

# **Rockbuster: Market Analysis & Customer Strategy**

## Identifying Top Regions & Customers for Growth

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# Purpose of the Analysis

## PROBLEM DEFINITION & BACKGROUND

- Rockbuster is facing increasing competition in the digital rental market.
- Understanding key markets & high-value customers is crucial for growth.

## OBJECTIVE OF THE ANALYSIS

- Identify the most profitable regions & customers. Develop a data-driven marketing & expansion strategy.

# Data Sources & Methodology

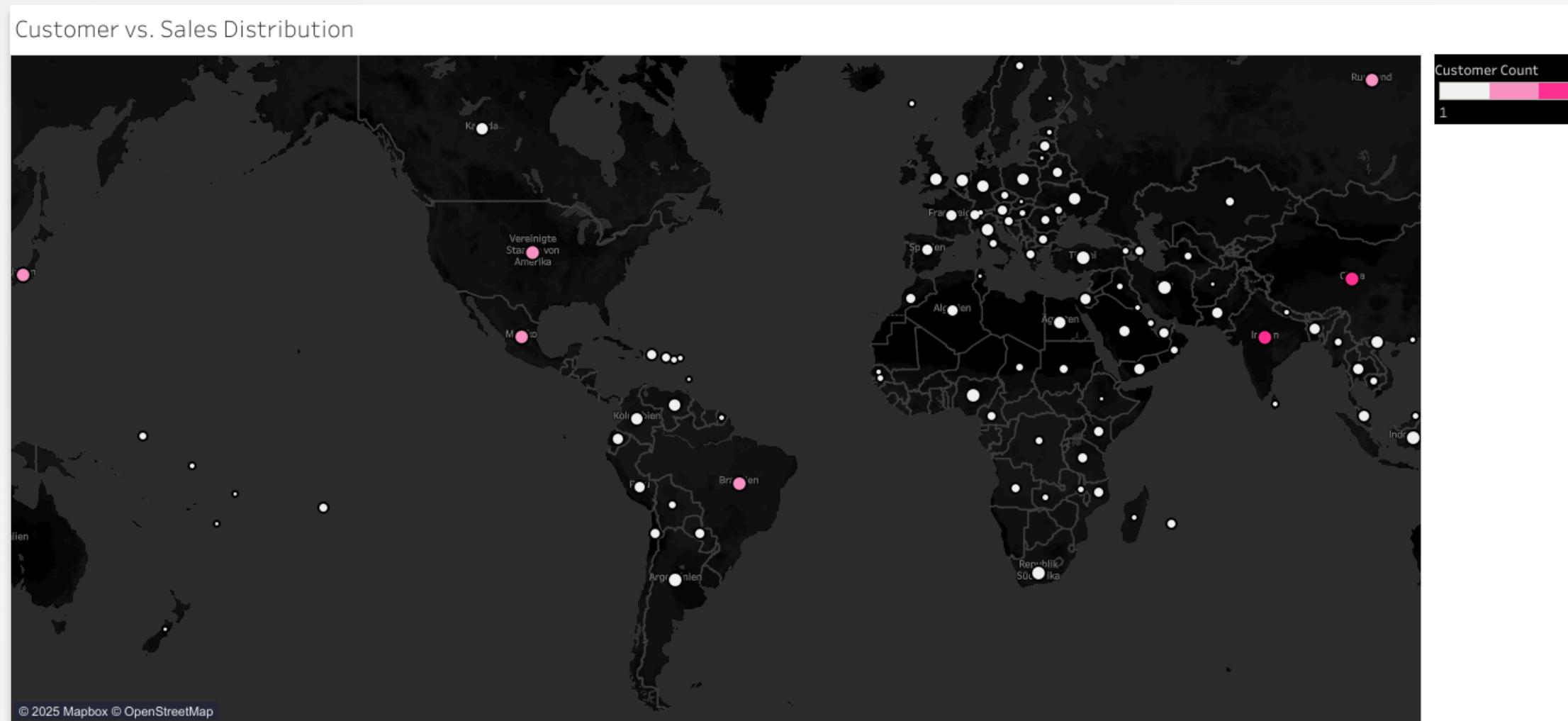
## LIST OF DATA SOURCES USED

- **Customer Data:** Customer demographics, locations, purchase history.
- **Film Data:** Available movies, genres, and rental trends.
- **Rental Data:** Number of rentals, rental duration, most popular movies.
- **Payment Data:** Revenue per customer, payment trends, total revenue.

## TOOLS & METHODS

- **SQL** → For data extraction & querying.
- **Tableau** → For data visualization & insights.
- **Excel** → For data preprocessing & additional analysis.

