



ALEX CHAO

ANALYSIS REPORT OF ROCKBUSTERS RENTAL FILMS

FUTURE PLANS

- ROCKBUSTER IS SET TO UNDERGO A RADICAL CHANGE AS IT MOVES FROM PROVIDING TRADITIONAL RENTAL SERVICES TO A DIGITAL STREAMING BUSINESS MODEL. THIS TACTICAL CHANGE IS A REACTION TO THE INCREASING POWER OF INDUSTRY LEADERS IN STREAMING, LIKE NETFLIX AND AMAZON PRIME.
- THIS SHIFT GOES BEYOND MERELY ADVANCING TECHNOLOGY; IT'S ALSO ABOUT ADJUSTING TO OUR AUDIENCE'S SHIFTING PREFERENCES AND GETTING A COMPETITIVE EDGE IN THE ENTERTAINMENT INDUSTRY.



Here are the questions that will be answered today:

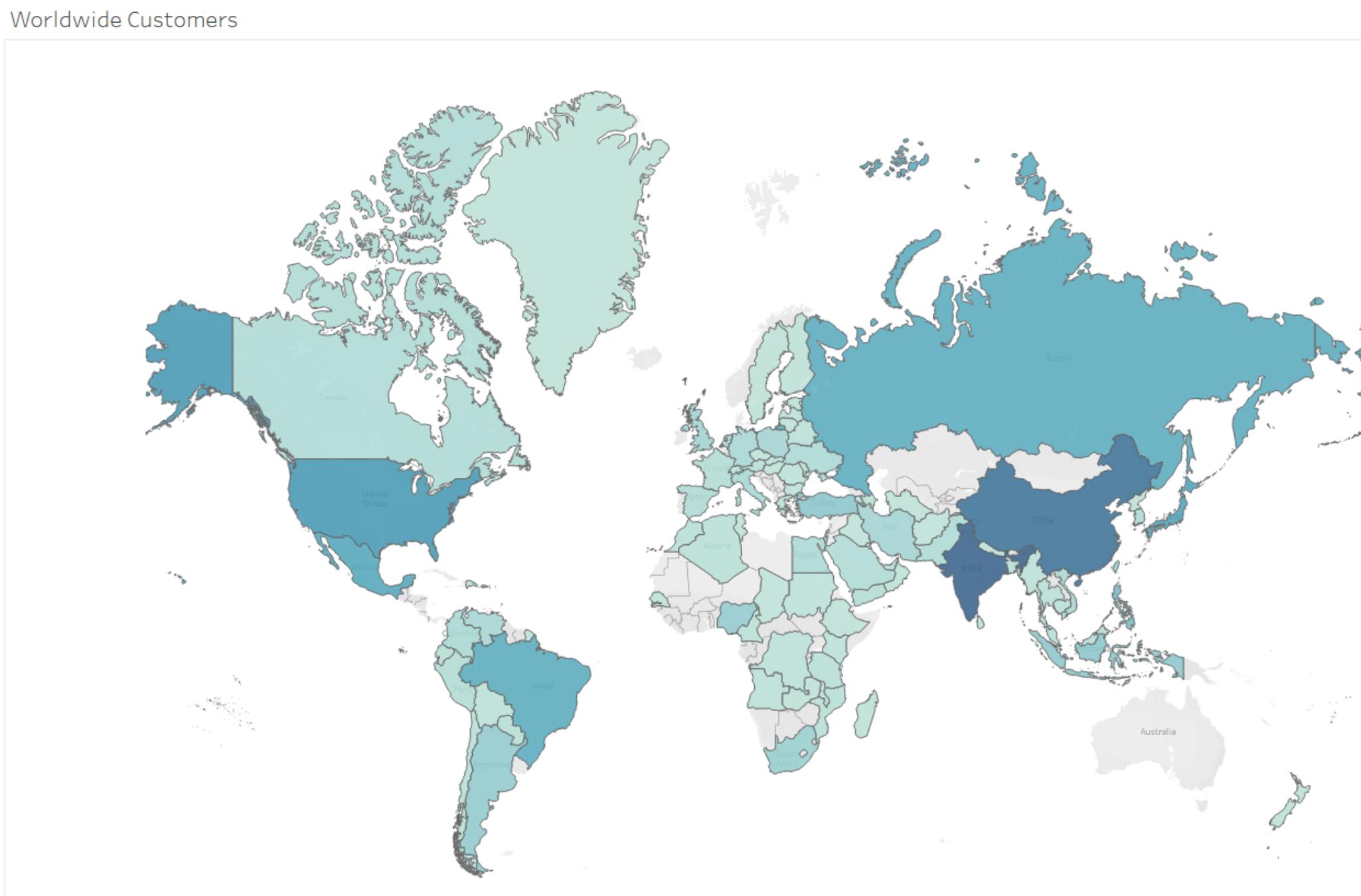
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

