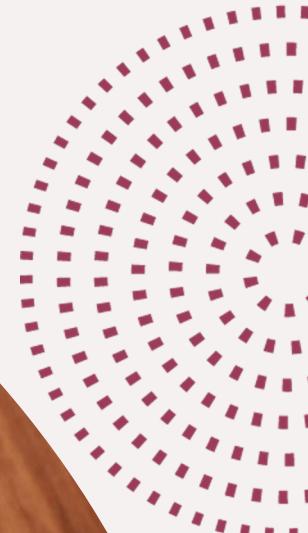


Rockbuster Stealth

2024 Analysis Report: Worldwide Film Rental Data

Laura DeCesare



Key Business Questions

As Rockbuster shifts away from brick-and-mortar rentals and toward an online model, the following questions need answering.

Which films, formats, and genres are most popular with Rockbuster's customer base?

Which countries and cities drive the most revenue?

Are certain geographic regions more lucrative than others?

Rockbuster Catalog Fast Facts



About the Films



Rental Rates

Lowest: \$0.99
Highest: \$4.99
Average: \$2.98



Length of Rental

Shortest: 3 days
Longest: 7 days
Average: 5 days



Replacement Cost

Lowest: \$9.99
Highest: \$29.99
Average: \$19.98

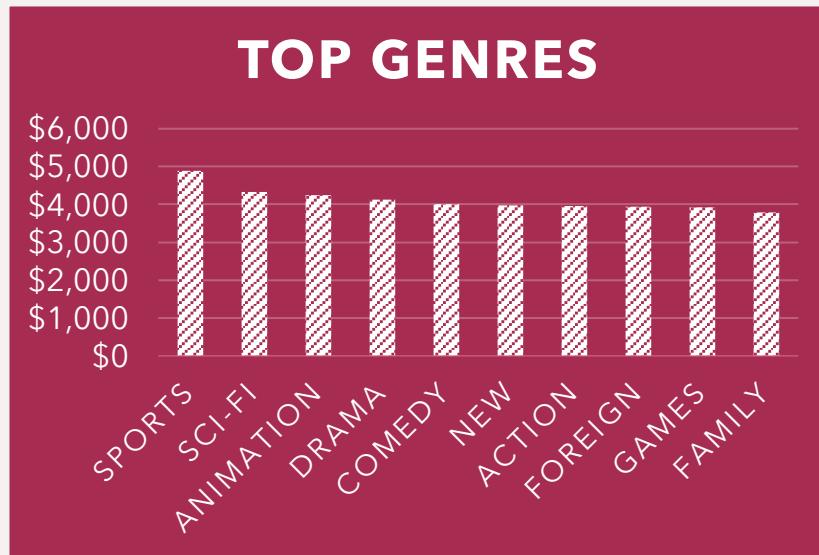


Film Duration

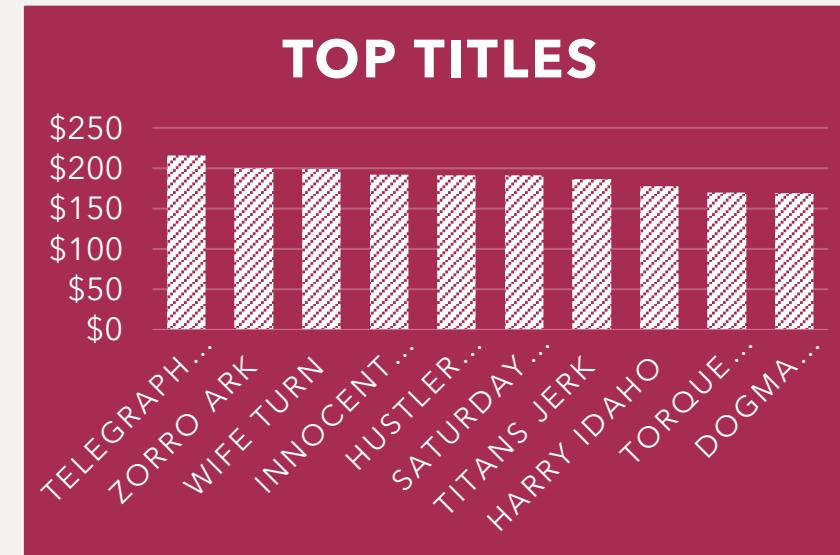
Short: 45 mins
Long: 185 mins
Avg: 115 mins

Note that our movies currently cost up to \$30 to replace. A streaming model would reduce this cost significantly, particularly for popular movies needing to be consistently in stock.

