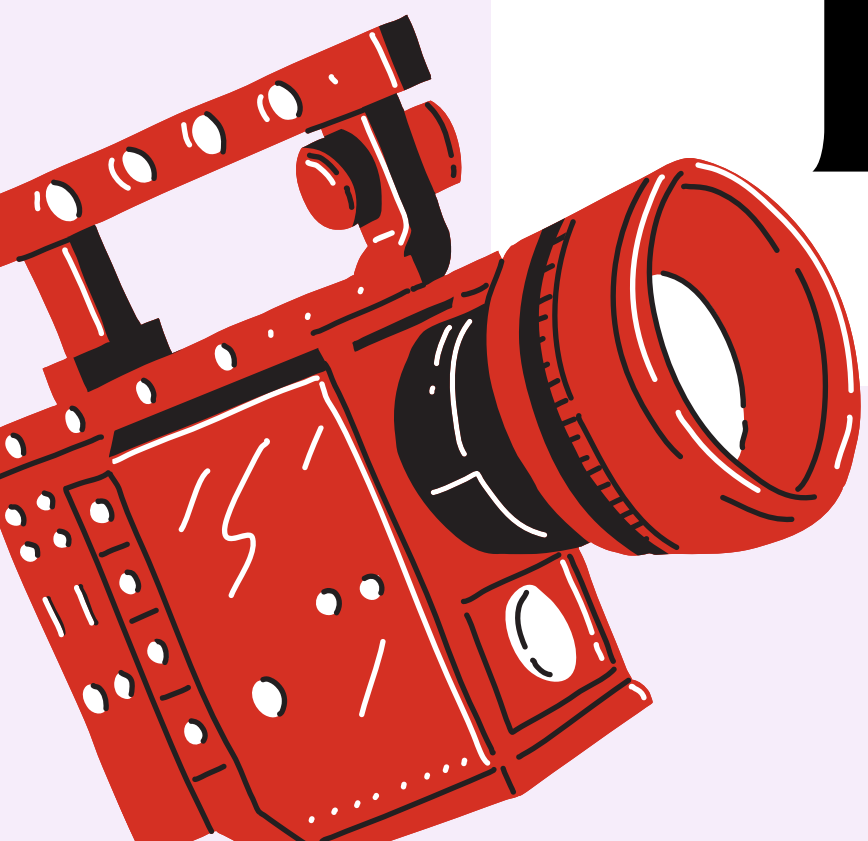


2025

# Rockbuster



# Overview



1

This presentation includes key findings and insights on Rockbuster's market performance in different countries and to recommend competitive strategies based on these findings