Where Are Our Customers?

Rockbuster serves 599 customers in 109 countries, with Asia hosting over half.

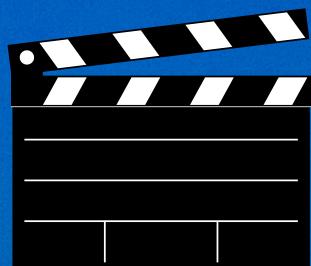
The Pacific region's 1% suggests expansion potential. Europe, Africa, and the Americas evenly share the rest, pointing to Rockbuster's global reach and the need for region-specific strategies.

- India: Leads with the highest number of customers at 60.
- China: Second highest, with a customer count of 53.
- United States: Third with 35 customers.
- Japan: Has 31 customers.
- Mexico: Close to Japan with 30 customers.
- Brazil: Tied with Russia, each with 28 customers.
- Russian Federation: Also has 28 customers, equal to Brazil.
- Philippines: Has 20 customers.
- Turkey: Just above Indonesia with 15 customers.
- Indonesia: Has the smallest count in the top ten at 14 customers.



General Rental Overview

	Rental Duration	Rental Rate	Replacement Cost
Minimum	3 Days	\$0.99	\$9.99
Maximum	7 Days	\$4.99	\$29.99
Average	5 Days	\$2.98	\$19.98



