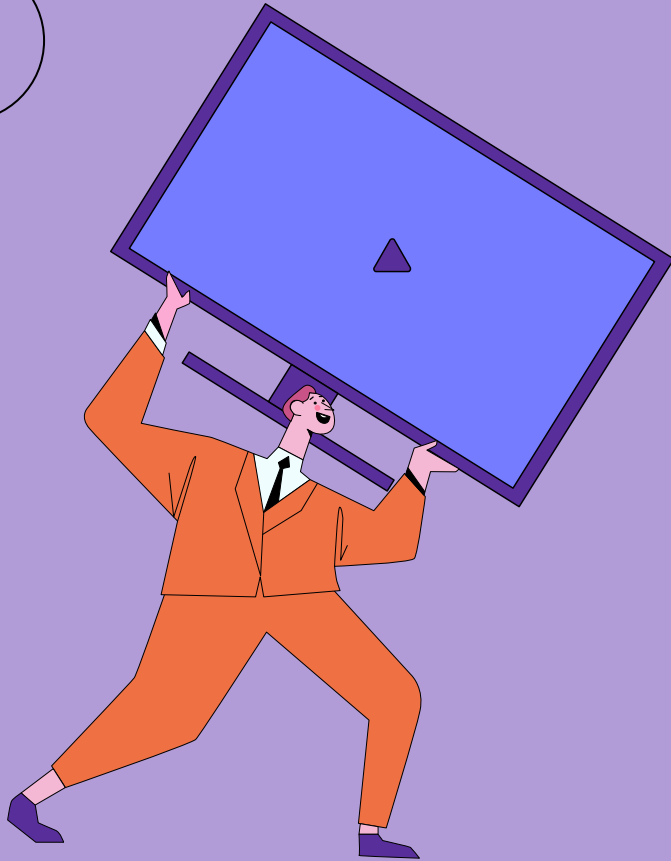


ROCKBUSTER STEALTH LLC

Analysis and insights
for the 2023 strategy





INTRODUCTION

Due to increasing competition from Netflix and Amazon, Rockbuster Stealth looks to turn its current catalogue into a digital library to catapult its current clientele list and increase it's outreach

OVERVIEW

This presentation will provide summarising statistics on our current inventory, insights into our customer base and recommendations on how to launch Rockbuster Stealth LLC into its next era.



01

INVENTORY OVERVIEW

How our current inventory
stacks up



FILM SUMMARY STATS

115 MINS

AVERAGE FILM LENGTH

5 DAYS

AVERAGE RENTAL
DURATION

\$2.98

AVERAGE RENTAL RATE

\$19.98

AVERAGE REPLACEMENT
COST

ODDITIES?



LANGUAGE

All movies in the catalogue are in English, the database has capacity to take different languages, time to expand!



YEAR

All movies in the database are from the year 2006, time for a checkup.

02

INVENTORY PERFORMANCE

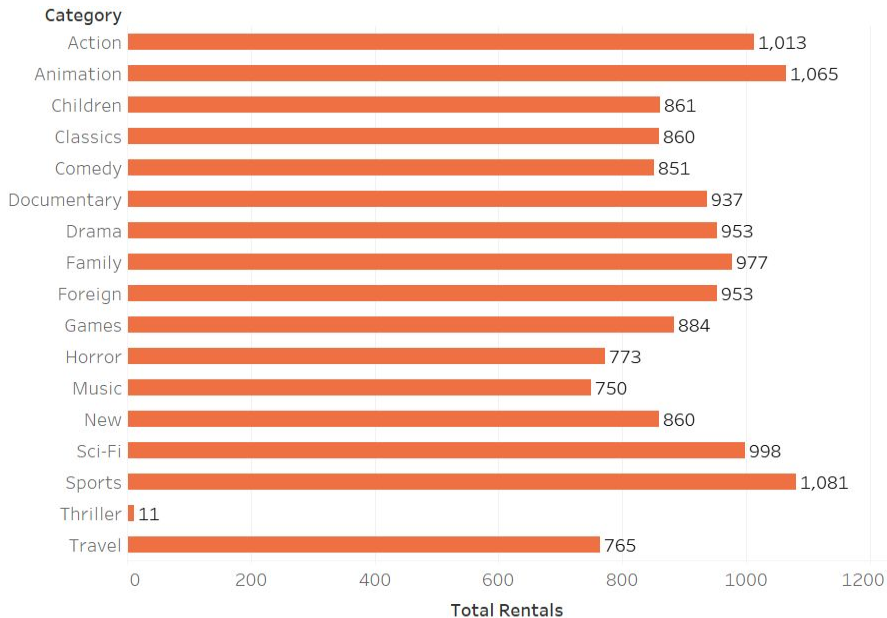
Our inventories front
runners and outliers



