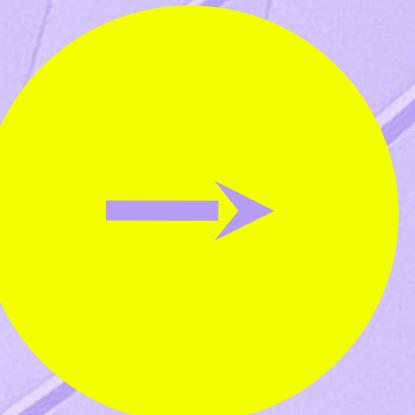


STRATEGIC DATA ANALYSIS

ROCKBUSTER'S DIGITAL EXPANSION STRATEGY 2020

Presented by:
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28 March 2025



Agenda

01. Welcome

02. Objective and Key Questions

03. Analysis

04. Strategy Implementation



Welcome!

What we will do today :

I will be sharing key insights from Rockbuster's data analysis, to illuminate our path forward as we embark on an ambitious 2020 strategy to conquer the online video rental market.

Who am I:

I am a data analyst with a passion for uncovering insights that drive strategic decision-making!





Rockbuster Stealth 2020 strategy:

Expand into the online video rental space!

Key Objectives

Identifying top-performing regions and customer groups.

Understanding customer behaviour and preferences.

Recommending targeted strategies for growth and profitability.

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?

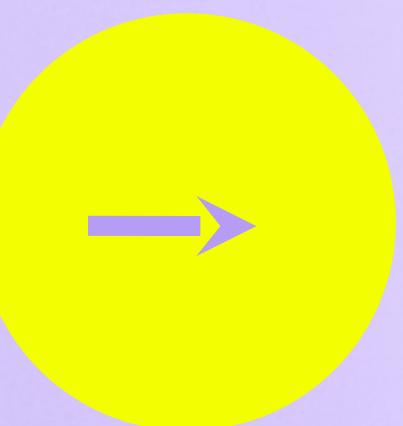
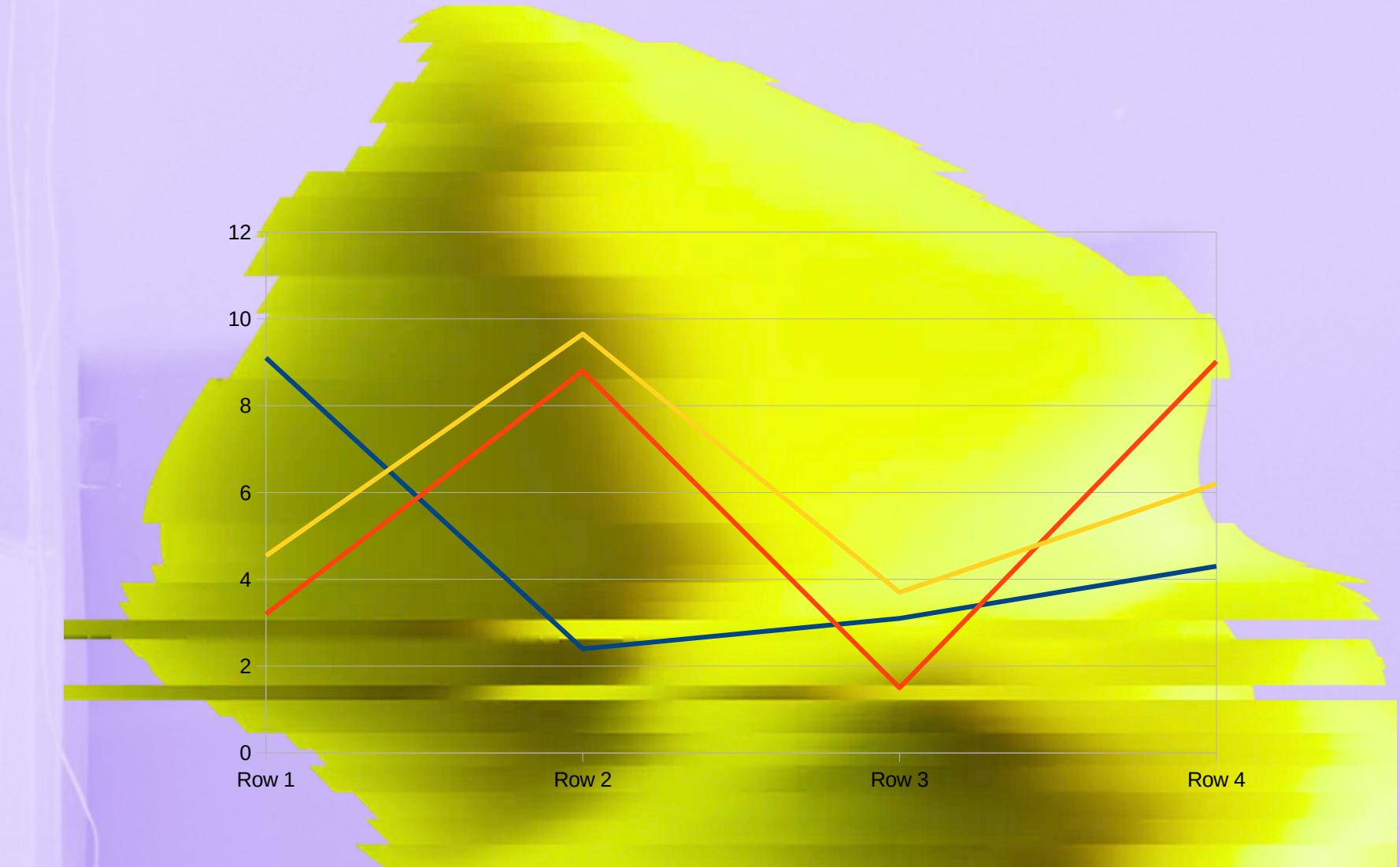
Where are customers with a high lifetime value based in?