2

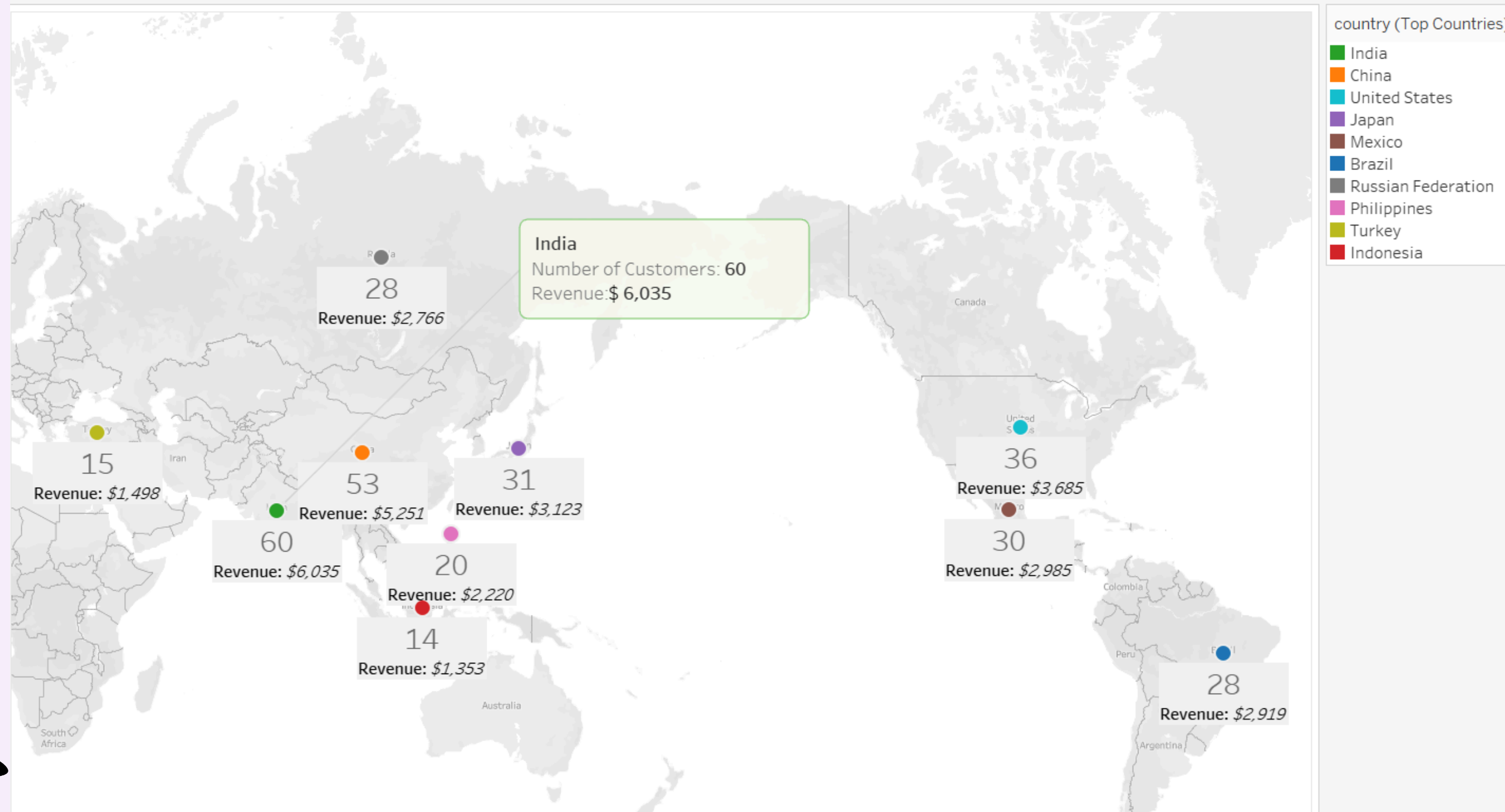
Dataset:

- Number of customers and their payments in different countries.
- Replacement cost of films
- Rental Rate of films

3

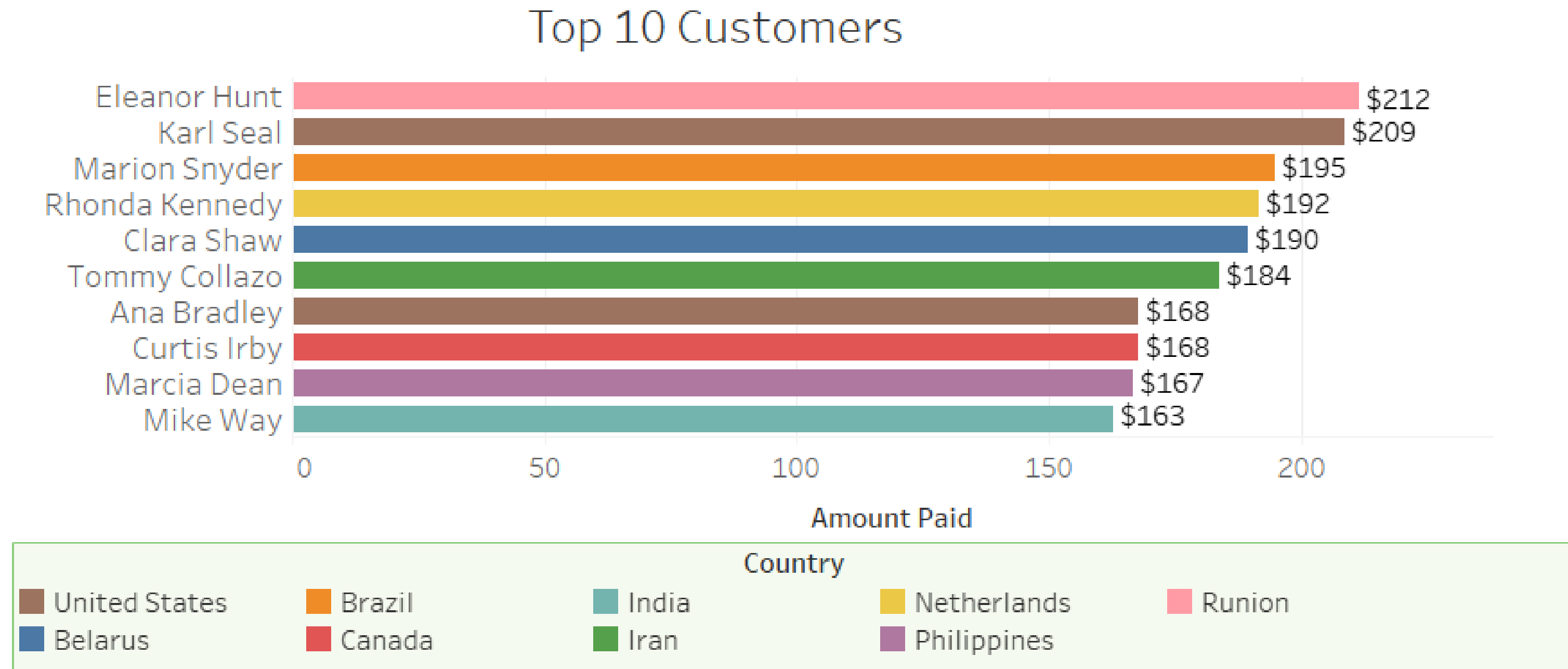
- A combination of SQL queries were run to gather combine the data.
- Tableau and Excel were used to visualize the data.

