

# Rockbuster's Data-Driven Strategy for 2020



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# Motivations



- Rockbuster is stepping into a new era, **transitioning from traditional rentals to an online streaming platform**. This move is a strategic response to the rising dominance of streaming giants like Netflix and Amazon Prime.
- This shift is more than a technological change, it's about **aligning with our audience's evolving preferences** and securing a competitive edge in the entertainment industry.


To ensure this transition is both effective and future-proof, we're focusing on key data-driven questions:

- 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?
- Which movies contributed the most/least to revenue gain?





# Data Overview

	Rental Duration	Rental Rate	Replacement Cost
 Minimum	3 days	\$0.99	\$9.99
Maximum	7 days	\$4.99	\$29.99
Average	5 days	\$2.98	\$19.98



 1000 Titles Available in our Catalogue

 599 Customers Worldwide

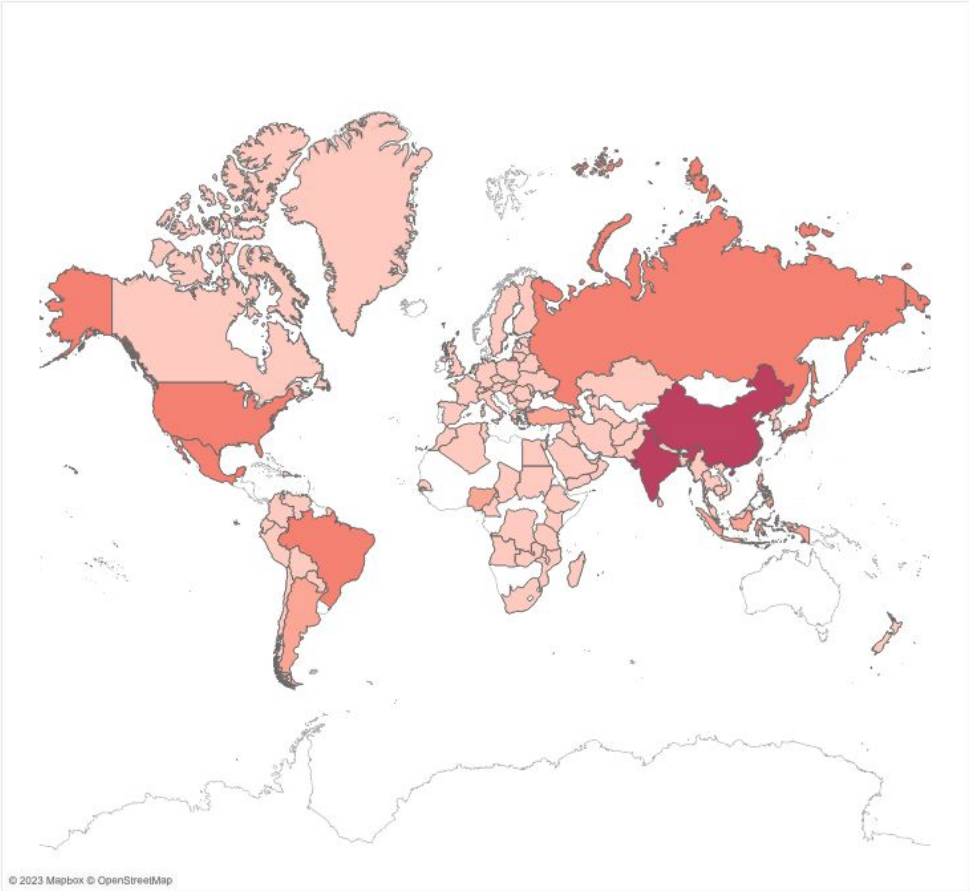
 Present in 109 countries

In which countries are our  
customers based in and  
Where are customers with a  
high lifetime value based?





# RockBuster's Customers Around the World



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Customer Count



With 599 customers across 109 countries, Rockbuster's entertainment knows no borders. **Asia leads with over 50%**, while **Oceania charts at 1%**, showcasing growth opportunities. **Europe, Africa, and the Americas evenly split the remainder**, underscoring our widespread appeal and potential for tailored regional strategies.

