Lights, Camera, Data!
Building Rockbuster's Online Strategy

Turning customer and rental data into insights for Rochbuster's streaming future

- *Anjan Pakhrin*

Objectives: Analyze movie revenue, rental duration, and customer distribution to identify high-value customers and compare sales across regions

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Key Questions

- 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?

Current Statistics

- Number of stores: 2
- Number of active customers: 599
- Customers based countries: 109

Maximum

- Rental rate: $4,99
- Rental duration: 7 days
- Replacement cost: $29.99
- Film length: 185 min

Minimum

- Rental rate: $0.99
- Rental duration: 3 days
- Replacement cost: $9.99
- Film length: 46 min

Average

- Rental rate: $2.99
- Rental duration: 5 days
- Replacement cost: $19.99
- Film length: 115.272 min

Where are the Rockbuster customers based?

Rockbuster Customer Distribution by Country (Top 10)

SUM(Customer Count)
- 14
- 20
- 30
- 40
- 50
- 60

Russian Federation 28
United States 36
Turkey 15
China 53
Japan 31
Mexico 30
India 60
Philippines 20
Indonesia 14
Brazil 28

This map shows the top 10 markets of Rockbuster Stealth LLC by country based on customer count.

India, China and United States are the key markets followed by Japan, Mexico, Brazil and Russia.

Philippines, Turkey and Indonesia show strong market potential, which should be taken under consideration for platform launching.