# Where are Top customers based?



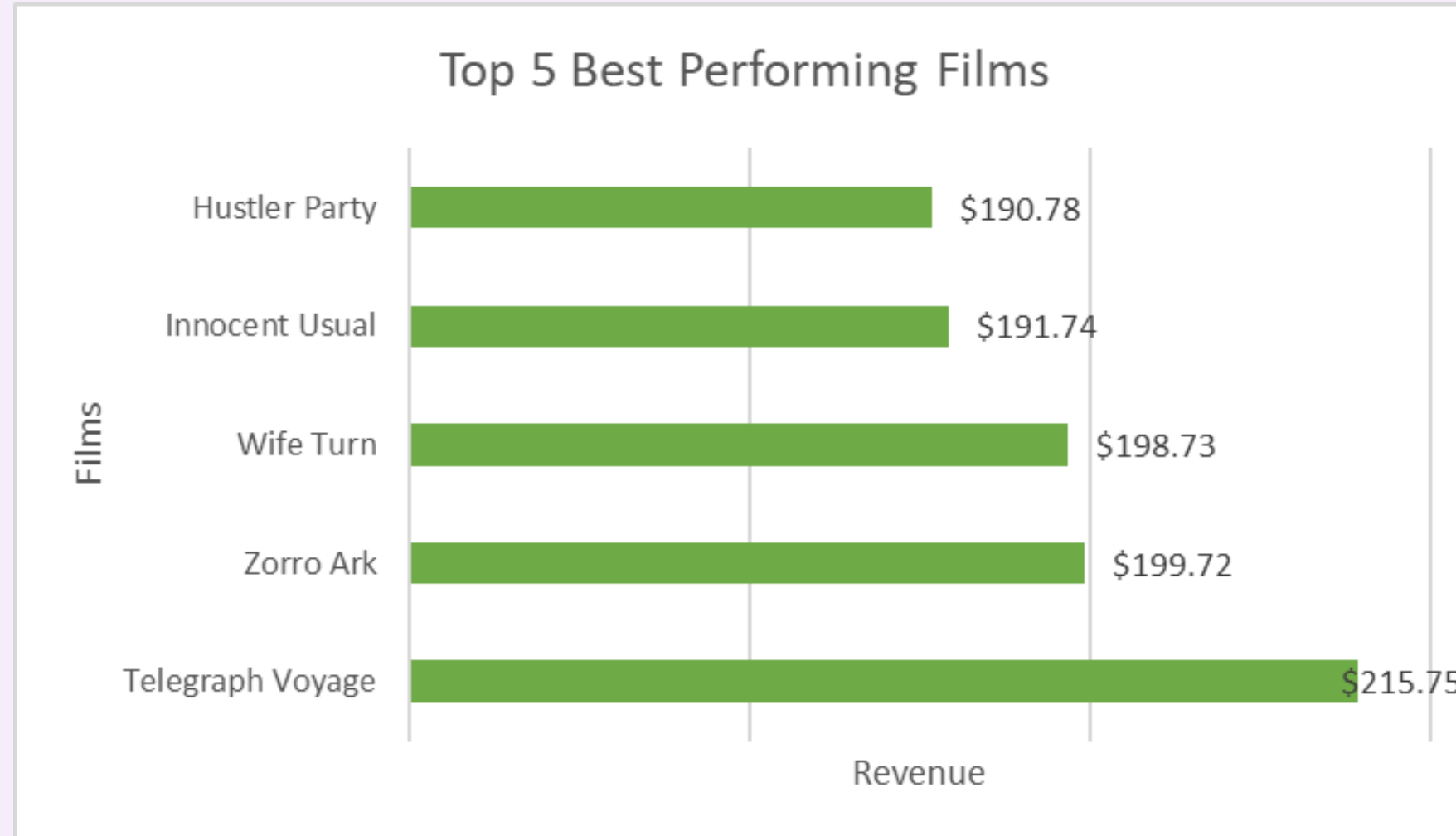
- Countries with the most of customers include India, China, United States, Mexico and so on...
- Most of the revenue also come from the top countries where most of the customers are.

