

# *Rockbuster Stealth Analysis*



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# \* *Status Quo*

Rockbuster is facing stiff **competition** from **streaming** services such as Netflix and Amazon Prime.

○ We would like to use its **existing movie licenses** to **launch an online video rental service** in order to stay competitive.

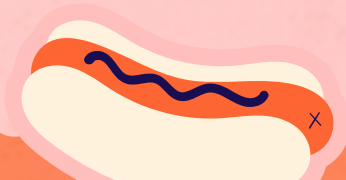
○ We have analysed our catalogue and made some interesting findings.  
Let's dive in!



\* 01 \*

# \* *Our Customers*

Where do they live and what do they spend?





# *Where do we have the most customers?*

***India***

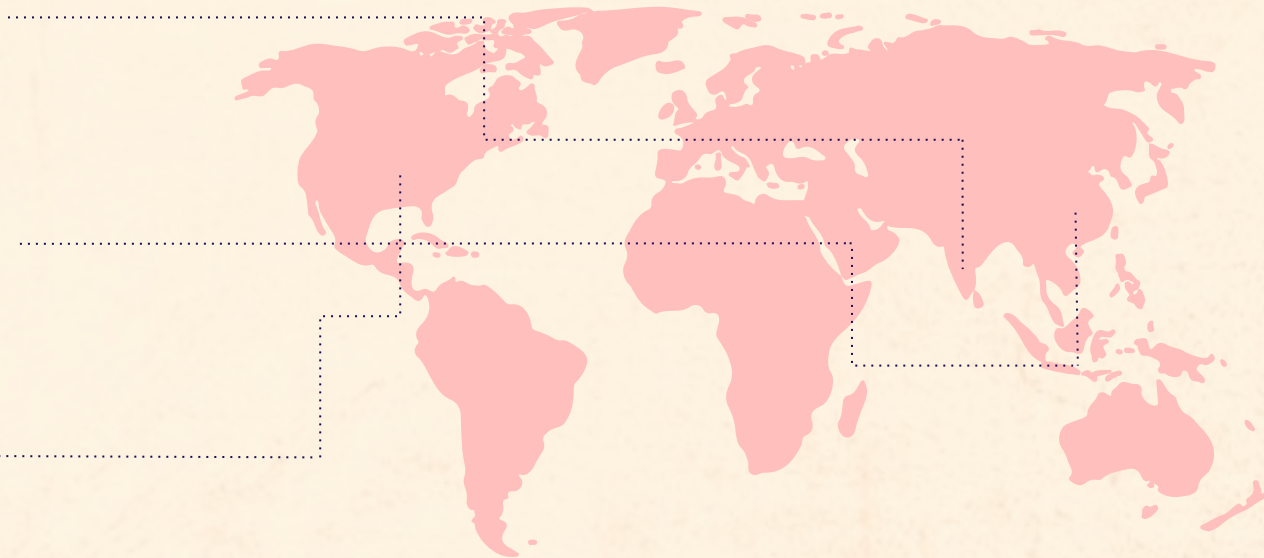
60 customers

***China***

53 customers

***USA***

36 customers



[A full breakdown of our customer distribution is available here.](#)



# *What cities do they live in?*

*Aurora*

*USA*

2 customers

*Atlixco*

*Mexico*

1 customer

*Xintai*

*China*

1 customer

*Adoni*

*India*

1 customer

*Kurashiki*

*Japan*

1 customer

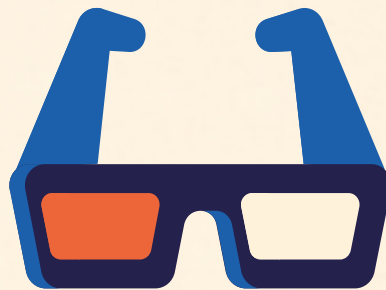


*Who are our top 5  
customers?*





**Name** Sara Perry  
**ID** 84  
**Location** Atlixco, Mexico  
**Total Paid** \$128.70



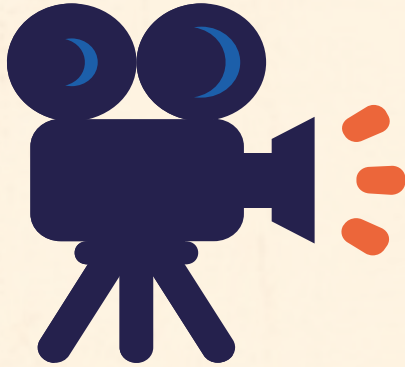
**Name** Gabriel Harder  
**ID** 518  
**Location** Sivas, Turkey  
**Total Paid** \$108.75



