

Abstract geometric lines in black on a white background, forming various overlapping polygons and shapes.

# ROCKBUSTER STEALTH BUSINESS INSIGHTS

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# AGENDA

Introduction

Film Genres

Top Customers

Global Customer Numbers

Local Revenue

Regional Revenue

Summary

Recommendations

# INTRODUCTION

## Film performance

Title	Film Genre	
Telegraph Voyage	Music	215.8
Zorro Ark	Comedy	199.7
Wife Turn	Documentary	198.7
Innocent Usual	Foreign	191.7
Hustler Party	Comedy	190.8
Saturday Lambs	Sports	190.7
Titans Jerk	Sci-Fi	186.7
Harry Idaho	Drama	177.7
Torque Bound	Drama	169.8
Dogma Family	Animation	168.7
Stallion Sundance	Sci-Fi	7.9
Lights Deer	Classics	7.9
Treatment Jekyll	Drama	6.9
Cruelty Unforgiven	Classics	6.9
Young Language	Documentary	6.9
Rebel Airport	Music	6.9
Freedom Cleopatra	Comedy	6.0
Texas Watch	Horror	5.9
Oklahoma Jumanji	New	5.9
Duffel Apocalypse	Documentary	5.9

10 best and worst performing films for revenue

Currently business model of movie rental is reliant on available inventory in the relevant store locations.

Number of customers: **599**

Number of film licenses: **1000**

Average rental duration: **5 days**

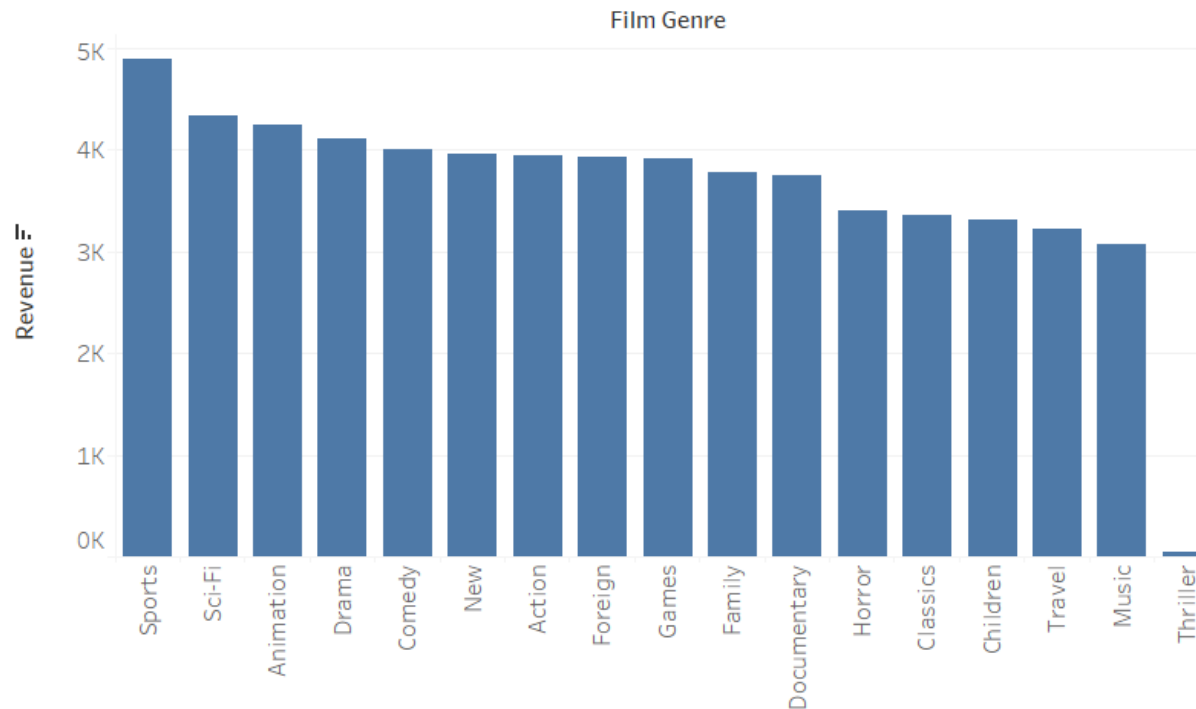
Telegraph Voyage is Although some genres appear more than once, there is no clear trend for a specific genre in the best and worst performing films.

