



# Rockbuster Stealth



# Company Strategy

# Data driven insights & Recommendations



# Agenda



**Key Statistics** - Summary stats



**Visual findings**

Representation of key findings



**Recommendations**





Most common movie language

ENGLISH

Most popular category

SPORTS

Most common movie rating

PG-13

RENTAL RATE

Maximum

1\$

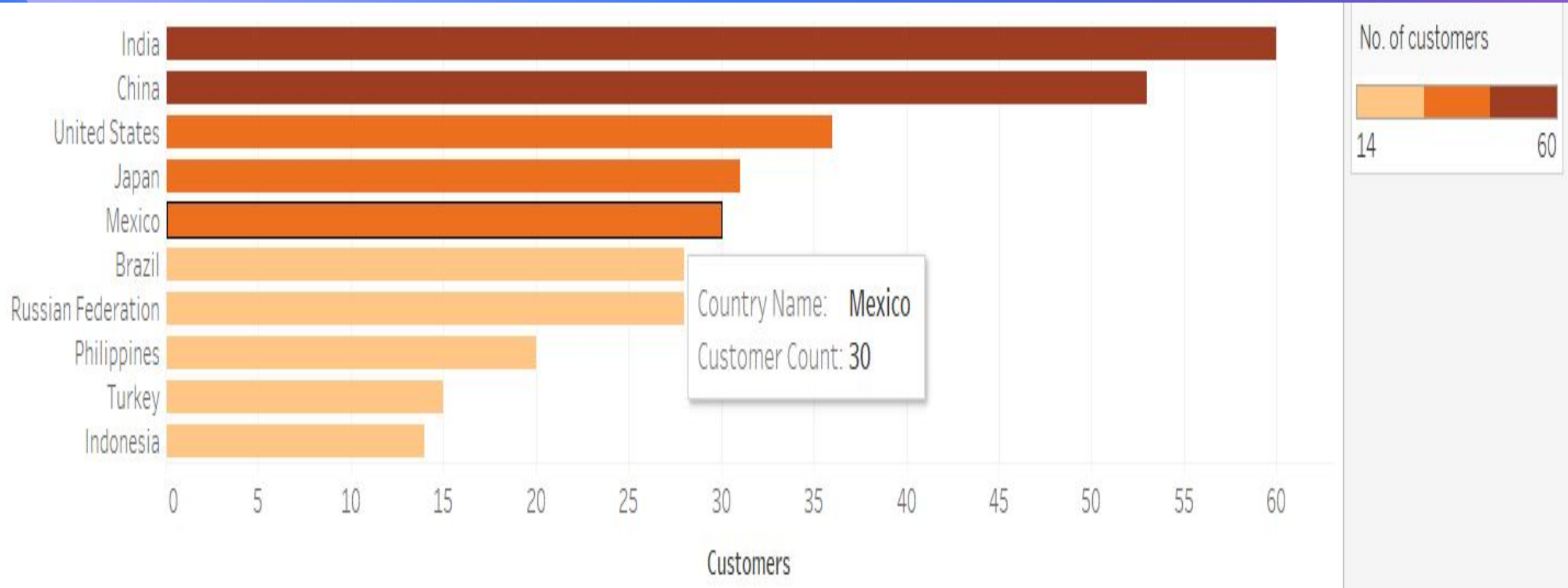
Minimum

5\$

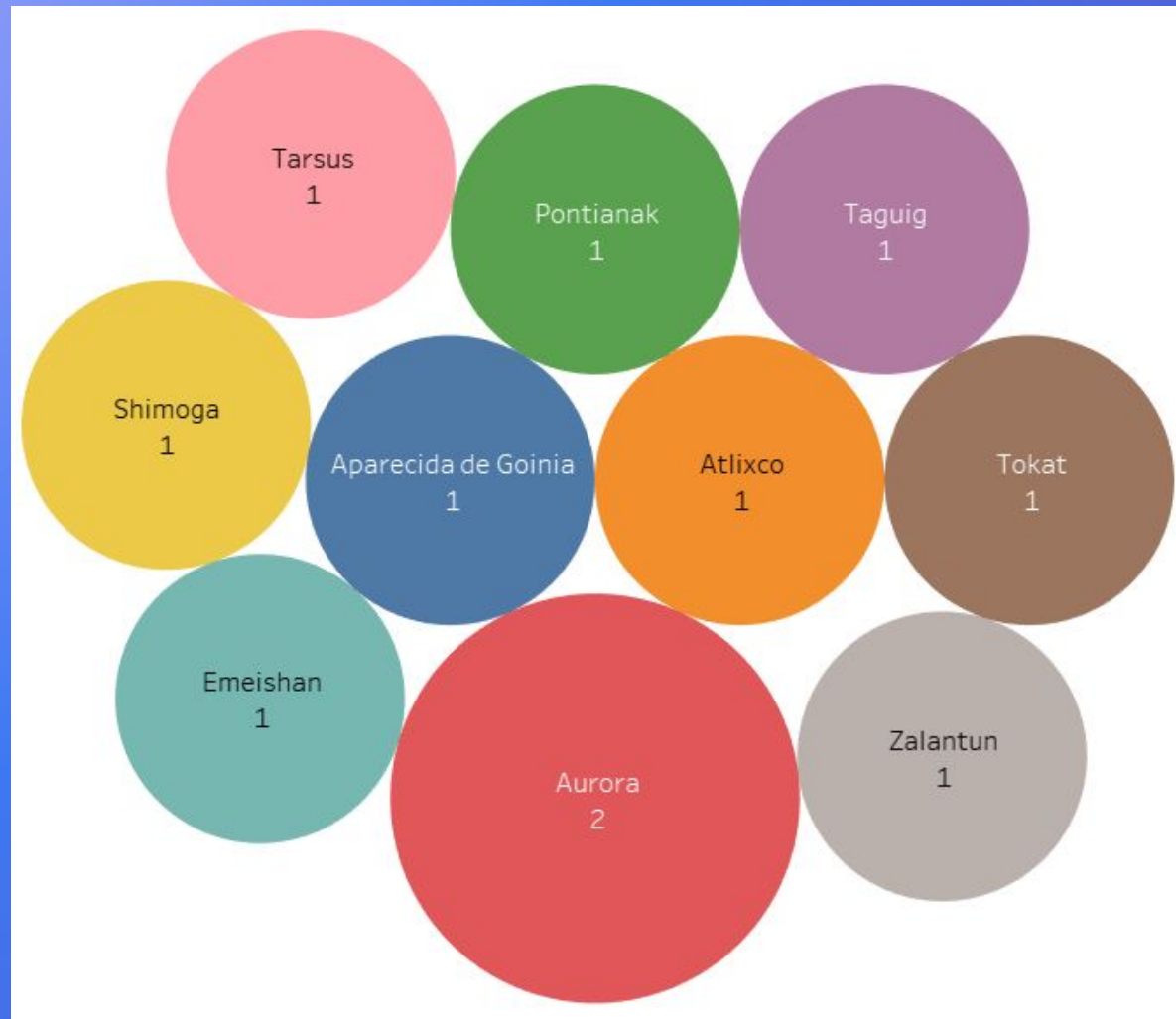
Average

3\$

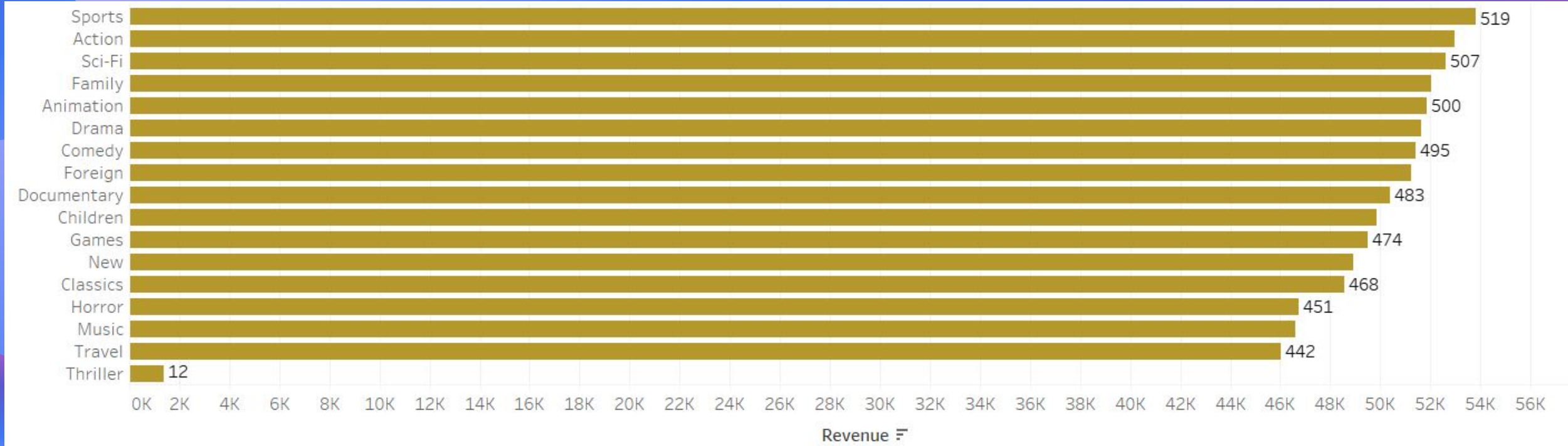
# TOP 10 Countries



# TOP 10 Cities



# TOP revenue making movie genres



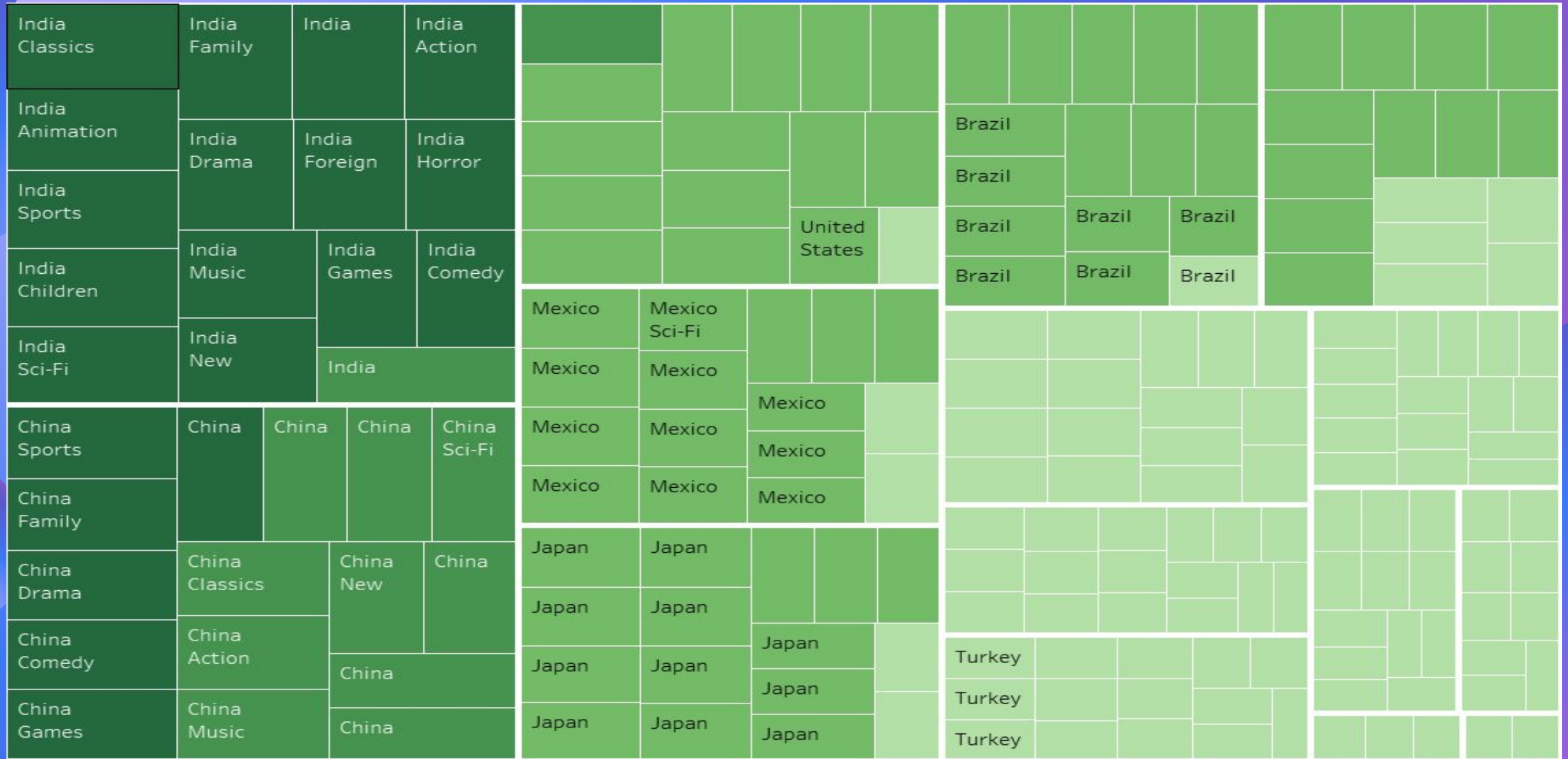


## Regional penetration in terms of customer numbers and revenue





# Top country genre combinations



# Summary & recommendations



**Leverage strengths:** Focus on top and growing markets like India and China : Marketing and operations



**Missed opportunities :** Find opportunities for Growth in Europe and Canada



**Data Science :** Continuously update trending popular genres for each country and ensure parallel stocking and marketing





**THANK  
YOU**