# Who are the Top Customers?

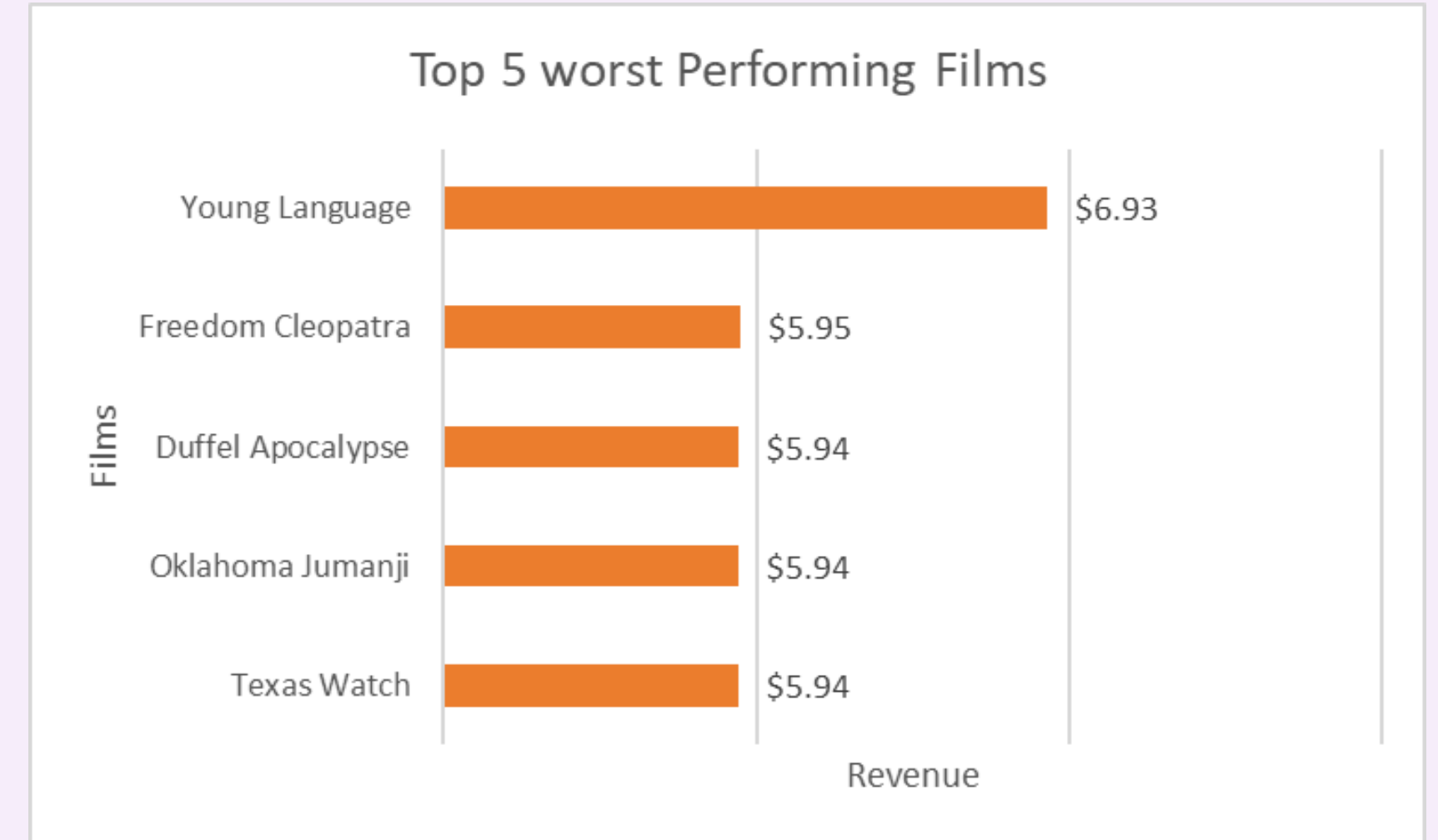


- Customers that have paid the most come from different countries.
- TOP paying customers also come from countries with less amount of customers.