However, the difference between the revenue the top 10 versus the bottom 10 generate is quite significant. More focus should be given to the top performing films.

# FILM GENRES

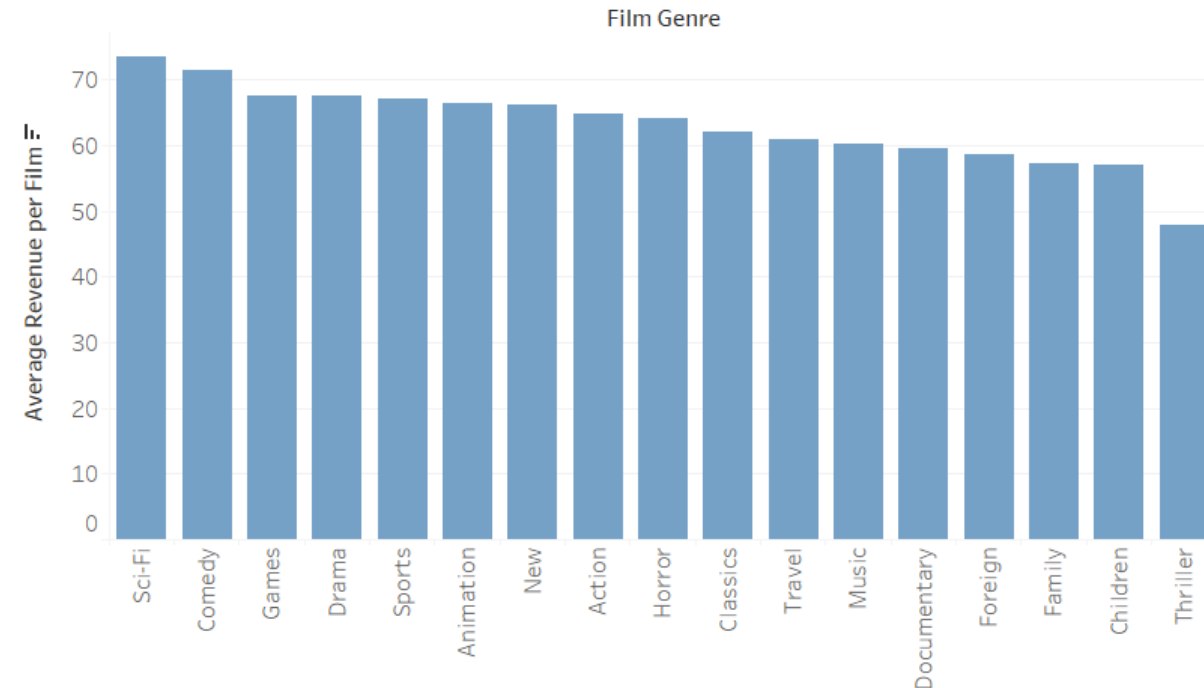
Although the Sports genre generates the highest revenue overall, the most profitable genre per film is Sci-Fi, which also generated the second highest overall revenue. Thriller and Children's films are at the lower end in both cases. However, the difference between the genres is not significant enough to warrant focus on any one over the others.