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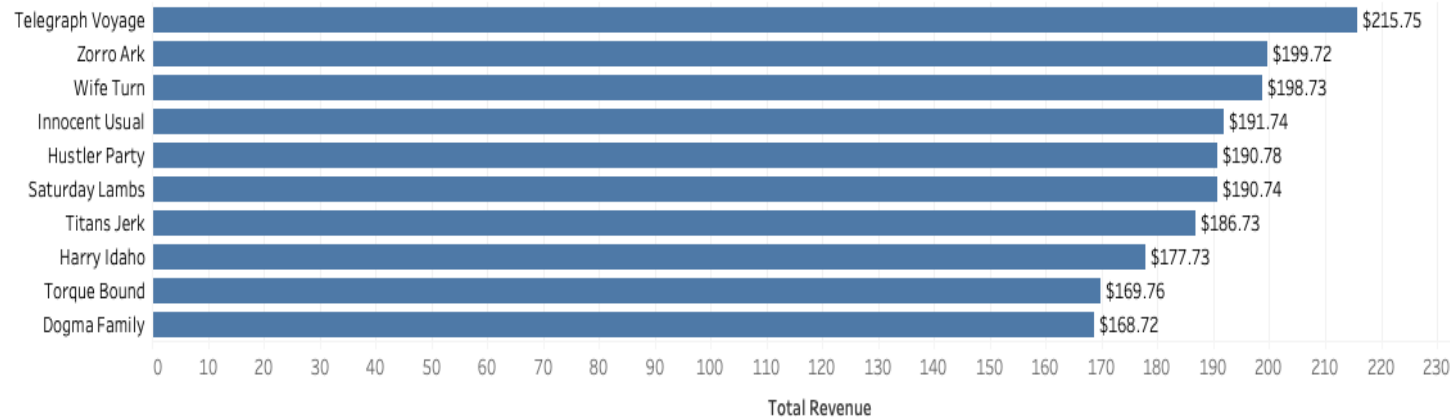# How the Rockbuster's revenue vary by countries?
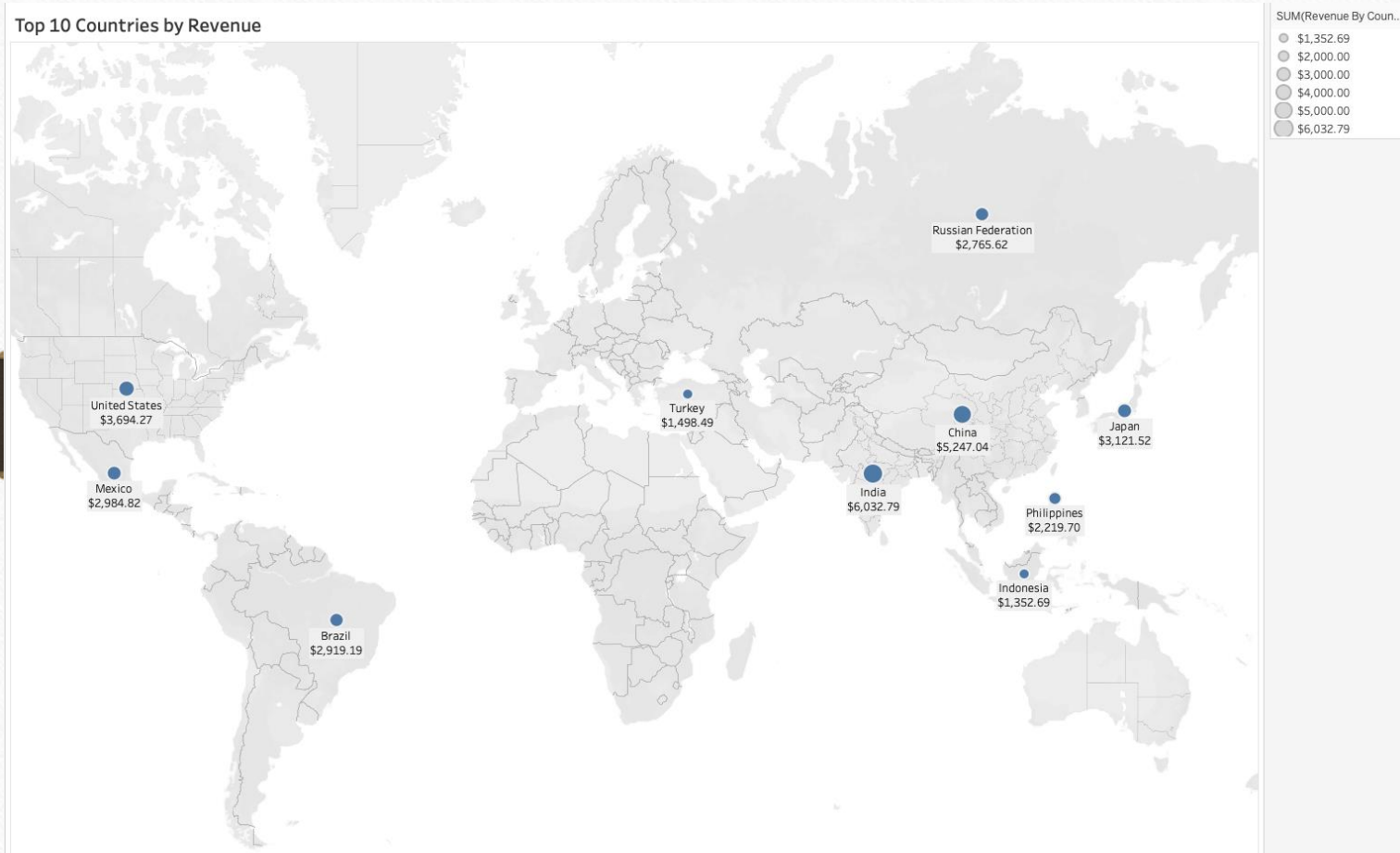
This map shows the top 10 countries of Rockbuster Stealth LLC by country based on revenue.

India, China, the United States, and Japan generated the highest revenues, while Mexico, Brazil, Russia, and the Philippines showed strong market presence.

The map also highlights Turkey and Indonesia as promising markets for increased future investment