Do sale figures vary between geographic regions?



Data

Analysis



Sales by Region

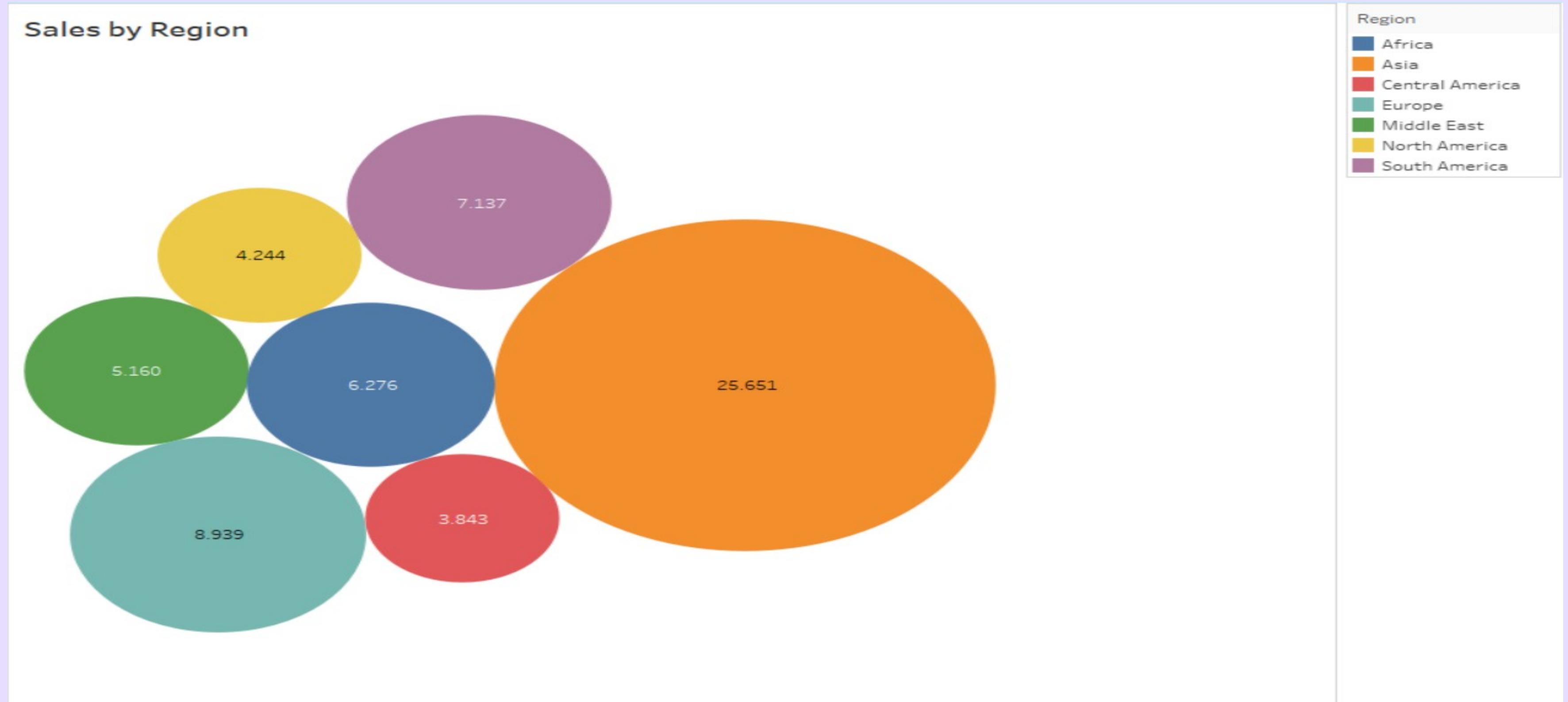