1000 Movies
Available for Rent



599
Customers



Customers in
109 Countries

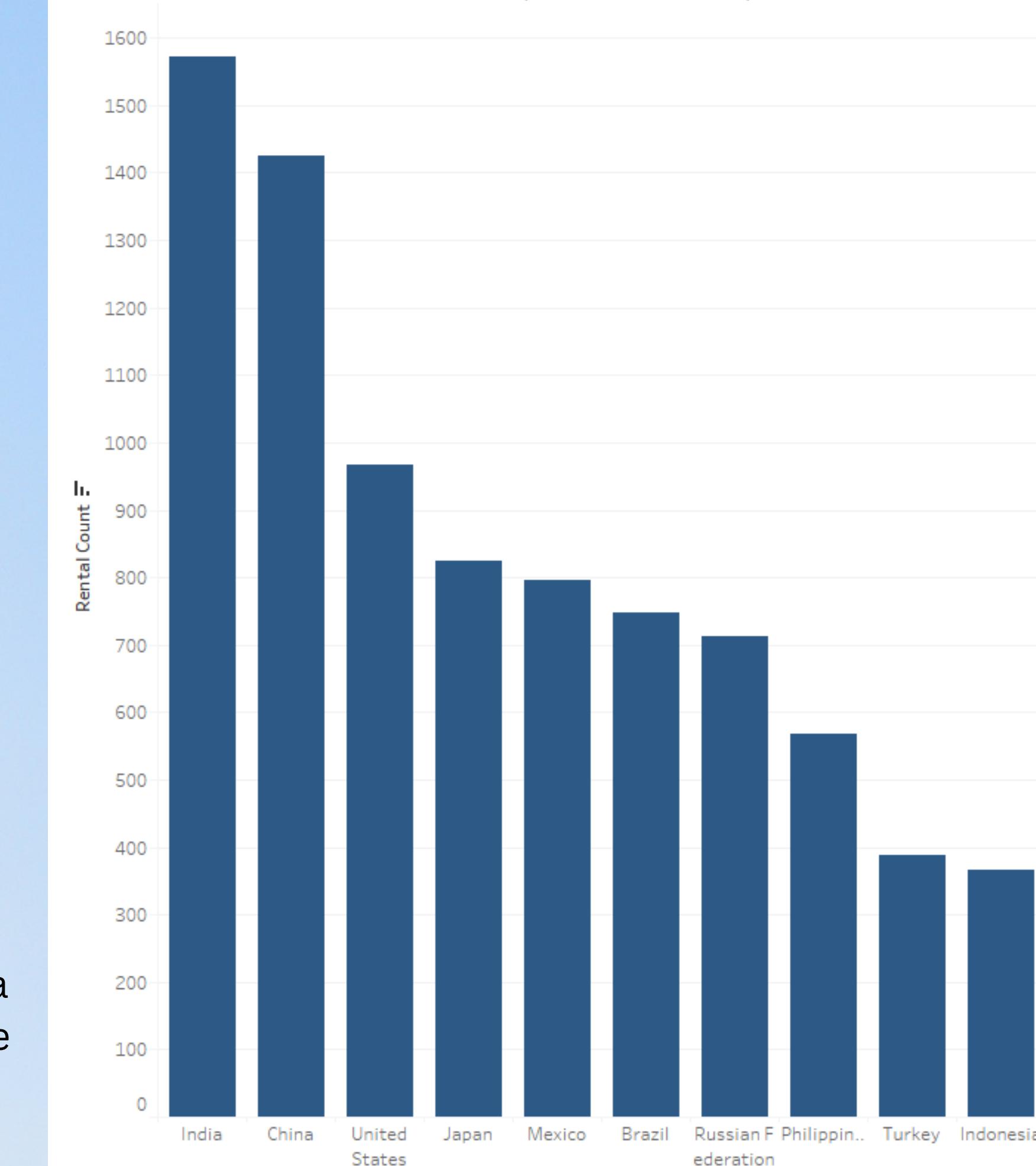
Countries With the Most Rentals

Rental Count	Country
1572	India
1426	China
968	United States
825	Japan
796	Mexico
748	Brazil
713	Russian Federation
568	Philippines
388	Turkey
367	Indonesia

