Rockbuster Stealth
Campaign Strategy

Presenter

Ghassan Belaish

Agenda

Introduction

Geographic regions Sales

Our Customers Base

Custumers vs Sales

Movies Performance

Our Loyal Customers

Distribution Strategy

Recommendations

Introduction

The Rockbuster Stealth Management Board has asked a series of business questions and

they expect data-driven answers that they can use for their 2020 company strategy. Here are

the main questions they'd like to answer:

- 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?

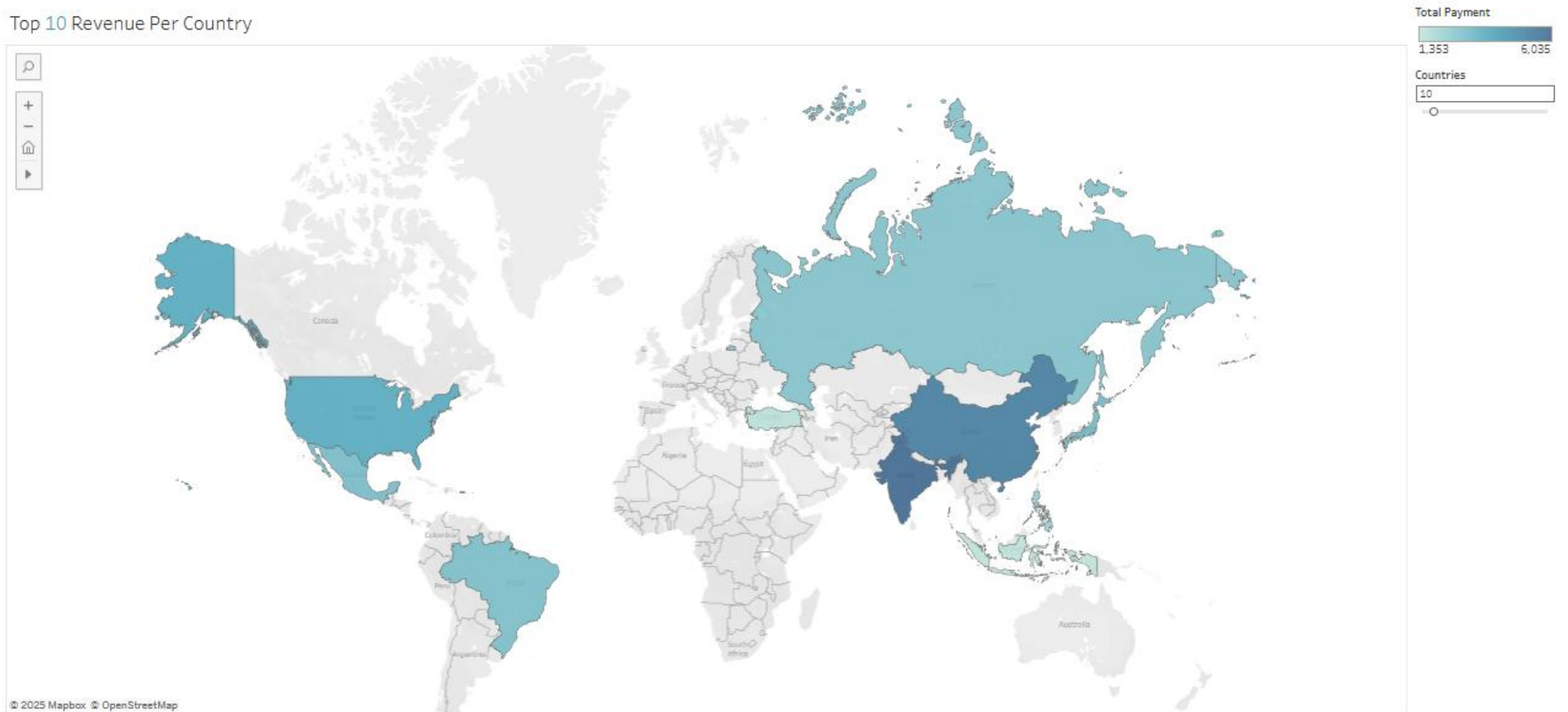- Do sales figures vary between geographic regions?