Film genre revenue



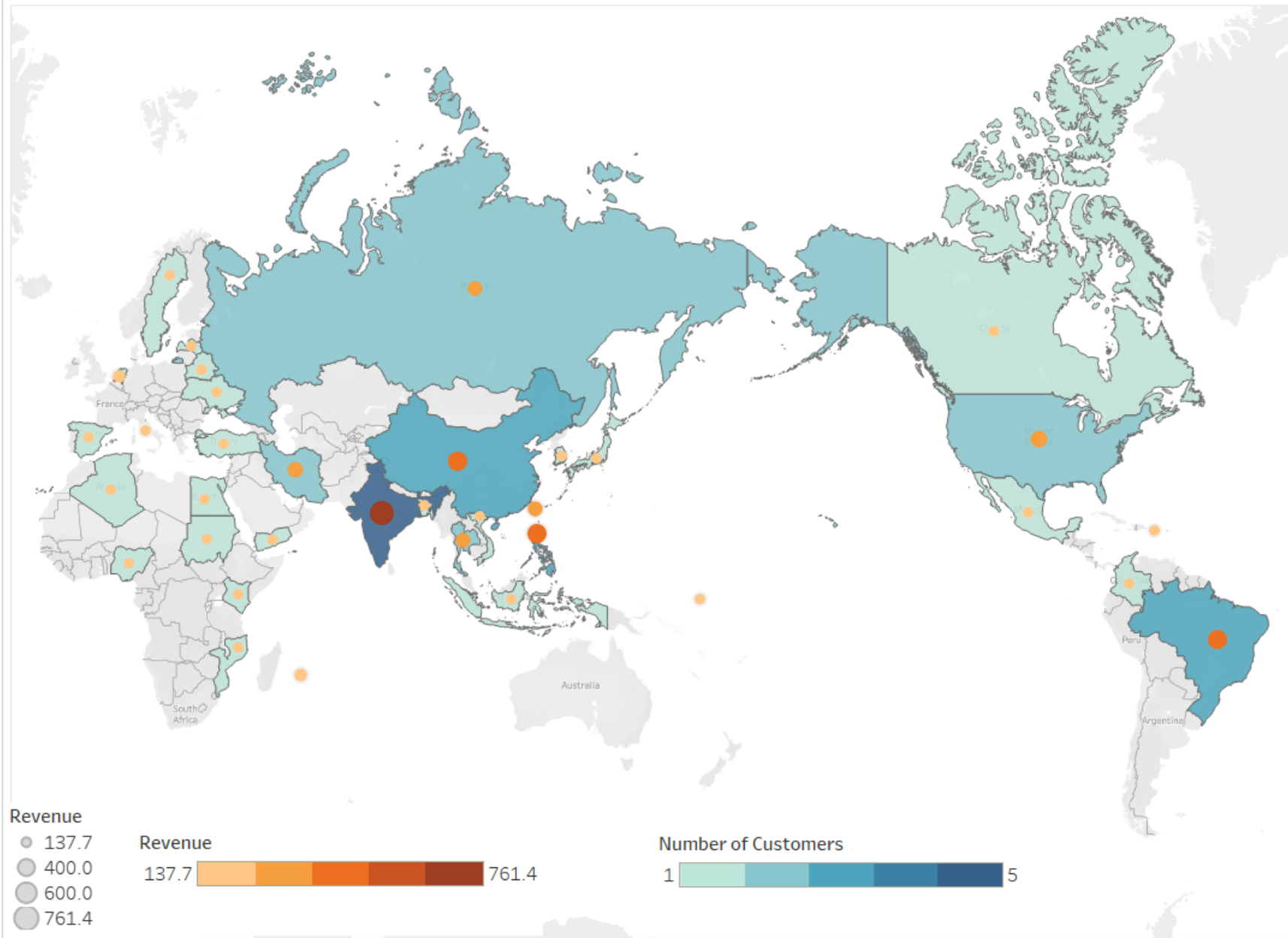
Film genres listed by revenue generated

Revenue rate per genre



Film genres listed by average revenue generated per film

# TOP CUSTOMERS

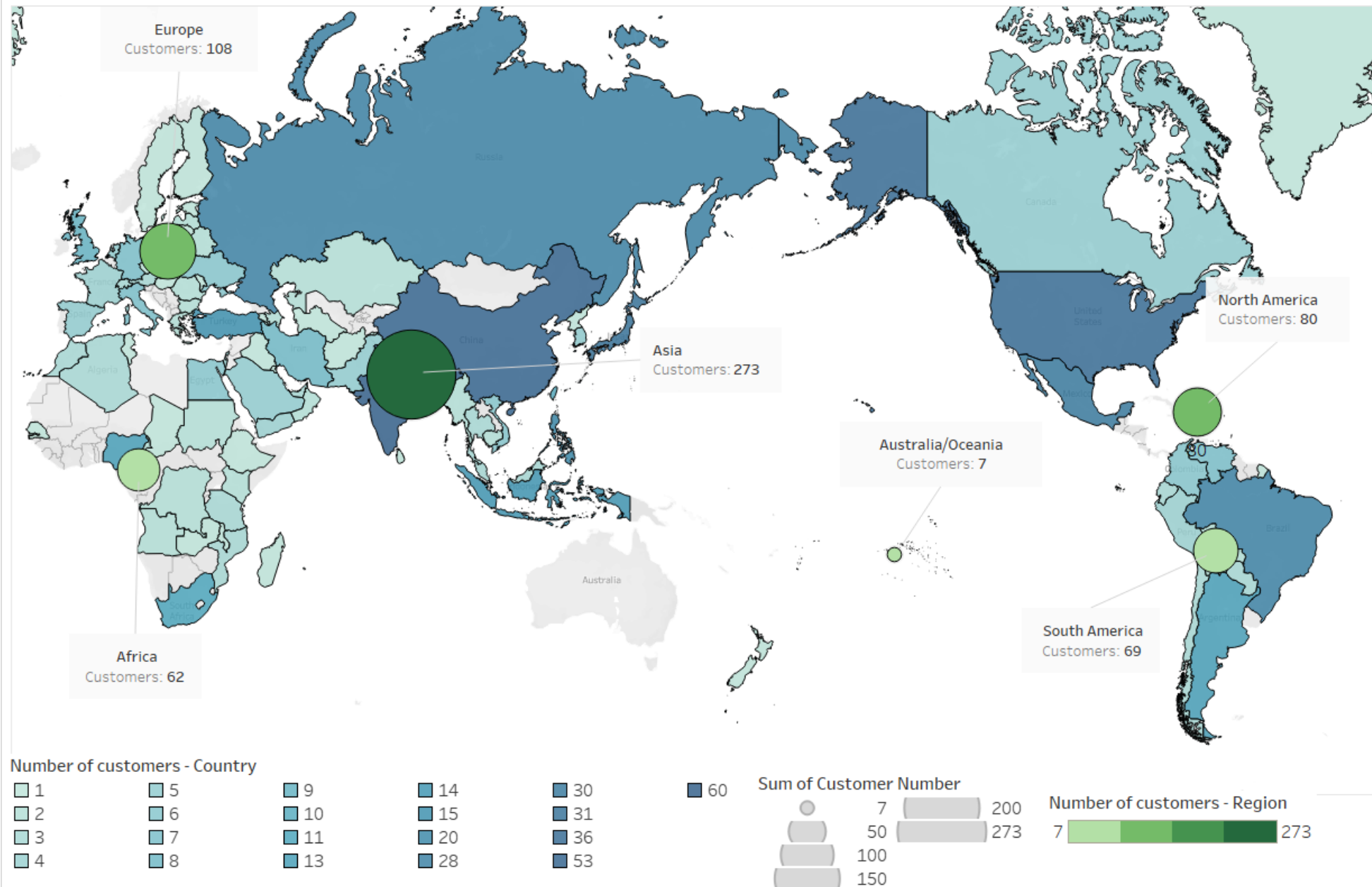


The map illustrates the location of the top 50 customers and the total revenue they generated in their respective countries.

The highest number is located in India, where they also generate the highest revenue amongst the top 50. Followed by China, Brazil and the Philippines.

Although there is a slightly higher concentration in Asia, there is no specific regional trend within this group.