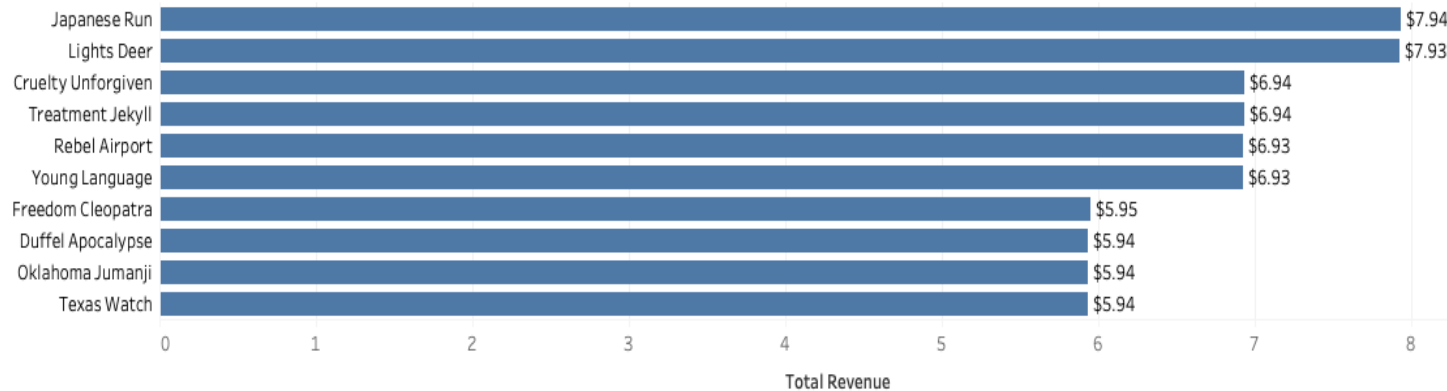# Which movies contributed the most/least to revenue gain?

Top 10 Highest-Earning Movies

Movie	Total Revenue
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

Top 10 Lowest-Earning Movies

Movie	Total Revenue
Japanese Run	$7.94
Lights Deer	$7.93
Cruelty Unforgiven	$6.94
Treatment Jekyll	$6.94
Rebel Airport	$6.93
Young Language	$6.93
Freedom Cleopatra	$5.95
Duffel Apocalypse	$5.94
Oklahoma Jumanji	$5.94
Texas Watch	$5.94

Upper diagram provides the insights about the top 10 highest revenue-generating movies. *"Telegraph Voyage"* holds the top most position among 1,000 films.
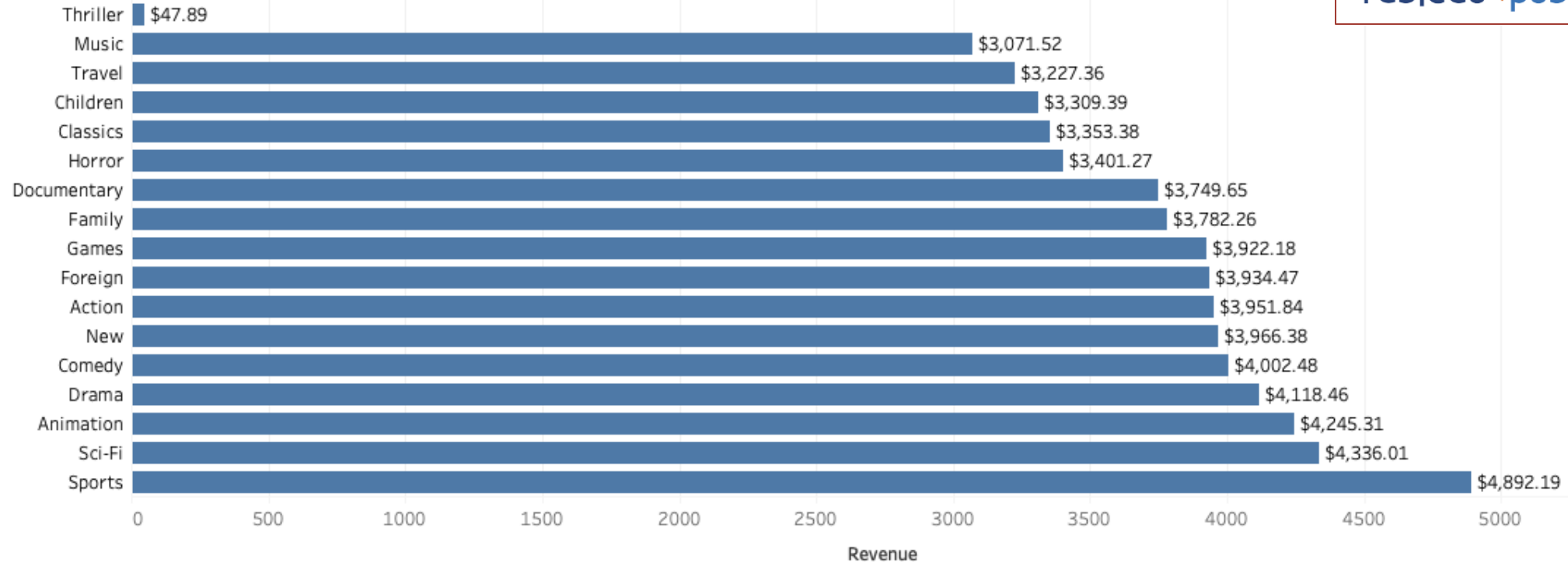
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Bottom diagram shows the top 10 lowest-earning movies from the list.

