



ROCKBUSTER INSIGHTS: UNDERSTANDING OUR GLOBAL AUDIENCE

UNLOCKING CUSTOMER TRENDS AND REVENUE POTENTIAL

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Company Overview & Strategic Direction

Overview:

Rockbuster Stealth, a global movie rental enterprise is responding to the growing dominance of digital streaming platforms such as Netflix and Amazon Prime. With a robust portfolio of movie licenses, the company is undertaking a strategic transformation from physical storefronts to a comprehensive online rental services.

Objective:

This presentation outlines data driven insights to support in the decision making throughout this transformation.

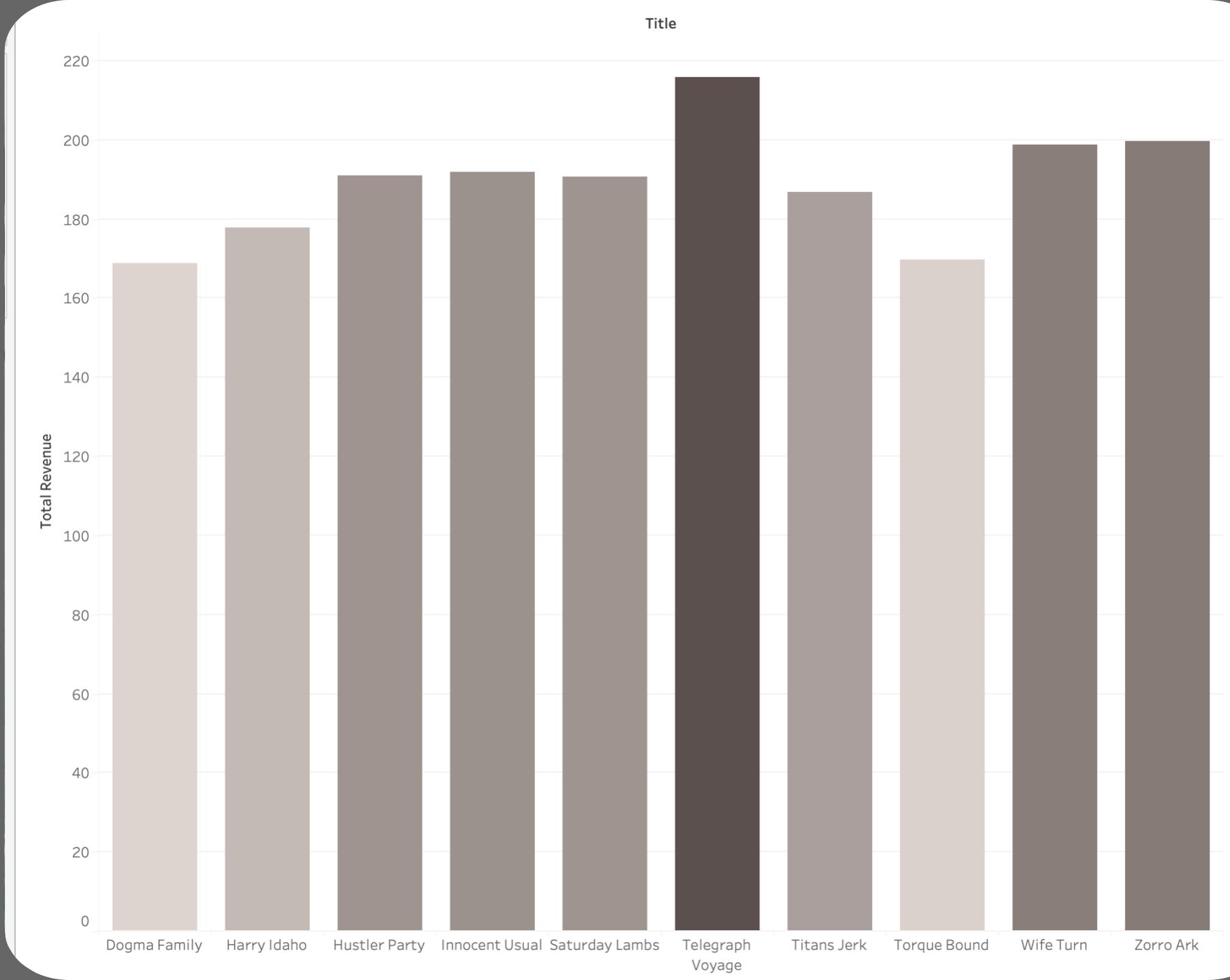
Essential Questions.