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Total revenue by Genre

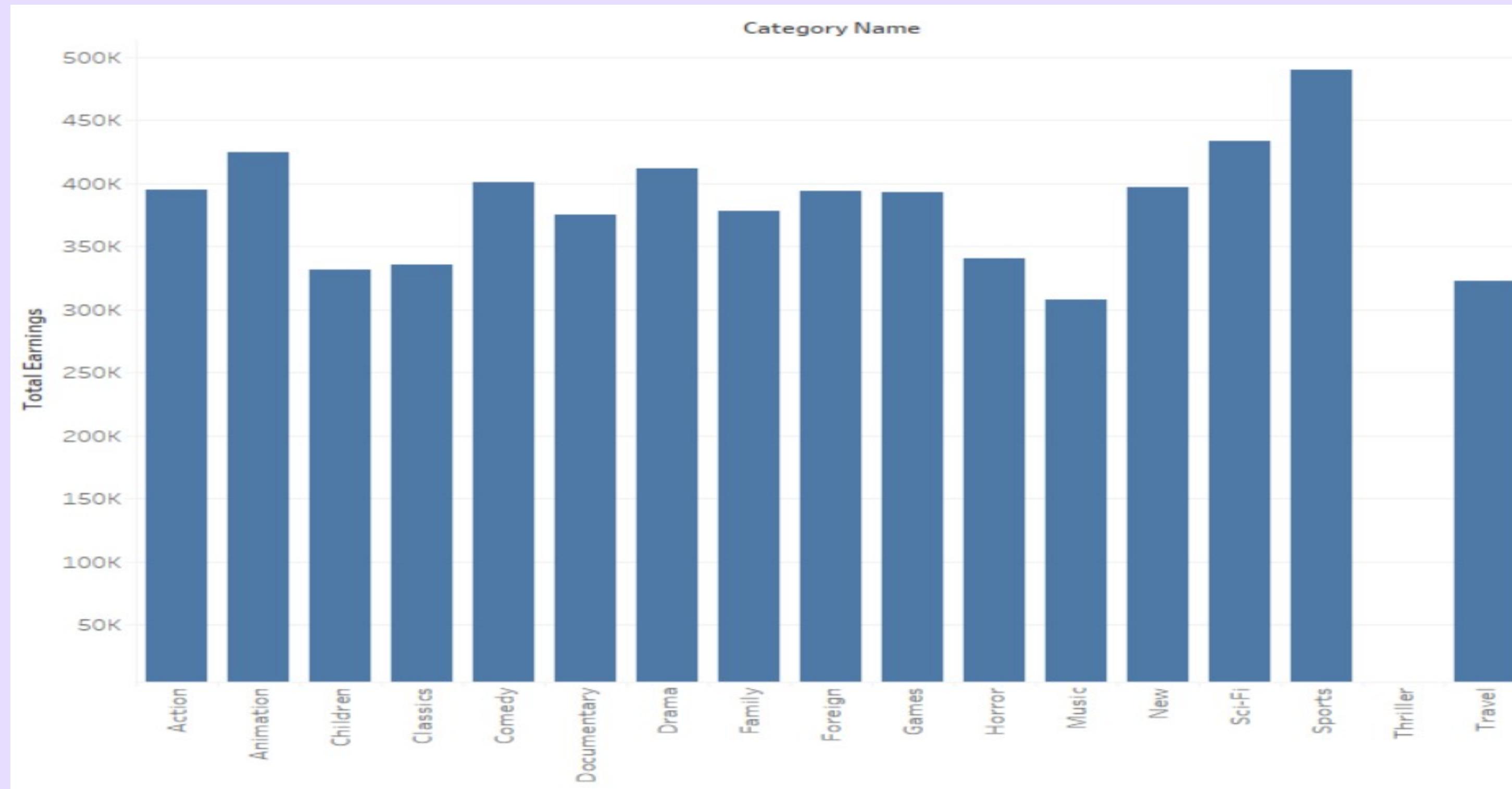