Findings & Insights

Geographic regions Sales

Top 10 Revenue Per Country

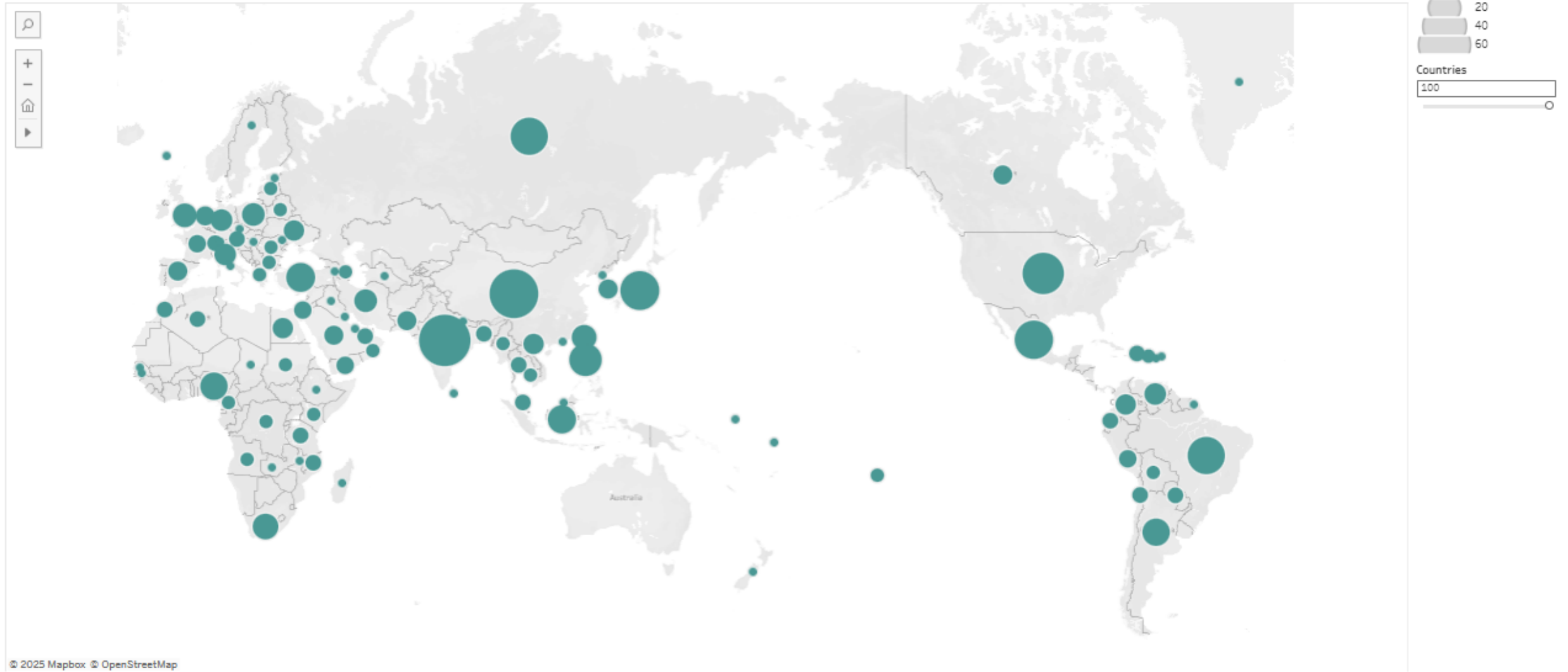Total Payment
1,353 — 6,035

Countries
10

- Top 10 Countries by sales are: India, USA, Brazil, China, Russia, Mexico, Japan, Indonisia, Turkey, and Philippines