# GLOBAL CUSTOMER NUMBERS

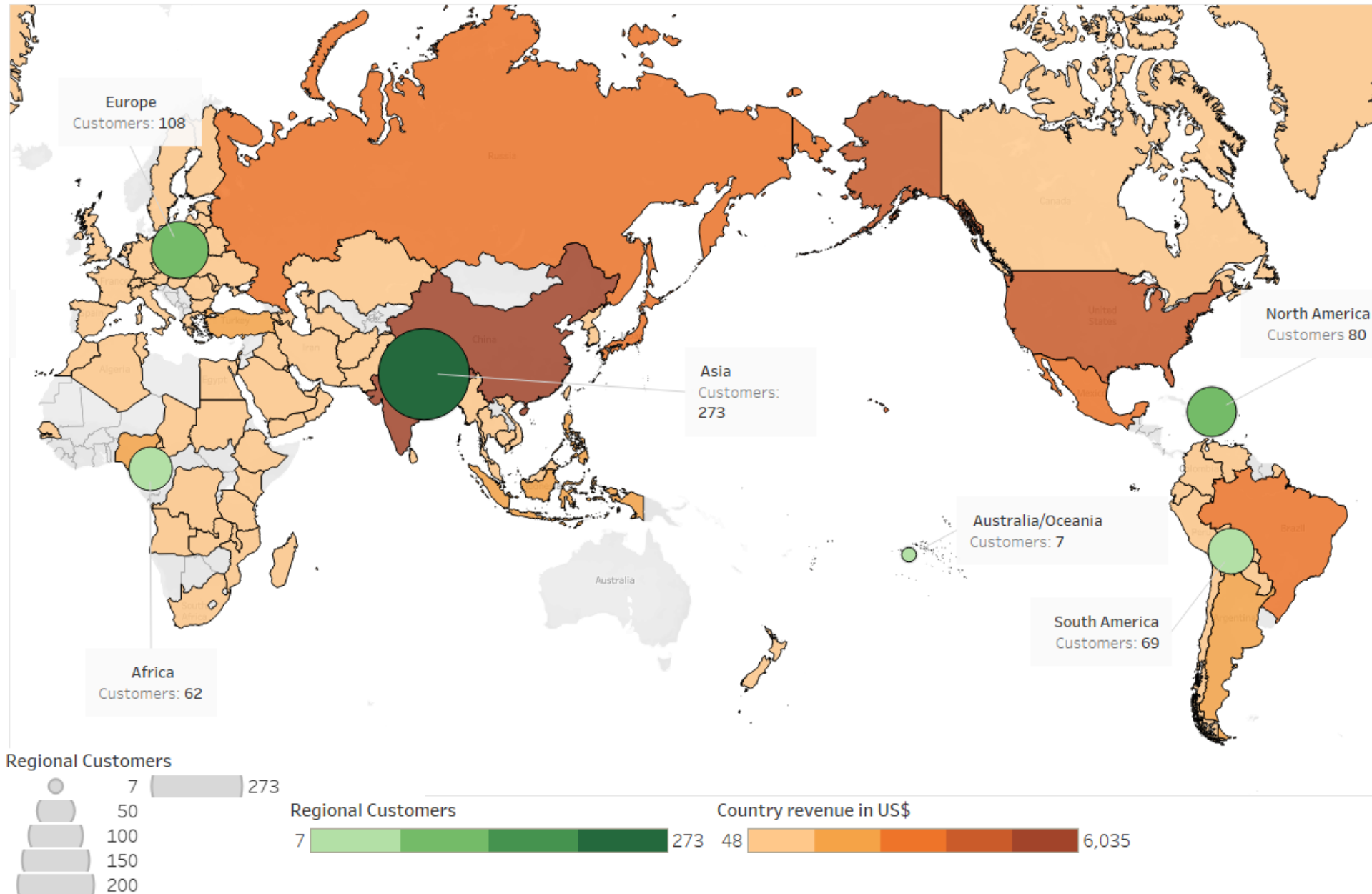


Our customers are spread around the globe with the highest concentration in Asia, specifically India and China. Followed by Europe, North America, South America, Africa and Australia/Oceania.

The number of countries we service in each of these regions will have an impact on the overall region size in terms of customers.

e.g. 34 countries in Asia compared to 6 for Australia/Oceania.

# LOCAL REVENUE



For the most part revenue in each country follows the number of customers.