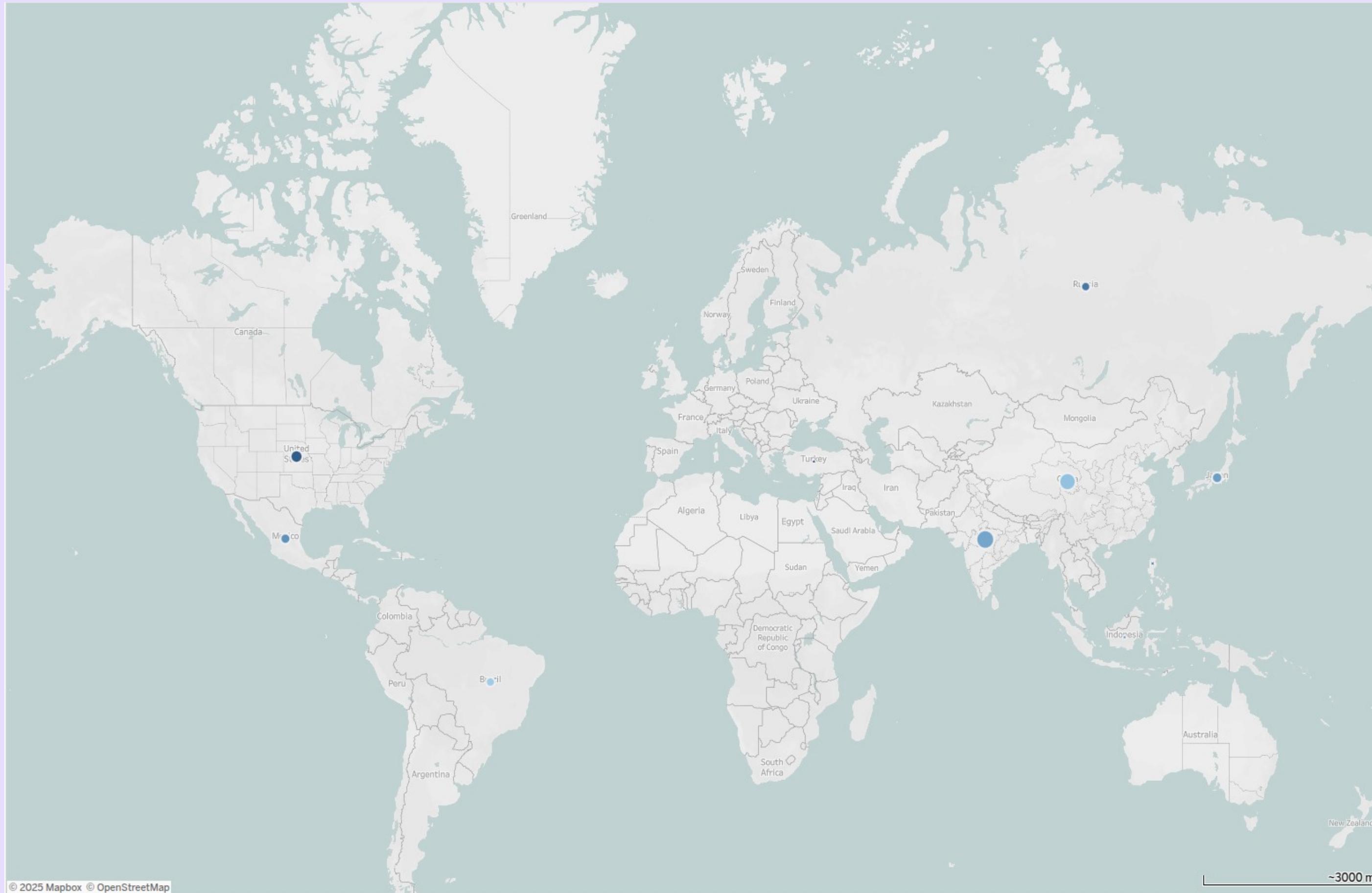


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Average Movie Rental Duration