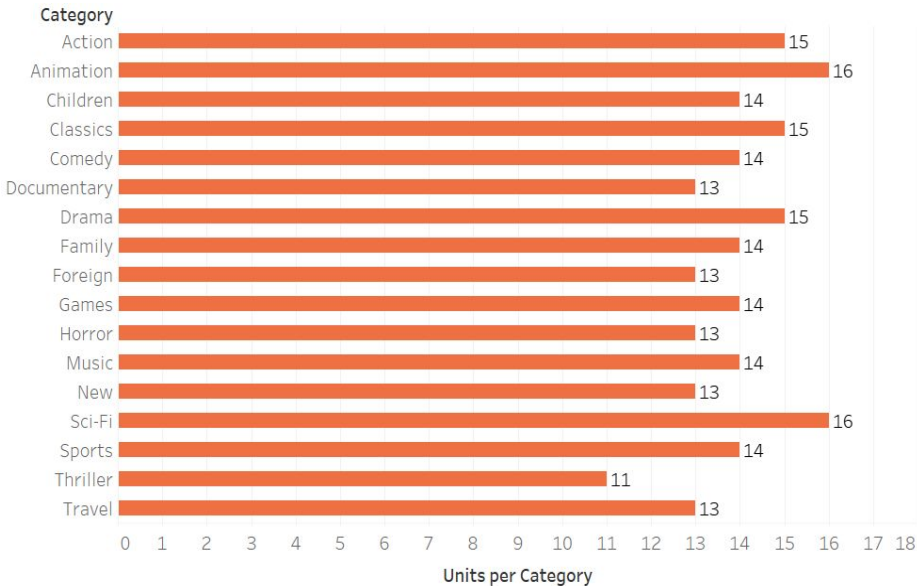
GENRE RANKINGS

- ❖ **ALTHOUGH IT MAY APPEAR THAT THRILLER IS THE LOWEST RANKING OF THE GENRES, IT ONLY HAS ONE TITLE IN OUR INVENTORY. WHEN YOU LOOK AT THE AVERAGE RENTALS BY TITLE IT SUDDENLY RANKS AND 11, ONLY 3 POINTS OF OUR AVERAGE TITLE RENTAL RATES.**
- ❖ **SCI-FI AND ANIMATION ARE OUR MOST RENTED GENRES, CLOSELY FOLLOWED BY ACTION, DRAMA AND CLASSICS**