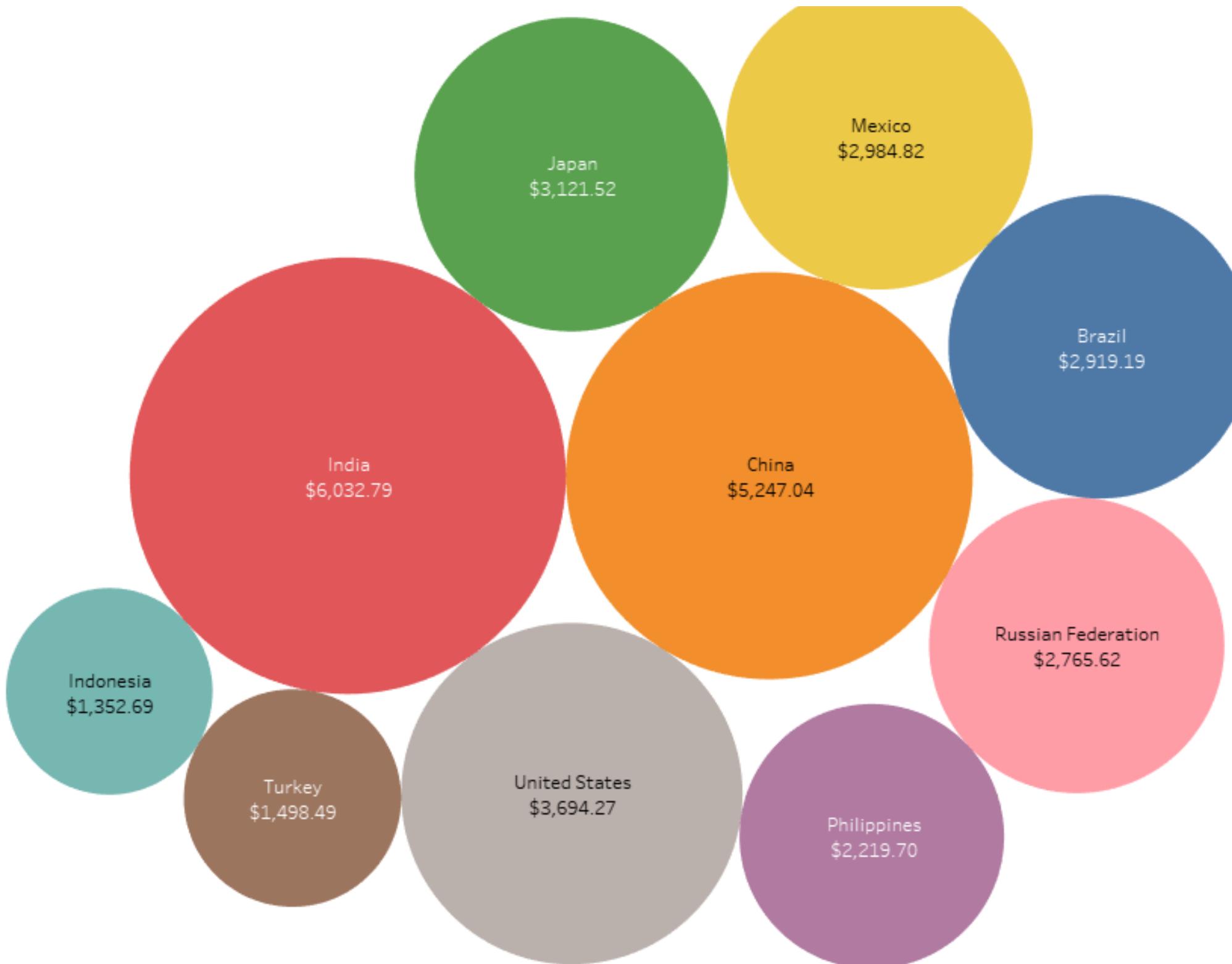
Out of the total rentals from the top 10 countries, India contributes 18.78%, China accounts for 17.04%, and the United States makes up 11.56%.

Country with Most Rentals

Country (Top 10 Country by Rentals)

