

A decorative graphic on the left side of the slide consists of white and light blue lines resembling a circuit board or a stylized tree. These lines branch out from the left edge, with small circles at various points, set against a blue gradient background.

ROCKBUSTER STEALTH MARKET ANALYSIS

PRESENTED BY

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INTRODUCTION AND OBJECTIVES

About:

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

Facing stiff competition from streaming services, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Objective:

- 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?
- What are the most popular movie genres?

Determine the most profitable movies and regions that should be prioritized when switching to the online platform

DATA OVERVIEW

Movies

1000 Movies
17 Genres
5 MPAA RATING
Movies released in 2006

Customers

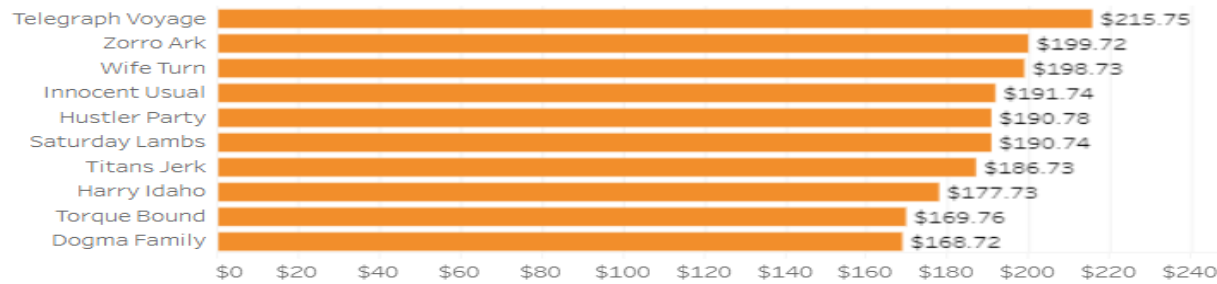
584 Active users
109 countries
599 cities

Rentals

\$ 61312 total revenue
16044 total rentals

MOVIE CONTRIBUTION TO REVENUE

Top 10 Revenue-Generating Movies



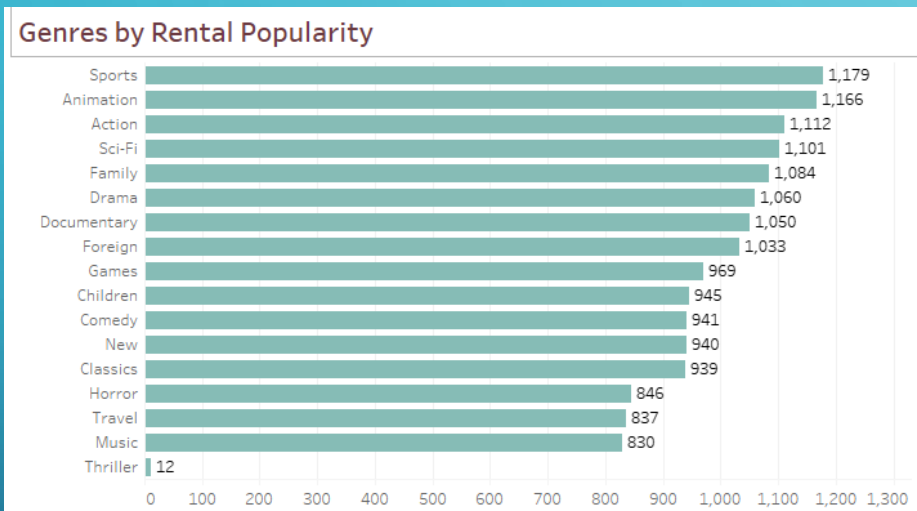
TOP 50 movies made 13% of global revenue

