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Analysis of Film and Music Sales for Media Distributors, Inc.

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1 Background

Media Distributors, Inc. is a Wichita, KY based distributor and seller of films and music for commercial purposes. For the past few years, it has managed its film and music sales separately using different applications. This division is historical as Media Distributors started distributing films and then acquired SoundMania about two years ago. As the two distribution channels were different, CTO Alvin Coelho made the decision not to integrate the SoundMania’s information systems and database with those of Media Distributors. This has not been a problem until now, however Media Distributors intends to make itself available for acquisition. To that end, an integrated view of the business, particularly sales, is needed.

This report provides key sales, revenue, and customer metrics to showcase Media Distributors’ business. The analysis provided is based on data from a custom-built datamart that integrates data extracted from two operational databases.

2 Key Business Metrics

This section provides key revenue and customer information segmented by time, country, and business unit. Revenue numbers are in US\$.

2.1 Sales Revenue

The year with the most sales was **2005** with a total revenue across both business units of **\$66,902**. The country with the most sales was **Australia** with total sales across both business units in **2005** of **\$33,647**. It was followed by **Canada** with **\$33,255**.The table below shows sales revenue by country and ordered by total sales for the two most recent years, **2012** and **2013**. The table is restricted to the top five countries with the most sales. The column ‘**Total**’ in the table represents the total for all years for which there is data and not just the past two years.

Total Revenue For Top Five Countries For Most Recent Two Years

Country	Revenue Per Year		Total
	2012	2013	
Australia	\$23	\$0	\$33,965
Canada	\$43	\$72	\$33,793
USA	\$128	\$85	\$523
France	\$37	\$41	\$195
Brazil	\$53	\$38	\$190

The table below shows the revenue broken down by quarter for the top five countries. It shows the total revenue for each quarter across all business units and years. So, for example, the column “Q1” is the total sales for music and film for all years for which there is data, which is from **2005** to **2013**.

Cumulative and Average Quarterly Revenue
Quarterly Revenue 2005 to 2013

Country	Q1	Q2	Q3	Q4	Average
Australia	294	7,061	26,602	8	8,491
Canada	327	7,477	25,927	61	8,448
USA	97	136	163	128	131
France	60	46	42	48	49

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Country	Q1	Q2	Q3	Q4	Average
Brazil	30	36	56	68	48

2.2 Customer Distribution

Across both business units, there are **658** customers **115** countries, with the majority of customers in **India**, **China**, and **United States**.

Customers by Business Unit

Country	Film	Music	Total
India	60	2	62
China	53	0	53
United States	36	0	36
Brazil	28	5	33
Japan	31	0	31

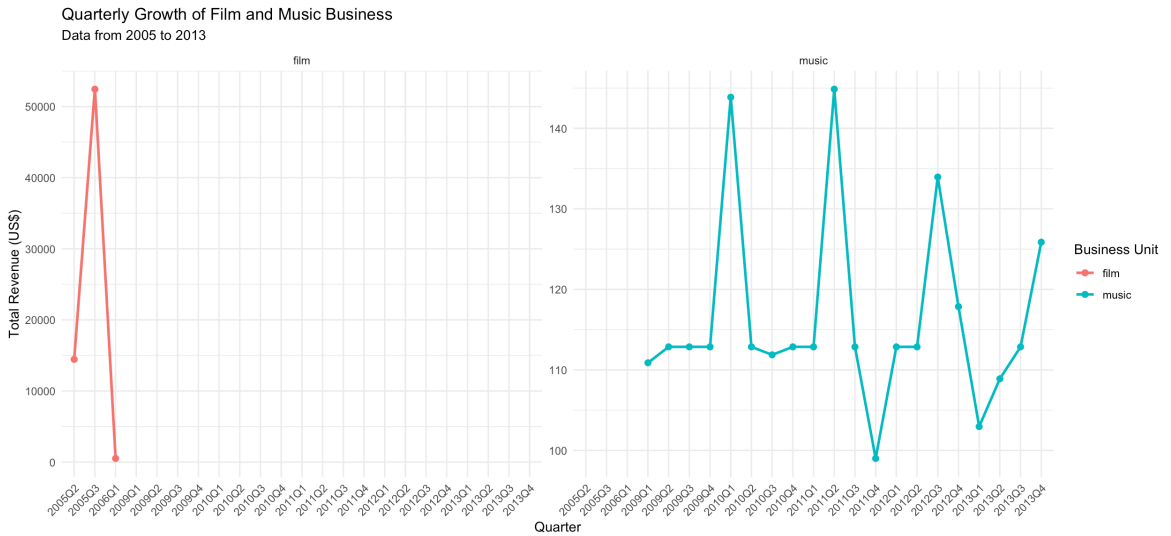
2.3 Film vs Music Revenue

Sales fluctuate over time and the table below shows total revenue per year for the years for which we have data.

Revenue by Year and Business Unit

Business Unit	2005	2006	2009	2010	2011	2012	2013	Total
film	66,902	514	0	0	0	0	0	67,417
music	0	0	449	481	470	478	451	2,329

The graph below illustrates the quarterly growth of the film and music business over the past years for which we have data.



Number of units sold by country and business unit for past three years.

USA

Number of Units Sold by Quarter for USA

Quarter	2011	2012	2013	Total	Average
Q1	12	18	14	44	15
Q2	32	18	20	70	23
Q3	29	38	20	87	29
Q4	26	28	32	86	29
Total	99	102	86	287	96
Average	25	26	22	72	24

Canada

Number of Units Sold by Quarter for Canada

Quarter	2011	2012	2013	Total	Average
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Quarter	2011	2012	2013	Total	Average
Q1	26	10	20	56	19
Q2	6	26	22	54	18
Q3	9	2	25	36	12
Q4	15	5	6	26	9
Total	56	43	73	172	57
Average	14	11	18	43	14

France

Number of Units Sold by Quarter for France

Quarter	2011	2012	2013	Total	Average
Q1	10	9	20	39	13
Q2	5	0	9	14	5
Q3	18	5	9	32	11
Q4	6	20	3	29	10
Total	39	34	41	114	38
Average	10	8	10	28	10

3 Summary and Recommendations

Based on the available data, the analysis of Media Distributors, Inc.'s film and music sales reveals a robust revenue generation pattern, with Canada and the United States emerging as the primary contributors to the company's total sales. Between **2005** and **2013**, sales peaked in **2005**, with total revenue reaching **\$66,902** across both business units. Music and film sales contribute **to an extremely unbalanced revenue distribution, with film accounting for the vast majority of total income. Moreover, sales patterns by geography and quarter are heavily skewed toward film in the earlier years.**. The customer base is concentrated in **India, China**, and **United States**, which also serve as the top-performing markets.

Despite these strengths, Media Distributors, Inc. faces challenges related to its siloed information systems. With plans for acquisition, the company must present a cohesive and integrated business view to appeal to potential buyers. With nearly **658** customers across **115** countries, Media Distributors should invest in customer relationship management (CRM) tools to personalize outreach and foster loyalty. Segmenting customers by preferences (film or music) and spending habits can optimize targeting.

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