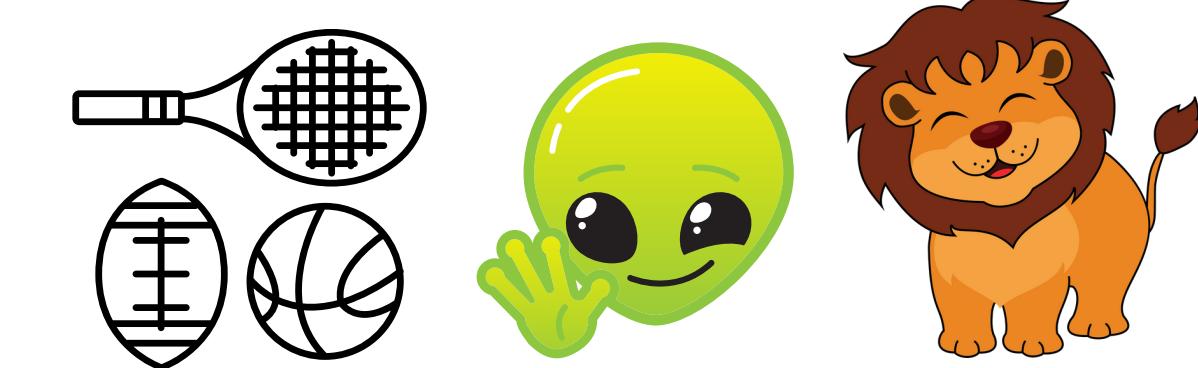
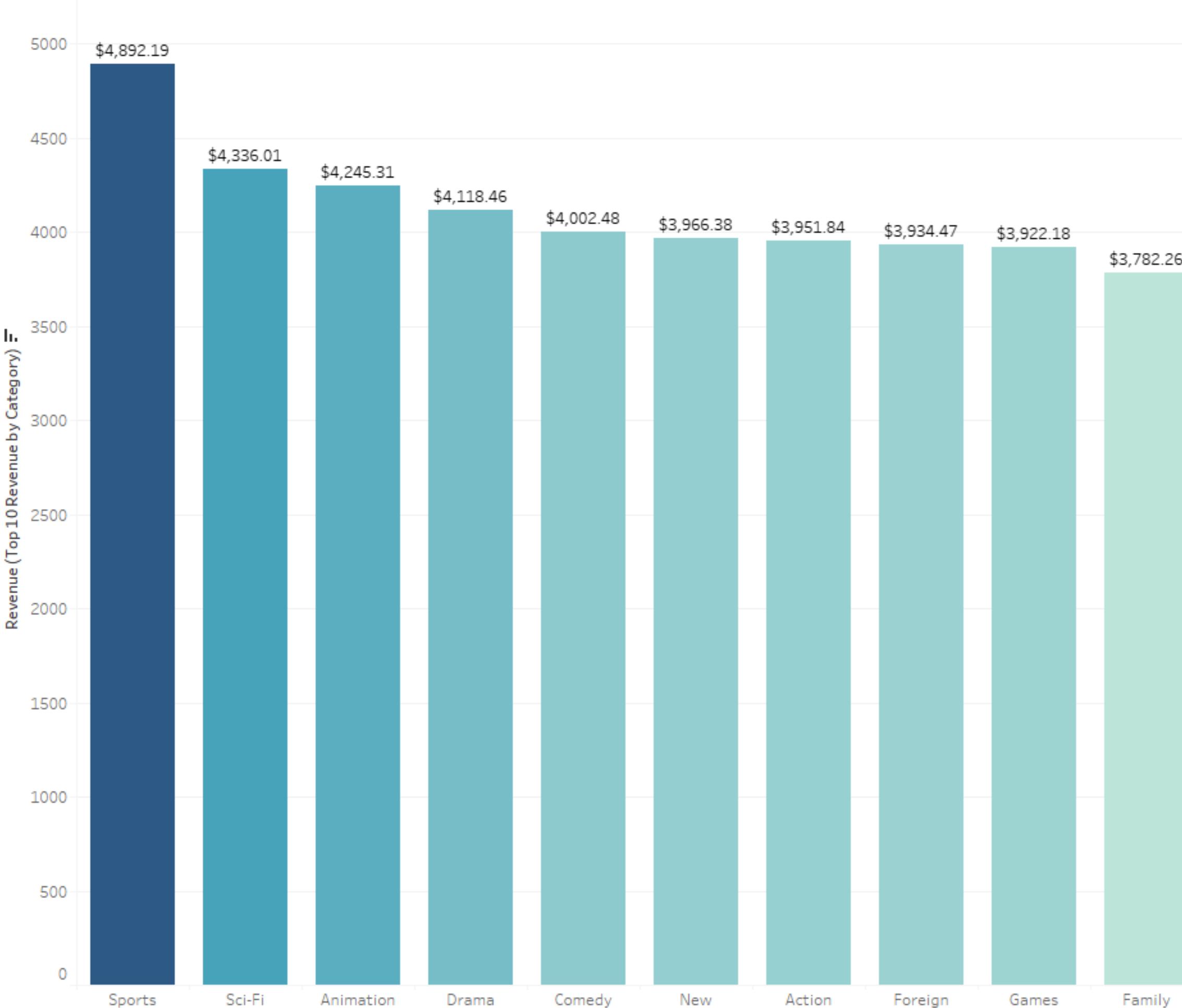


Countries with the Highest Revenue



- Asia is the sales leader, with India and China being the key markets.
- The United States ranks next, indicating a strong presence in a competitive environment.
- Japan, Mexico, and Brazil are noteworthy contributors, highlighting widespread appeal.
- The Russian Federation and the Philippines show the global resonance of our content.
- Turkey, Indonesia, and Nigeria are in the top ten, signaling opportunities in emerging markets.
- The data provides insight into successful areas and potential growth regions.
- This information will guide strategic planning to keep Rockbuster prominent worldwide.

