

Data Analysis Report

Market assessment & oppoturnities



Rockbuster Stealth

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Rockbuster Stealth

Agenda

- Company Overview
- Film Statistics
- Film Revenue
- Regional Sales
- Customer Base
- Recommendations

Our Goal

Derive insights for the launch strategy
of the new online video service



Rockbuster Stealth

Company Overview

109

countries

600

cities

599

customers

16,044

rentals

What was the average rental duration for all videos?

On average:

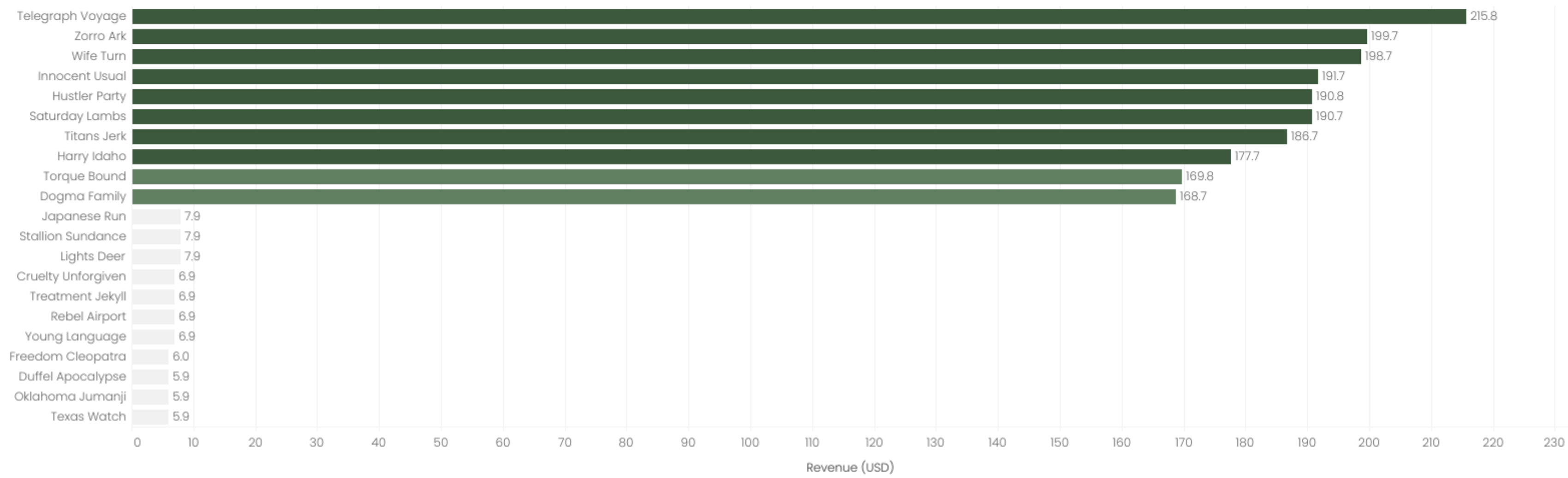
Film length	Rental duration	Rental rate	Replacement cost
185 115.3 46 minutes	7 4.99 3 days	4.99 2.98 0.99 USD	29.99 19.98 9.99 USD

Which movies contributed the most/least to revenue gain?