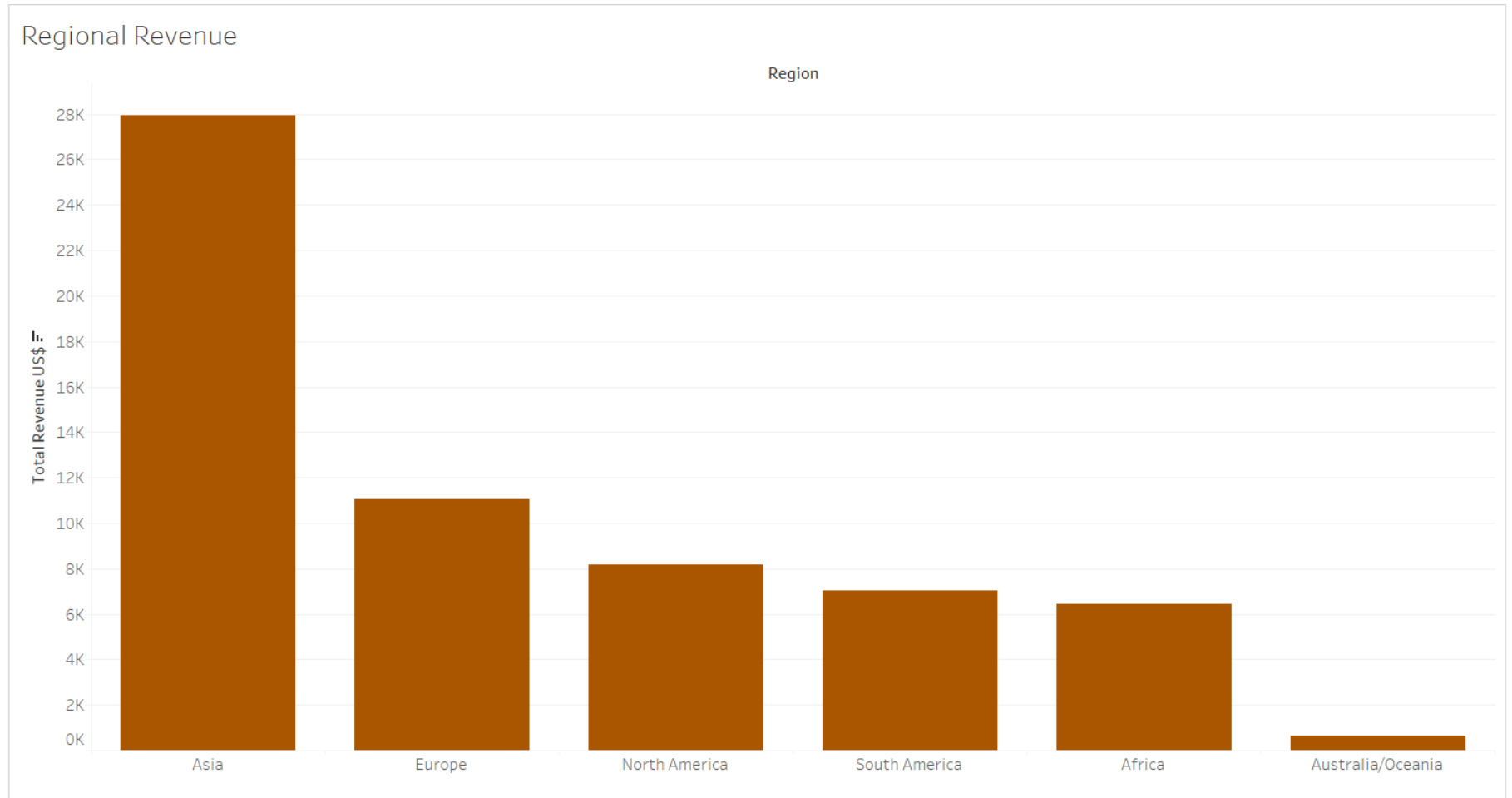
With India and China leading the revenue table. Followed by the US, Mexico and Brazil.

Number of customers could therefore be used as a good indicator of potential revenue.

# REGIONAL REVENUE

As the high number of customers suggest Asia by far generates the highest revenue overall.

For the remaining regions, the size of revenue is relatively similar and also in line with their customer numbers.



Revenue for each global region





## SUMMARY

With a customer base across the globe and a variety of film licenses we are in a good position to explore the option of online rentals.

Our strongest market is Asia with a solid customer base in India and China.

Our film catalogue is well spread across the different genres and they generate a similar level of revenue.

All visualisations can be found here:

[https://public.tableau.com/app/profile/asta.hansen/viz/MovieRental\\_16509979874880/GlobalCustomers?publish=yes](https://public.tableau.com/app/profile/asta.hansen/viz/MovieRental_16509979874880/GlobalCustomers?publish=yes)



# RECOMMENDATIONS

## REGION

Most of our customers are based in Asia with many high value customers also located in this region, which makes this our most profitable market. Therefore, it would make sense to focus on this region first for the online business.

In light of this internet availability in the specific counties should also be taken into account.

## GENRES

With none of the genres generating outstanding revenue, their impact can be neglected in favour of a more film specific approach.

## FILMS

With the large disparity between films with regards to revenue, it would make sense to use the highest performing film licenses for the online business, as they can be expected to generate the highest profits.