

Rockbuster Stealth Management

**The 2020 company
strategy**



Strategic Focus: What Are We Solving?

Initial framing

As part of Rockbuster's 2020 strategy, our BI team is tasked with delivering insights to support the online platform launch. The questions come directly from our Management Board.

Why It Matters

Our analysis will clarify customer behavior, regional trends, and revenue drivers—empowering leadership with actionable, data-backed decisions.



Key Questions and Objectives

Which movies contributed the most or 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 located?

Do sales figures vary between geographic regions?

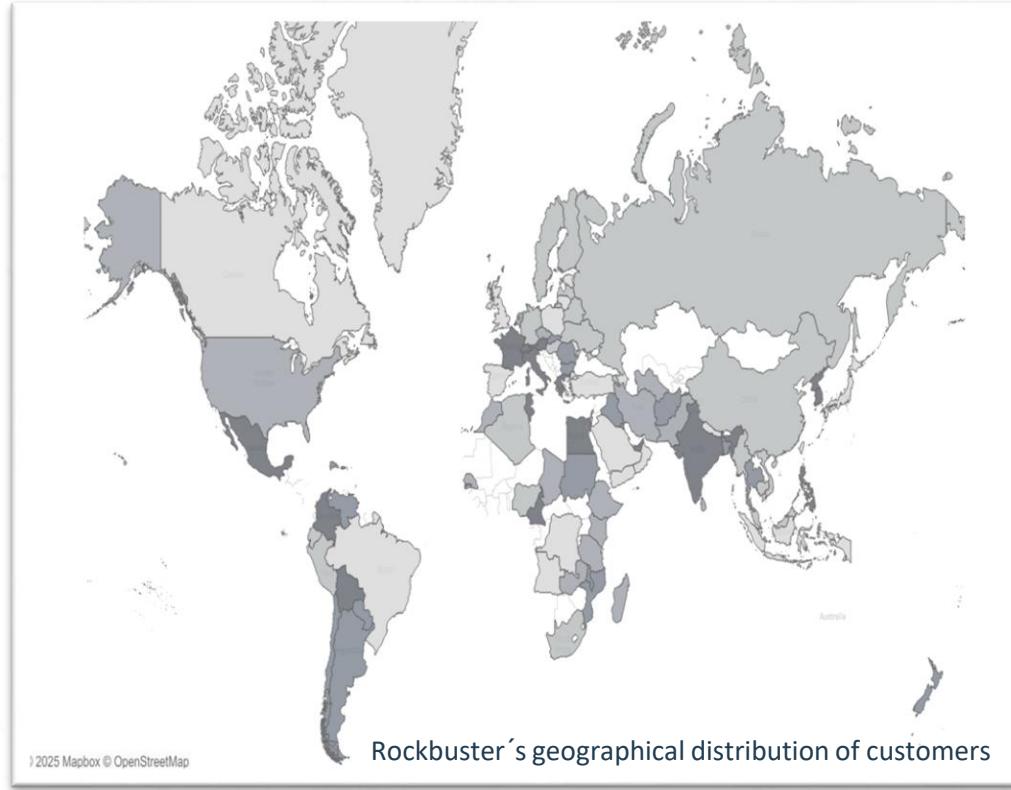
Rockbuster Customer & Content Footprint

Rockbuster's global footprint is expanding. The map highlights customer distribution across 109 countries, revealing the scale of our reach and the diversity of our user base.

Key Figures



These figures form the foundation of our analysis. They help us understand where our customers are, what content they engage with, and how our platform performs across regions.



Most vs Least Contributing Films



The most rented film is not the most profitable-frequency alone is not enough to generate revenue

Popularity ≠ Profitability: Academy Dinosaur is the most rented film, but it's not the most profitable.

Revenue Extremes: Telegraph Voyage and Zorro Ark generate the most revenue, while Young Language and Duffel Apocalypse generate very little.

Rental duration: Average of 5 days (min 3, max 7), relatively consistent. It slightly influences revenue, but remains secondary to the price and category of the film.

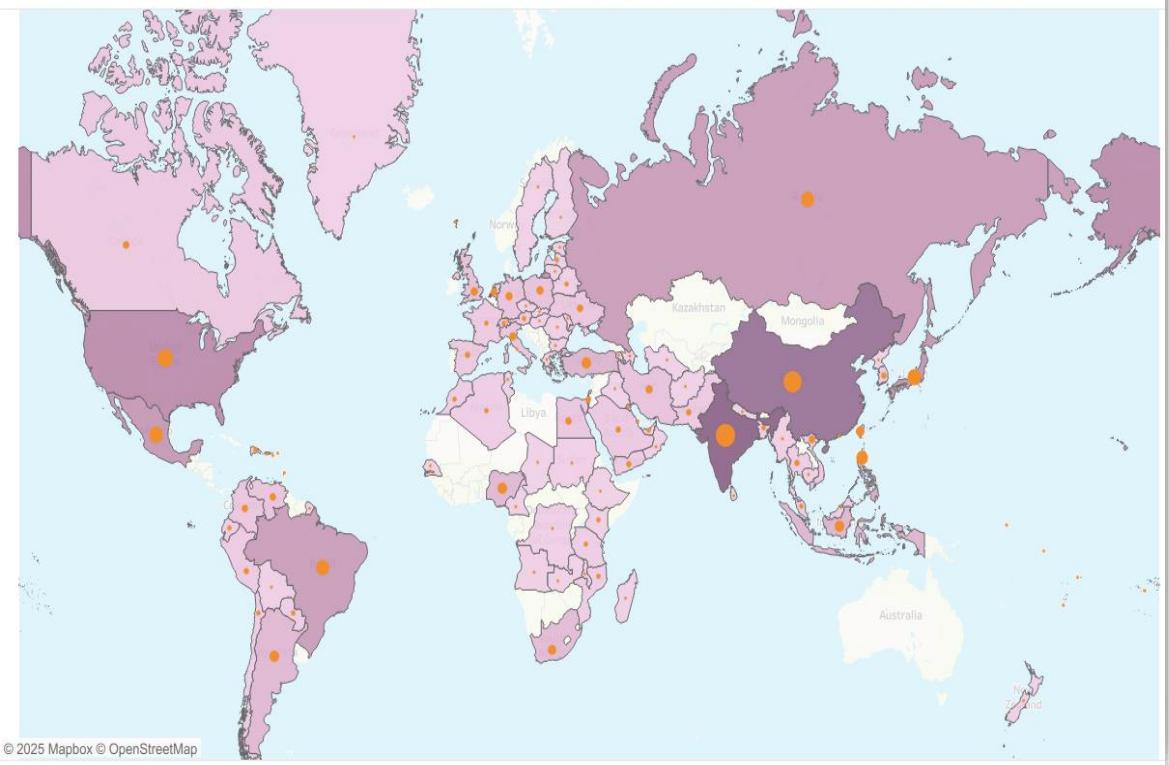
Conclusion: Profitability depends on a balance between frequency, price, and rental length. Popularity alone does not guarantee high financial returns.