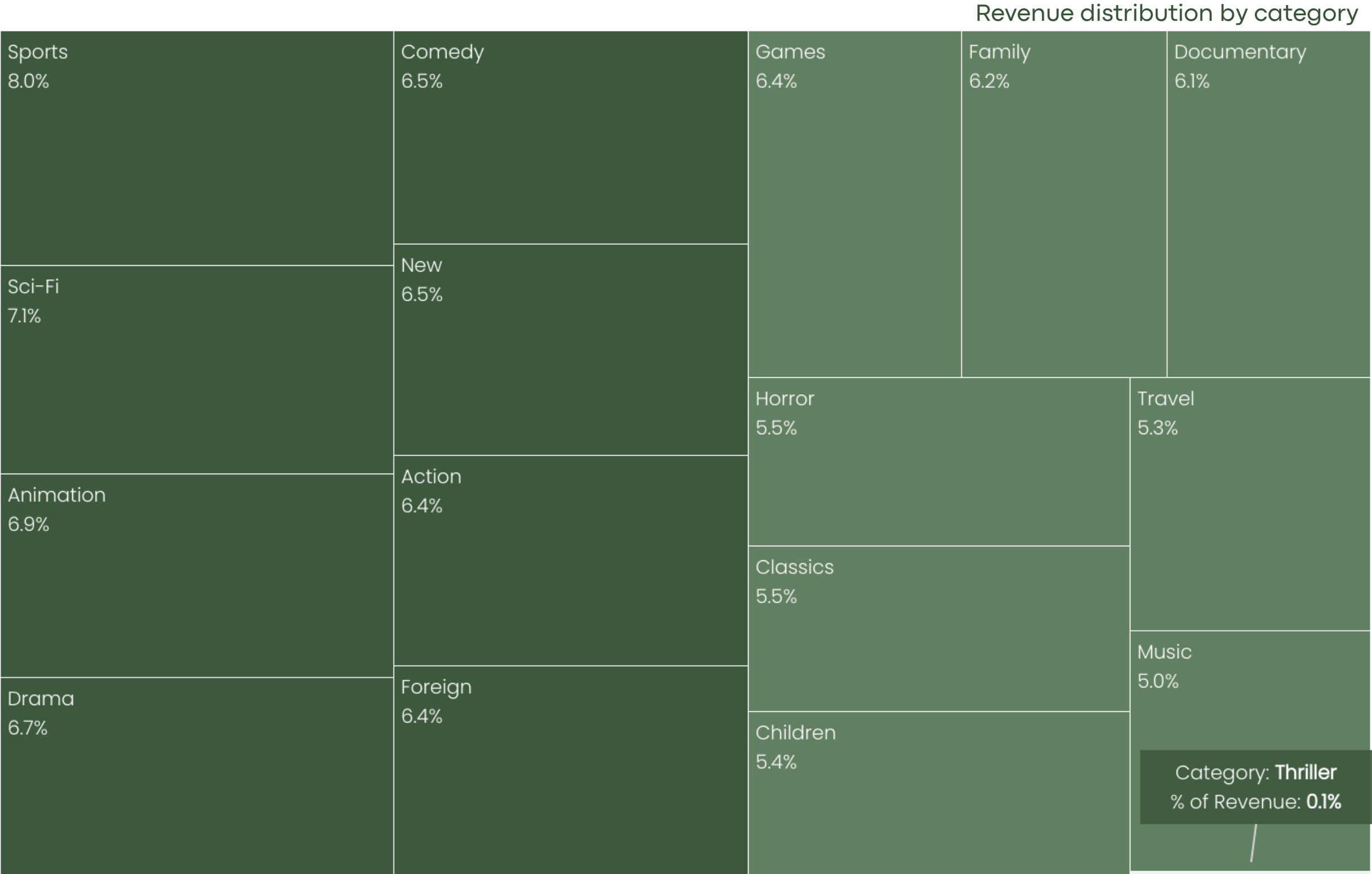
The top 10 most rented films account for 3.1% of total revenue

All films are released in 2006

Most & least rented films:

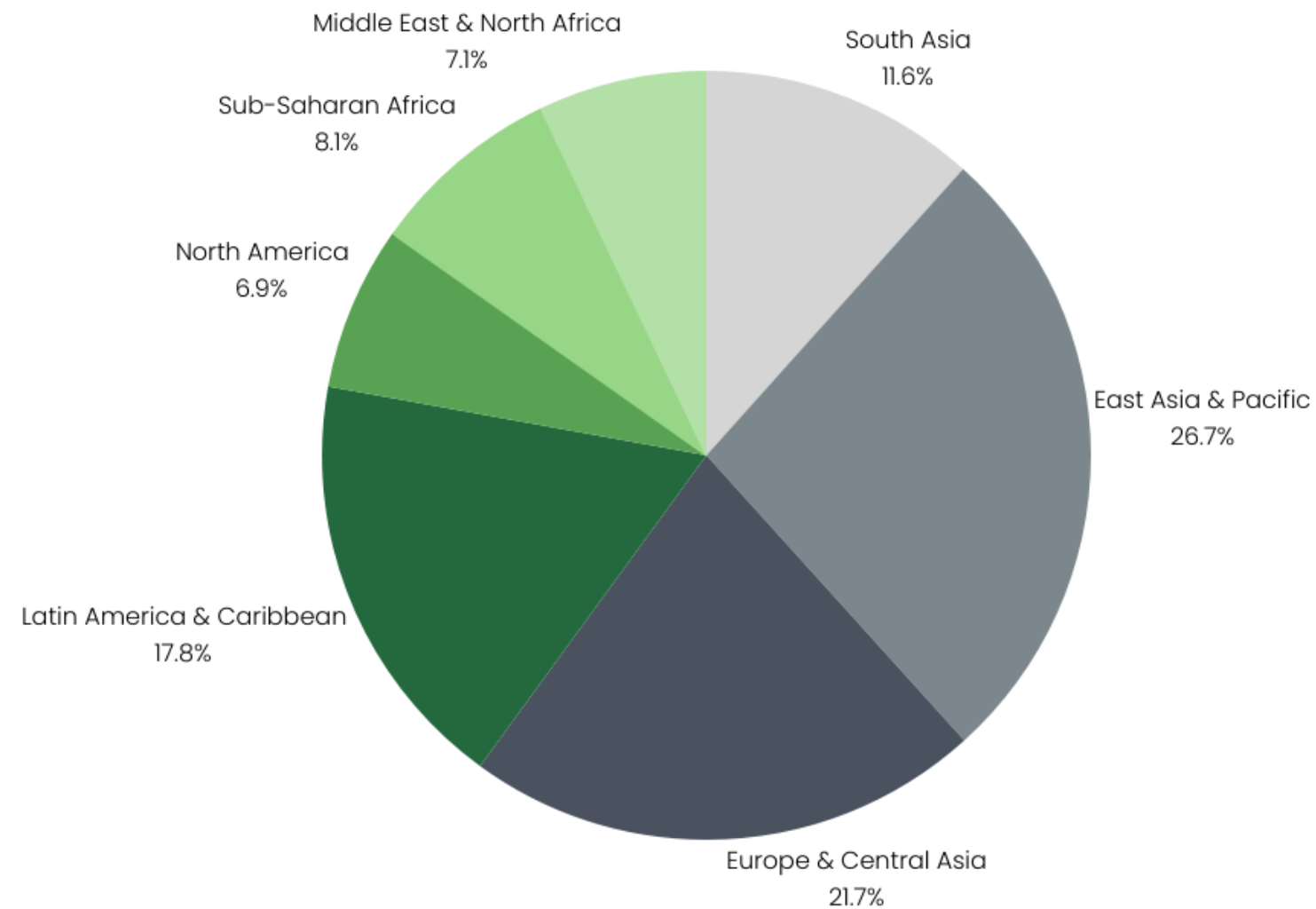


Which film categories are popular?



Sports is the best performing genre, while **Thriller** is the least favorited.

Do sales figures vary between geographic regions?

