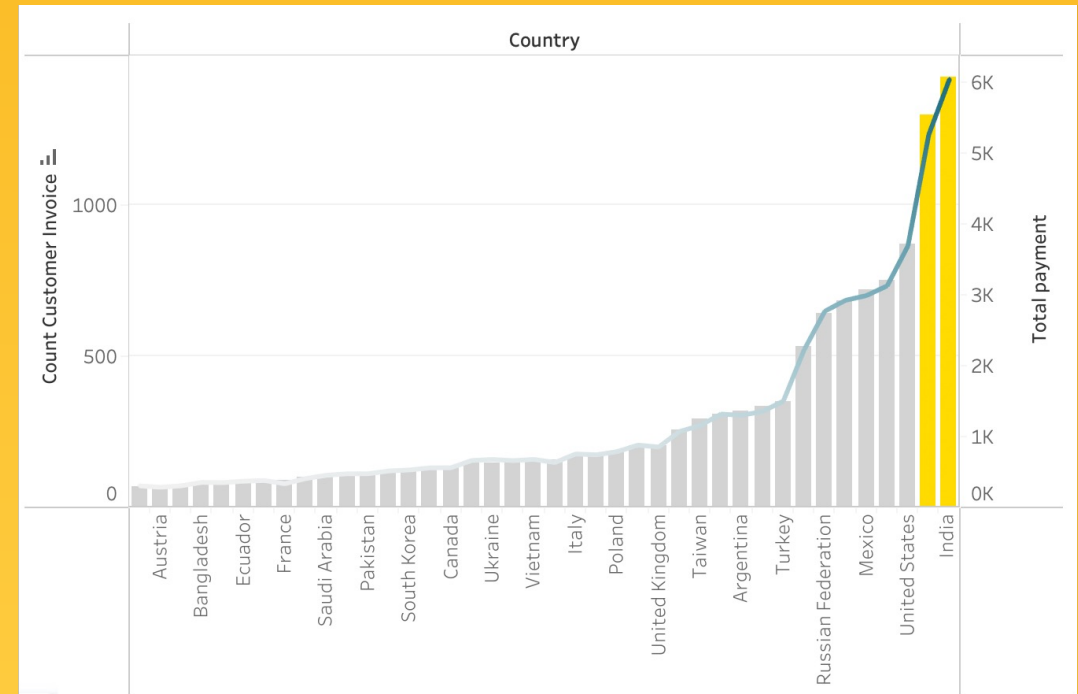


In general, Rockbuster has very few customers (599) and they are spread all over the world.