# Best and Worst Performing Films

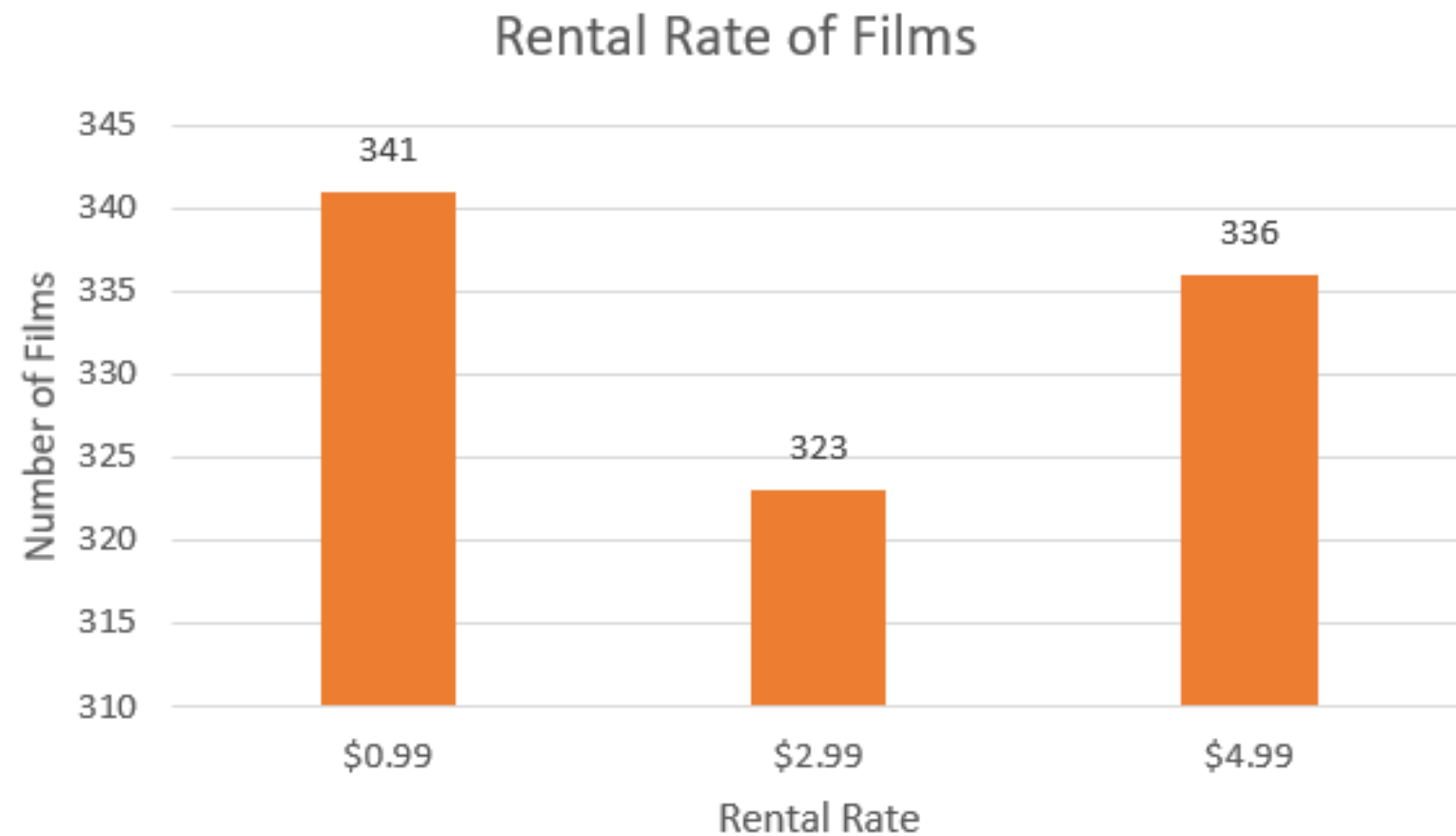


- The Top 5 films revenue range from \$190 to \$215 with "Telegraph Voyage" on the lead

