



Strategic Market Analysis Rockbuster

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Agenda

- ❖ Introduction
- ❖ Key Focus Areas
- ❖ Top 10 countries analysis
- ❖ Top Clients analysis
- ❖ Top Movies and the Ratings spread
- ❖ Min, Max, Average values
- ❖ Recommendations

Introduction



The Streaming market is very competitive and the Rockbuster would like to focus their efforts towards growth.



We have analyzed the data and shall present insights in terms of revenue, customer demographics (e.g. Highest performing Countries, cities and clients), Sales trends and planning. The recommendations to follow shall help the leadership to decide on avenues for optimal Return on Investments for the business

KEY Areas

With this analysis, we intend to look through several scenarios to be able to analyze the



Which are the highest revenue generating markets in terms of Countries, Cities and clients



Which movie rentals have been contributing highest and lowest, with average values

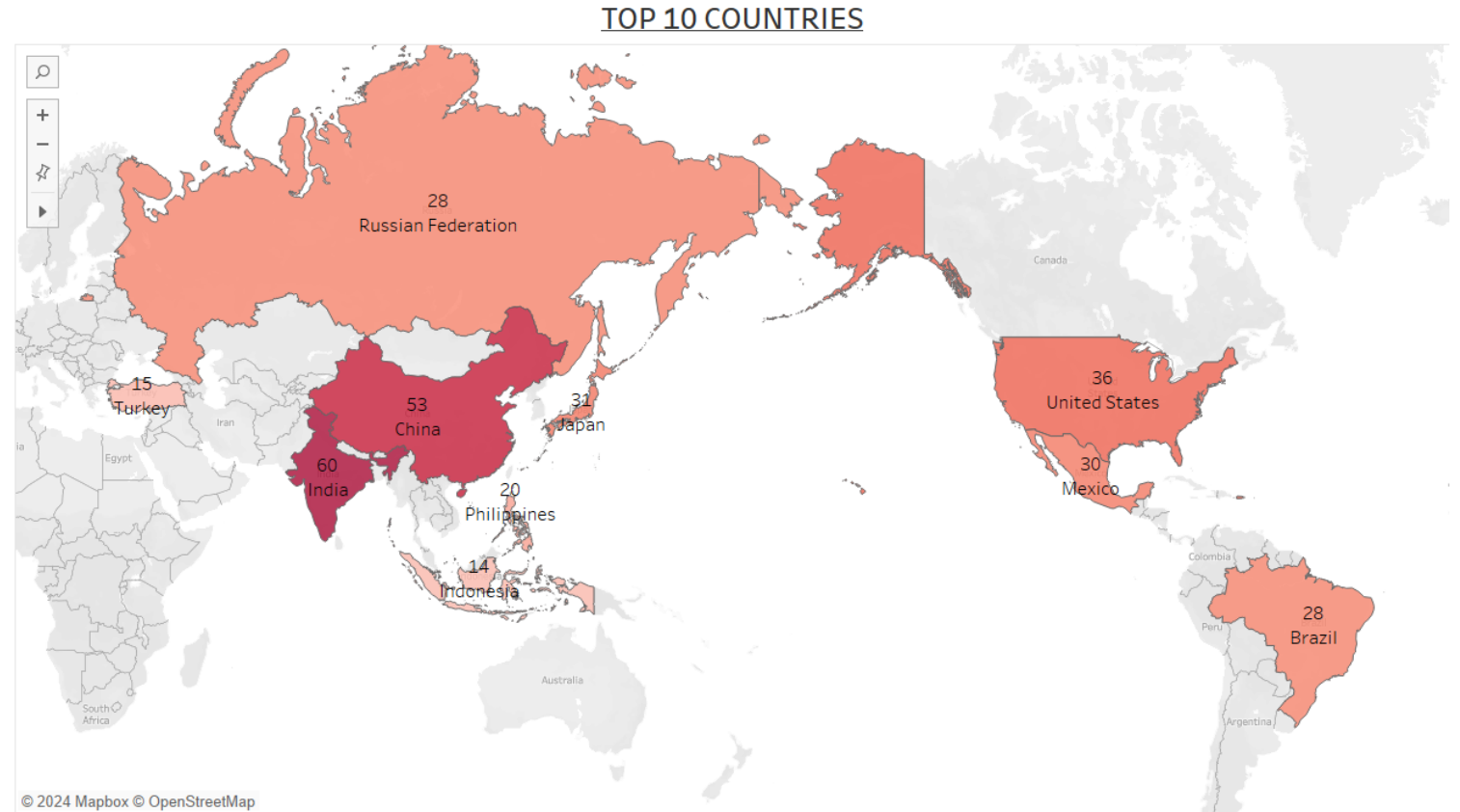


What is the variance in sales figures across countries and continents

Top 10 countries by customer base

The chart showcases the Top 10 countries which has largest customer base.

