



RockBuster Stealth

Sales Analysis 2023



Overview

Rockbuster Stealth LLC, formerly a global chain of movie rental stores, is now strategizing to combat strong rivalry from streaming platforms like Netflix and Amazon Prime.

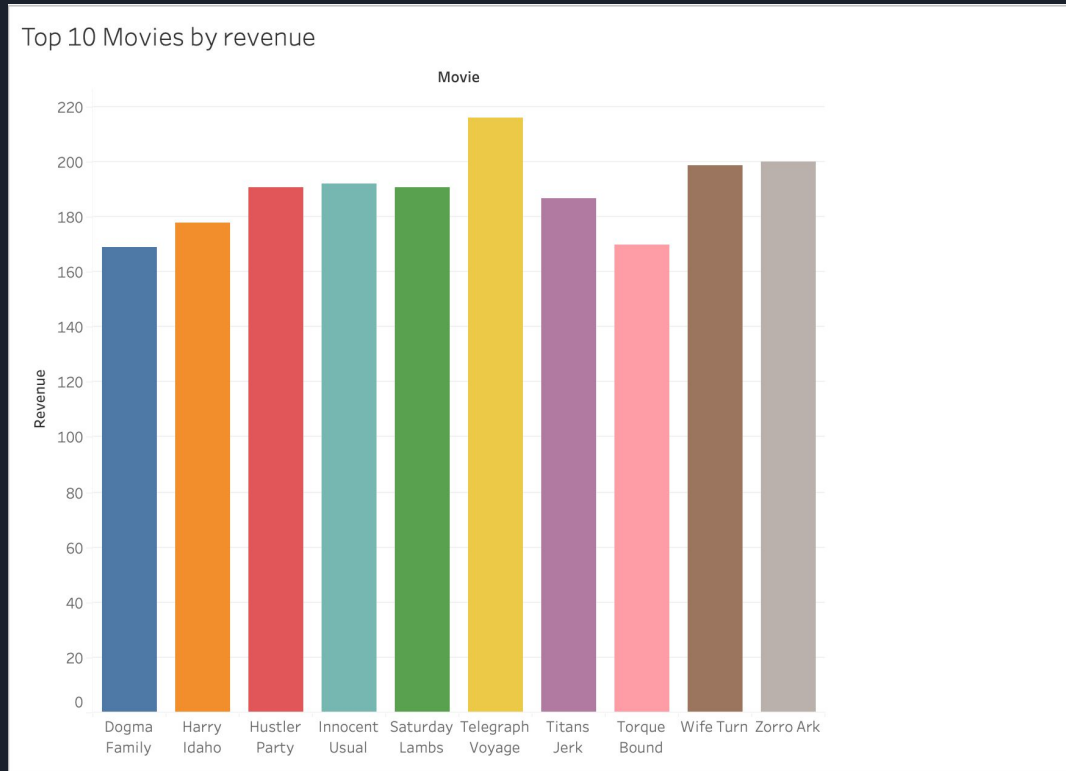
The management team of Rockbuster Stealth intends to leverage their current movie licenses by introducing an internet-based video rental service, thereby ensuring their competitiveness in the market.



