

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.

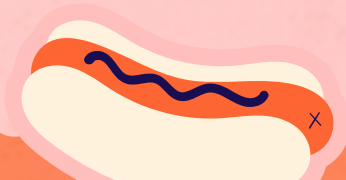
○ We have analysed our catalogue and made some interesting findings.
Let's dive in!



* 01 *

* *Our Customers*

Where do they live and what do they spend?



Where do we have the most customers?

India

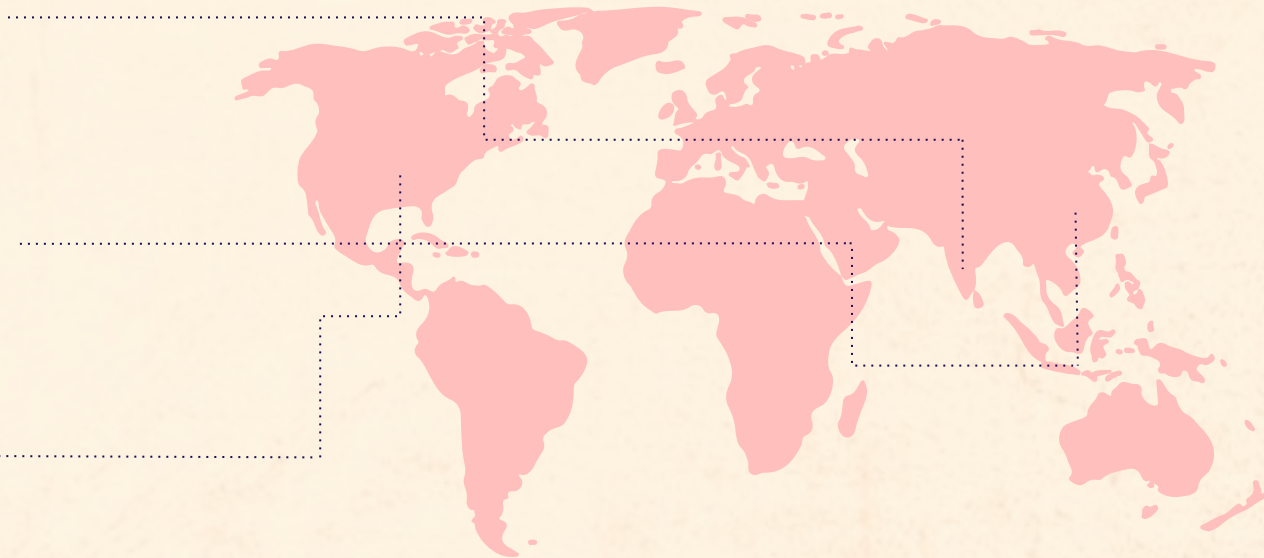
60 customers

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

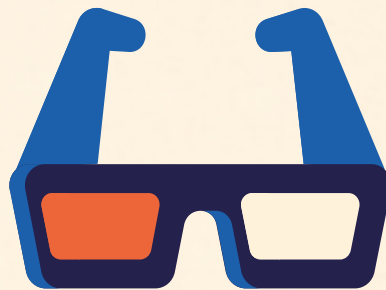


*Who are our top 5
customers?*