Our Customers Base

Top 100 Countries by Customers

Customer Count
1
20
40
60

Countries
100

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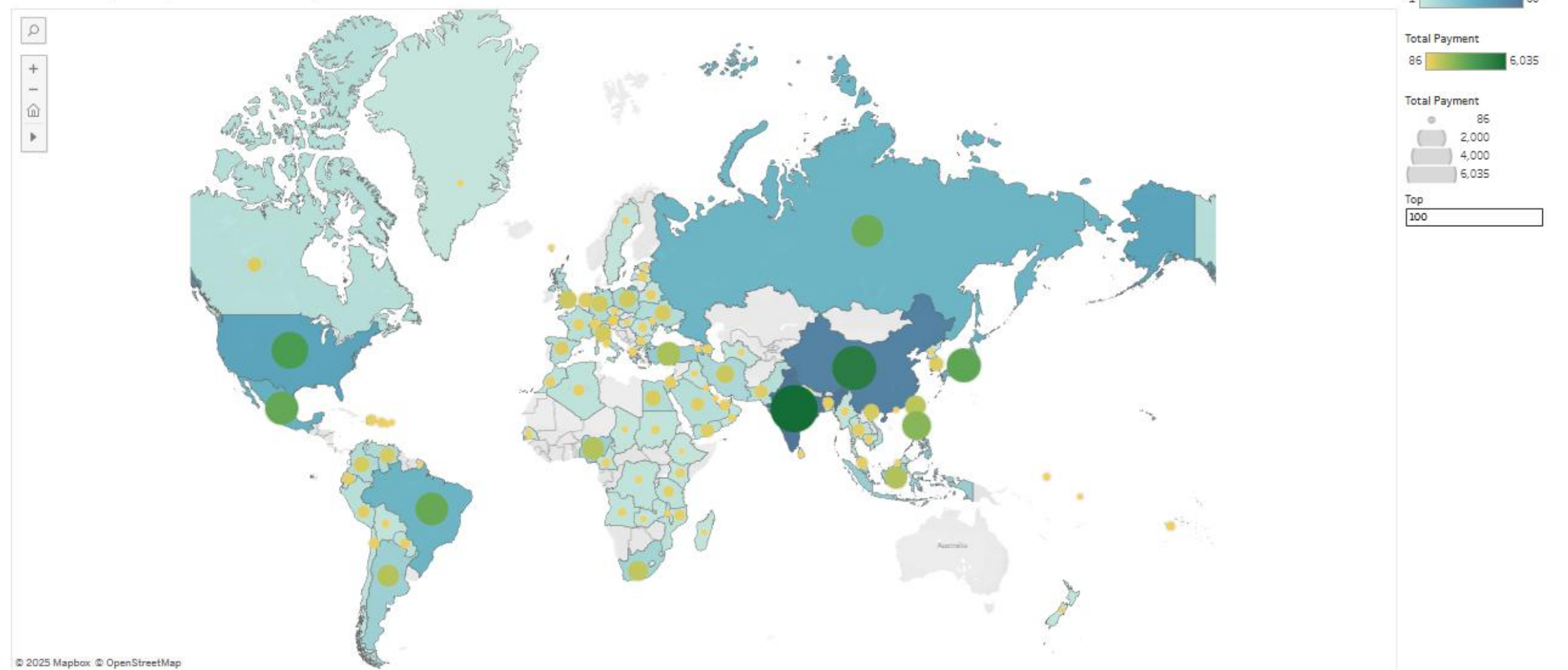
- Our Customers Base spread across the globe. Our greatest popularity is in India and China.

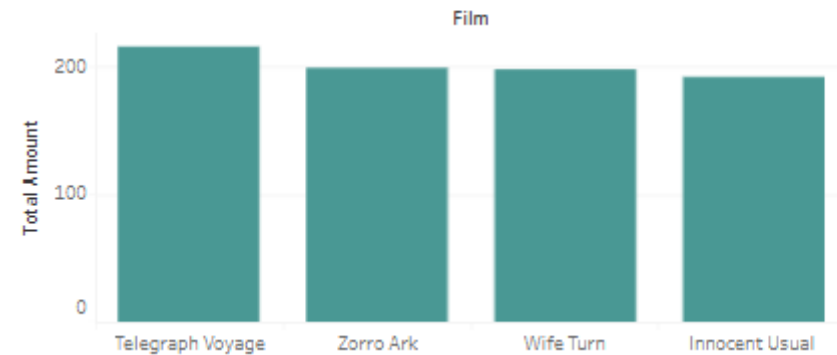# Customers vs Sales

Customers per Top 100 Countries by Revenue

- Our sales are consistent with our fan base size across regions.
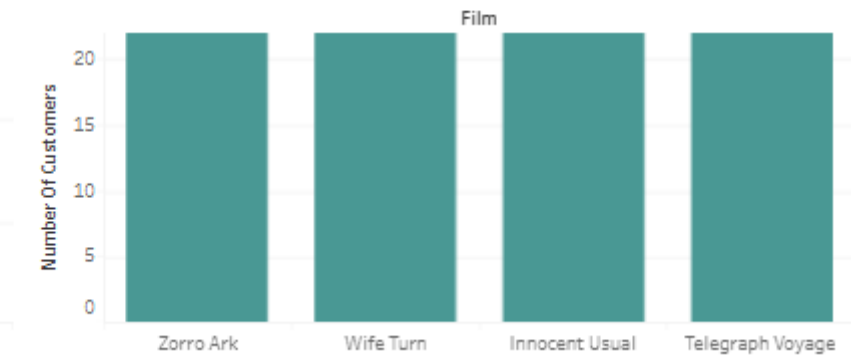
Movies
Performance

