

ROCKBUSTER STEALTH LLC

KATARZYNA SZESZULA

AGENDA

Project Overview

Key Questions and Objectives

Statistics

Top Countries in terms of Clients

Most/least popular Movies

Recommendations

PROJECT OVERVIEW

DUE TO FIERCE COMPETITION FROM STREAMING POWERHOUSES SUCH AS NETFLIX AND AMAZON PRIME, THE ROCKBUSTER STEALTH MANAGEMENT TEAM IS PLANNING TO UTILIZE ITS EXISTING MOVIE LICENSES BY LAUNCHING AN ONLINE VIDEO RENTAL SERVICE, WITH THE GOAL OF REMAINING COMPETITIVE. THIS PROJECT IS AIMING TO ANSWER ALL THE RELEVANT QUESTIONS.

KEY QUESTIONS AND OBJECTIVES

- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Do sales figures vary between geographic regions?

STATISTICS



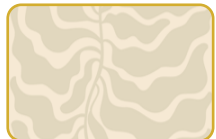
599 CUSTOMERS



FILMS: 1000



MOVIE GENRES: 17



AVG RENTAL: 5 DAYS



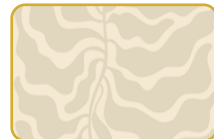
AVG RENTAL RATE: \$ 2.98



AVG RATING: PG-13



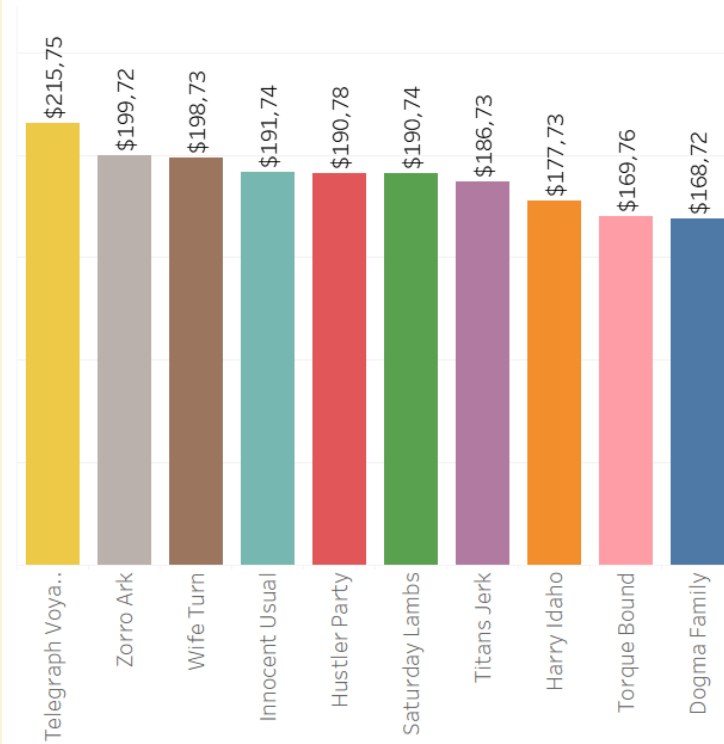
AVG RUNTIME: 115 min



GLOBAL PRESENCE: 108 COUNTRIES

WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

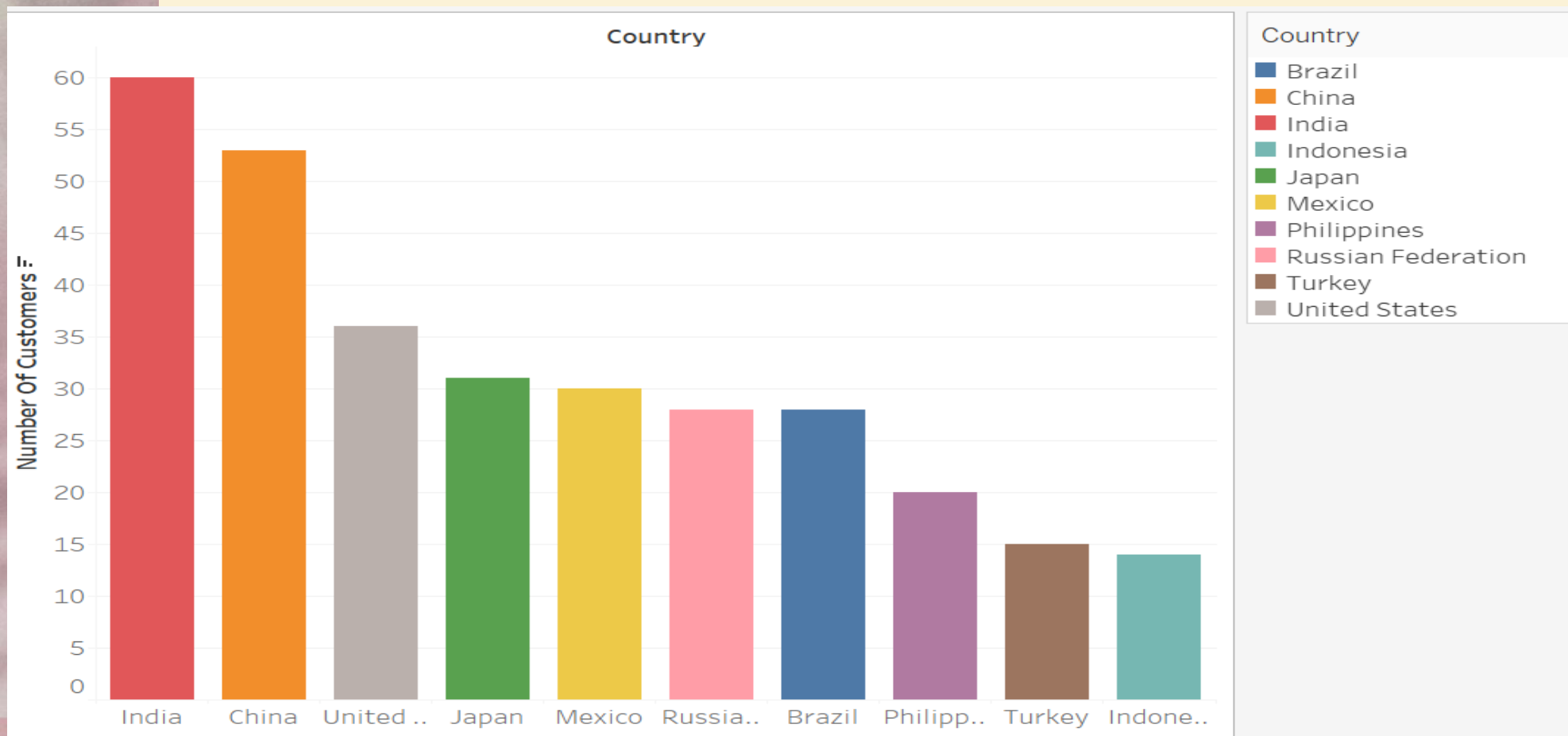
Top 10 Films



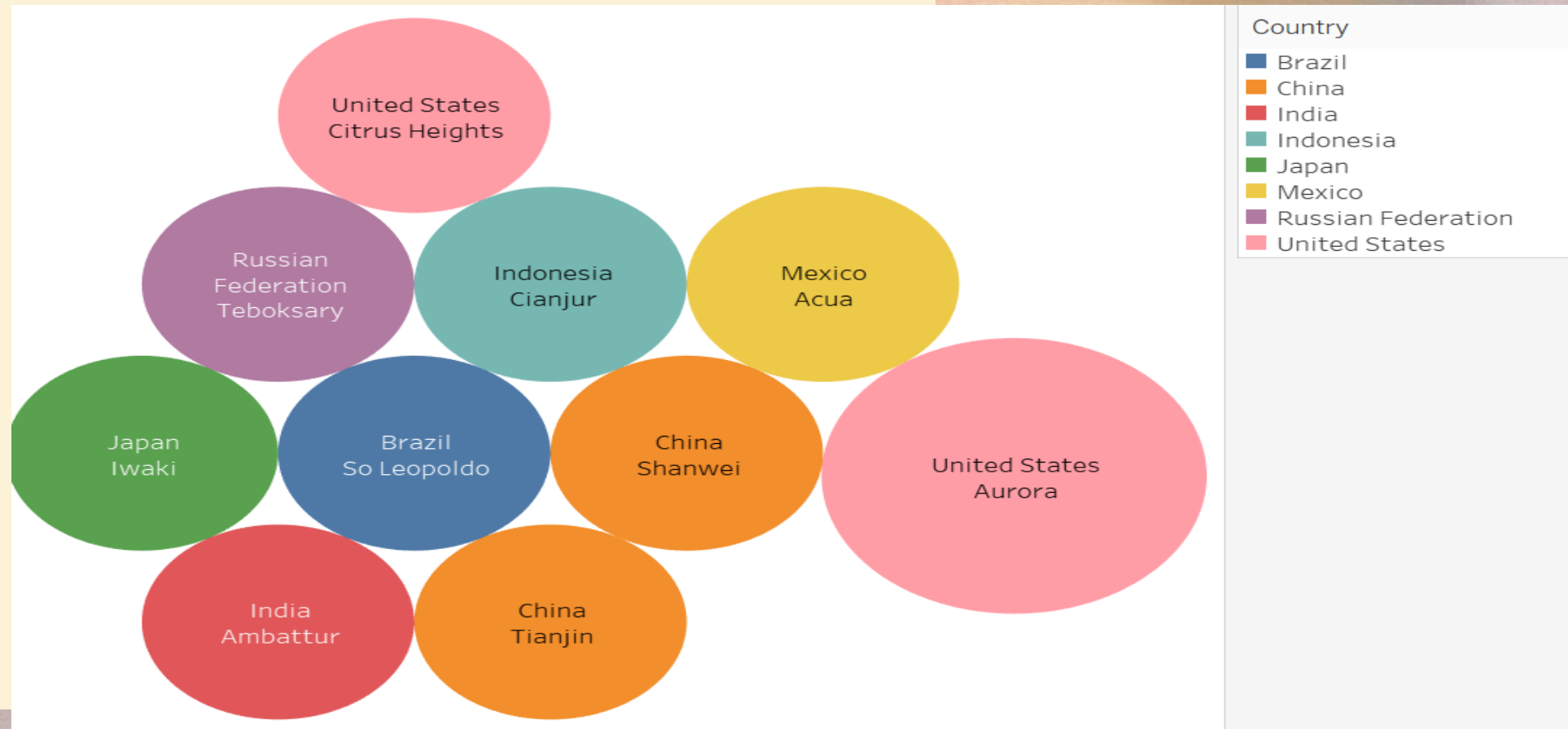
Bottom 10 Films