Asia 301 50.25%	North America 82 13.69%	Europe 80 13.36%
	South America 69 11.52%	Africa 61 10.18%
		Oceania 6 1.00%

# RockBuster's Top 10 Loyal Customers



Continent  
■ Africa ■ Asia ■ Europe ■ North America ■ South America

1	Eleanor	Hunt	Saint-Denis
2	Karl	Seal	Cape Coral
3	Marion	Snyder	Santa Brbara dOeste
4	Rhonda	Kennedy	Apeldoorn
5	Clara	Shaw	Molodetno
6	Tommy	Collazo	Qomsheh
7	Ana	Bradley	Memphis
8	Curtis	Irby	Richmond Hill
9	Marcia	Dean	Tanza
10	Mike	Way	Valparai



Do sales figures vary  
between geographic  
regions?



# RockBuster's Revenues Around the World

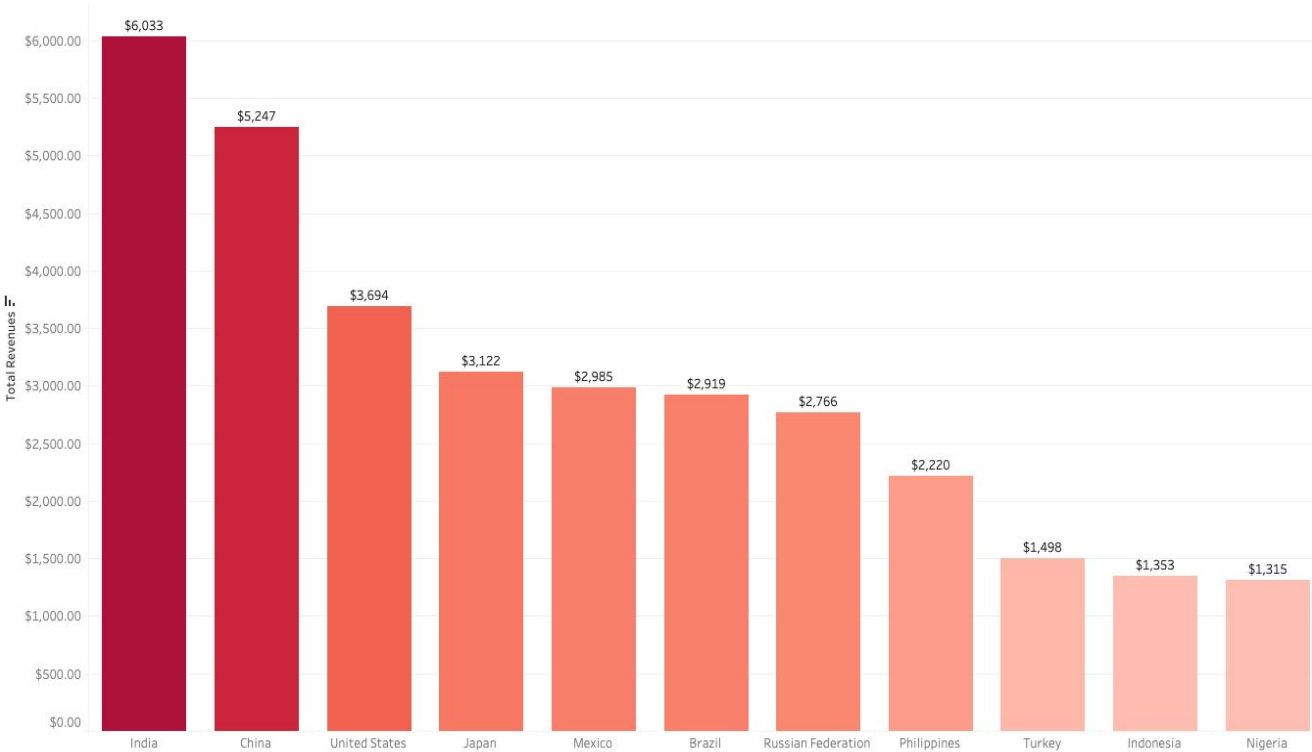


Asia not only leads in customer count but also in revenue, its market dominance is clear, contributing over 50% to Rockbuster's revenues, reflecting its substantial customer base. Oceania, while only 1%, presents potential growth areas. The rest, Europe, Africa, North America, and South America share nearly equal portions, showcasing our well-distributed global revenue streams.