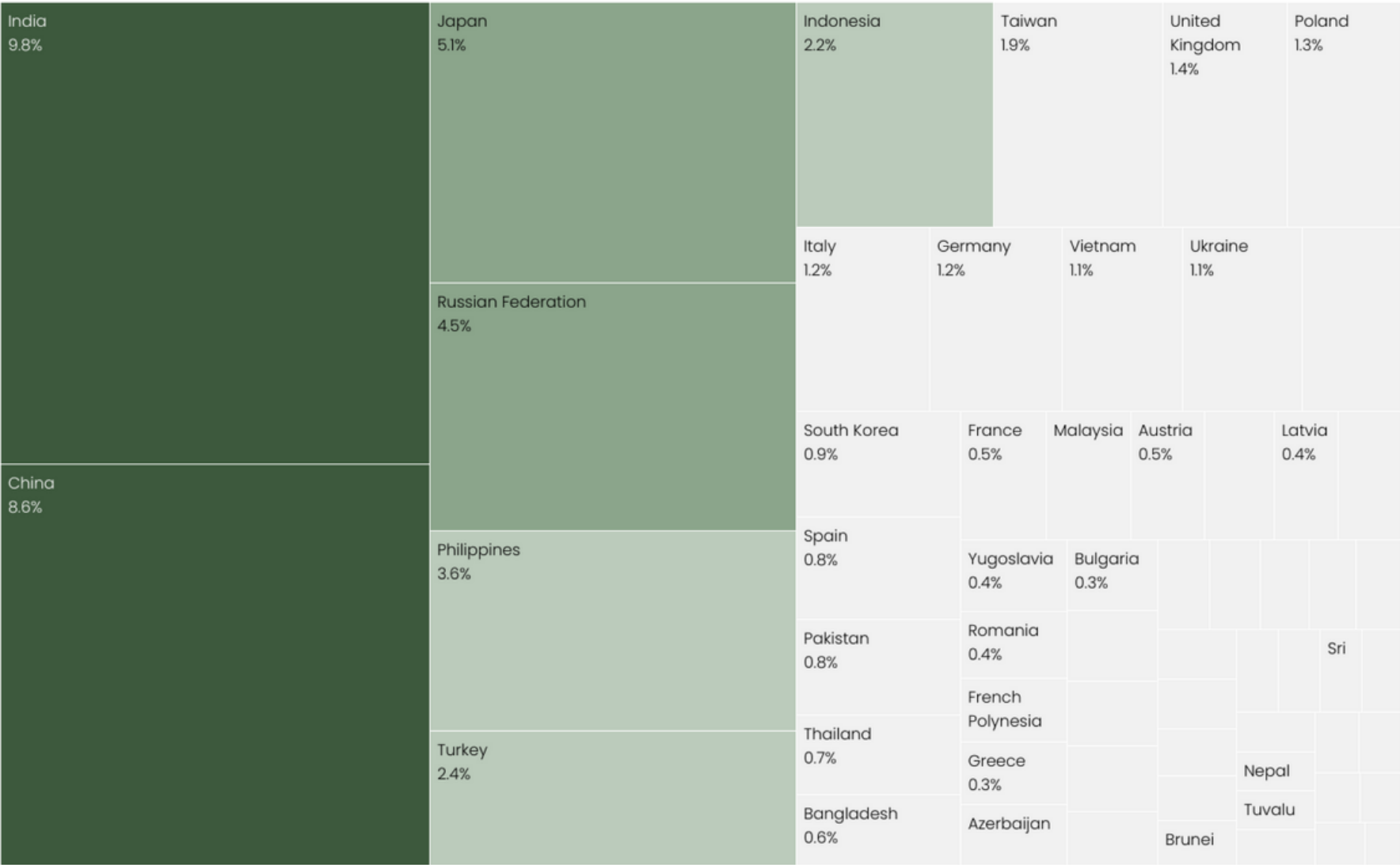


Revenue distribution by geographical region

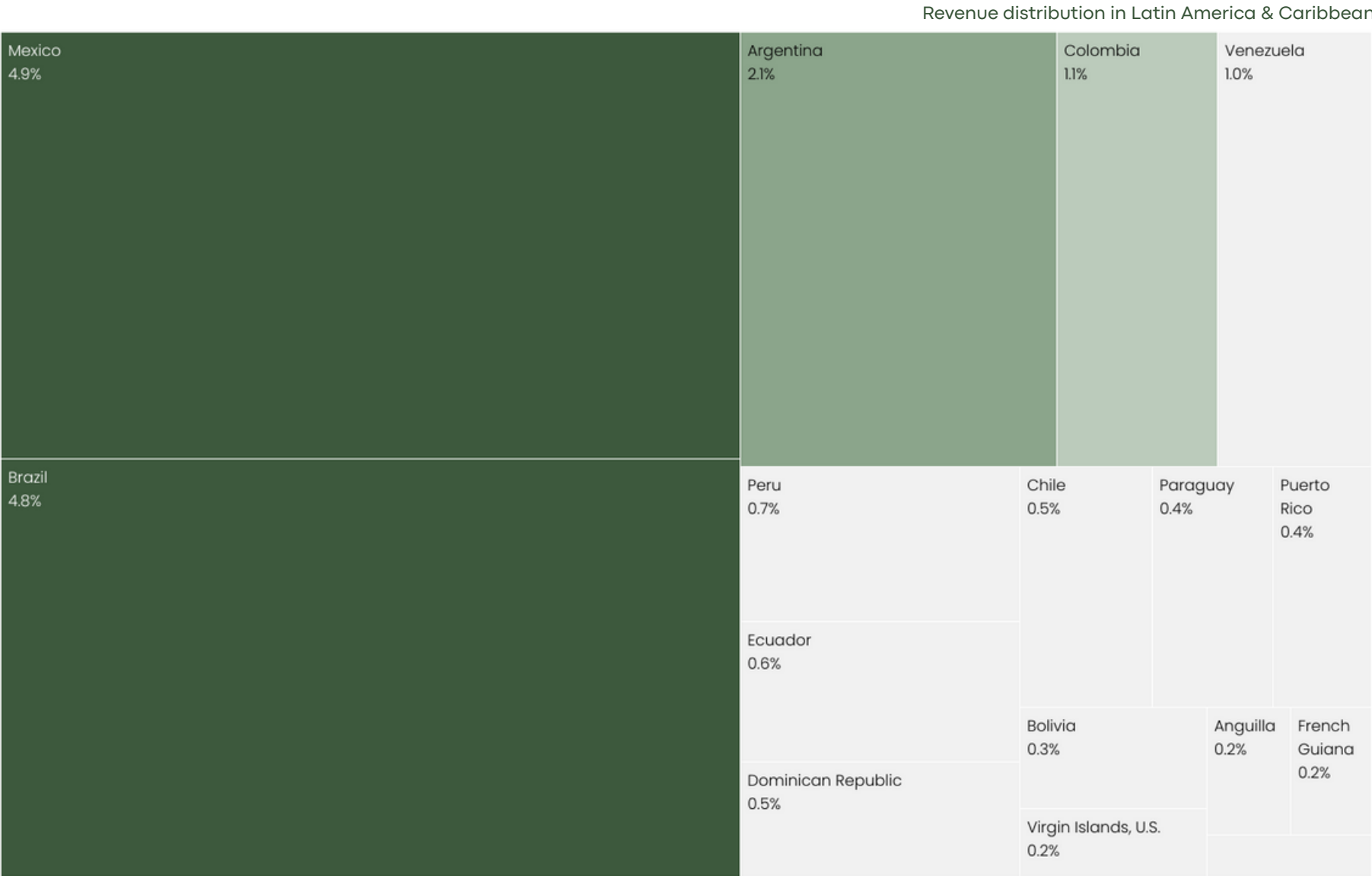
East Asia & Pacific has the largest customer base, followed by **Europe & Central Asia**, **Latin America & Caribbean** and **South Asia**.

How do sales figures vary in each geographic region?

China, India and Japan are the top spending customers in Asia.
In Europe & Central Asia, Russia is the highest spending country.



