

Rockbuster Stealth LCC

Analysis for the year 2006

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About Rockbusters

Who we are,

Rockbuster Stealth LCC is an American-based movie rental company with a total of 109 countries audience based all across the major territories including the UK, the US, Europe, the Middle East, and Asia.


Currently, Rockbuster owns a film collection of about 1000 and 600 client base.

The company mainly focuses on expanding sales to stay stable in the competitive movie rental industry.

Our Objective,

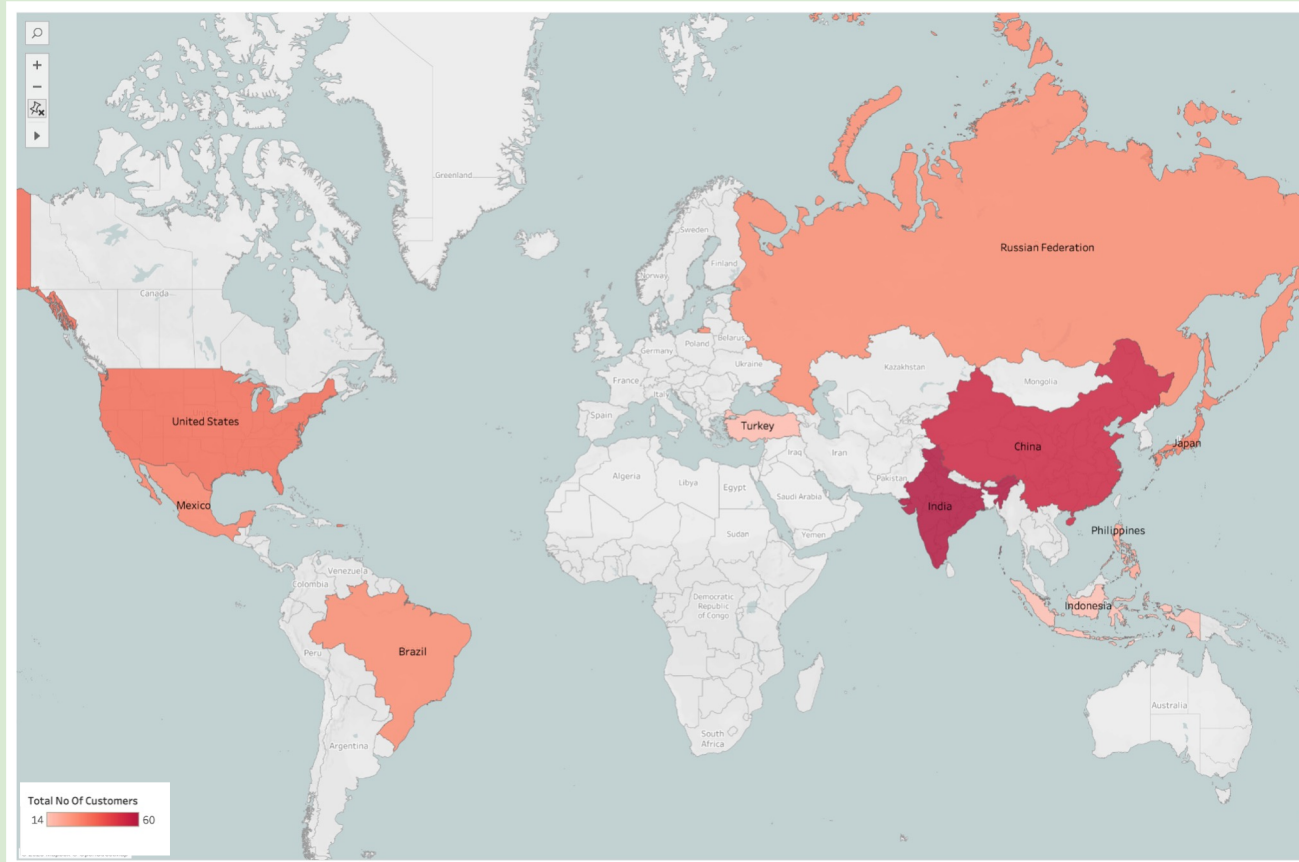
How to optimize the sales around the world?

- Which geographical regions to focus ?
- Which genre to promote more?