# Customer & Revenue Distribution

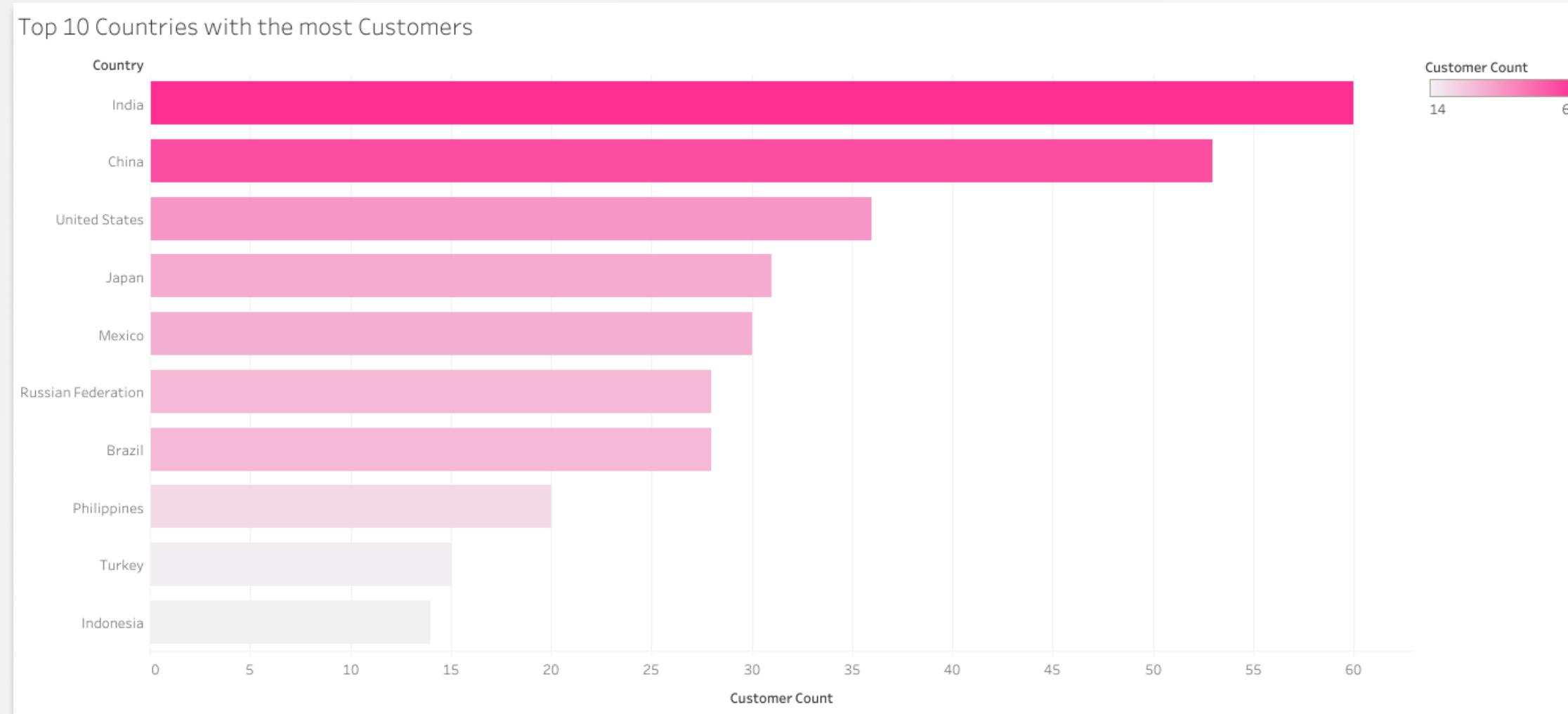


## KEY INSIGHTS

- India, China, and the US dominate in customer numbers.
- The US has fewer customers but generates high revenue per user.
- Brazil and Russia emerging as potential markets.

[VIEW IN TABLEAU](#)