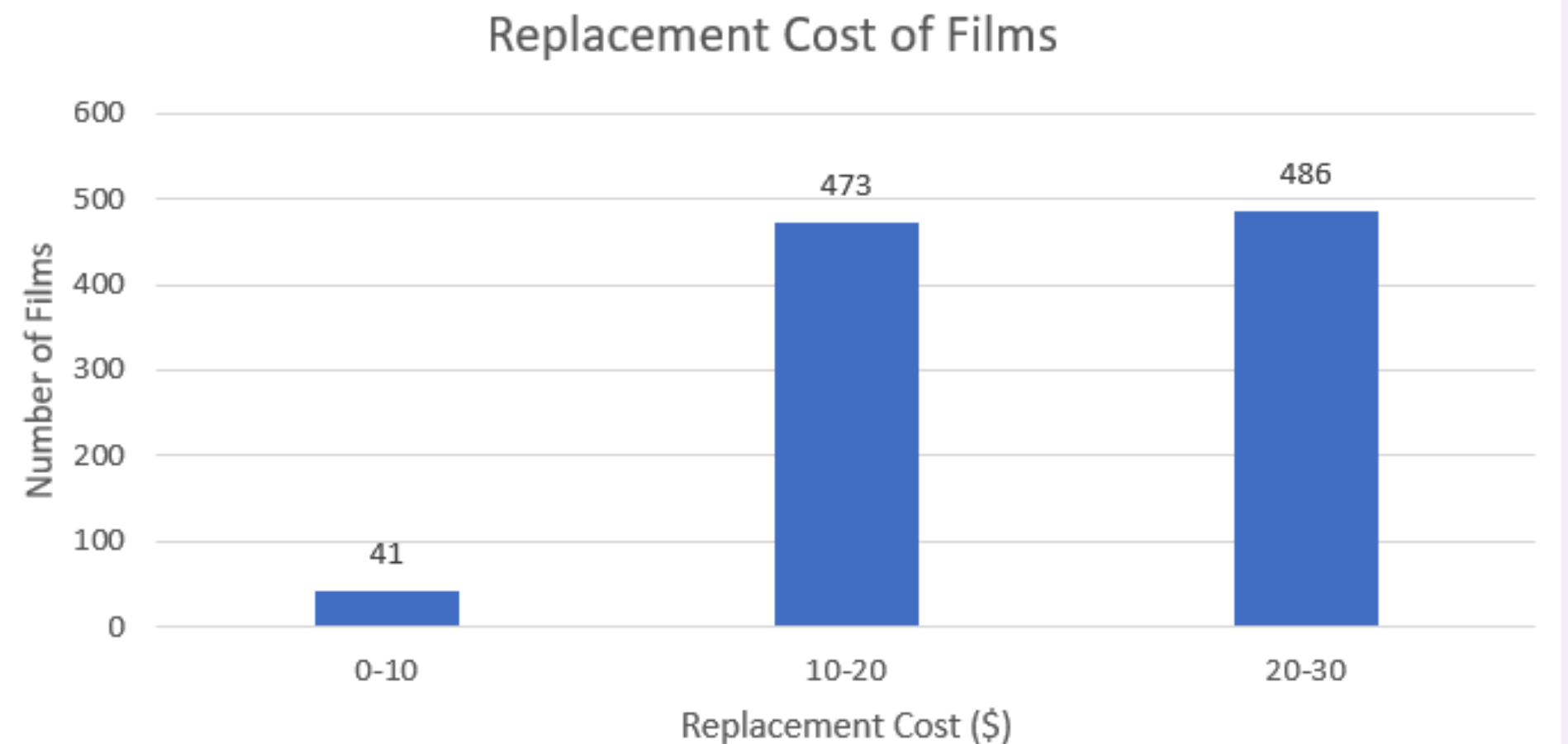


- The least popular movies brought between \$6 to \$7 per film.