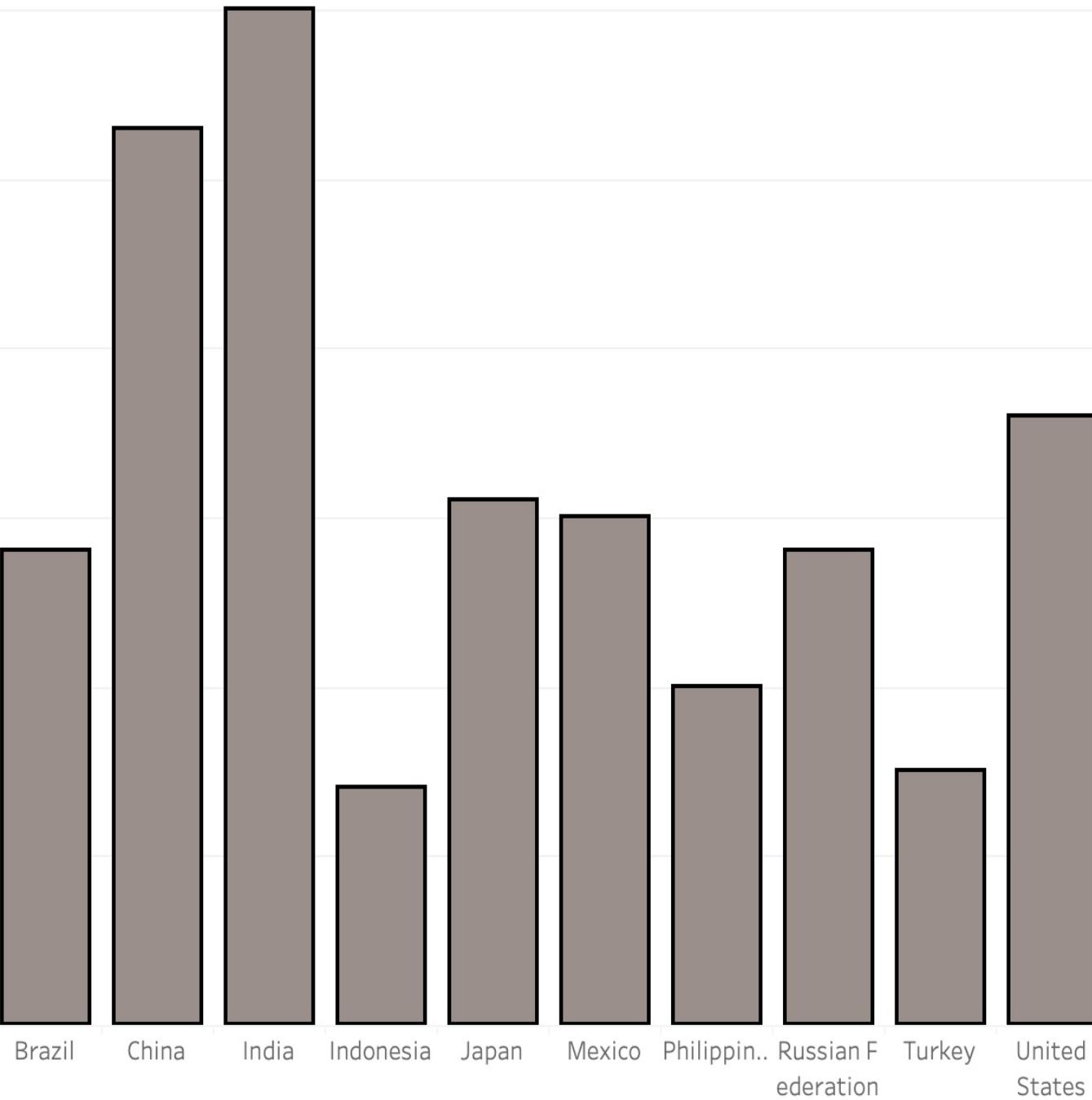
- Which films had the greatest and least impact on revenue growth?
- What was the typical rental period for all video titles?
- In which countries are Rockbuster's customers located?
- In which cities can we find customers with a high lifetime value?
- Do sales numbers differ across various geographic areas? Through a descriptive analysis, we will outline the key characteristics.

Top selling movies

As seen here from the bar chart, these are the top selling movies in revenue across the globe with Telegraph Voyage.

The average rent duration days for a movie is 4.54 which is approximately 5 days.