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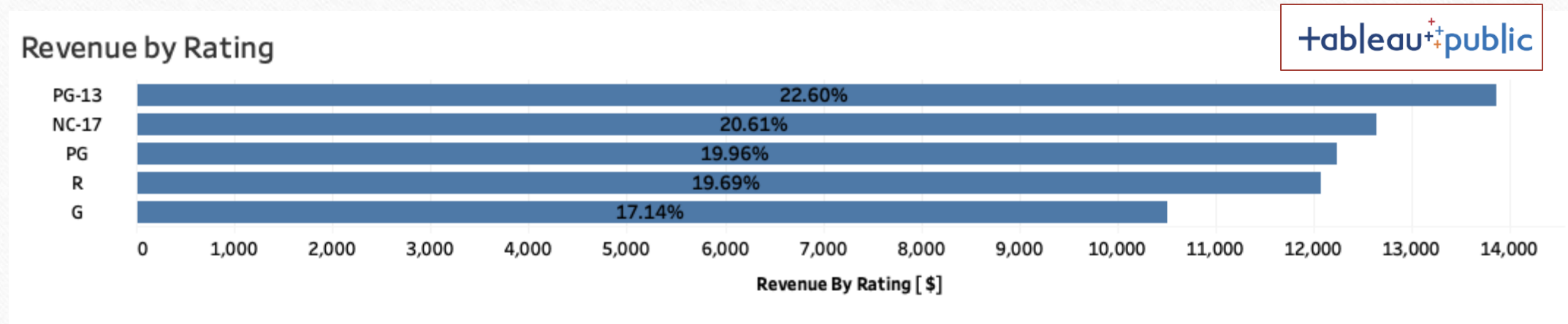
Which genre contributed the most/least to revenue gain?

This diagram shows the revenue collected by each genre. Sports, Sci-Fi, Animation make highest revenue collection followed by Dram, Comedy, Action genre. Surprisingly, Thriller contributed the least revenue gain.

Does Movie Rating Affect Revenue Performance?

The chart shows that movies with a **PG-13 rating** achieved the highest revenue share, contributing **22.6% of Rockbuster's total earnings**. They are followed closely by movies rated **NC-17 (20.61%)**, **PG (19.96%)**, **R (19.69%)**, and **G (17.14%)**.

This distribution indicates that revenue is relatively balanced across ratings, with no single category serving as the primary driver.

Where are customers with a high lifetime value based?

Distribution of Top 10 Customers by Lifetime Value

This maps provides the insights where are the customers based which created the highest total revenue over time. This information is helpful to identify the most valuable customers.

Map shows that the most valuable customers for Rockbuster are based in the United States followed by Brazil and the Netherlands.

Key Insights:

- Rockbuster has strong customer base in a few key regions - **USA, Canada, India, China, Japan, Mexico and Brazil** – despite being present in **109 countries worldwide**.

- The **USA, China and India** are top revenue generating-markets, while **Japan, Indonesia, Mexico, Brazil, Russia, and Turkey** show significant growth potential.

- **Sports, Sci-Fi, Animation and Drama-Comedy** are the most popular genres among the customers

- Customers with high Lifetime Value (LTV) are primarily based in the **USA, Brazil and the Netherlands**

Recommendations:

- **Strengthen Core Markets**: Focus marketing and contents on the USA, China, and India to maintain revenue leadership.

- **Expand in Growth Regions**: Invest in Japan, Indonesia, Mexico, Brazil, Russia, and Turkey to capture emerging opportunities.

- **Promote Popular Genres**: Prioritize Sports. Sci-Fi, Animation, and Drama-Comedy to attract and retain a wider audience.

- **Engage High-Value Customers:** Build loyalty and premium offerings for customers in the USA, Brazil, and the Netherlands.

- **Refine Content Strategy:** Use insights from low-performing movies to reduce risk and optimize Rockbuster's portfolio.

Thank you

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