# IN INDIA AND CHINA LIVES THE MAJORITY OF CUSTOMERS



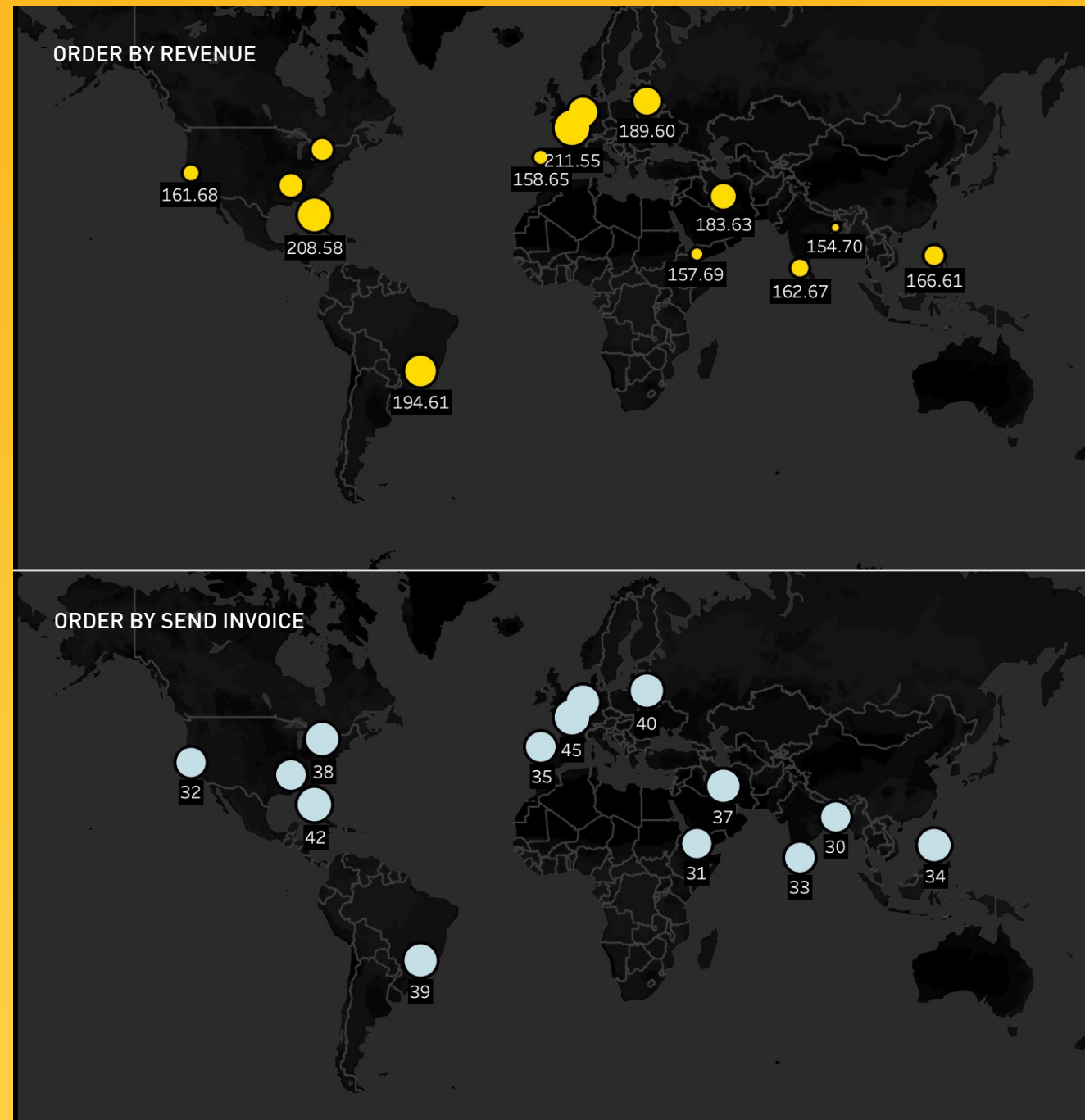
India, with **60** customers, has a revenue of just over **\$ 6,000** in 2006. All together, Rockbusters' revenue in 2006 was **\$ 61,312.04**.