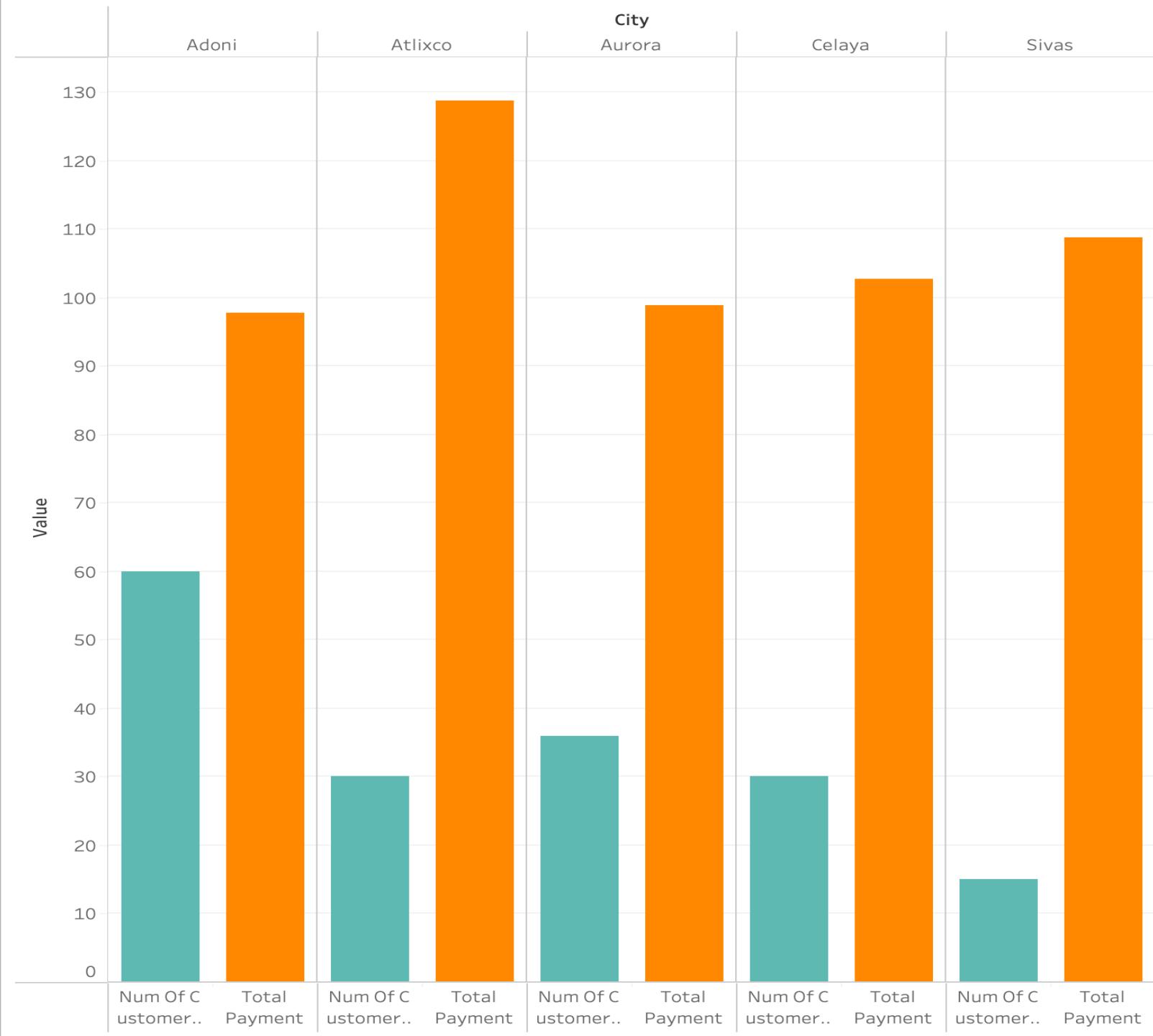
TOP 10 COUNTRIES BY CUSTOMER COUNT

- **WHERE ARE OUR CUSTOMERS?**
- THE ANALYSIS SHOWS THAT MOST OF OUR CUSTOMERS ARE CONCENTRATED IN THESE 10 COUNTRIES AND THESE LOCATIONS REPRESENTS THE CORE MARKETS OF ROCKBUSTER.
- THIS CHART SHOWS THE TOP 10 COUNTRIES WITH THE HIGHEST NUMBER OF ROCKBUSTER CUSTOMERS. THESE ARE OUR STRONGEST MARKETS IN TERMS OF RESEARCH.

TOP 5 CITIES WITHIN KEY COUNTRIES:

WITHIN OUR TOP COUNTRIES , A HANDFUL OF CITIES SHOW ESPECIALLY HIGH LEVELS OF GROWTH. THESE URBAN CITIES ARE WHERE MOST USERS ARE ACTIVE AND TEND TO SPEND MORE BRINGING IN A GOOD REVENUE FOR ROCKBUSTER.