Bottom 50 movies made 1% of global revenue

Bottom 10 Revenue-Generating Movies



GENRE POPULARITY

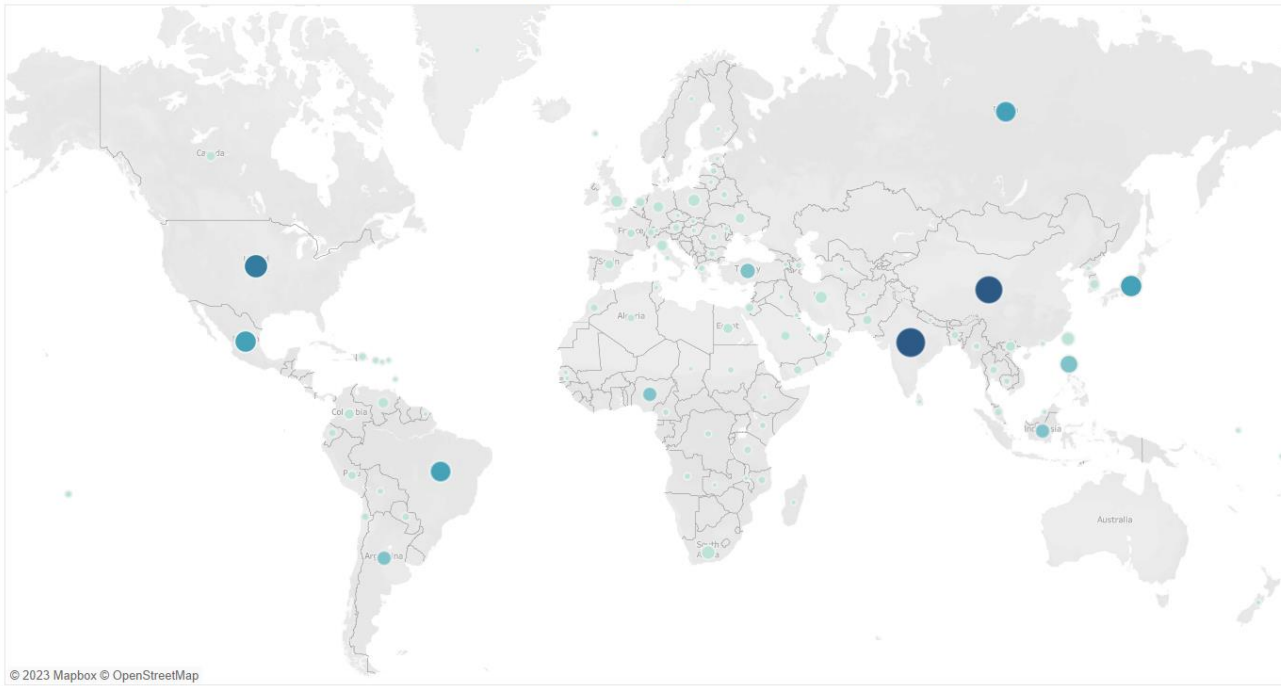


Sports generated highest percentage of revenue

Thriller on the other hand generated least revenue, but we need to keep in mind that there was only 1 movie under Thriller genre

SPATIAL ANALYSIS

Customer Numbers & Total Revenue per Country



Percent of Total Sales & Sales by Top 10 Countries

India	9.84%	\$6,034.78
China	8.56%	\$5,251.03
United States	6.01%	\$3,685.31
Japan	5.09%	\$3,122.51
Mexico	4.87%	\$2,984.82
Brazil	4.76%	\$2,919.19
Russian Federation	4.51%	\$2,765.62
Philippines	3.62%	\$2,219.70
Turkey	2.44%	\$1,498.49
Indonesia	2.21%	\$1,352.69
Nigeria	2.14%	\$1,314.92
Argentina	2.12%	\$1,298.80
Taiwan	1.88%	\$1,155.10
South Africa	1.74%	\$1,069.46

LTV OF CUSTOMERS

Top-5 customers by total payments

City	Country	First Name	Last Name	
Cape Coral	United States	Karl	Seal	209\$
Santa Brbara dOe..	Brazil	Marion	Snyder	195\$
Memphis	United States	Ana	Bradley	168\$
Tanza	Philippines	Marcia	Dean	167\$
Valparai	India	Mike	Way	163\$
Total Amount Paid				

102\$ was the AVG amount spent by customers worldwide

RECOMMENDATIONS

- Movies that don't make a lot of money (the Bottom 50 or even more) should be removed from the inventory.
- When launching the internet platform, give North and South America, Asia, and Europe top priority.
- Free rentals should be offered to customers with high value. Some affiliate programs might also bring in more money.
- Examine countries with a single customer to ascertain the causes of the low sales of the company's items there.
- Consider conducting a poll of current consumers to learn more about their product preferences, then modifying the present movie collection based on the results.

The background is a blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines and small circles representing nodes.

THANK YOU

[Tableau link](#)