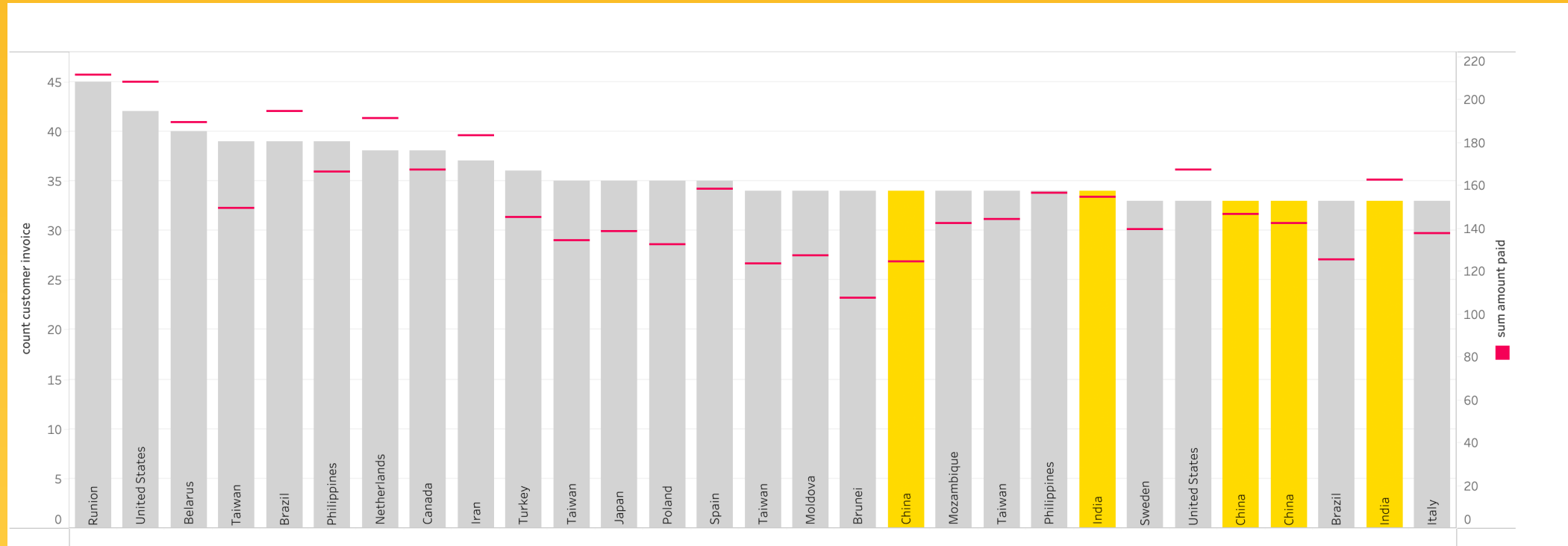
The number of customers is directly related to the Rockbusters' revenue. If the number of customers increases, so does sales.

# TOP CITIES

1. Saint-Denis | France (Réunion)
2. Cape Coral | United States
3. Molodetno | Belarus
4. Changhwa | Taiwan
5. Tanza | Philippines
6. Santa Brbara d'Oeste | Brazil
7. Apeldoorn | Netherlands
8. Richmond Hill | Canada
9. Qomsheh | Iran
10. Balikesir | Turkey



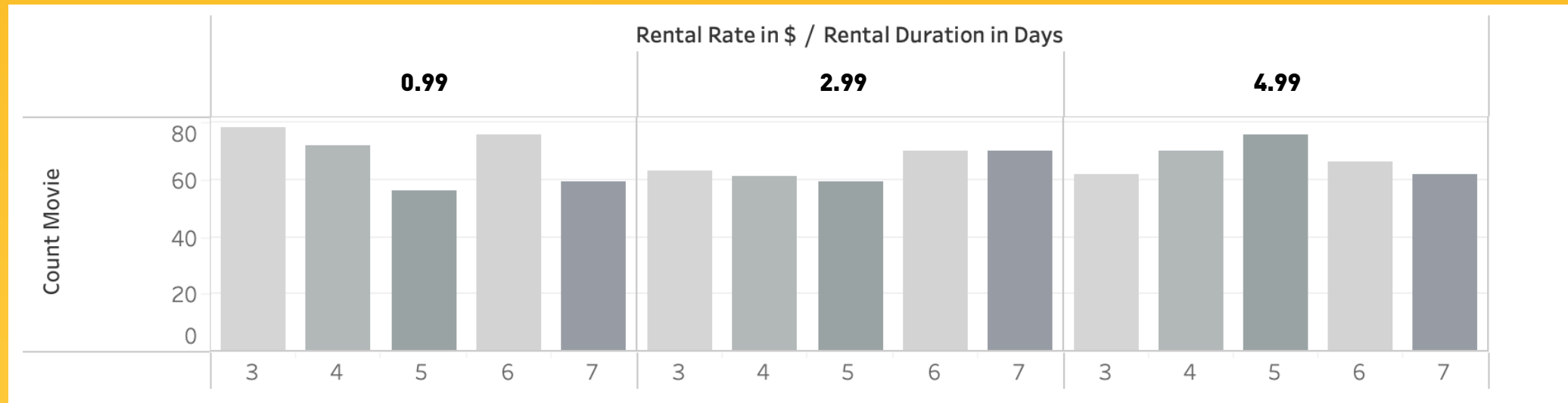
# 599 AKTIVE CUSTOMER



All 599 customers were active in 2006. The most active customer live in Réunion, the United States and Belarus. In total, Rockbuster issued **14,596** invoices in 2006. **16,044** times videos and games were rented. Due to the different price categories, the **total revenue** of the individual customers differs although invoices and rental duration may be the same.