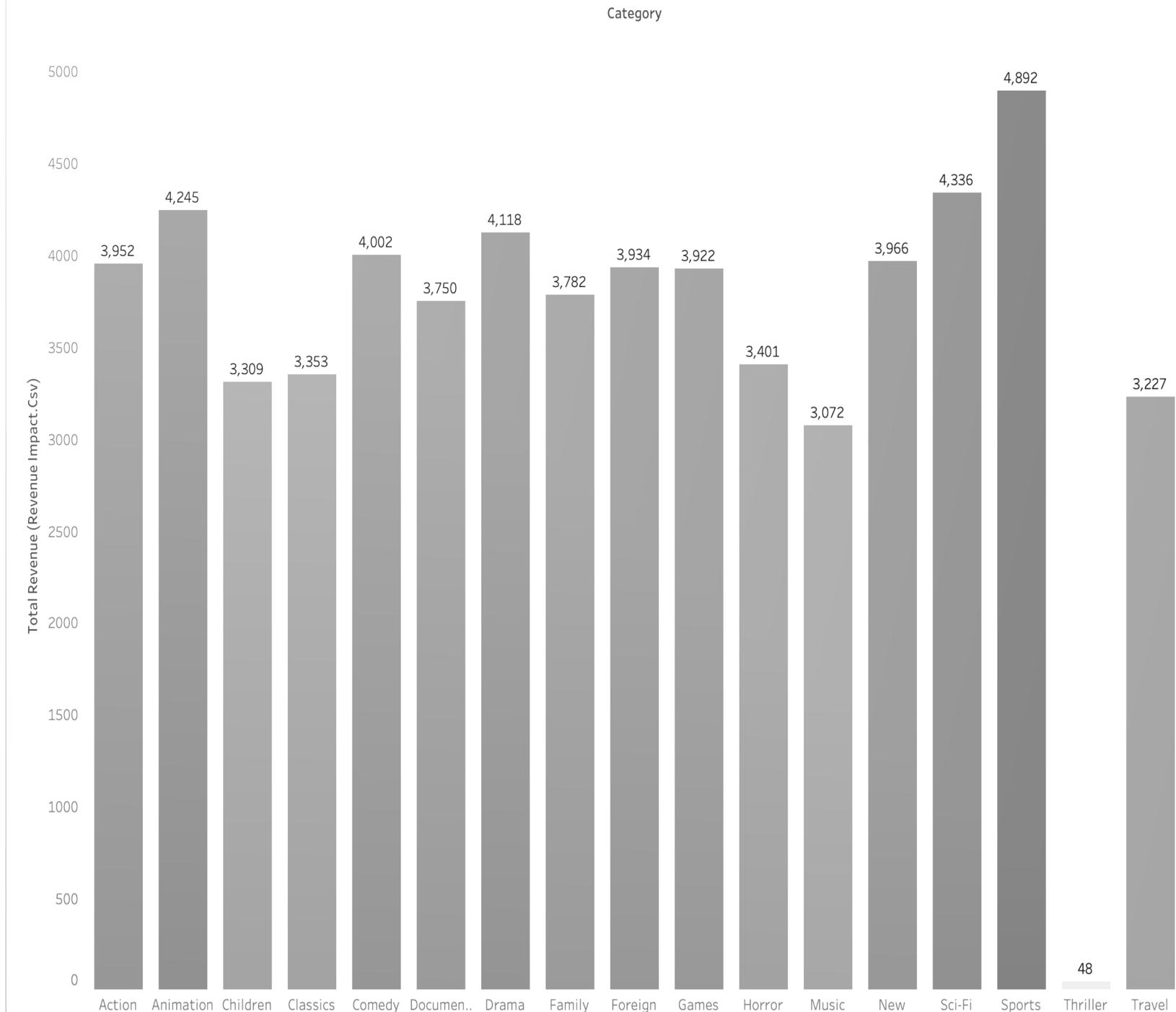
THE NUMBER OF CUSTOMERS IS SIGNIFICANTLY LOW BUT THE TOTAL PAYMENT IS QUITE HIGH LIKE SIVAS HAVING LOWER CUSTOMERS BUT GENERATING A LOT IN REVENUE.



CATEGORY REVENUE PERFORMANCE

THIS BAR CHART ILLUSTRATES THE TOTAL REVENUE GENERATED BY EACH FILM CATEGORY(GENRE).IT CLEARLY HIGHLIGHTS WHICH GENRES ARE DRIVING THE MOST INCOME FOR ROCKBUSTER.

CATEGORIES SUCH AS ACTION, SPORTS AND SCI-FI ARE AMONG THE TOP PERFORMERS WHILE THRILLER HAS LOW RETURNS



ACTIONABLE NEXT STEPS AND CONCLUSIONS



- CONDUCT MARKET ANALYSIS FOR CORE OPPORTUNITIES
- IMPLEMENT MARKETING STRATEGIES FOR ONLINE SERVICES
- MONITOR THE IMPACT OF RECOMMENDED CHANGES
- FOCUS ON HIGH GROWTH POTENTIAL MARKETS
- OPTIMIZE MOVIE SELECTION FOR REVENUE GROWTH
- ENHANCE ONLINE PRESENCE AGAINST STREAMING COMPETITORS