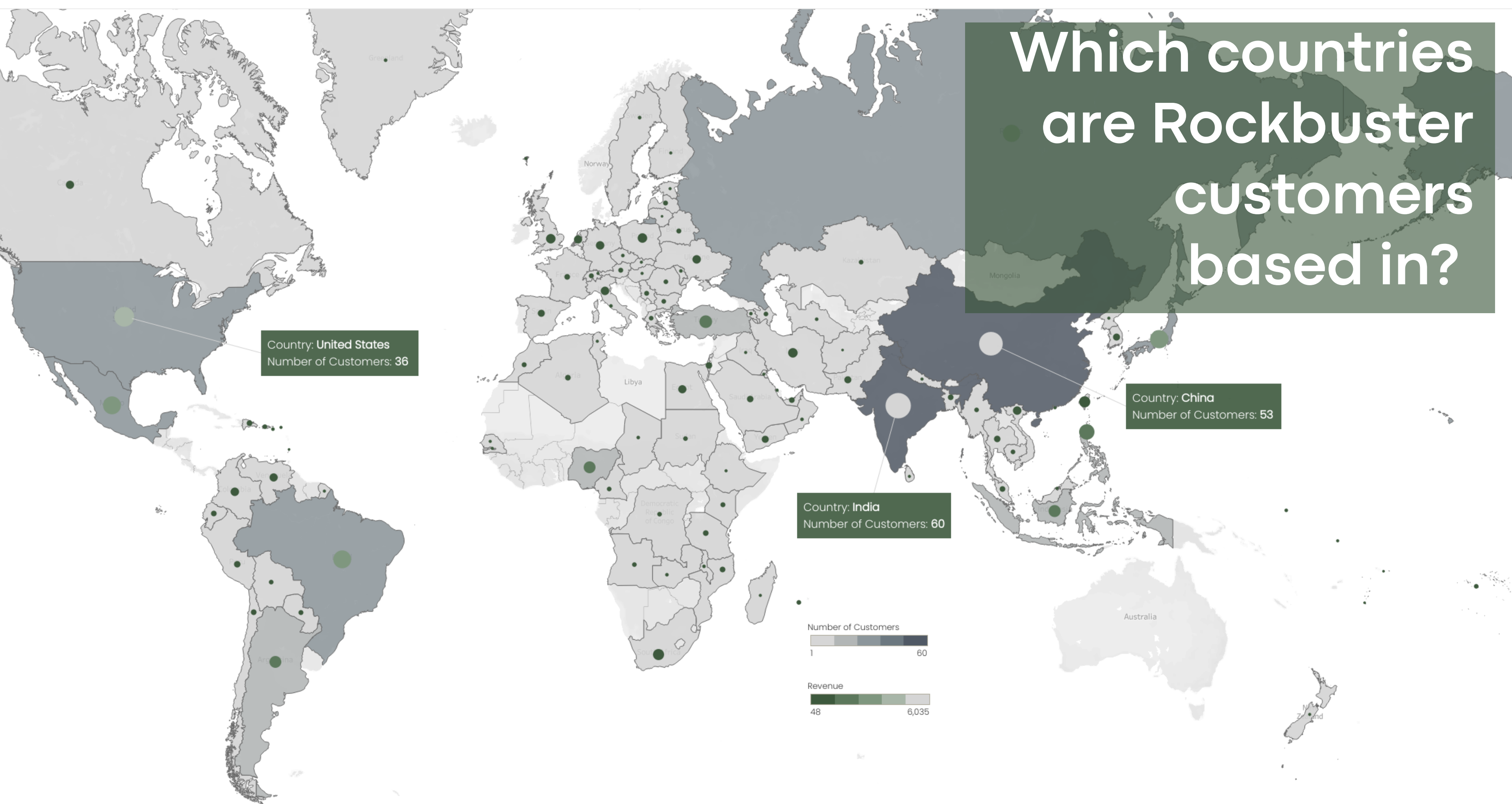
Revenue distribution in East Asia & Pacific, South Asia and Europe & Central Asia