# RENTAL PRIZE SYSTEM

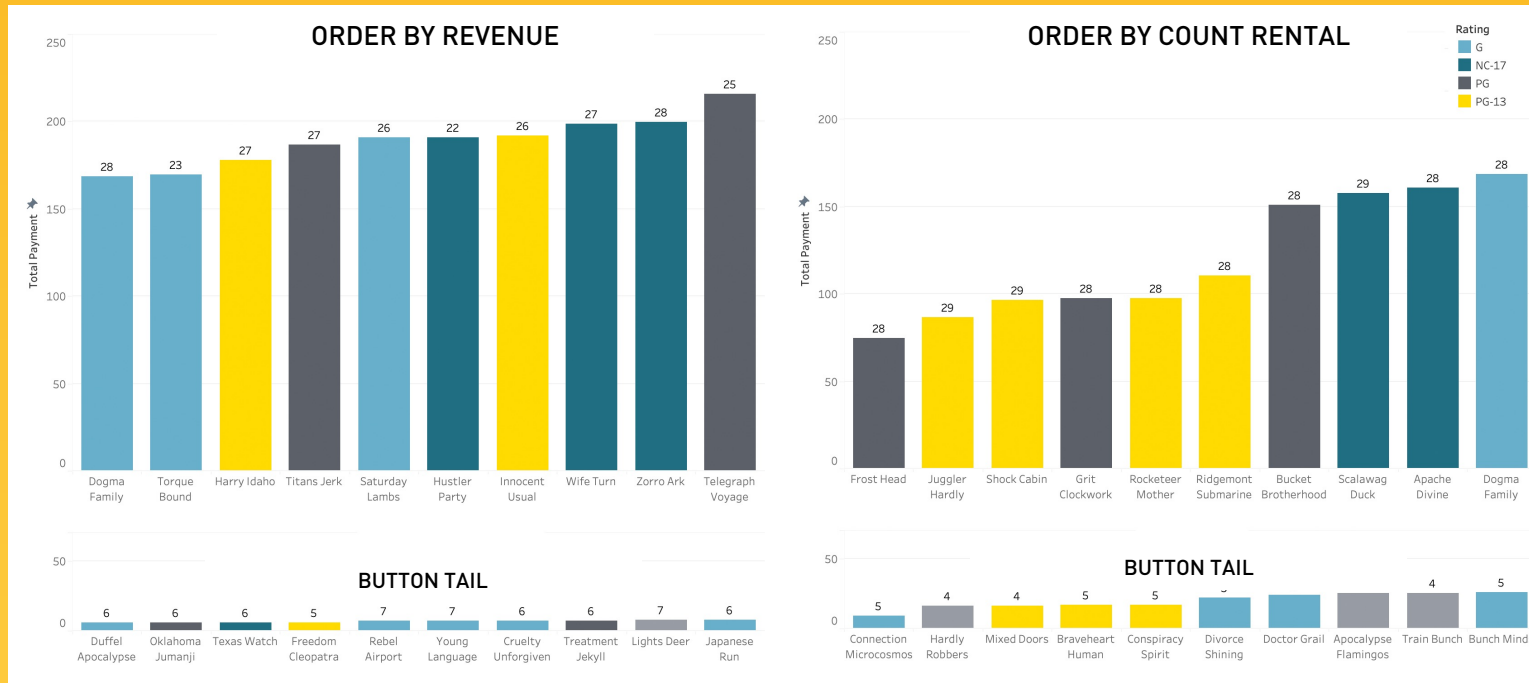
The average rental duration for all movies is **5,5 days**.