# Customer Distribution by Country

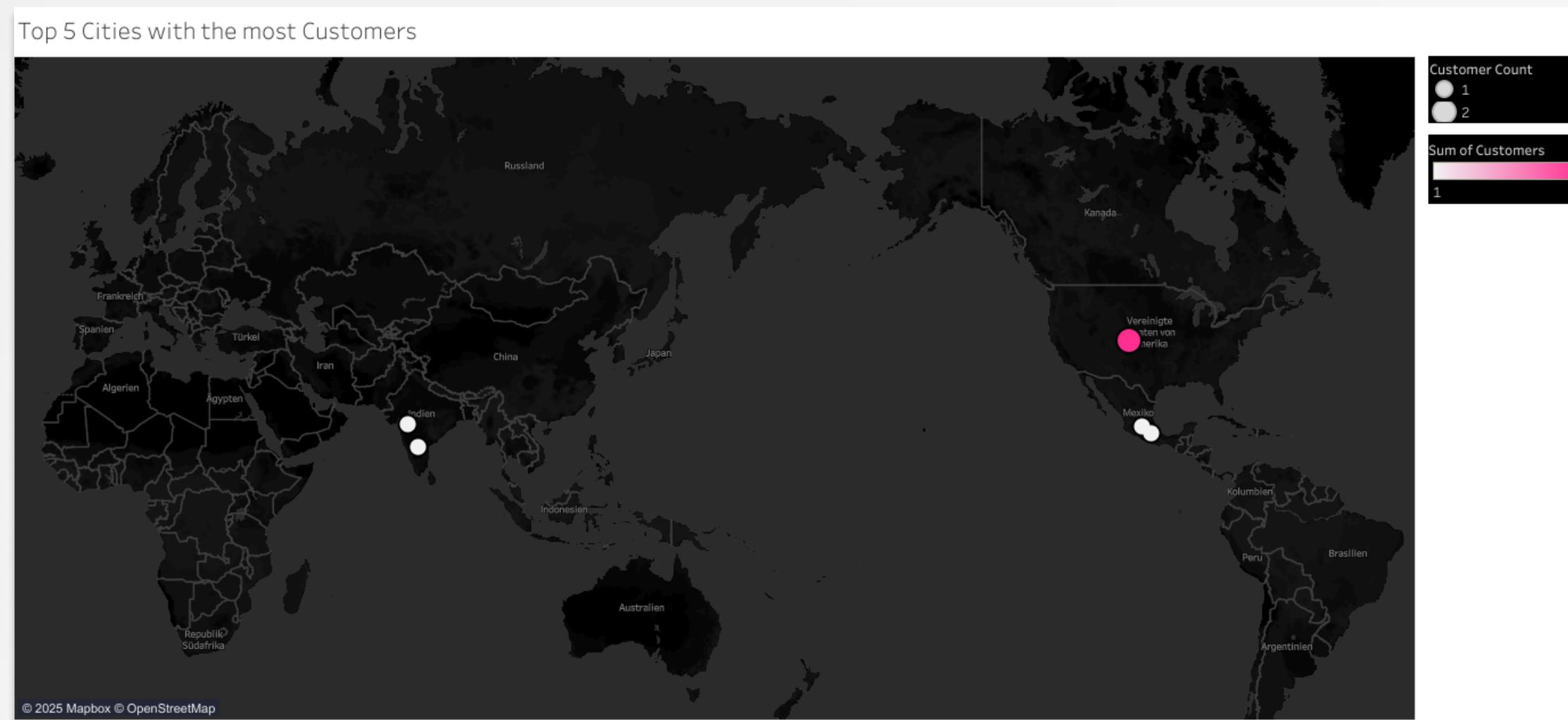


## KEY INSIGHTS

- India and China lead in customer count, indicating strong market potential.
- The United States ranks third, but may have higher revenue per customer.
- Brazil, Mexico, and Russia are emerging markets with growing customer bases.

[VIEW IN TABLEAU](#)