GENRE POPULARITY



AVERAGE RENTALS PER TITLE BY GENRE



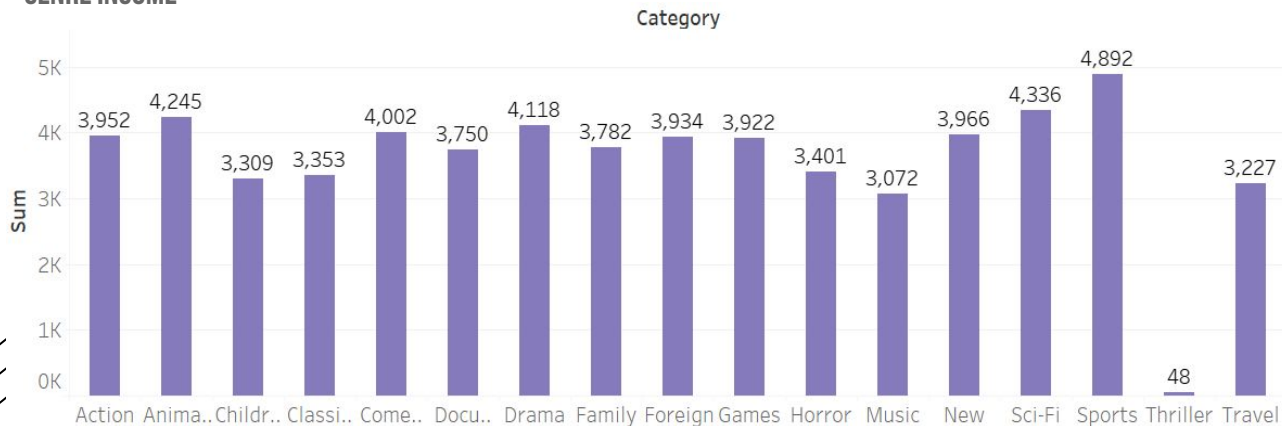


The biggest room for improvement is in the thriller genre. Increasing our thriller inventory would provide the largest potential increase in rentals

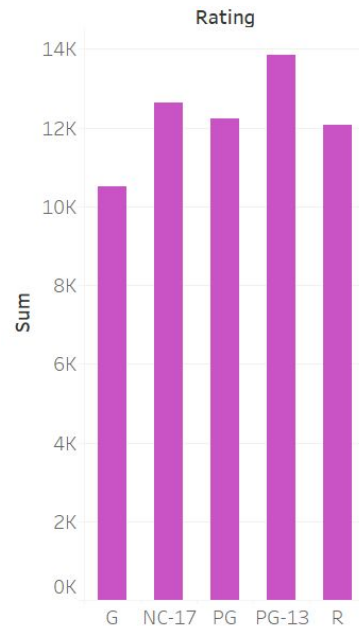
FILMS BY EARNINGS

- ❖ THE MOST POPULAR RATING IS PG-13
- ❖ THE AVERAGE ANNUAL INCOME ACROSS ALL GENRES (EXCLUDING THRILLER) IS \$3828
- ❖ THE AVERAGE RENTAL RATE IS \$2.98 AND LASTS FOR 5 DAYS
- ❖ OUR THRILLER TITLE IS RENTED OUT AT \$2.99, OUR AVERAGE RENTAL RATE, THIS MAKES IT A COMPETITIVE GENRE IF MORE TITLES WERE INTRODUCED TO THE CATALOGUE