Movie Rental Duration (days)	
Min rental Duration	3,00
Max Rental Duration	7,00
Avg Rental Duration	5,00

Top 10 countries for number of customers

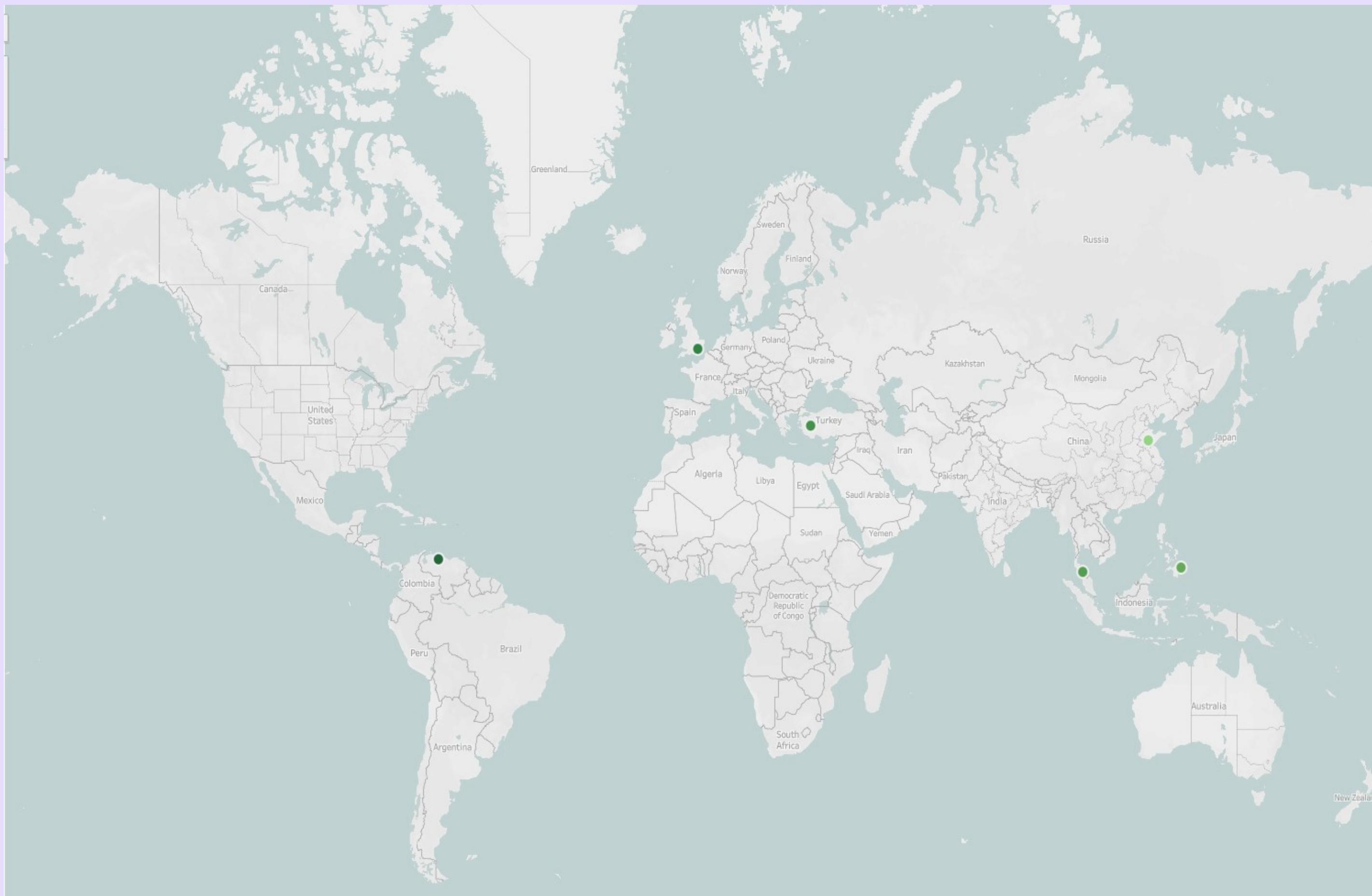


Country	Customer	% Total Customers
India	60	10%
China	53	9%
United States	36	6%
Japan	31	5%
Mexico	30	5%
Brazil	28	5%
Russian Federation	28	5%
Philippines	20	3%
Turkey	15	3%
Indonesia	14	2%

Tableau link:

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Top 10 cities in the top 10 countries



city	country
Aurora	United States
London	United Kingdom
Bislig	Philippines
al-Manama	Bahrain
Songkhla	Thailand
Xintai	China
Usak	Turkey
Carmen	Mexico
Valencia	Venezuela
Coacalco de Berriozbal	Mexico

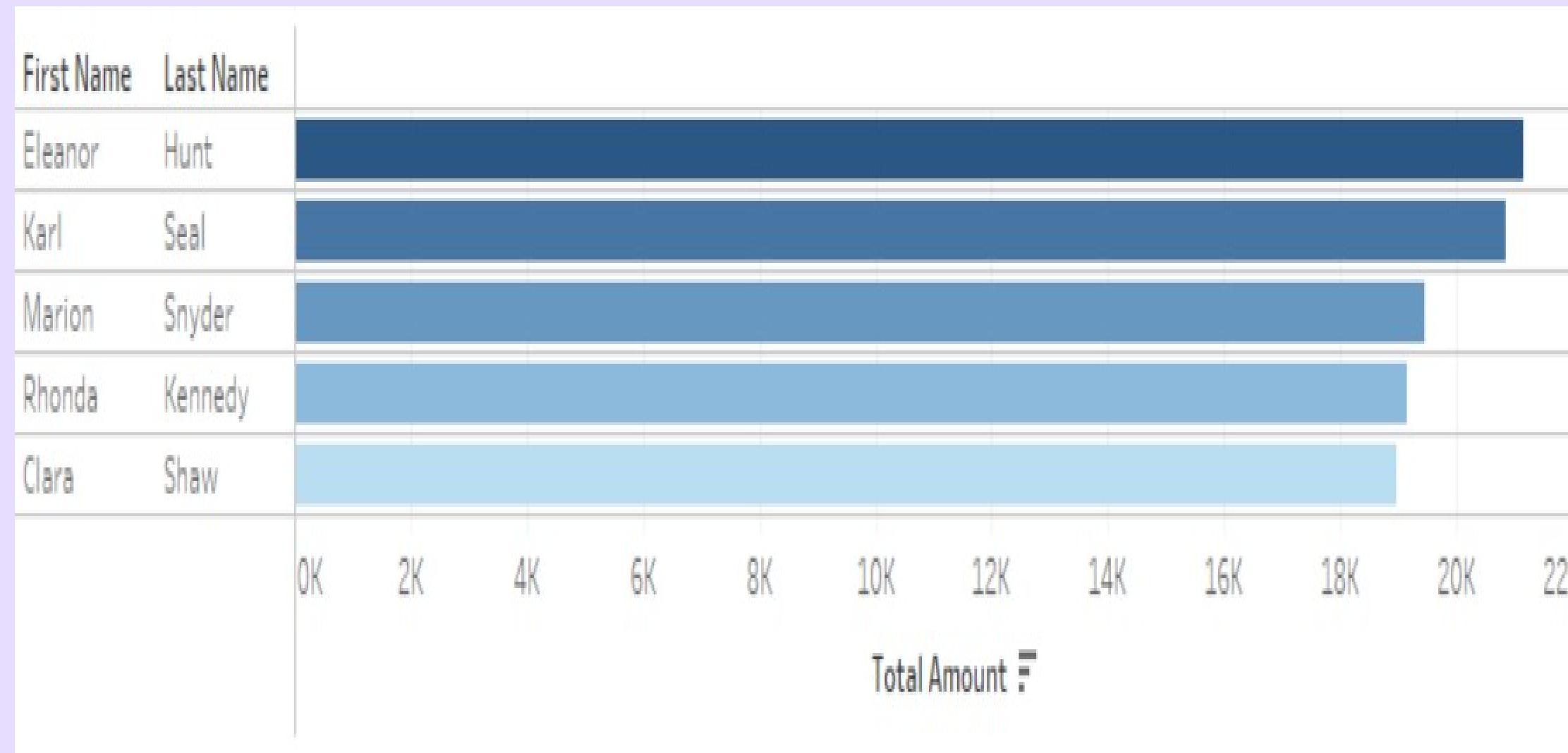
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Key Insights



Top 5 Customers worldwide



Recommendation for strategy implementation

Our marketing initiatives should prioritize high-performing markets such as Asia region.

Implementing structured surveys in low performing regions will enable us to gather actionable insights into their preferences and expectations.

Reduce average rental duration rate from 5 to 2 days with incentives to performing customers.

Thank You!

For any queries, contact me:

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