Which Category is the Most Popular?



- **Sports:**
 - Major draw due to live events offering instant enjoyment and community feel.
 - Strong, loyal fan base that can drive consistent rentals.
 - Significant events like the Olympics or World Cup can boost rental revenue.
- **Sci-Fi:**
 - Attracts a diverse audience, from tech enthusiasts to fans of adventure and fantasy.
 - Features innovative storylines and cutting-edge visual effects.
 - Creates expansive universes, encouraging engagement with multiple forms of media.
- **Animation:**
 - Appeals to all age groups, including families and children.
 - Offers a range of styles from simple cartoons to complex CGI.
 - Crosses cultural and language barriers due to its universal appeal.

	Top 1	Top 2	Top 3
India	Sports	Foreign	Documentary
China	Animation	Sports	Family
United States	Sports	Drama	Documentary
Japan	New	Drama	Animation
Mexico	Sports	Sci-Fi	Foreign
Brazil	Sports	Animation	Sci-Fi
Russian Federation	Sci-Fi	Family	Action
Philippines	Animation	Foreign	Sports
Turkey	Drama	Animation	Children
Indonesia	Action	Drama	New
Nigeria	Sci-Fi	Forign	Comedy

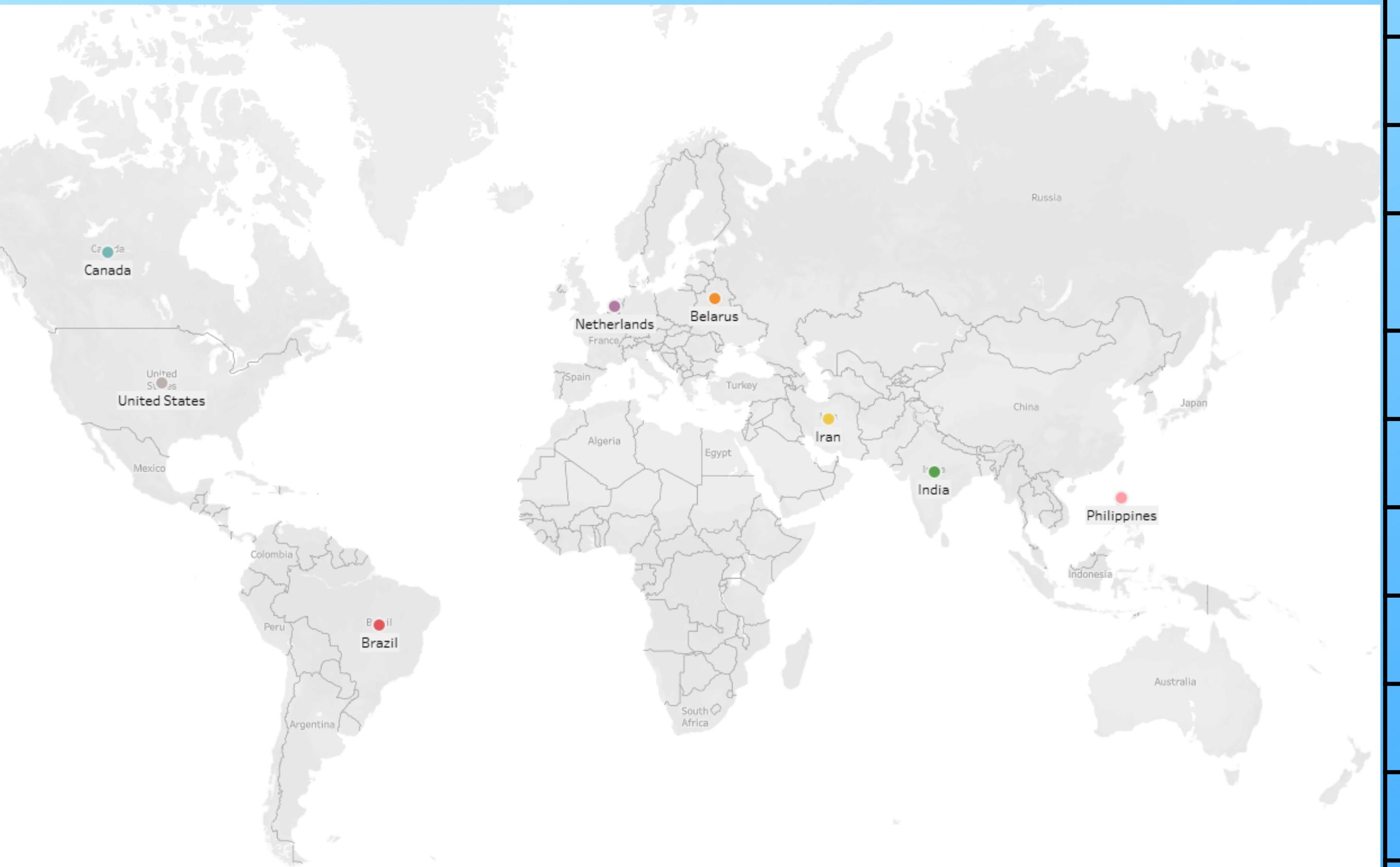
Top 3 Categories for Highest Rental Revenue Countries