Nevertheless, there are three different rental rates **\$ 0,99, \$ 2,99** and **\$ 4,99** and each one has different duration days: from **3 to 7 days**. The rental days are not related to the length of the movies or genre. It is questionable how the classification of the prices and the movie's duration is related to each other.



# TOP 10 MOVIES



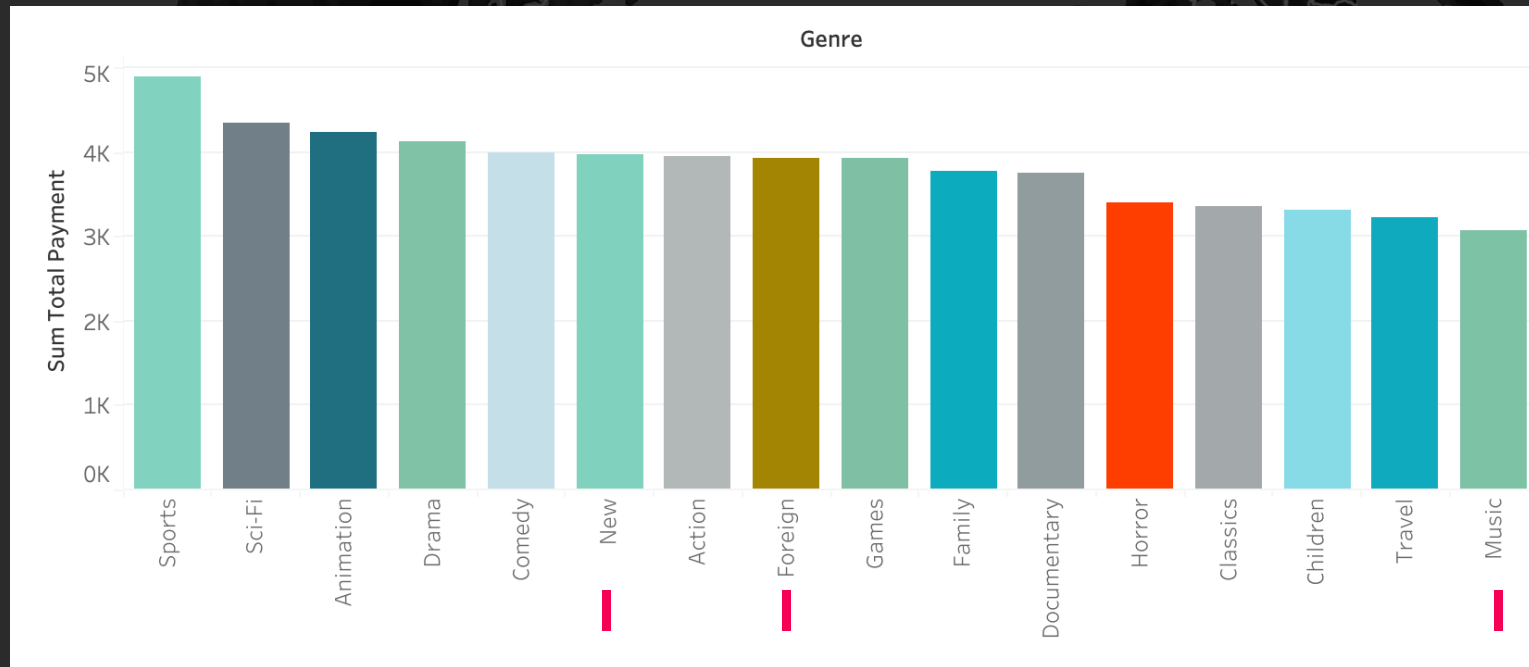
## ORDER BY REVENUE

1. Telegraph Voyage
2. Zorro Ark
3. Wife Turn
4. Innocent Usual
5. Hustler Party
6. Saturday Lambs
7. Titans Jerk
8. Harry Idaho
9. Torque Bound
10. Dogma Family

Due to the different price categories, it's to decide which criteria to choose to select the TOP MOVIES. Is it the sales or the frequency with which the movie was rented?