Highest-Earning Genres and Films



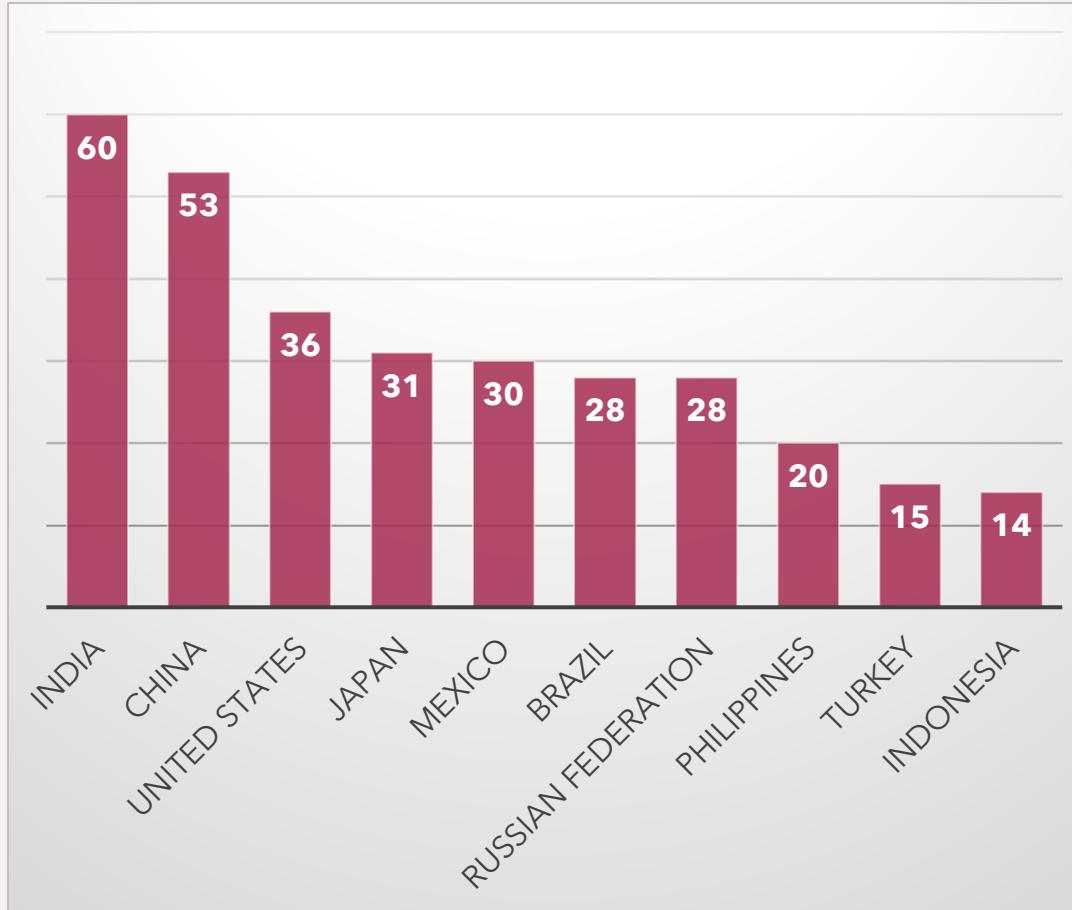
1. Sports: \$4,892
2. Sci-Fi: \$4,336
3. Animation: \$4,245



1. *Telegraph Voyage* (Music): \$216
2. *Zorro Ark* (Documentary): \$200
3. *Wife Turn* (Comedy): \$199

The top 3 films aren't in the top 3 genres! Only one is in the top 10. Let's find out whether these are regional favorites.

