



Rockbuster Stealth

May 2022 Strategy Meeting

What We Know

- With our users living across the world, it is important to understand which markets are thriving and which are struggling. To do this, we can dive deeper into the categories shown here.

Films



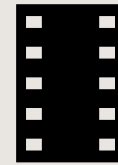
1000

Average Rental
Duration



5 Days

Average Runtime



115 Minutes

Average Cost



\$2.98

Customers



599

Countries



109

Highest and Lowest Films by Revenue

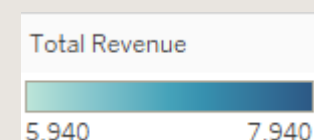
Top 10 Grossing Films

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

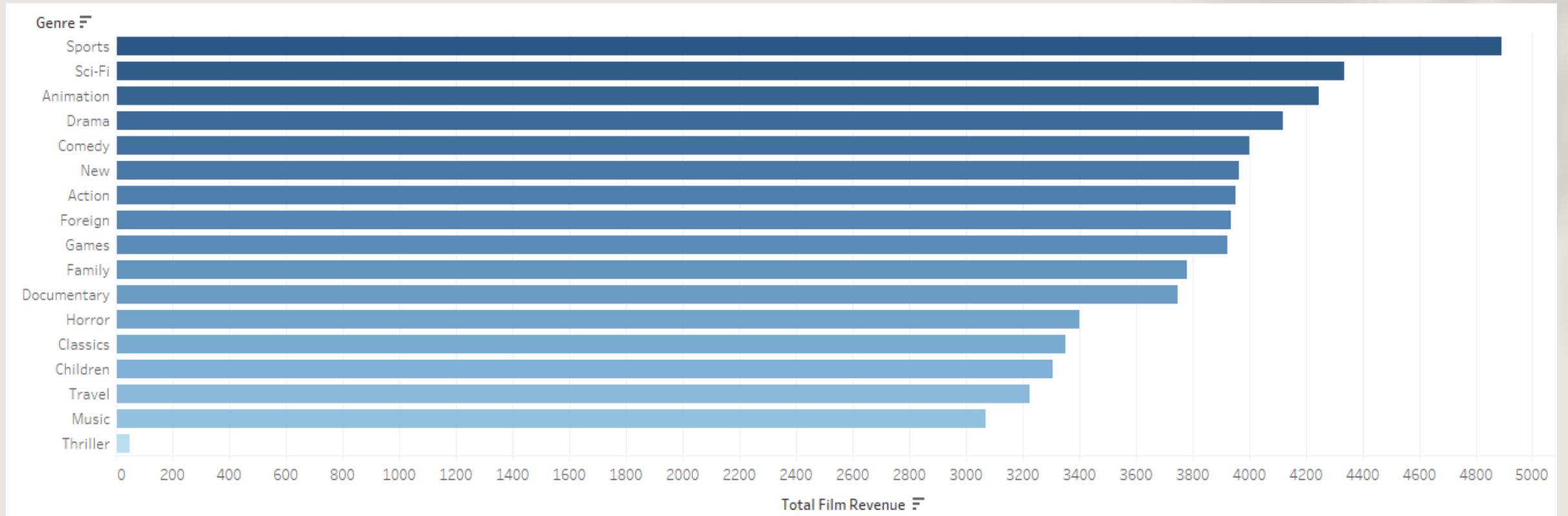


Bottom 10 Grossing Films

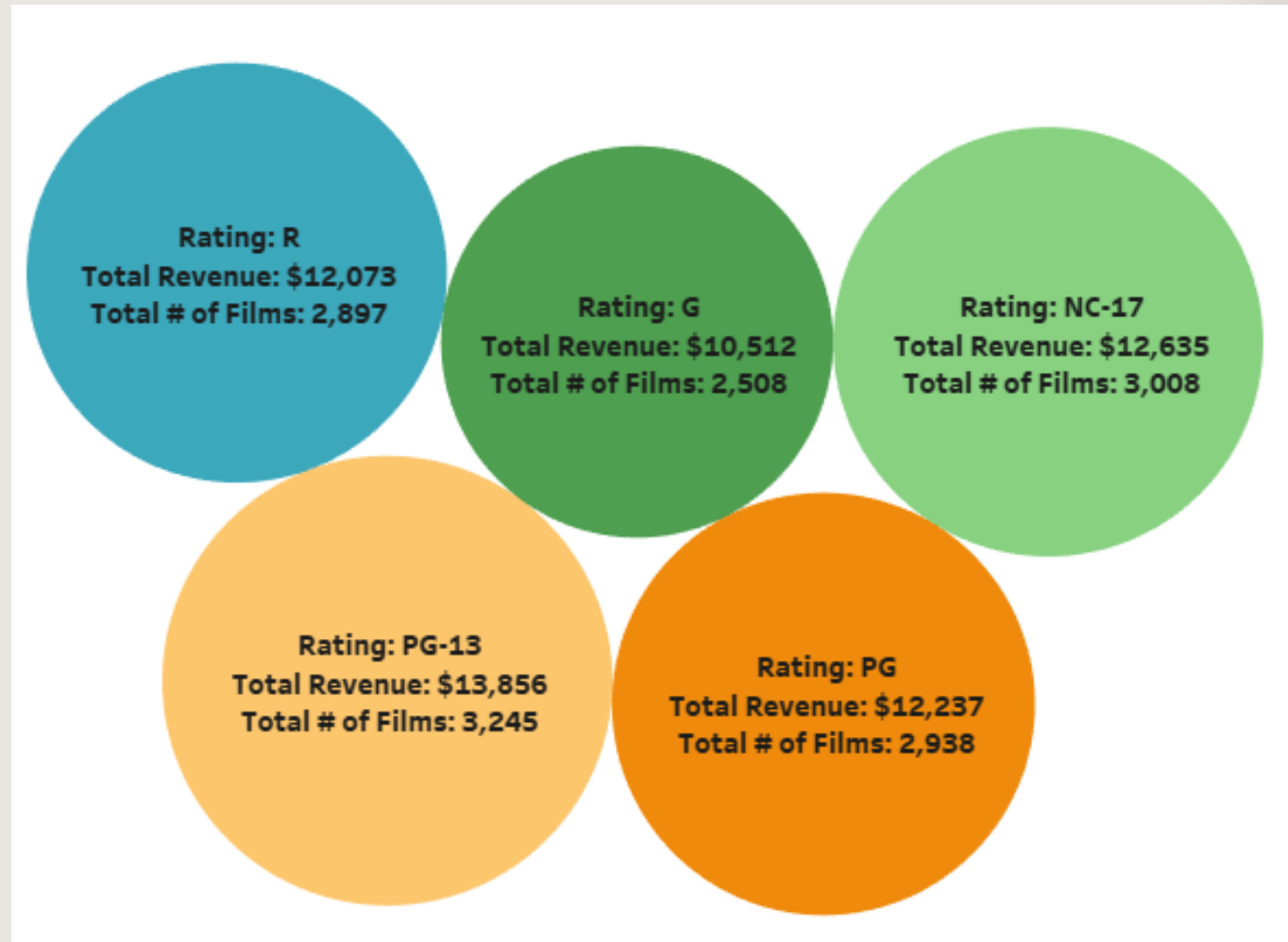
Duffel Apocalypse	5.940
Oklahoma Jumanji	5.940
Texas Watch	5.940
Freedom Cleopatra	5.950
Rebel Airport	6.930
Young Language	6.930
Cruelty Unforgiven	6.940
Treatment Jekyll	6.940
Lights Deer	7.930
Japanese Run	7.940



Revenue Generated by Genre



Revenue Generated by Rating



Revenue Per Film by Genre and Rating

By Genre

Genre	AVG Revenue Per Film	
Comedy	\$	4.70
New	\$	4.59
Sports	\$	4.53
Games	\$	4.44
Horror	\$	4.40

By Rating

Rating	AVG Revenue Per Film	
PG-13	\$	4.27
NC-17	\$	4.20
G	\$	4.19
R	\$	4.17
PG-13	\$	4.16

Top Customers

Customer Name	Country	Total Spent	
Eleanor Hunt	Runion	\$	211.55
Karl Seal	United States	\$	208.58
Marion Snyder	Brazil	\$	194.61
Rhonda Kennedy	Netherlands	\$	191.62
Clara Shaw	Belarus	\$	189.60

- As we can see, there are no trends with what part of the world our top customers reside.

Top Countries

Country	Count of Customer	Total Revenue	% of Total Revenue
India	1422	\$ 6,034.78	9.84%
China	1297	\$ 5,251.03	8.56%
United States	869	\$ 3,685.31	6.01%
Japan	749	\$ 3,122.51	5.09%
Mexico	718	\$ 2,984.82	4.87%

- Our top 5 countries make up over 30% of our annual revenue
- China and India have extremely large populations compared to the United States, Japan, and Mexico. With established programs there, it may be worth determining the most popular genres and expanding the options available.

Revenue By Country



To see an interactive version of this map, please click [here](#).

Insights and Recommendations

- Rockbuster's top two countries, China and India, make up nearly 20% of our total revenue. We could determine the most popular genres in these regions and look to add additional film options in those areas.
- While Rockbuster's top customers are scattered across the world, we could incentivize customers to view more films through a loyalty or rewards program.
- As we saw, the Sports genre dominated total revenue followed by Sci-Fi and Animation. It would be advantageous to look into potential options to expand upon our current selection in those.