**G:** GENERAL AUDIENCES. All ages were admitted. | **PG:** PARENTAL GUIDANCE SUGGESTED. Some materials may not be suitable for children. | **PG-13:** PARENTS STRONGLY CAUTIONED. Some material may be inappropriate for children under 13. | **R:** RESTRICTED. Under 17 requires an accompanying parent or adult guardian. **NC-17:** NO ONE 17 AND UNDER ADMITTED.

# GENRE REVENUE

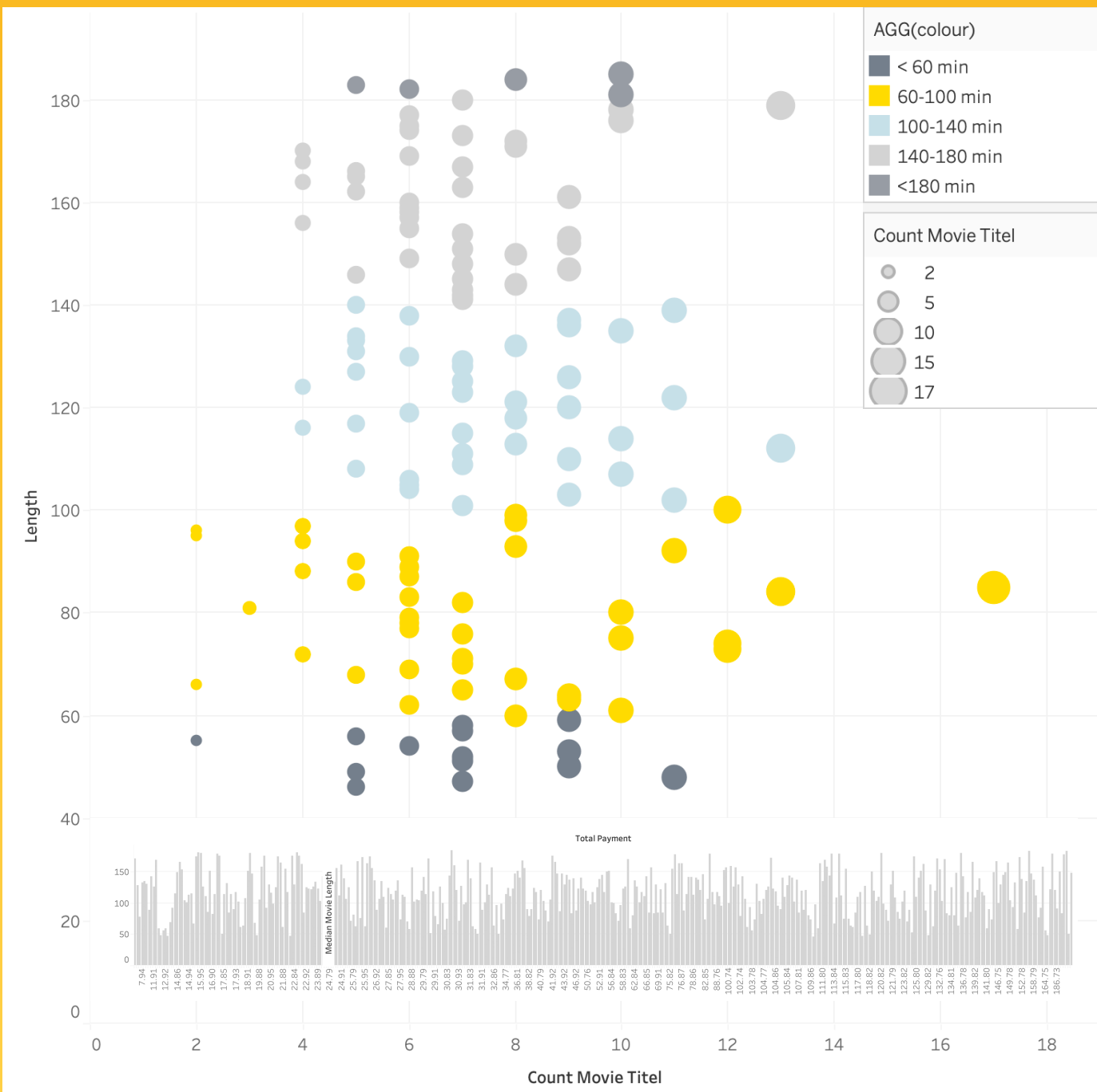


One may wonder if the 'NEW' genre is necessary as the data is from 2006, and the 'FOREIGN' section doesn't make much sense when all the clients are spread around the world. It is also unclear what kind of films the rubric 'MUSIC' refers to and 'ROMANCE' is completely missing.