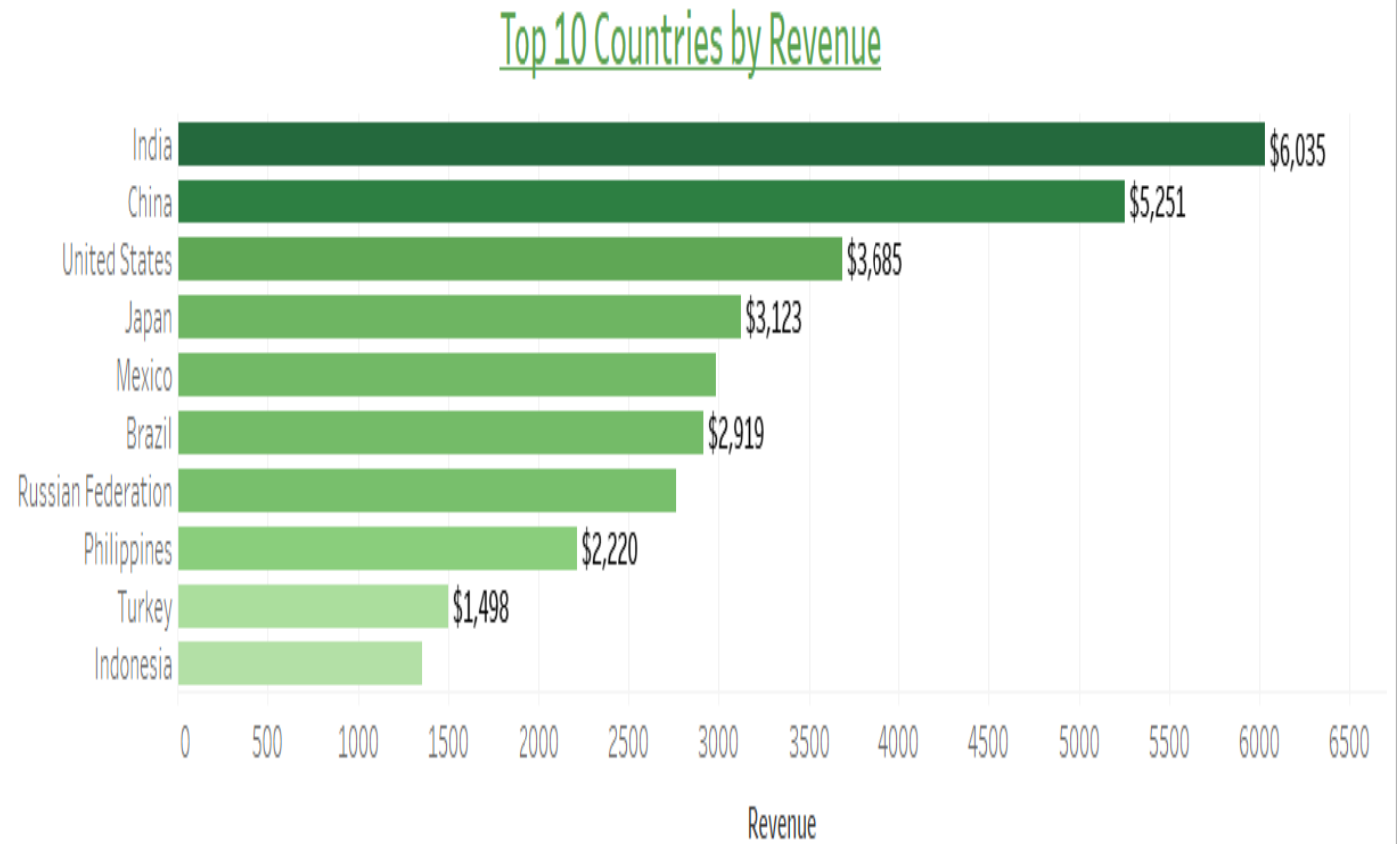
Asian countries like India and China dominate the market closely followed by US.