GENRE INCOME



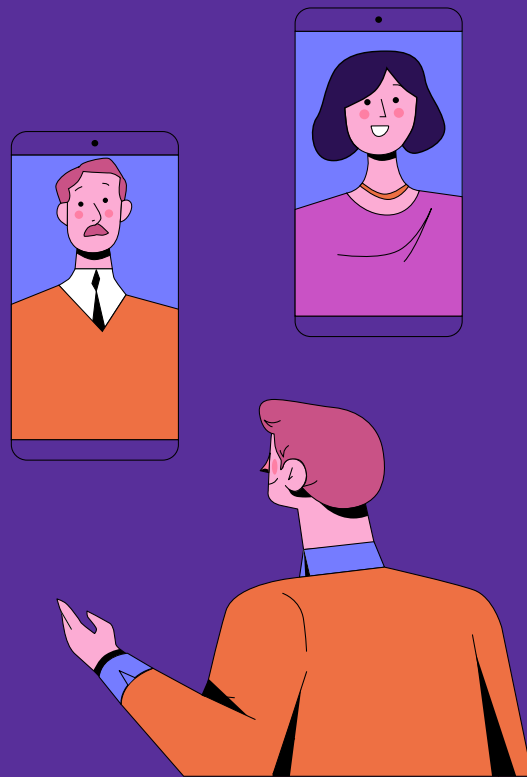
RATING INCOME



03

THE GLOBAL VIEW

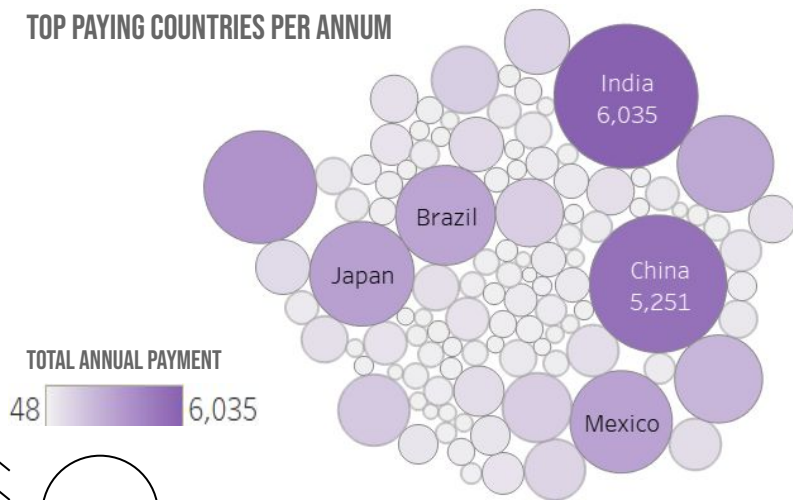
¡Hola world!



BIG SPENDERS

- ❖ THE AVERAGE INCOME FROM EACH COUNTRY IS \$567 PER ANNUM
- ❖ THE AVERAGE CUSTOMER COUNT IN EACH COUNTRY IS 135

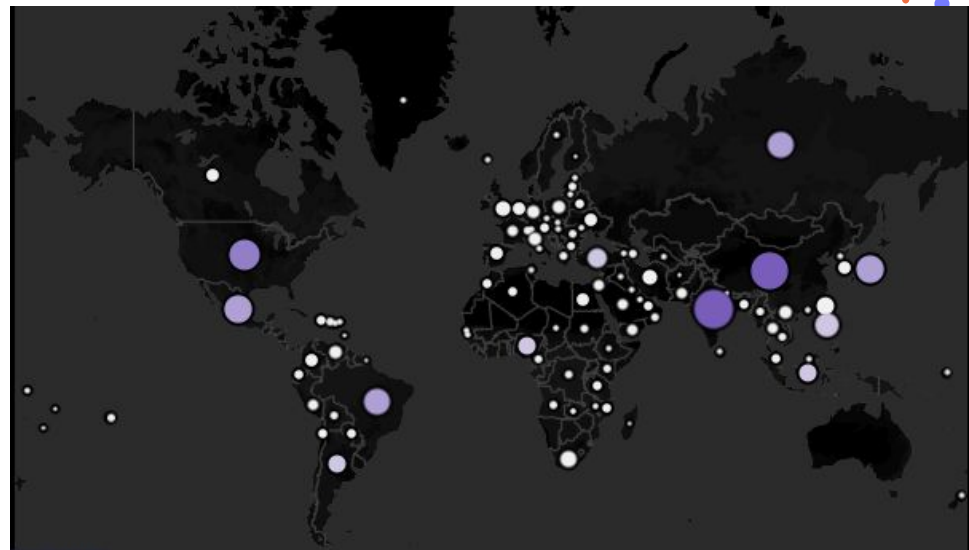
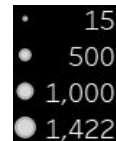
TOP PAYING COUNTRIES PER ANNUM