# GENRE IN THE MAIN 10 COUNTRIES



The genres are distributed homogeneously across the countries, and there are no noticeable outliers. There is only a slight tendency towards 'SPORTS' and 'FOREIGN' across the countries.



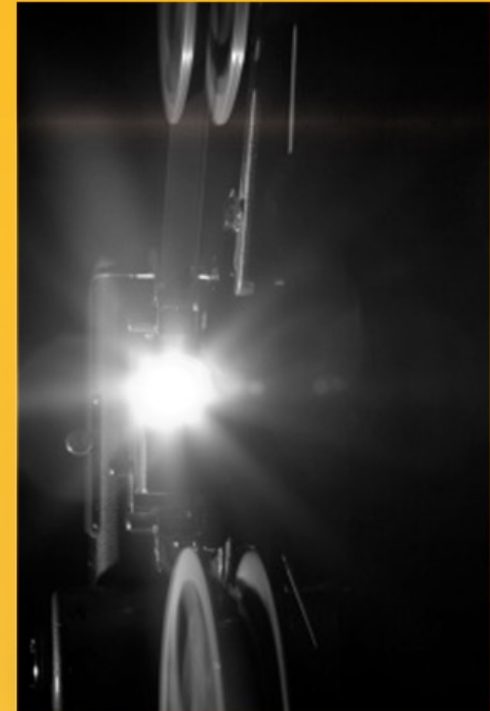
## MOVIE LENGTH

As far as the length of the individual movies is concerned, one can say that the length is very diverse. Rockbuster seems to have extraordinarily long and short movies within the portfolio.

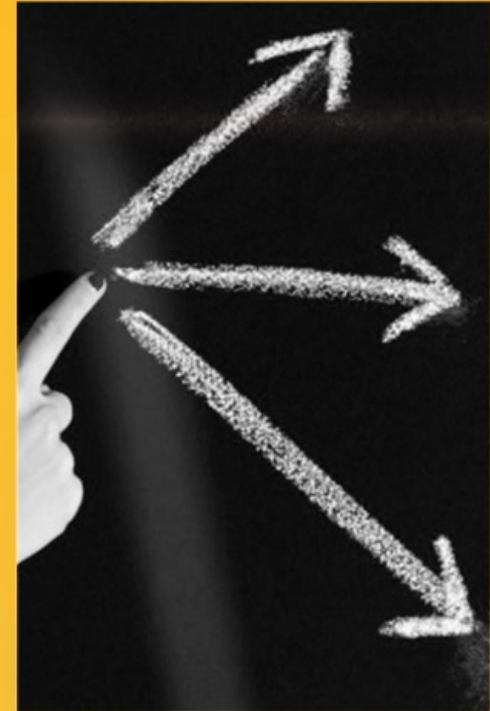
There isn't a significant relationship between length and revenue. One cannot acknowledge any relevant or goal-oriented system to prize each movie smartly.