Top 10 Countries by Customer Count

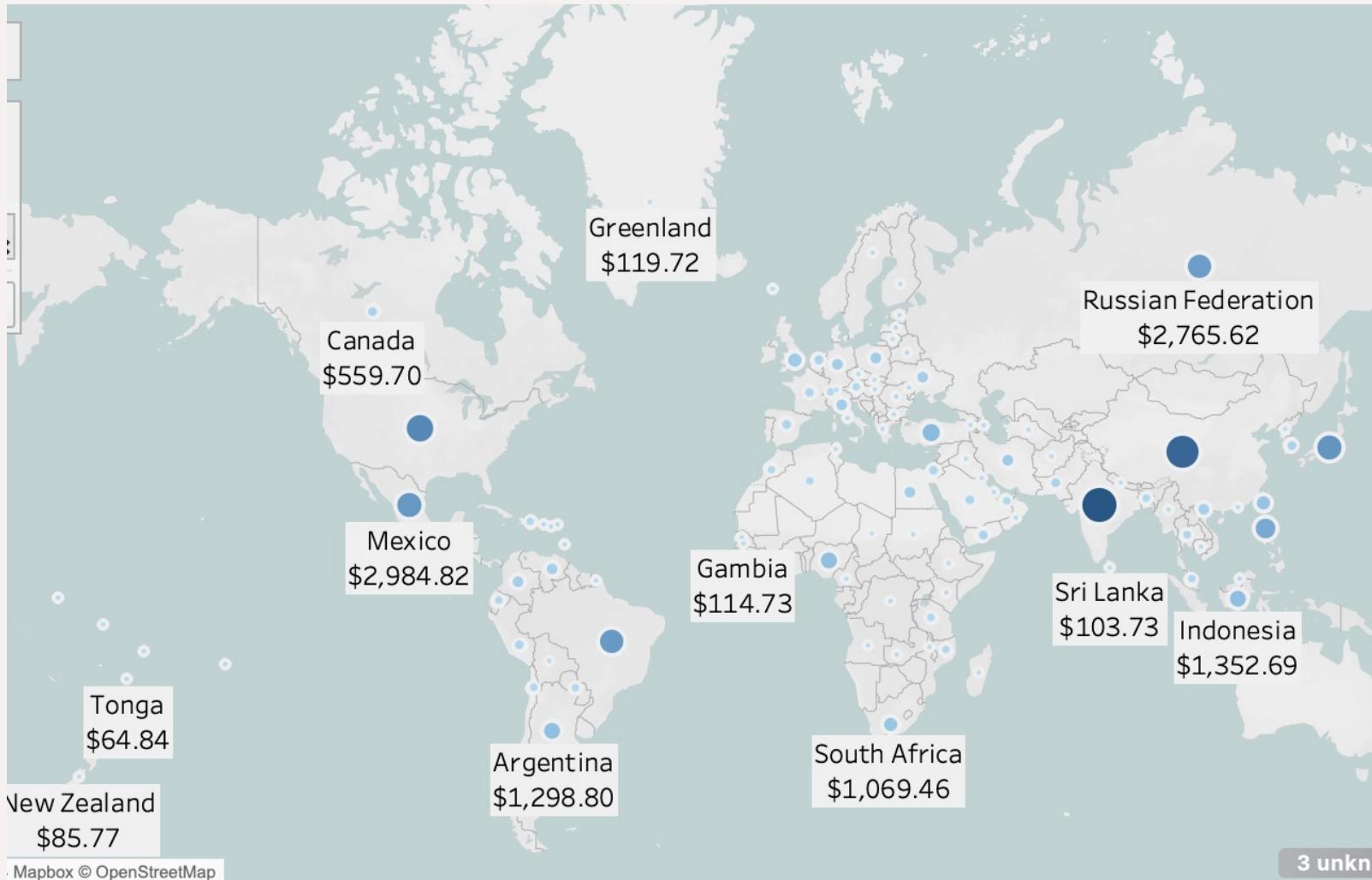


Top 10 Cities

- 🍿 Aurora, United States
- 🍿 Acua, Mexico
- 🍿 Citrus Heights, United States
- 🍿 Iwaki, Japan
- 🍿 Ambattur, India
- 🍿 Shanwei, China
- 🍿 So Leopoldo, Brazil
- 🍿 Teboksary, Russian Federation
- 🍿 Tianjin, China
- 🍿 Cianjur, Indonesia

India and China are the top-earning countries, but they don't have any top-four cities. Is the customer base less concentrated in those regions? Let's find out.

Where are Rockbuster's customers?



Notice the broad spread and small customer counts in Africa and Europe. Can we capture some of that market?

Interactive map available at <https://tinyurl.com/rockbustmap>

Where are Rockbuster's Top Customers?



Arlene Harvey

Ambattur, India

Kyle Spurlock

Shanwei, China

Marlene Welch

Iwaki, Japan

Glen Talbert

Acua, Mexico

Clinton Buford

Aurora, United States

One top customer per top country! Let's launch our first rewards program in these places.

What We Learned

Rockbuster does a large volume of business in Asia, particularly India and China.

Canada, Africa, Europe, and Australia are under-tapped markets.

Most genres are similarly popular, but the top movies defy genre.

Recommendations for Further Analysis

Determine

Determine the top genres by region for purposes of distribution and marketing design.

Explore

Explore what Rockbuster's highest-revenue cities have in common, particularly in comparison to lower-earning cities from the same countries.

Assess

Assess the language distribution across Rockbuster's film library, including how many we have in the native languages of our top-earning countries.



Thank you!

PRODUCTION

DIRECTOR

CAMERA

SCENE

TAKE