Revenue distribution in Latin America & Caribbean

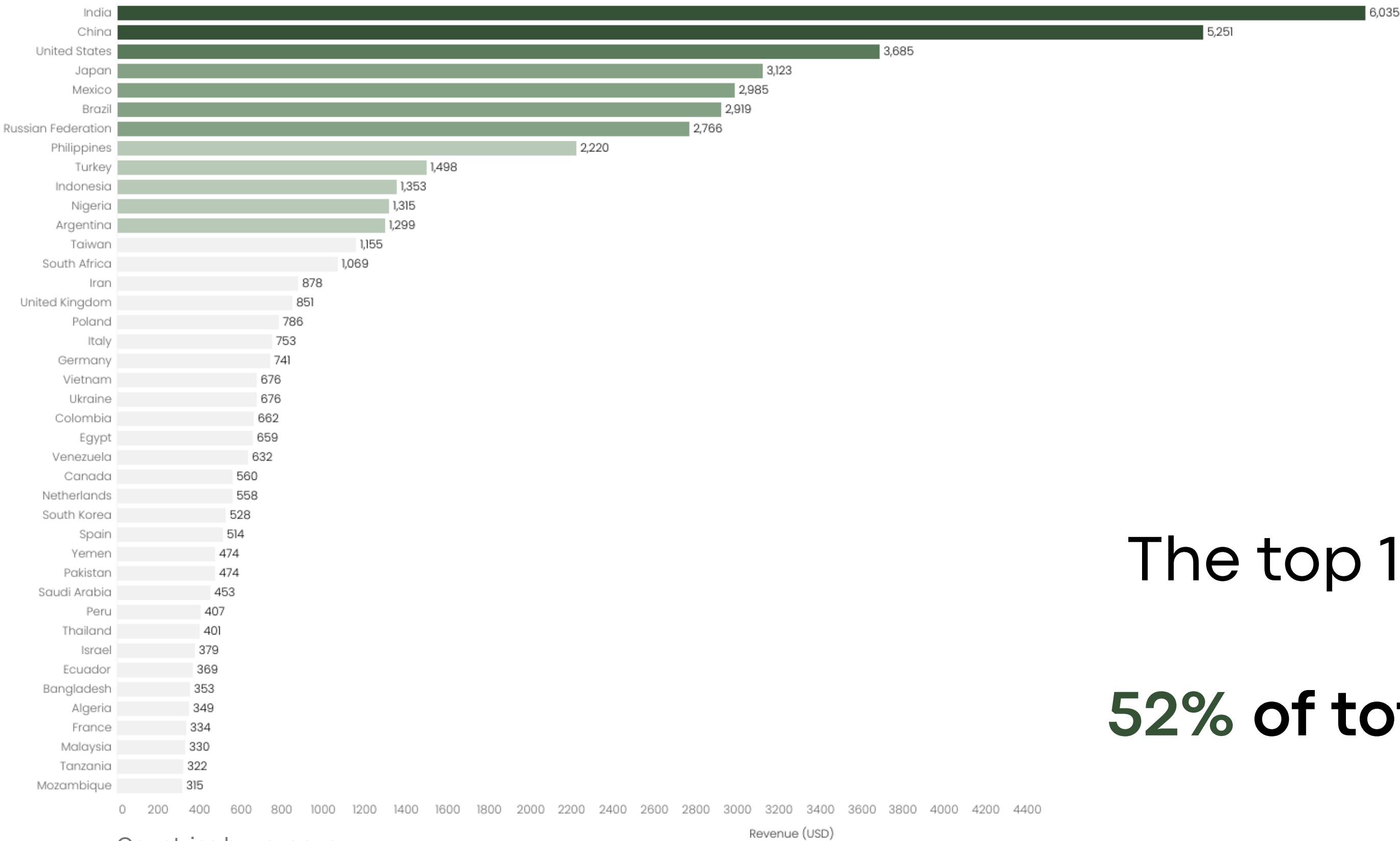
In Latin America & Caribbean, Mexico and Brazil contribute the most to Rockbuster's revenue.

Which countries are Rockbuster customers based in?



Which countries are Rockbuster customers based in?

109
countries



India	9.8%
China	8.6%
United States	6.0%
Japan	5.1%
Mexico	4.9%
Brazil	4.8%
Russian Federation	4.5%
Philippines	3.6%
Turkey	2.4%
Indonesia	2.2%
Nigeria	2.1%
Argentina	2.1%
Taiwan	1.9%
South Africa	1.7%

The top 10 countries
generate
52% of total revenue

Recommendations

Beta launch in strategic countries

India, China, United States, Mexico and Russia are the leading countries in their respective region. These countries have a large population and a high demand for online video content, which presents a significant opportunity for the new service to capture a substantial user base. Moreover, launching in these countries will also help the service to establish its presence in the respective regions and leverage the potential for growth in these markets.

License rights of best-selling film genres

Sports, Sci-fi, Animation, Drama films are popular with our existing customer base. The majority of our new online video service's catalog should include titles from these genres.

Get in touch

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Tableau

<https://public.tableau.com/app/profile/goghcore>