# SUMMARY

- Rockbuster is a tiny global company
- A small portfolio with 4,581 items
- 1000 unique movies and games
- In one language available – English
- A small group of 599 customers
- Customers spread around the world
- All customers have Western roots
- Complicated prize system, complicated to communicate
- Movie rental duration varies in days and is not transparent
- Best film description – very funny
- Only two staff members run everything – very efficient



# RECOMMENDATION

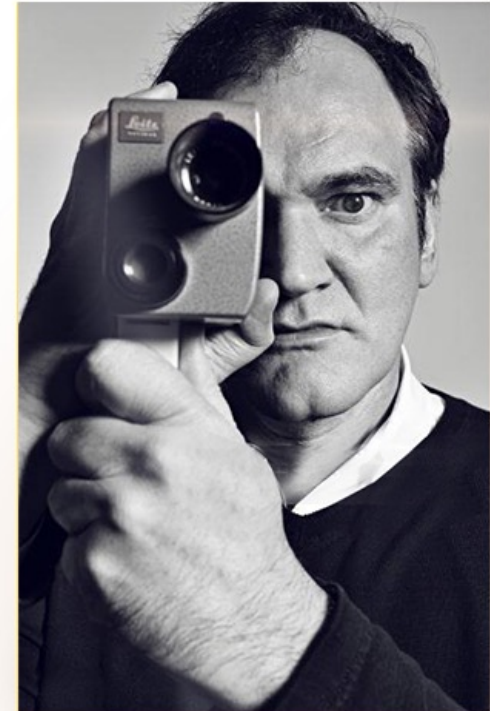


# STRENGTHS OF ROCKBUSTER

Rockbuster Portfolio is characterized by having several films that are very special and not covered by mainstream platforms.

There are so unusual and are rarely available for rental. It seems that only Tarantino could know them. The portfolio includes special niches that cineastes should find particularly attractive.

**Therein lies an unexpected strength. Rockbuster has surely movies that Netflix and other competitors don't have. That is a very unique position.**



# DISTRIBUTION IS KEY

The main competitor is Netflix. With the distribution of all its movies online, Rockbuster needs to digitalize its movie, too. Rockbuster should reduce its prize category and the rental duration concept. Because customers tend to choose an easy provider, which is more transparent.

**Simplifying the rental process helps make Rockbuster more accessible.**

**The digitalization of films for faster access, cost transparency and easy standardization of loan periods can rekindle the interest of cineastes.**

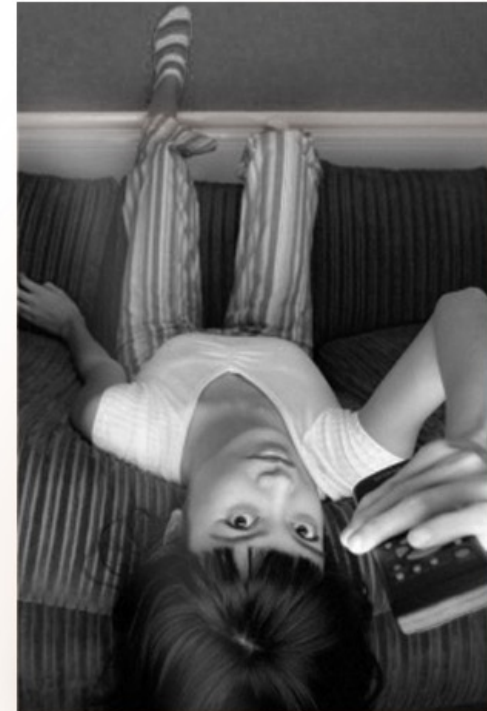




# GET TO KNOW THE TARGET GROUP

Having such a unique Portfolio, the target group must be very unique, too. Unfortunately, the data doesn't say much about which audience Rockbuster is targeting. Demographic data can only be derived from the address column. Nevertheless, the customers' names are very Western. And although they are placed around the world, they seem to have Western roots. Unfortunately, the data do not allow any conclusions to be drawn about sociodemographic conditions.

**IT IS ADVISABLE TO FOCUS FURTHER ON THE TARGET GROUP.**



# GET IN TOUCH

**IT REMAINS A MYSTERY TO YOU, HOW ROCKBUSTER PROVIDED THE  
WORLD WITH VIDEOS FOR A WHOLE YEAR WITH ONLY TWO EMPLOYEES?**

You can find answers to these and other questions at  
[franziska.ersil@gmail.com](mailto:franziska.ersil@gmail.com)

**THANK YOU**