**ACADEMY
DINOSAUR
IS THE MOST
RENTED**

Most rented film is obtained by calculating the mode

Rockbuster's geographical distribution of customers and the revenue generated

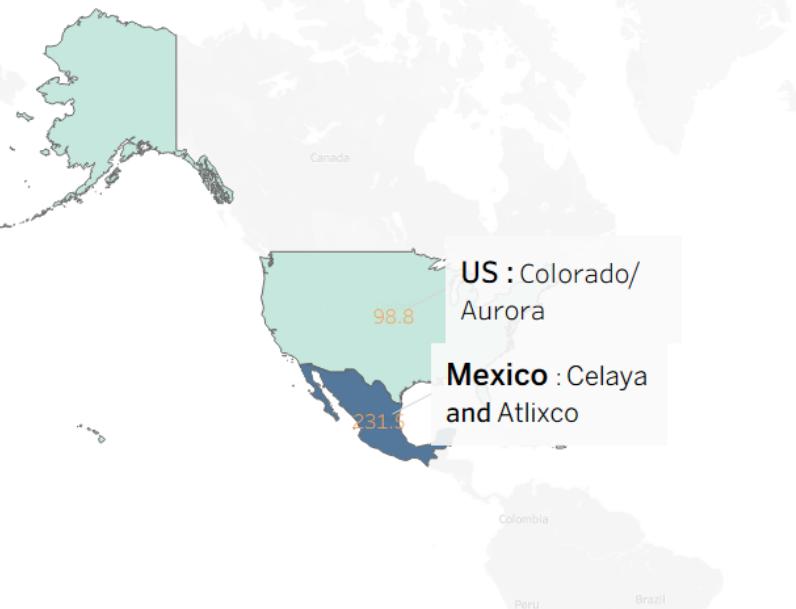


Unequal continents: where Rockbuster really wins

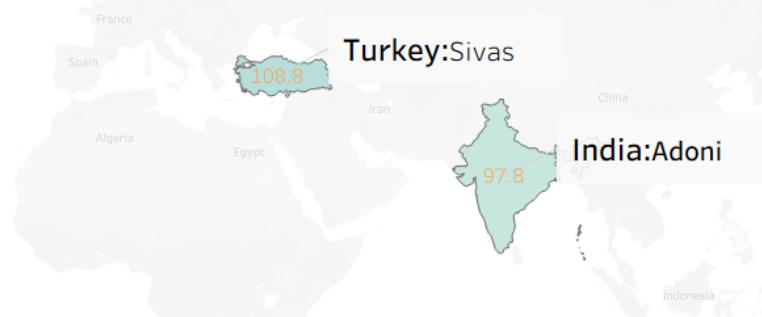
Rockbuster's sales figures reveal a strong concentration in North America (United States), South America (Brazil), and Asia (India, China), where the customer base and revenue are high. Europe appears fragmented with moderate performance, while Oceania (Australia) and Africa remain virtually untapped markets.

This distribution demonstrates that profitability is highly uneven across continents and highlights strategic areas with strong potential.

High value is not limited to major capital cities



The highest value customers are spread across several regions of the world: Aurora (USA) confirms the strategic importance of the North American market, Celaya and Atlixco (Mexico) illustrate the potential of Latin America, Sivas (Turkey) reveals a pocket of profitability in Eurasia, and Adoni (India) underlines the key role of the Asian market.



This shows that high value is not limited to major capital cities but can emerge from secondary cities.

Insights

The profitability of films and customers isn't solely based on their popularity or rental frequency. It depends on a balance between price, rental duration, furthermore geographic distribution reveals a high concentration of revenue in certain regions (North America, Asia, Latin America), while other markets remain under-exploited.

Action Points

Target high-potential areas: strengthen offerings in countries like the United States, India, and Mexico, where high-value customers are already present.

Optimize prices and durations: adjust rates and rental conditions to maximize profitability, especially in high-activity areas.

Explore untapped markets: launch test campaigns in **Australia** or in some country in **Africa** to assess untapped potential.



***Curious to know more?
Let's talk about it.***

bouaskeroussama@rockbuster.com

Tableau Public – Ressources

[*most/least contributing films | Tableau
Public](#)

[*high value is not limited to major capital
cities | Tableau Public](#)

[*geographical Rockbuster's distribution of
customers and the revenue generated i |](#)