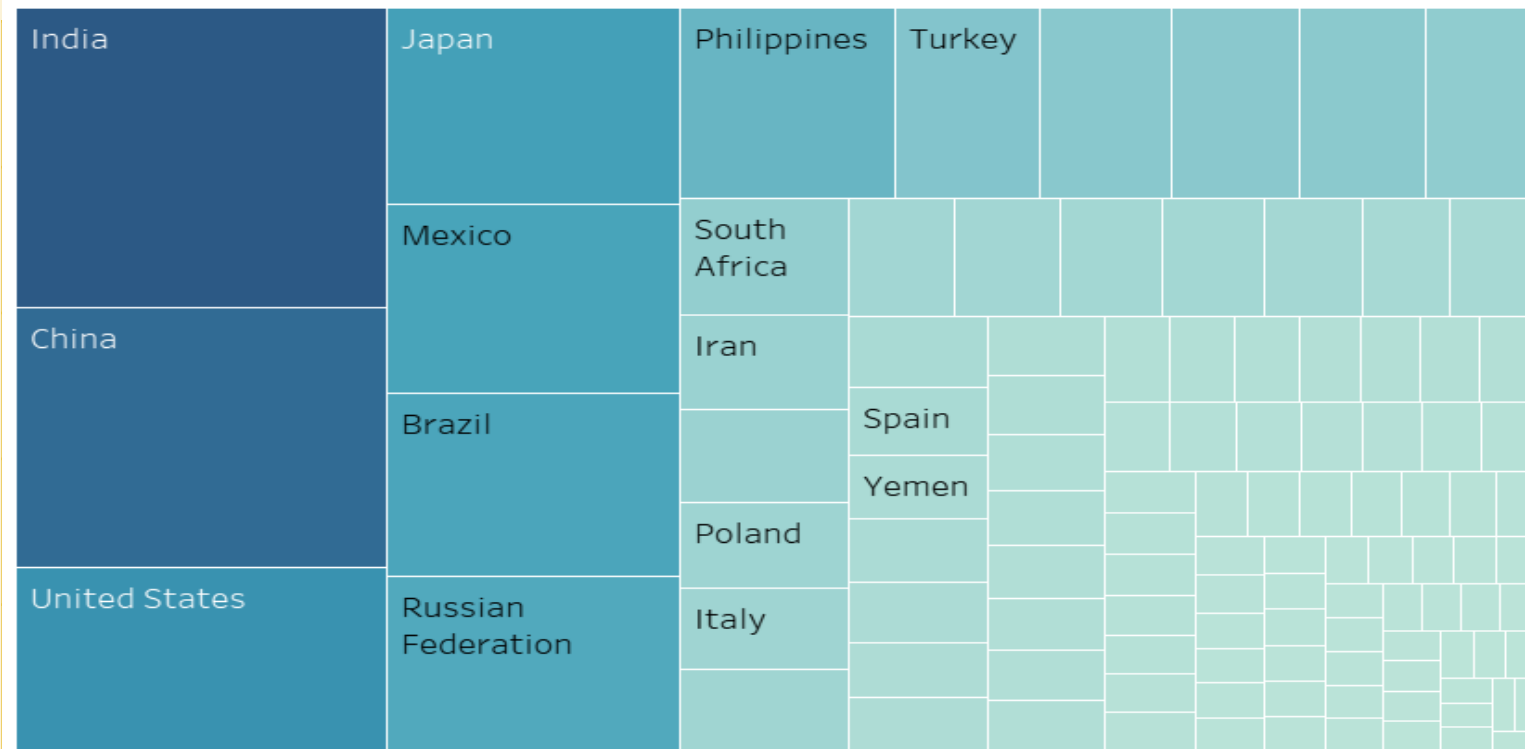
TOP 10 COUNTRIES IN TERMS OF CUSTOMER NUMBERS



TOP 10 CITIES WITHIN 10 TOP COUNTRIES



SALES IN DIFFERENT GEOGRAPHIC REGIONS



Revenue varies across different locations, with higher sales being associated with larger customer bases. India leads with the highest customer count and the greatest revenue generation. Following India are China, the United States, Japan, and Mexico

RECOMMENDATIONS

1. Direct marketing initiatives towards countries with the largest and most engaged customer bases. This includes analyzing market trends to identify these key regions and crafting marketing campaigns that resonate with these audiences.
2. Implement bespoke marketing strategies and loyalty programs aimed at high-value customers and attract mid-tier customers through specific promotions and incentives.
3. Focus on producing more films in the most popular genres—SPORTS, SCI-FI, and ANIMATION—to drive revenue growth.
4. Provide a variety of movie lengths, with consideration given to the average rental length of 115 minutes.

THANK YOU

KATARZYNA SZESZULA

ROCKBUSTER STEALTH PROJECT |
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