**Name** Sergio Stanfield  
**ID** 587  
**Location** Celaya, Mexico  
**Total Paid** \$102.76







**Name** Clinton Buford  
**ID** 537  
**Location** Aurora, USA  
**Total Paid** \$98.76



**Name** Adam Gooch  
**ID** 367  
**Location** Adoni, India  
**Total Paid** \$97.80



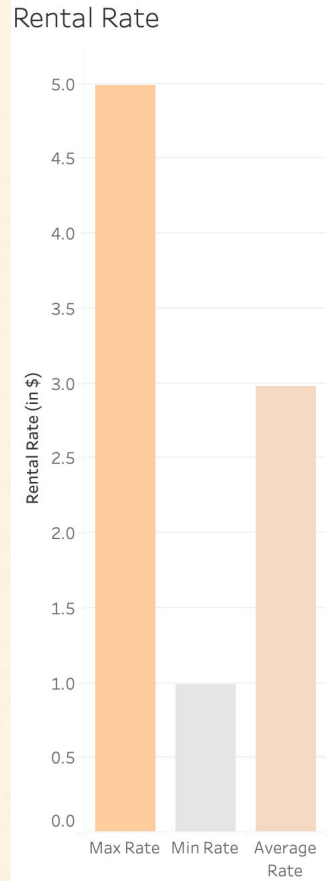
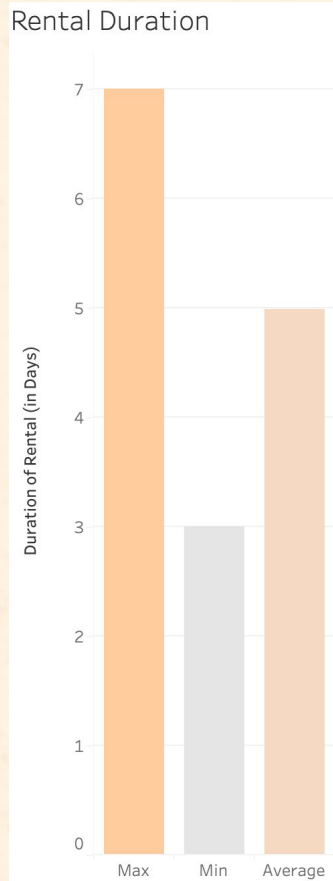


\* 02 \*

# *Rental Habits*

So we know who our customers are, but how do they behave?

# Rental times and costs



## Duration

The average rental duration is 4.98 days

## Rate

The average rental rate is \$2.98



\* 03 \*

# *Our Library*

How are our films performing?

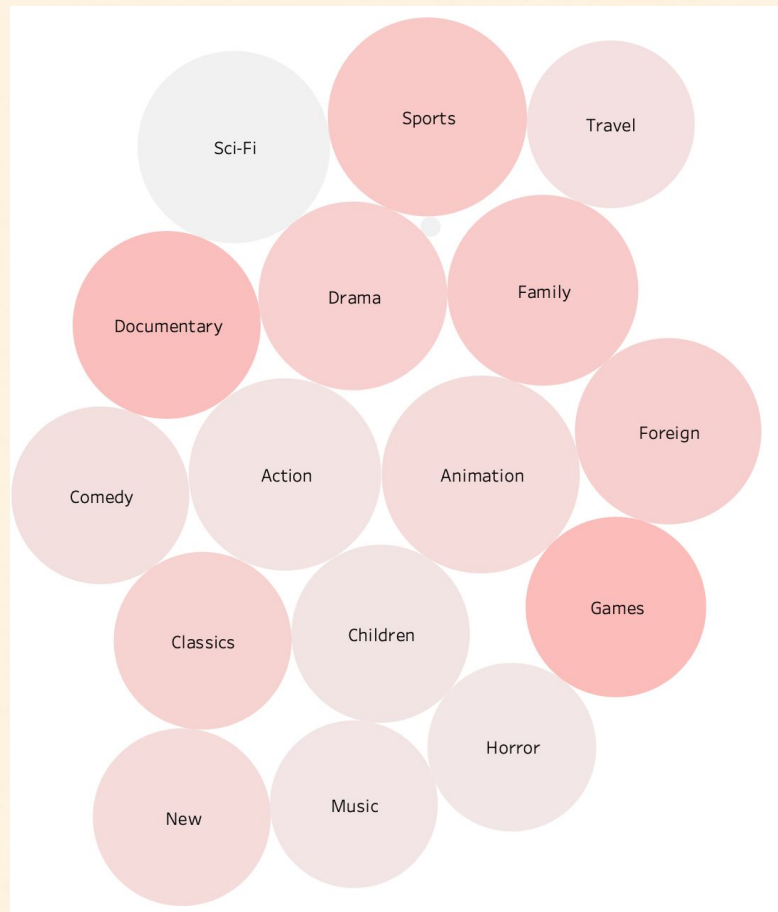


# *Which genres are strongest?*

The **larger** the bubble = the more this genre is **rented**

The **darker** the bubble = the more **revenue** this genre makes

- **Games** bring in the most **revenue**
- **Sports** are the most **rented**
- **Thriller** performs very low in both categories





\* 05 \*

\* *Recommendations*

So what should we do with this information?



# Next Steps

## Targets

Adjust budget to support locations that are struggling and boost those that are thriving

Q1



Q2

## Library

Expand catalogue of popular genres (Games and Sport)

## Pricing

Increase rental fees for popular genres

Q3



Q4

## Review durations

Consider introducing penalties for extended rental duration





*Thank you for your attention!*