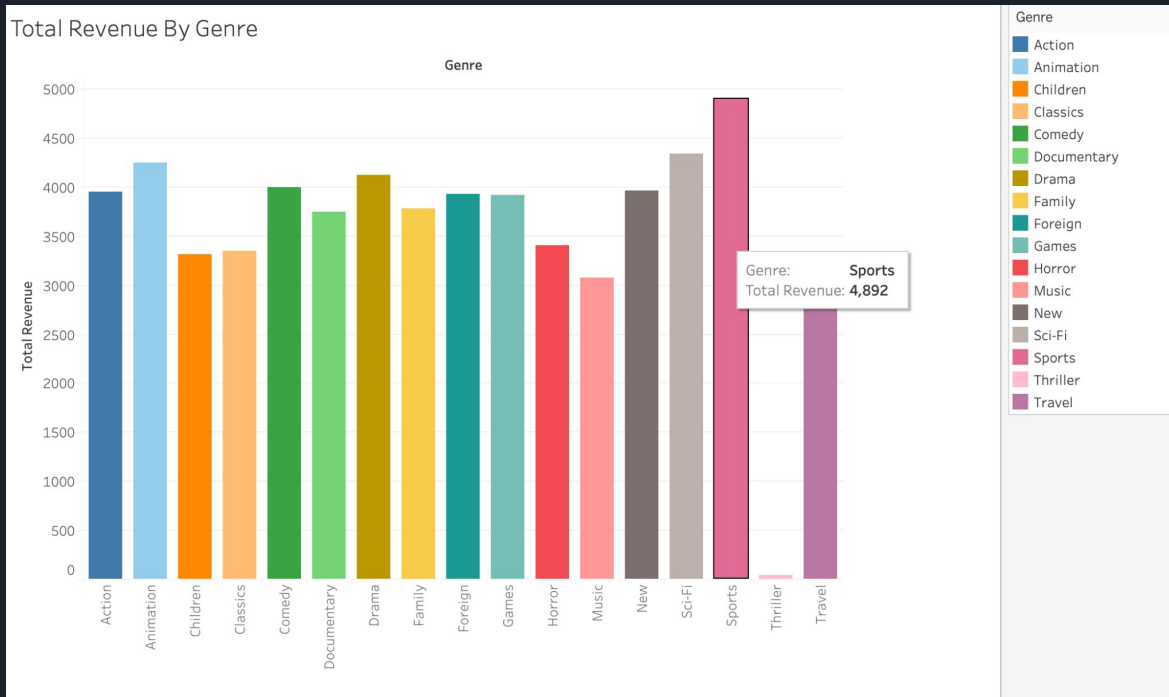
Key Numbers

- 584 Active Customers
- 109 Countries Represented
- 1000 available films

Top 10 Movies by revenue



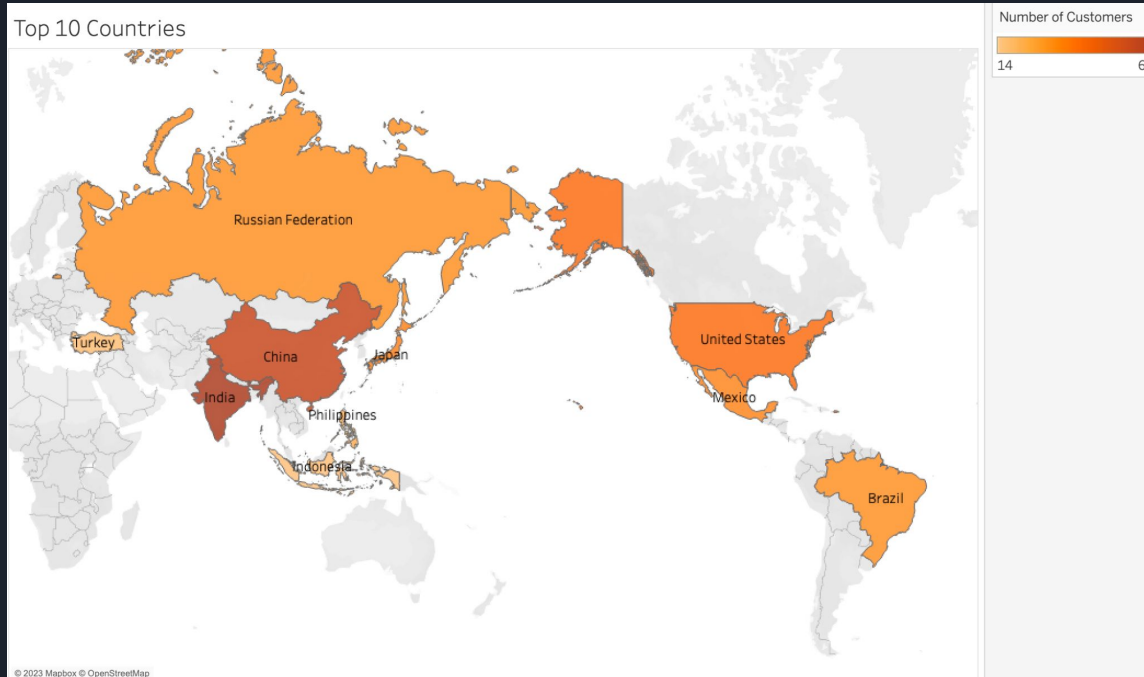
Revenue by Genre



Top 5

- Sports
- Sci-Fi
- Animation
- Drama
- Comedy


TOP 10 Countries by customers



Country	Customer Count
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russia	28
Philippines	20
Turkey	15
Indonesia	14