Top 10 countries by Revenue

The chart showcases the Top 10 cities from Top 10 countries which generate highest revenue sales for the company

India, China and America leads the revenue chart with highest grossing sales



Customer trends across various Geographies

The chart showcases the top customers across different countries as well as their movie rental revenue.

An interesting observation is that the highest grossing customers are not from the highest revenue countries from an overall customer base perspective. This might imply that we need to look into expansion in those countries.

Top Customers & their countries

City:Tokat Customer:Casey Country:Turkey 130.68	City:Emeishan Customer:Alan Country:China 119.75	City:Taguig Customer:Theresa Country:Philippines 88.73	City:Shimoga Customer:Nellie Country:India 86.81
City:Atlixco Customer:Sara Country:Mexico 128.70	City:Aurora Customer:Clinton Country:United States 98.76	City:Zalantun Customer:Phyllis Country:China 76.80	
City:Pontianak Customer:Leslie Country:Indonesia 123.72	City:Aparecida de Goinia Customer:Natalie Country:Brazil 90.78	City:Tarsus Customer:Joann Country:Turkey 64.85	

Most famous Movies

Title	≡
Telegraph Voyage	215.75
Zorro Ark	199.72
Wife Turn	198.73
Innocent Usual	191.74
Hustler Party	190.78
Saturday Lambs	190.74
Titans Jerk	186.73
Harry Idaho	177.73
Torque Bound	169.76
Dogma Family	168.72

Least popular Movies

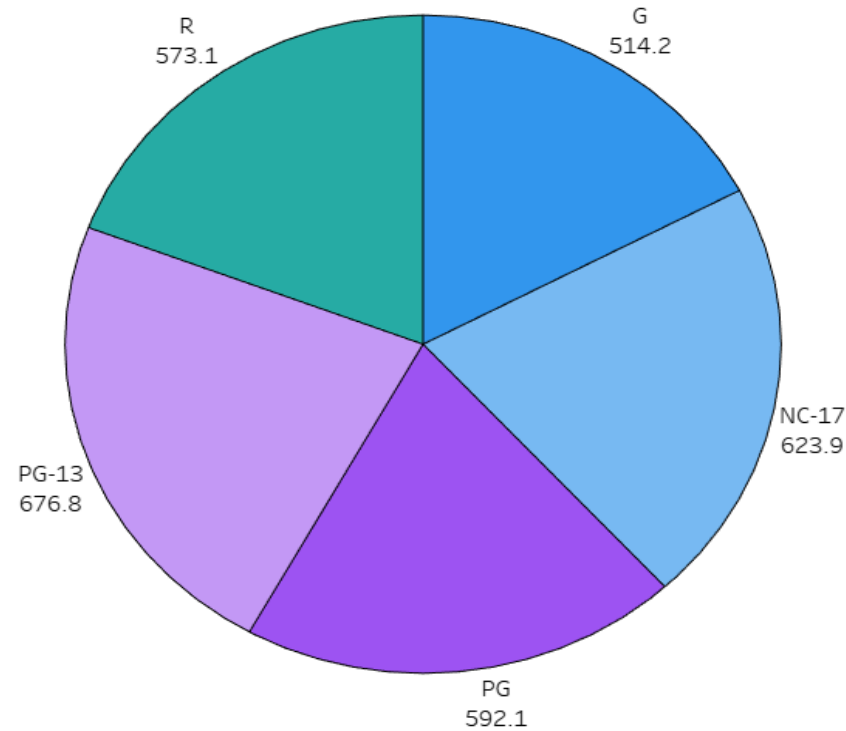
Title	≡
Duffel Apocalypse	5.940
Oklahoma Jumanji	5.940
Texas Watch	5.940
Freedom Cleopatra	5.950
Rebel Airport	6.930
Young Language	6.930
Cruelty Unforgiven	6.940
Treatment Jekyll	6.940
Lights Deer	7.930
Stallion Sundance	7.940

Popular movies trend as per rental revenue

Beyond customer base, we must also look into the movies that were most popular and hence brought in highest revenues. These could be helpful to plan for Genres going forward and their geographies.

While doing this analysis, a look into least grossing movies is also important from an overall profitability perspective.