Key Analysis & Present Day Of Rockbuster

Top countries - Customer based



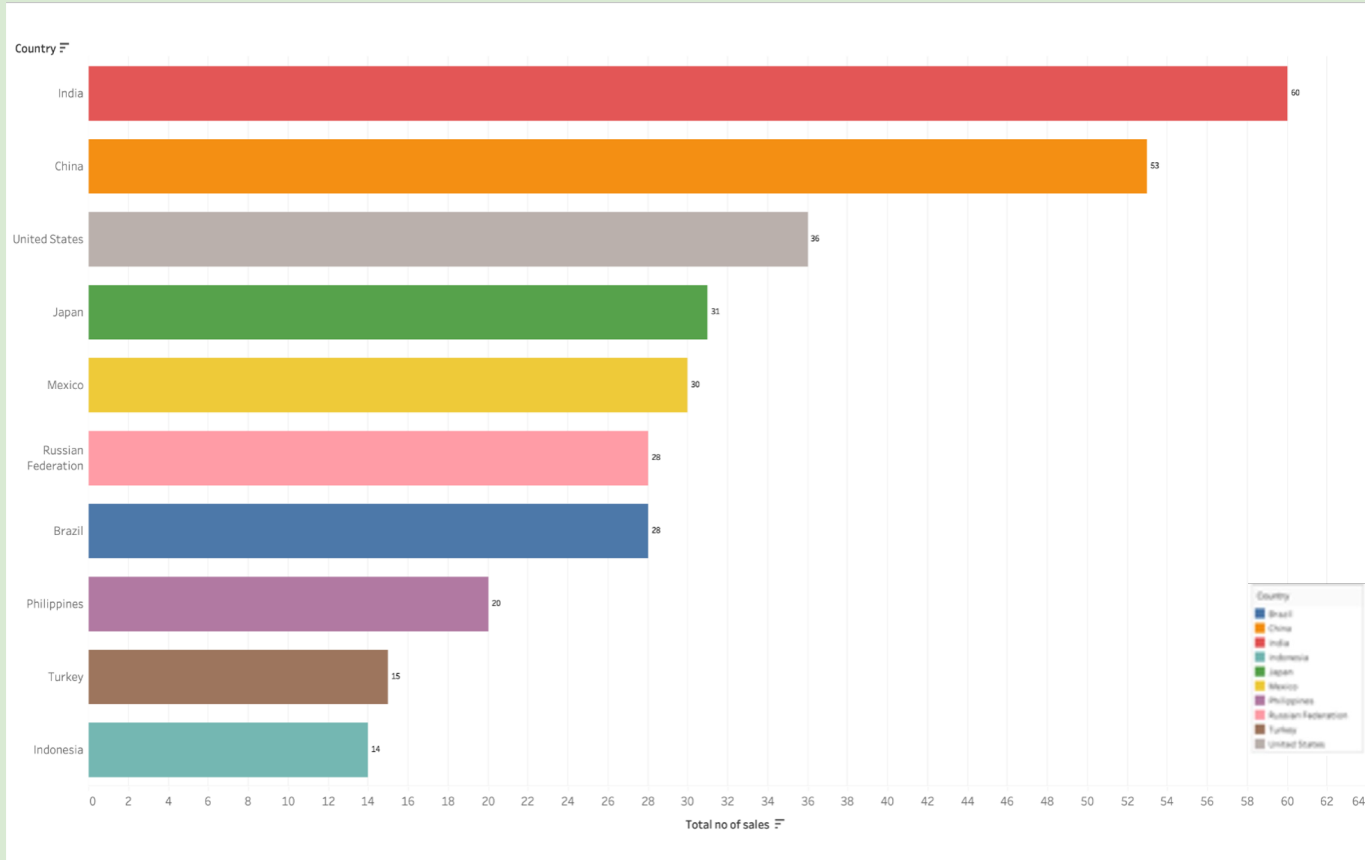
Who are our clients?

The customer base of Rockbuster is spread over several territories.

The top among them are,

- **India- South Asia**
- **China- East Asia**
- **United States - USA**

Top countries - highest sales in the world



Where is the best markets are locate?