Top 4 Selling Movies
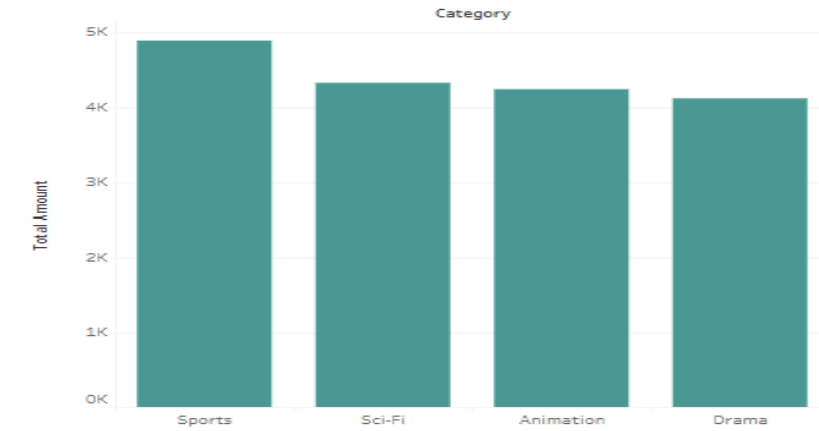
Top 4 Rental Duration Movies

Top 4 Popular Movies

- In our best selling countries, India and China, the best selling movie is Telegraph Voyage. It is also has the highest rental duration.
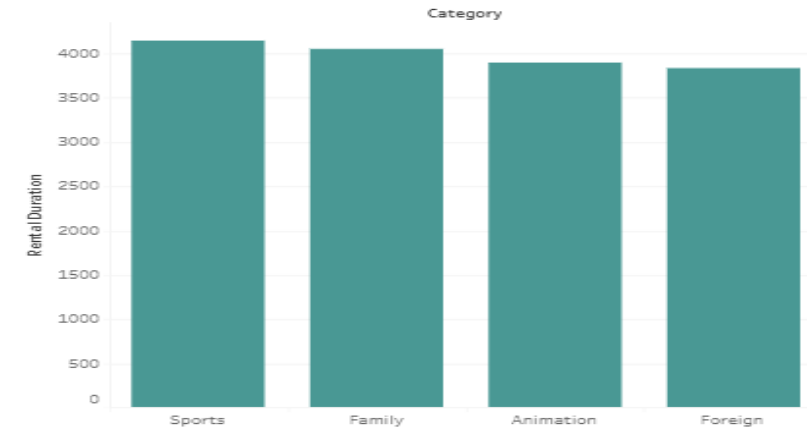
- The most popular movie is Zorro Ark