Recommendations

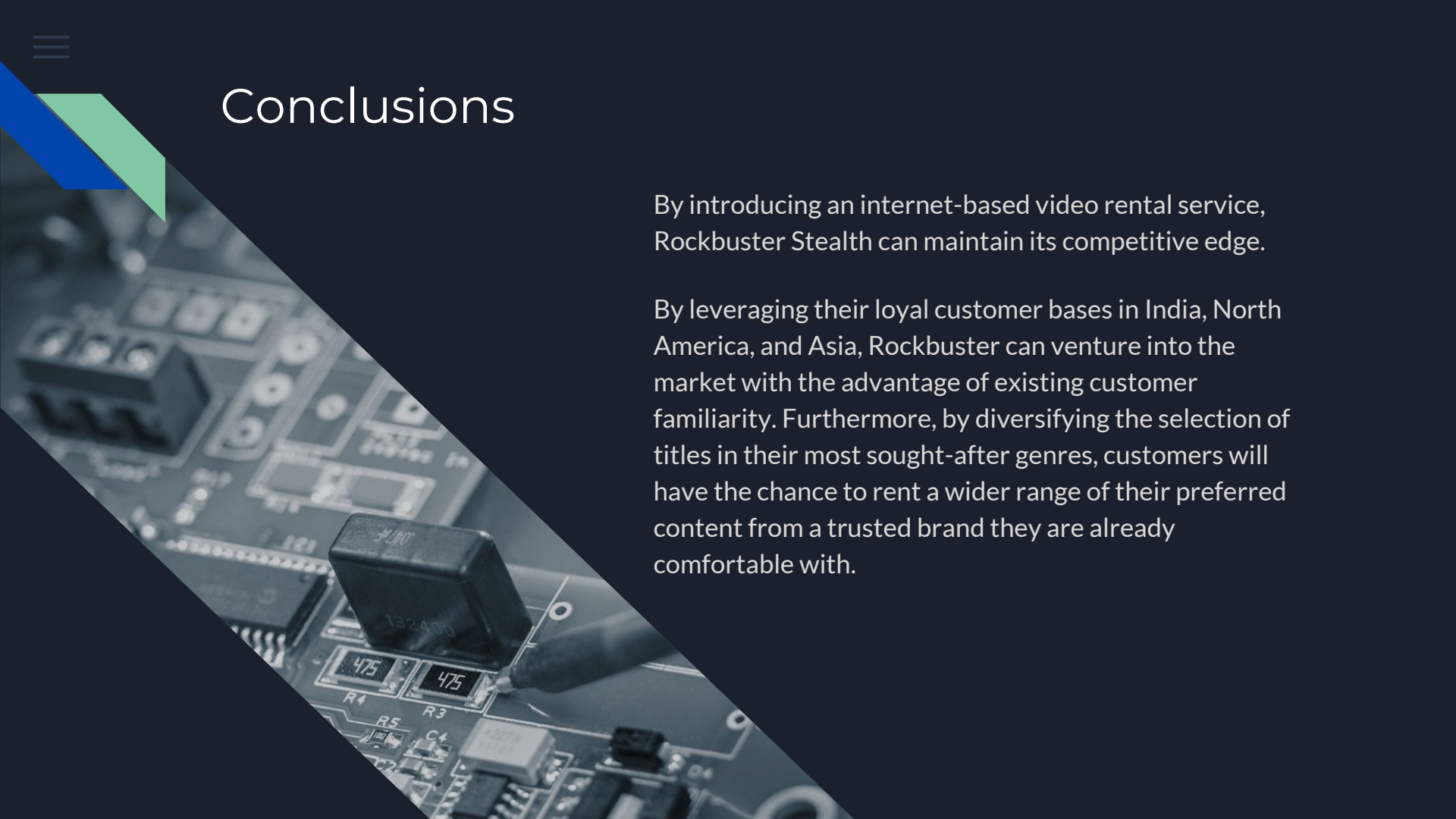
- The primary countries of interest are India, China, and Japan
 - The aim is to target markets that generate substantial revenue in genres like Sports, Science Fiction, Animation, Drama, and Comedy
 - Increasing marketing efforts in the Asia Pacific regions will contribute to a rise in revenue.
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Conclusions

By introducing an internet-based video rental service, Rockbuster Stealth can maintain its competitive edge.

By leveraging their loyal customer bases in India, North America, and Asia, Rockbuster can venture into the market with the advantage of existing customer familiarity. Furthermore, by diversifying the selection of titles in their most sought-after genres, customers will have the chance to rent a wider range of their preferred content from a trusted brand they are already comfortable with.





Thank you!

<https://public.tableau.com/app/profile/teo.meriggi/viz/ROCKBUSTER/Top10Countries?publish=yes>