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

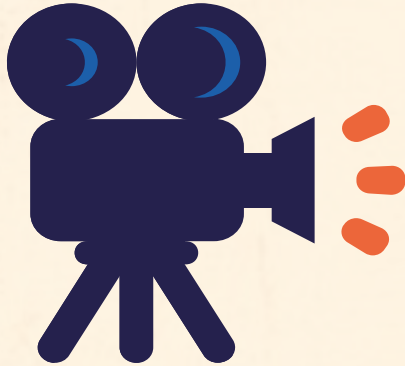


Name Gabriel Harder
ID 518
Location Sivas, Turkey
Total Paid \$108.75



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

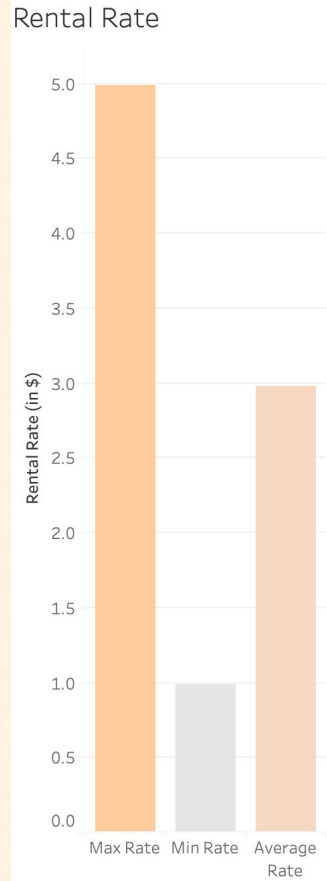
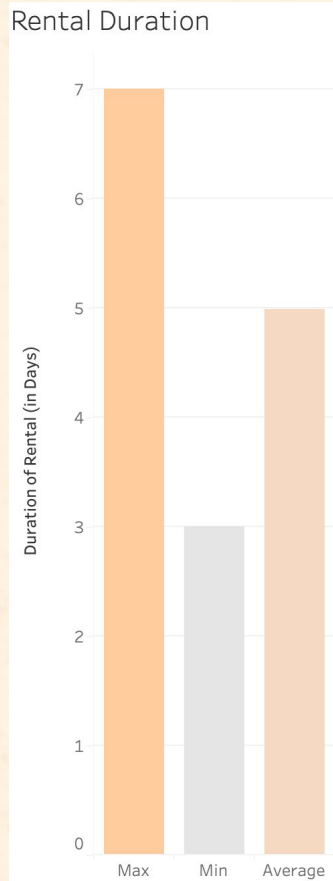


* 02 *

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

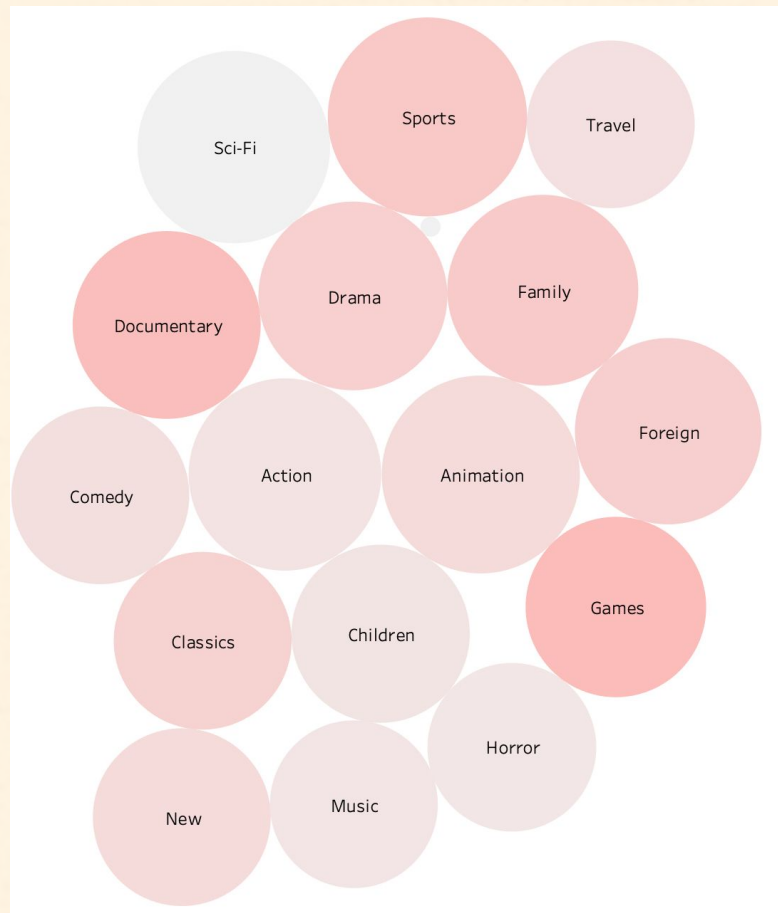
How are our films performing?

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!