Category
Performance

Category Performance per country

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Top 4 Selling Categories

Category

Sports · Sci-Fi · Animation · Drama

Top 4 Rental Duration Categories

Category

Sports · Family · Animation · Foreign

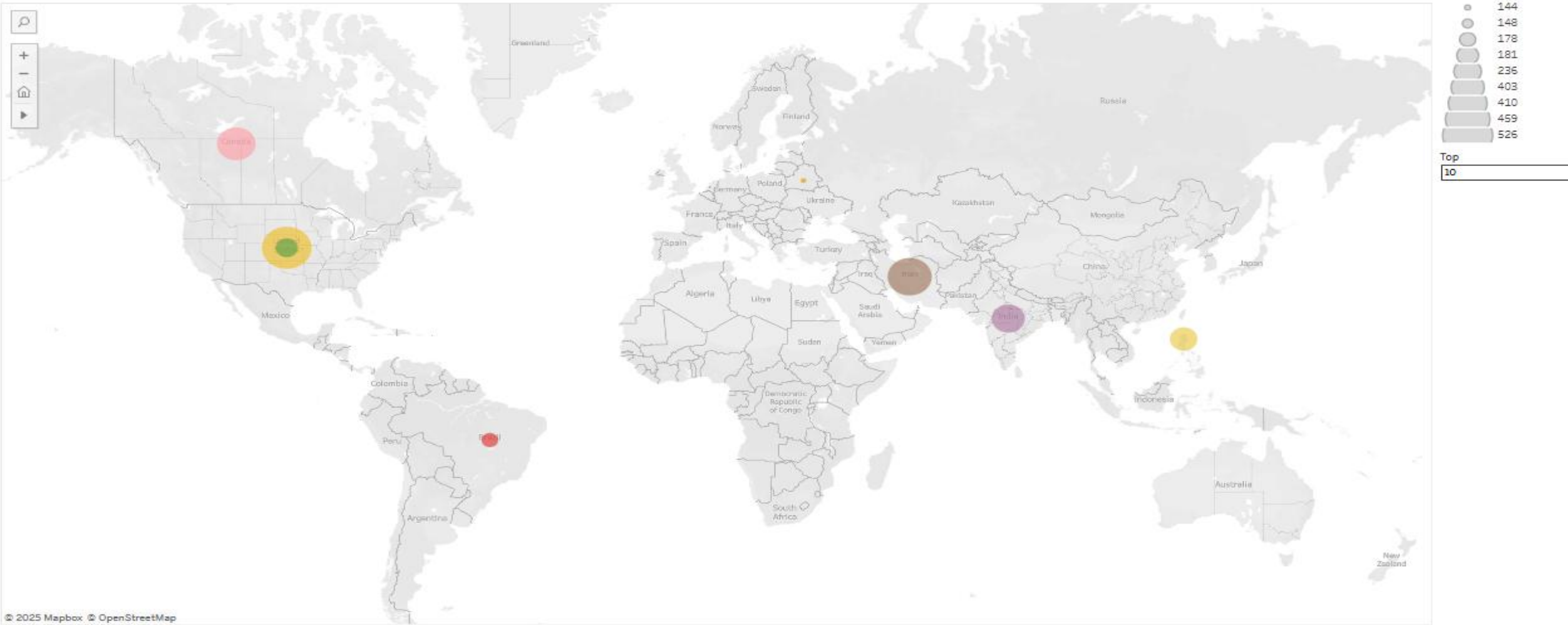**Top 4 Popular Categories**

Category

Sports · Animation · Action · Sci-Fi
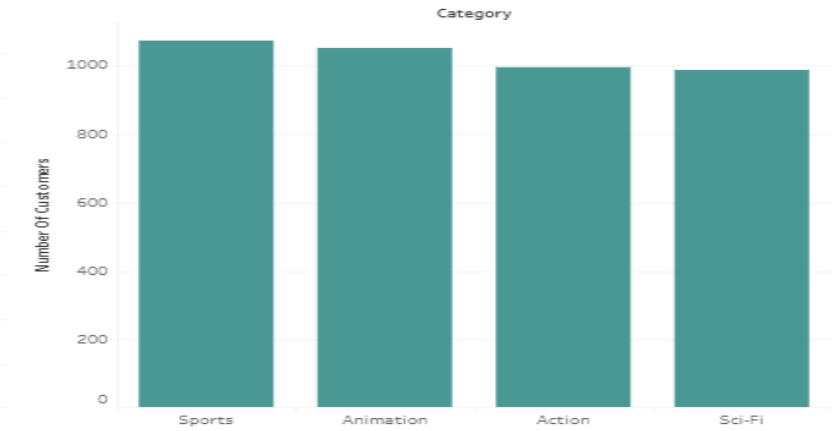
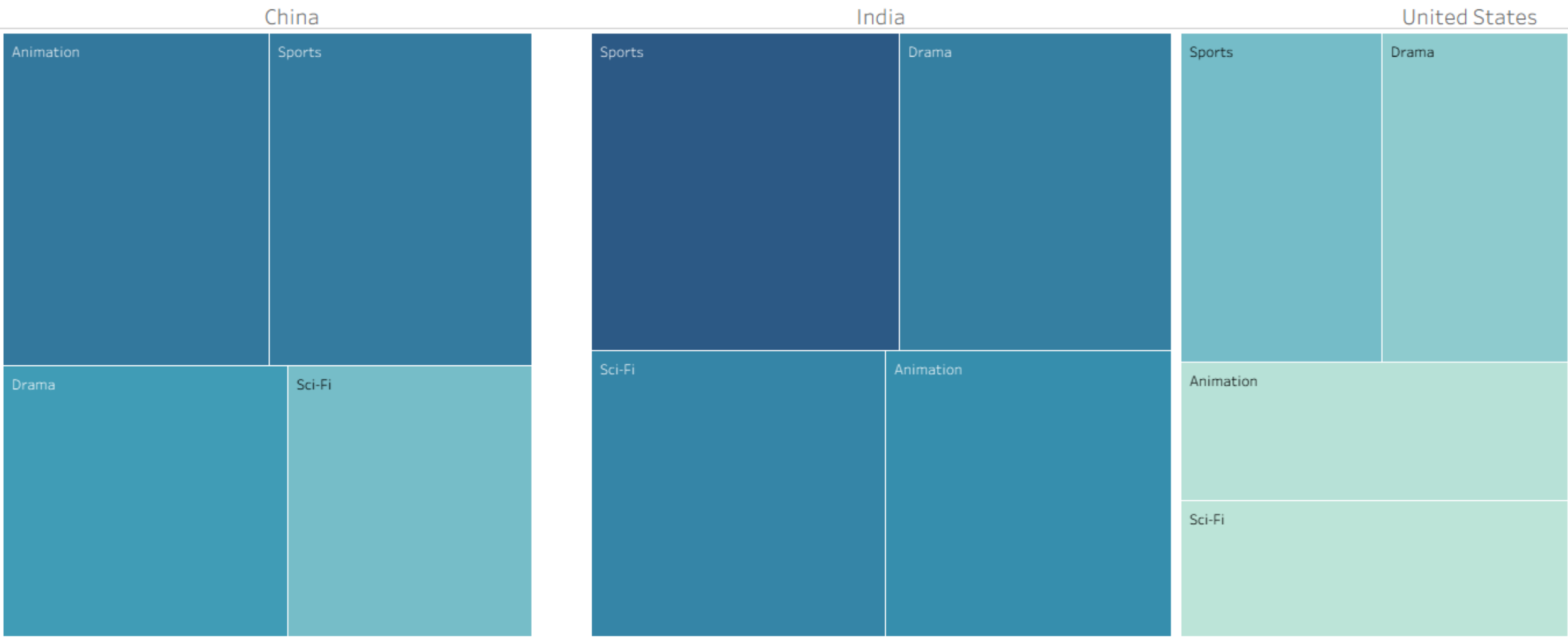- World wide, the best selling and most popular Category is sport.