An examination of our leading markets reveals a diverse range of film preferences. In India, for instance, sports movies dominate, reflecting the country's enthusiasm for action and competition. In contrast, animated family films are incredibly popular in China. The United States displays varied tastes, embracing sports, drama, and documentaries, indicative of Americans' wide-ranging interests. Meanwhile, Mexico shows a penchant for genres ranging from sports to science fiction, as well as international cinema.

These trends underscore the importance for Rockbuster to customize its movie offerings. By aligning our library with the distinct preferences of each nation, we can maintain the satisfaction of our existing audience while attracting new viewers. Adapting our content to cater to regional preferences is crucial for our growth and success in the streaming industry.



Most Loyal Customers



Customer	City
Eleanor Hunt	Saint-Denis
Karl Seal	Cape Coral
Marion Snyder	Santa Barbara d'Oeste
Rhonda Kennedy	Apeldoorn
Clara Shaw	Molodetno
Tommy Collazo	Qomsheh
Ana Bradley	Memphis
Curtis Irby	Richmond Hill
Marcia Dean	Tanza
Mike Way	Valparai

Top Paid Actors

SUSAN DAVIS	\$3,193.49
GINA DEGENERES	\$3,129.17
MATTHEW CARREY	\$2,543.78
MARY KEITEL	\$2,426.92
SCARLETT DAMON	\$2,403.81
WALTER TORN	\$2,403.18
HENRY BERRY	\$2,392.36
CHRISTIAN AKROYD	\$2,378.97
ANGELA WITHERSPOON	\$2,357.11
CAMERON ZELLWEGER	\$2,322.94



Recommendations

- **Leverage Asia Strongholds:** Given that China and India account for 36% of the sales, it makes sense to concentrate more on these markets. This could entail making strategic alliances, funding the creation of regional content, and studying consumer behavior in the area to customize offerings.
- **Develop in the US:** The business should think about expanding its content to encompass underrepresented or trending genres and formats in order to better compete in the fiercely competitive US market.
- **Strengthen Customer Relationships:** Engage with the customer base through loyalty programs, community events, and personalized communication to increase retention.
- **Invest in High-Performing Categories:** Because sports, science fiction, and animation generate 32% of the top ten categories in terms of revenue, give them more attention.
- **Examine Middle Performers:** To find areas for improvement, take a look at the content quality, marketing tactics, and market trends in categories like Drama, Comedy, and New.
- **Boost Emerging Genres:** Despite lower revenue, categories like Action, Foreign, and Games may have untapped potential. Explore strategic partnerships, innovative content, and promotional efforts to elevate their status.

*Thank
you!*

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