Popular Movie Rating



Rated

G : General all ages permitted

PG : Parental Guidance suggested

PG-13 : Parents strongly cautioned (for under 13)

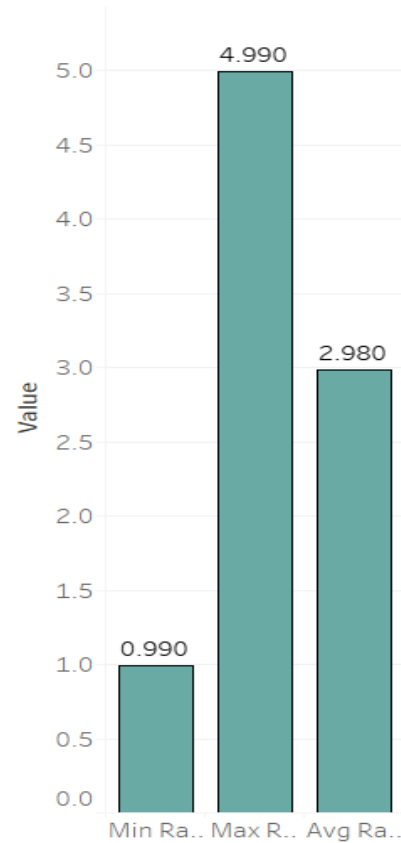
R : Restricted (under 17)

NC 17 : Restricted for children under the age of 18

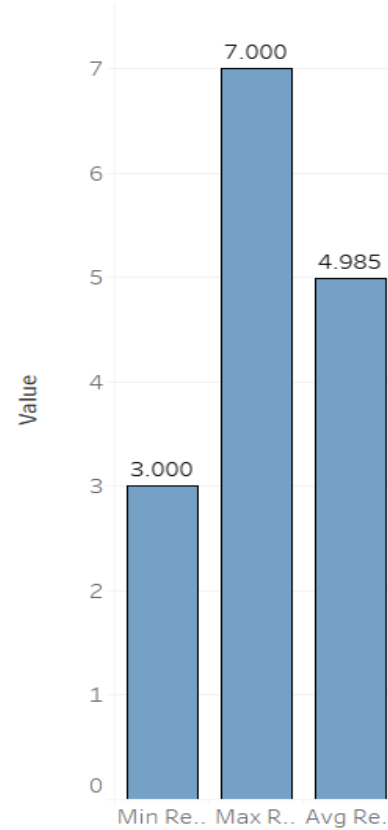
Movie Ratings as per rental revenue

This chart showcases the analysis of Revenue as per various rating categories of the movies. PG-13 and NC-17 are the most contributing categories and hence could be more profitable in long run.

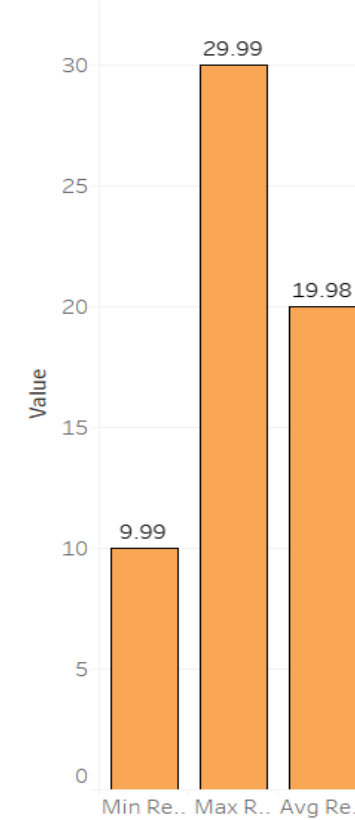
Min, Max. & Avg. Rental rate



Min., Max. & Avg. Rental Duration



Min, Max. & Avg. Replacement Cost



Minimum, Maximum & Average Values

The bar charts above showcase the minimum, maximum & average values for categories like Rental Rate, Rental duration as well as replacement costs

This helps us to understand the spread across the spectrum of offerings and hence look for most impactful pockets of revenues

Recommendations ahead

The overall recommendation is to concentrate on marketing efforts in countries with the highest customer base and largest popularity.

The recommendations by specific categories are suggested as below:

1. Market Expansion in terms of volume in Top 5 countries to ensure the coverage and a growing customer base for steady revenue is a suggested strategy.
2. Explore the markets with client grossing highest revenues as there is a latent potential for improved offerings. A higher brand awareness may be one of the suggested approaches
3. Brand associations might help in the countries which have lower customer base but the grossing revenue is higher
4. Overall movie Genres can be focussed for each market to increase the possibility of higher rental yields as well as possibility to increase rental prices
5. The genre for most popular movies can be used to expand the client base and might help to increase the popularity, in turn helping to increase the revenue per customer. This shall increase the revenue by countries as well.

Thank You