Countries of top Rockbuster sales are spread in the all territories of the world:

- 1. India**
- 2. China**
- 3. United States**
- 4. Japan**
- 5. Mexico**

Top countries - Revenue

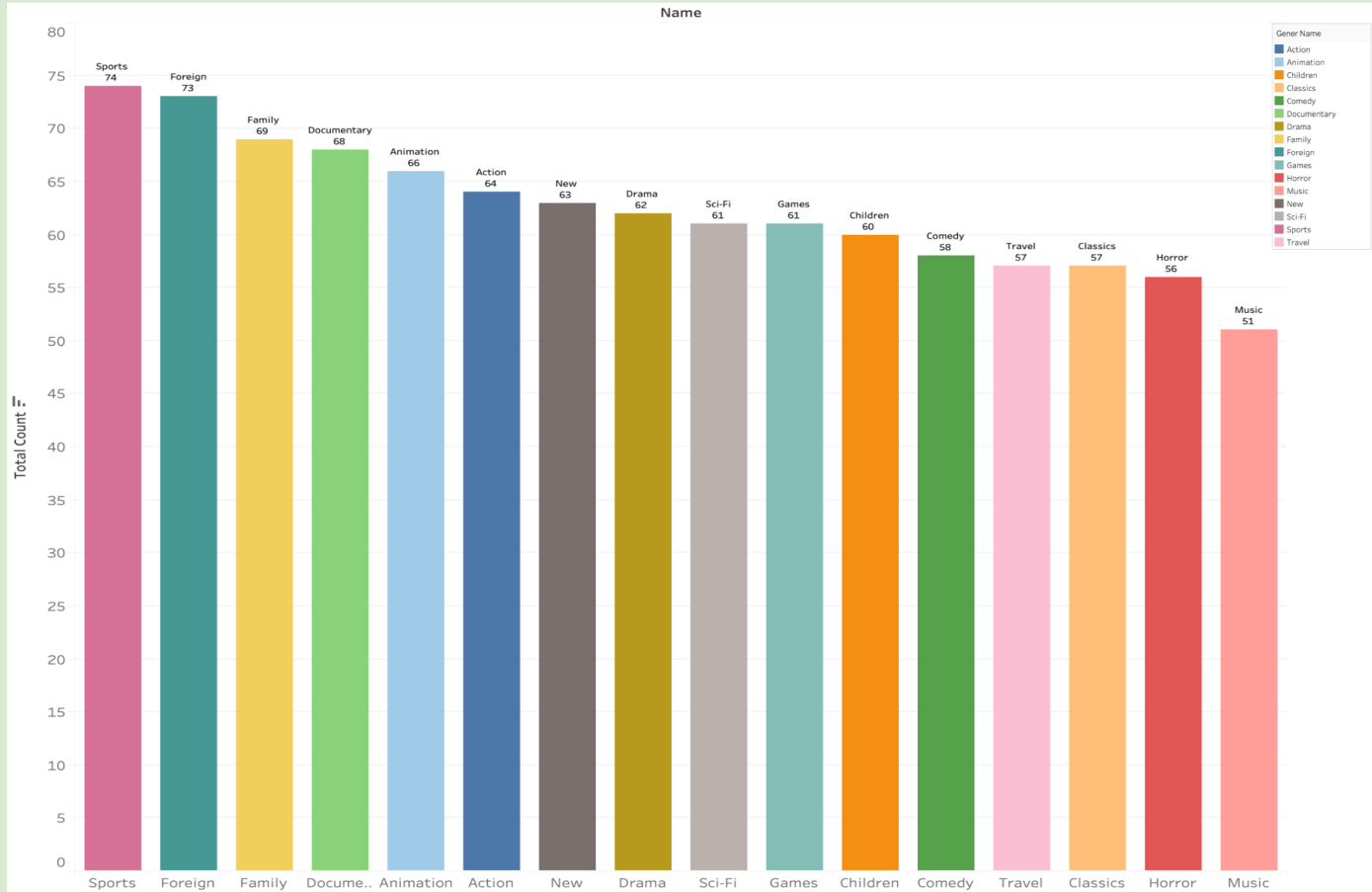


Who generates the revenue ?

Geographical distribution of Rockbuster sales

- Best revenue comes from South and East Asia, India with 60 customers and 6035\$ revenue, and **China** with 5251\$ revenue and 53 customers.
- Least revenue comes from American Samoa with 1 customer and 48 \$ revenue

Top genre - by Sales



What impacts the market sales?