Loyal
Customers

- Our top 10 loyal customers are in USA, Canada, India, Iran, Philippines and Brazil.

Distribution Strategy

Top 4 Revenue Categories in Top 3 Countries

China | India | United States

China: Animation, Sports, Drama, Sci-Fi

India: Sports, Drama, Sci-Fi, Animation

United States: Sports, Drama, Animation, Sci-Fi

- USA and India have similarities in term of preferred genres. As well as China but with difference in order.

Summary

Insight 1: Top Markets

India and China dominate, representing the largest customer base and highest sales revenue.

Insight 2: Category

"Sports" is the undisputed global leader, ranking #1 for both sales and popularity in top markets.

Insight 3: Loyalty Gap

High sales in China, but zero customers in the Top 10 for loyalty. High-value customers are in the USA & Canada.

Recommendations

Recommendation 1: Top Markets

Action: Focus on Core Markets
Launch targeted marketing campaigns in India and China. Heavily promote the "Sports" and "Animation" categories, which are top performers in both regions.

Impact: Drive Revenue

Capture greater market share in our two largest and most active regions, leading to a significant and immediate lift in overall sales.

Recommendation 2: Loyalty Gap

0

Top 10 Loyal Customers from China

Action:
Pilot **"Rockbuster Rewards"** Launch a loyalty program, starting in China, to address the sales/loyalty discrepancy. Offer rewards for rental frequency and engagement.

Impact: Convert high-volume, low-loyalty customers into high-value assets, and stabilizing long-term revenue.

Recommendation 3: Content Strategy

Strategy 1:
Acquire More "Sports" Content: This is the #1 performing category globally and in all top markets. We must dominate this genre.

Strategy 2:
Promote Top Performers: Feature "Telegraph Voyage" (top-selling) and "Zorro Ark" (most popular) on the homepage of all regional portals.

Strategy 3:
Invest "Lookalike" Content: "Telegraph Voyage" has the highest revenue and rental duration. Invest in similar films (genre, actors) to maximize revenue per rental.

Want to learn more?

Visit our Dashboard

Thank you

Ghassan Belaish

Data Analyst

GBelaish@rockbuster.com