TOP PAYING COUNTRIES

TOTAL ANNUAL PAYMENT
48 6,035

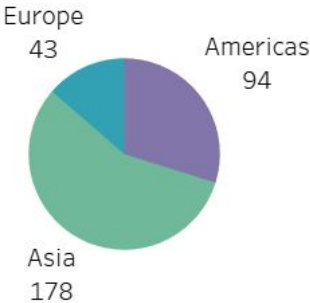
CUSTOMER COUNT



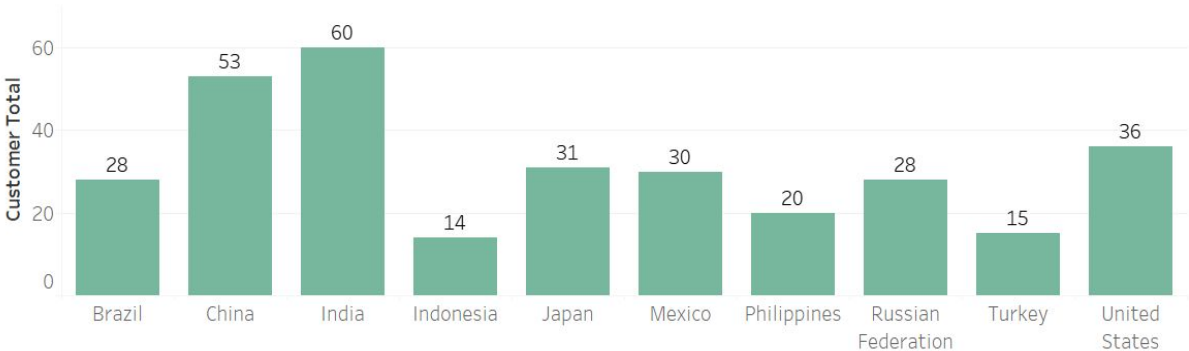
WHERE ARE OUR TOP CUSTOMERS?

- ❖ ROCKBUSTER HAS A TOTAL OF 14,598 CUSTOMERS DISTRIBUTED ACROSS 108 COUNTRIES.
- ❖ THE TOP TEN COUNTRIES HOLD 52% OF ALL CUSTOMERS
- ❖ OVERALL THE ASIAN REGION HAS THE HIGHEST PROPORTION OF CUSTOMERS IN THE TOP TEN CUSTOMERS

CUSTOMER DISTRIBUTION BY TOP REGIONS



TOP TEN COUNTRIES BY CUSTOMER COUNT



HIGHEST PAYING INDIVIDUAL CUSTOMERS

Country	City	
China	Emeishan	119.75
Indonesia	Pontianak	123.72
Mexico	Atlixco	128.70
Turkey	Tokat	130.68
United States	Aurora	98.76

SWOT ANALYSIS

STRENGTHS

We have customers across a broad range of countries

S

WEAKNESSES

We only have 1 title in the thriller genre

W

OPPORTUNITIES

Increase the range of languages in our films to appeal our diverse customer base

O

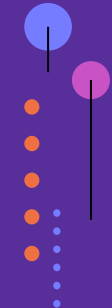


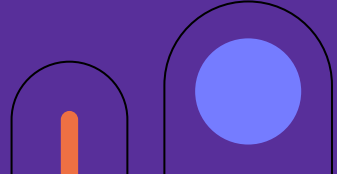
THREATS

Other streaming services have a strong hold on the market

T



RECOMMENDATIONS

- ❖ INCREASE THE NUMBER OF TITLES OVERALL WITH A FOCUS ON THE THRILLER GENRE
 - ❖ GET MOVIES WITH DIFFERENT LANGUAGES TO DRAW IN CUSTOMERS FROM OUR DIVERSE CUSTOMER BASE
 - ❖ PG-13 RATED MOVIES ARE APPROPRIATE FOR THE WIDEST AUDIENCE FOCUS IN THOSE AREAS
 - ❖ GENERATE A REWARD SYSTEM FOR LONG TERM OR HIGH PAYING CUSTOMERS TO GENERATE LOYALTY
 - ❖ CONDUCT FURTHER ANALYSIS ON CUSTOMER USAGE PATTERNS TO AID IN MARKETING PLANS
 - ❖ FOCUS MARKETING SPENDING ON THE TOP PAYING COUNTRIES.
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The background is a solid purple color. It is decorated with various abstract geometric shapes in blue, orange, and pink. These include circles, rectangles, lines, and dots of different sizes. Some shapes are connected by thin black lines, creating a network-like pattern. The shapes are scattered across the slide, with a higher concentration on the left and right sides, framing the central text.

THANK YOU FOR ENJOYING THE PRESENTATION

VISUALISATIONS AND ANALYSIS WERE CREATED BY GRACE MORGAN RIDDELL
TABLEAU: [HTTPS://PUBLIC.TABLEAU.COM/APP/PROFILE/GRACE.MORGAN.RIDDELL](https://public.tableau.com/app/profile/grace.morgan.riddell)

ALL DATA STEMS FROM A FICTIONAL SCENARIO AND IS PART OF AN A ASSIGNMENT FOR THE CAREERFOUNDRY DATA ANALYSIS COURSE