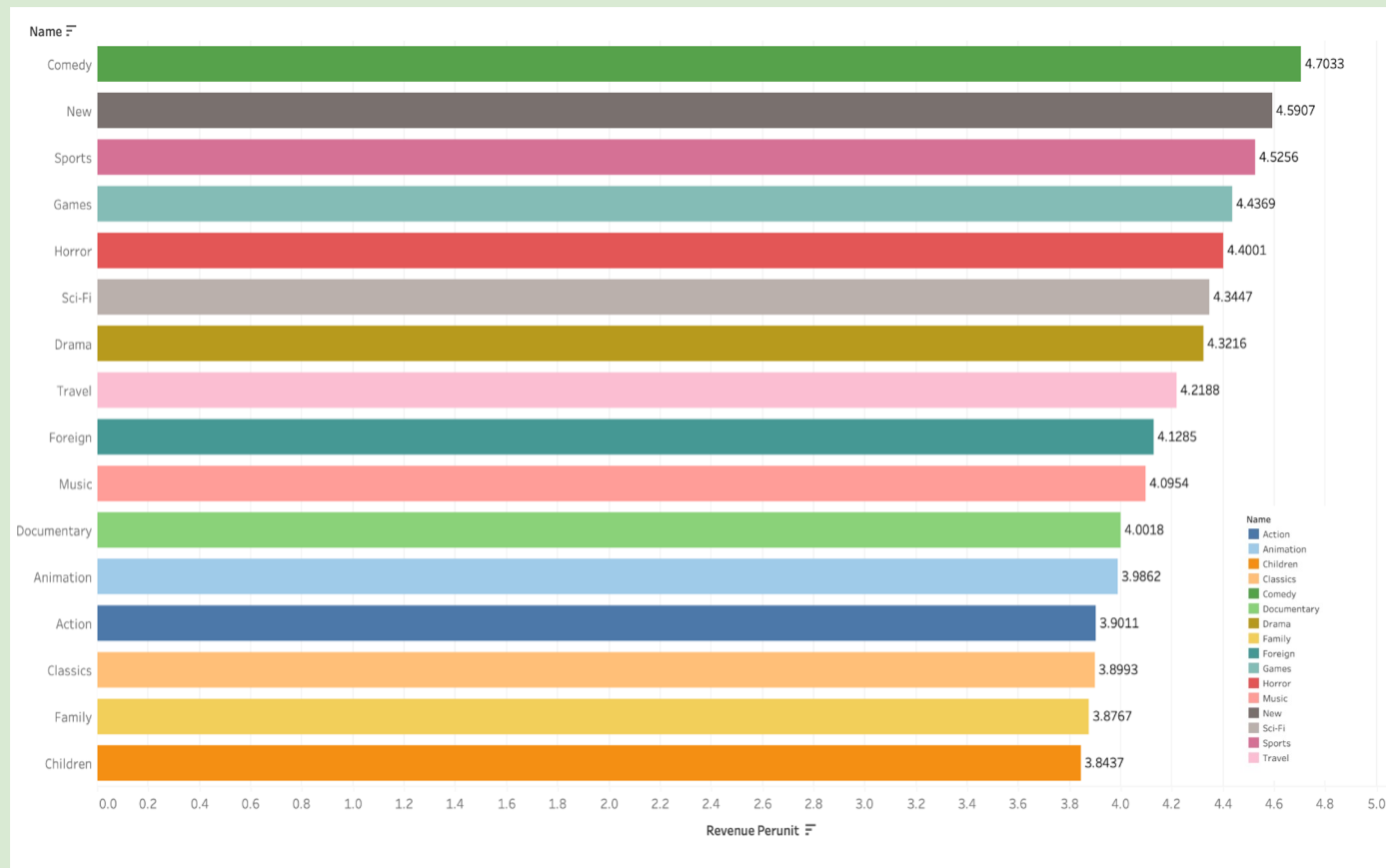
Top selling genres are,

1. Sports
2. Foreign
3. Family
4. Documentary
5. Animation

Least selling genres are,

1. Music

Top genre - Revenue per unit



What brings the top revenue?

Top genres which brought the highest revenue per unit in world market,

1. Comedy
2. New
3. Sports
4. Games
5. Horror



Conclusion & Recommendations

According to the Analysis

Conclusion:

1. Highest sales and highest revenue generating countries are more concentrated in South and East *Asia* and the Least revenue from the *USA* geographical region. Namely as countries highest - *India, China* (Revenue and Sales) and Lowest - *American Samoa* (Revenue)
2. The highest sales and highest revenue-generating genres are *sports and comedy* which need to be promoted.

Recommendation:

- In the Year 2017, we need to focus on investing extra budget in promoting sales in Asia and the US territories, Specifically to expand more client base in the countries -India, China, and the USA for more sales.
- Allocate more budget to promoting and advertising more sales in fewer market sales regions to expand customer base and sales.
- Invest more in promoting the Comedy and Sports genre to expand sales and revenue.

Thank you for your Attention ...!