Asia \$30,722 50.11%	North America \$8,310 13.55%	Europe \$8,301 13.54%
	South America \$7,043 11.49%	Africa \$6,342 10.34%



# Countries in the Top 10%



Asia leads our sales with India and China at the forefront, showing the huge impact of these markets. The United States follows, demonstrating our strong position in a competitive market.

Japan, Mexico, and Brazil make their mark, reflecting our broad appeal. The Russian Federation and the Philippines demonstrate that our movies resonate far and wide.

Not to be overlooked, Turkey, Indonesia, and Nigeria feature in our top ten, revealing opportunities for growth in these emerging markets.

These figures highlight where our content is hitting the mark and where there's potential to grow. They're a roadmap for where we might focus next to keep Rockbuster on the global stage.

Which movies contributed  
the most/least to revenue  
gain?





# Movie Revenue Contribution

## Top Performers

Telegraph Voyage	\$ 215.75
Zorro Ark	\$ 199.72
Wife Turn	\$ 198.73
Innocent Usual	\$ 191.74
Hustler Party	\$ 190.78
Saturday Lambs	\$ 190.74
Titans Jerk	\$ 186.73
Harry Idaho	\$ 177.73
Torque Bound	\$ 169.76
Dogma Family	\$ 168.72

## Low Performers

Texas Watch	\$5.94
Oklahoma Jumanji	\$5.94
Duffel Apocalypse	\$5.94
Freedom Cleopatra	\$5.95
Young Language	\$6.93
Rebel Airport	\$6.93
Cruelty Unforgiven	\$6.94
Treatment Jekyll	\$6.94
Lights Deer	\$7.93
Stallion Sundance	\$7.94

# Global Top 3 Categories





# Top 3 Categories for Countries in the Top 10%

	Top 1	Top 2	Top 3
India	Sports	Foreign	Documentary
China	Animation	Sports	Family
United States	Sports	Drama	Documentary
Japan	New	Drama	Animation
Mexico	Sports	Sci-Fi	Foreign
Brazil	Sports	Animation	Sci-Fi
Russian Federation	Sci-Fi	Family	Action
Philippines	Animation	Foreign	Sports
Turkey	Drama	Animation	Children
Indonesia	Action	Drama	New
Nigeria	Sci-Fi	Foreign	Comedy

Looking at our top markets, it's clear that **movie tastes vary widely**. For example, in India, sports films are the favorite, showing the nation's love for action and competition. Animation leads in China, where family movies are a big hit.

The U.S. enjoys a mix, with sports, drama, and documentaries all popular, showing Americans' broad interests. Mexico enjoys a variety – from sports to science fiction and international films

These preferences highlight the need for Rockbuster to personalize our movie selection. By matching our catalog to what customers in each country enjoy, we can keep our current viewers happy and attract new ones. **Tailoring our content to local tastes is key to our growth and success in the streaming world.**

# Actionable Insights and Recommendations



## Key Insights:

- Asia is pivotal to our growth, with over 50% of customers and revenue.
- The top 10% of countries in revenue show varied tastes, indicating a need for content personalization.
- Data suggests untapped potential in Oceania despite its current 1% customer share.
- Consistent with global trends, Sports, Sci-Fi, and Animation are categories that drive significant engagement.

## Strategy Outline:

- **Focus on Asia:** Intensify marketing efforts and expand local content to deepen market penetration.
- **Content Tailoring:** Customize the catalog by region, considering local language options to increase accessibility and connection.
- **Streaming Focus:** Transition fully to streaming by closing remaining physical stores, reallocating resources towards digital growth.
- **Loyalty Program:** Develop a loyalty program for top customers to increase retention and lifetime value.

## Recommended Actions per Departements:

- **Marketing:** Launch campaigns targeting Asian markets and explore partnerships for local content development.
- **Content Acquisition:** Prioritize high-performing genres and scout for popular local content in key markets.
- **Operations:** Manage the transition of resources from physical stores to digital infrastructure.
- **Customer Service:** Design loyalty programs with rewards that resonate culturally with our top customer segments.



The background of the slide is a photograph of rows of red theater seats, viewed from the back of the auditorium, creating a sense of depth and perspective. The seats are arranged in a grid pattern, receding into the distance.

# Thank you

for your attention

For a detailed view of our data analysis and more insights, please visit our [Tableau Public page](#). Your feedback is invaluable as we refine our approach.