# Key Cities by Customer Count

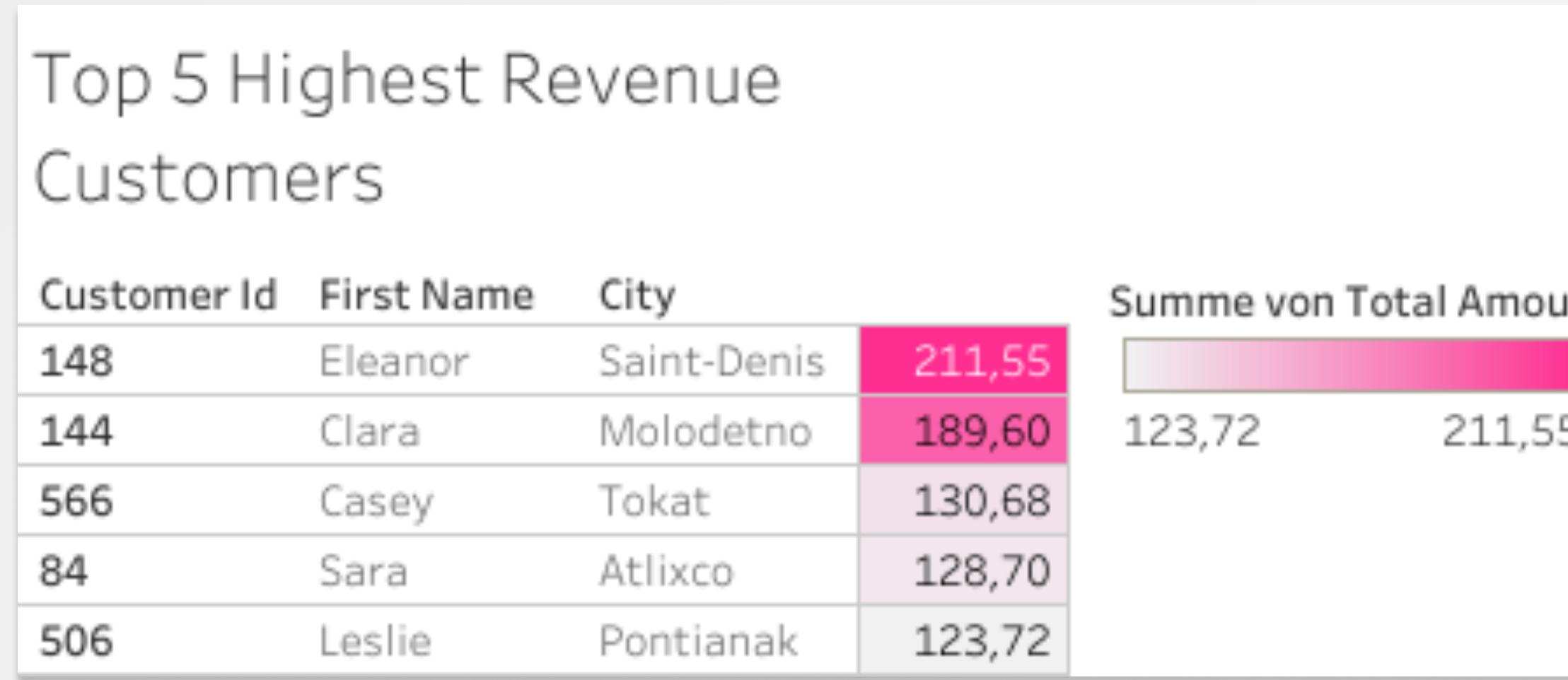


## KEY INSIGHTS

- Aurora (USA) has the highest customer count, making it a key city for marketing efforts.
- Xintai (China) and São Leopoldo (Brazil) are also major customer hubs.
- Several cities in Asia and Latin America indicate strong potential for local marketing campaigns

[VIEW IN TABLEAU](#)

# Top 5 Customers with the Highest Revenue



## KEY INSIGHTS

- Customer Eleanor Hunt generates the highest revenue, making them a key account.
- The top 5 customers contribute significantly to overall revenue, suggesting a need for VIP customer retention strategies.
- Revenue concentration in a few customers highlights the importance of targeted offers for high-value clients.

## RECOMMENDATIONS FOR CUSTOMER RETENTION

- **Exclusive VIP Pricing & Offers** → Reward high-value customers with personalized discounts or premium benefits.
- **Targeted Communication & Loyalty Programs** → Implement exclusive engagement strategies to increase retention.
- **Upselling & Cross-Selling Strategies** → Promote premium content or based offers to maximize revenue per customer.

[VIEW IN TABLEAU](#)

# Data Insights



## GEOGRAPHICAL ANALYSIS

- India & China have the largest customer base, indicating strong market demand.
- The United States, despite ranking third in customer count, has a higher revenue per user.
- Brazil and Russia are emerging markets with growth potential.



## CITY ANALYSIS

- Aurora (USA) has the highest number of customers, making it a key location.
- Xintai (China) and São Leopoldo (Brazil) show strong local demand.
- Key customer clusters exist in Asia & Latin America, suggesting opportunities for regional marketing.



## CUSTOMERS WITH THE HIGHEST TURNOVER

- A small number of high-value customers contribute significantly to total revenue.
- Targeted retention programs can maximize customer lifetime value.

# Strategic Recommendations



## SHORT-TERM ACTIONS (NEXT 6 MONTHS)

- Targeted promotions in high-value markets (USA, India, China).
- Loyalty programs for top customers to increase retention.
- Localized marketing campaigns in top 10 cities to boost engagement.



## LONG-TERM EXPANSION STRATEGY

- Evaluate new emerging markets (Brazil, Russia, Mexico).
- Partnerships with local distributors in high-growth cities.
- Analyze customer preferences to optimize pricing models.



## CONCLUSION

- This strategy ensures immediate impact while laying the foundation for sustainable growth.

# Summary of Key Insights

1. India & China have the highest customer count, making them the strongest markets for customer acquisition.
2. The US has fewer customers but generates higher revenue per user, meaning premium offerings should be prioritized.
3. Brazil & Russia are emerging markets, requiring a gradual expansion strategy.
4. City-level analysis shows Aurora (USA), Xintai (China), and São Leopoldo (Brazil) as key customer hubs for targeted promotions.



## CONCLUSION

- These insights provide a clear roadmap for Rockbuster's future market strategy.

# Next Steps for Rockbuster

1. Implement data-driven marketing strategies in India, China & the US to maximize customer reach.
2. Develop customized pricing models for high-value US customers.
3. Expand into Brazil & Russia through partnerships with local distributors.
4. Monitor customer behavior & adjust strategy accordingly based on real-time insights.