# Rental Rates and Replacement Costs



- Majority of the films Rockbuster provides are affordable.
- The number of films that are expensive are the second highest.



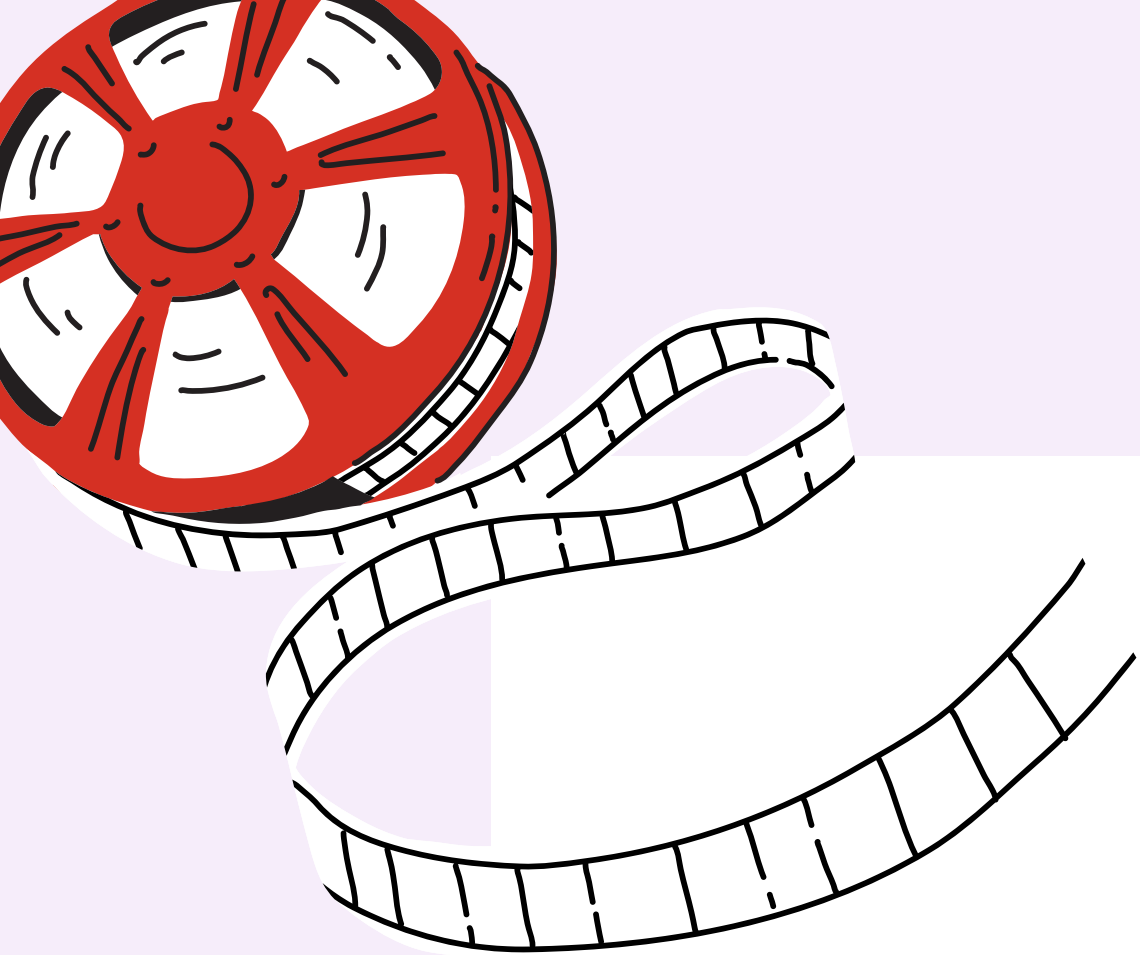
- Replacement cost of films are on the higher side having majority of the films above \$20.
- There are only a few film that are as cheap or less than \$10.



# Recommendations

- Focus marketing effort on Top 5-10 countries as they bring the most revenue
- Majority of the Top countries are rich countries. To get more customers, decrease the renting price and replacement based on the country. eg. discord's Nitro subscription.
- Make the replacement cost cheaper and in turn increase the rental price to increase customer loyalty.





# the end

Q&A session

