

DATA ANALYSIS

ROCKBUSTER

STEALTH

BY JUNIOR COSTA

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TABLEAU PUBLIC



MOTIVATION

01

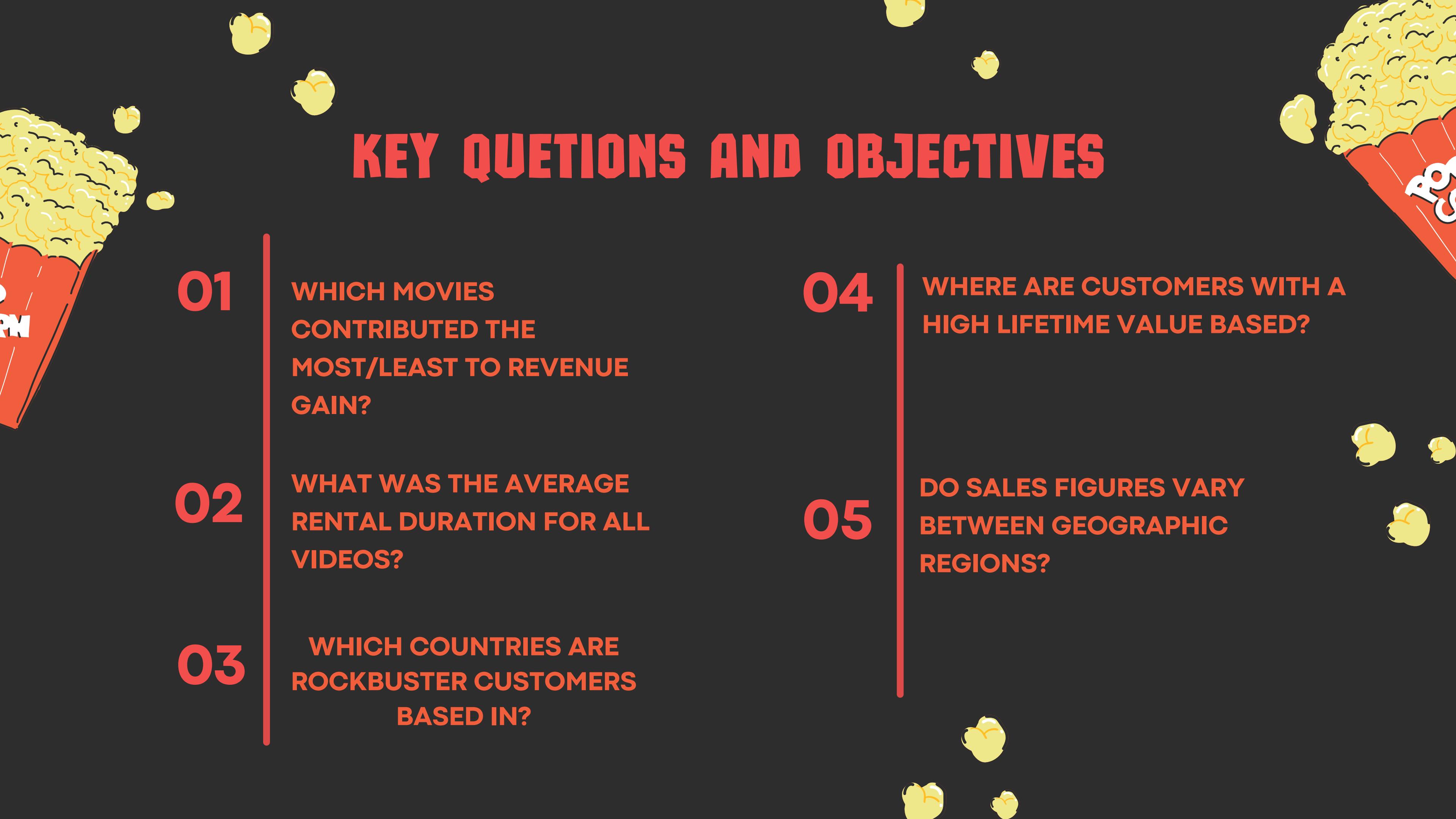
Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

02

To compete with Netflix and Amazon Prime, Rockbuster Stealth plans to launch an online video rental service utilizing its current movie licenses

03

The Rockbuster Stealth Management Board seeks concise, data-driven responses to key business questions for shaping their 2020 company strategy

A decorative illustration of popcorn in the corners of the slide. The top-left corner features a red bucket overflowing with yellow popcorn, with some popcorn popping out. The top-right corner shows a large, fluffy yellow popcorn kernel. Small yellow popcorn pieces are scattered throughout the dark background.

KEY QUESTIONS AND OBJECTIVES

01

WHICH MOVIES
CONTRIBUTED THE
MOST/LEAST TO REVENUE
GAIN?

02

WHAT WAS THE AVERAGE
RENTAL DURATION FOR ALL
VIDEOS?

03

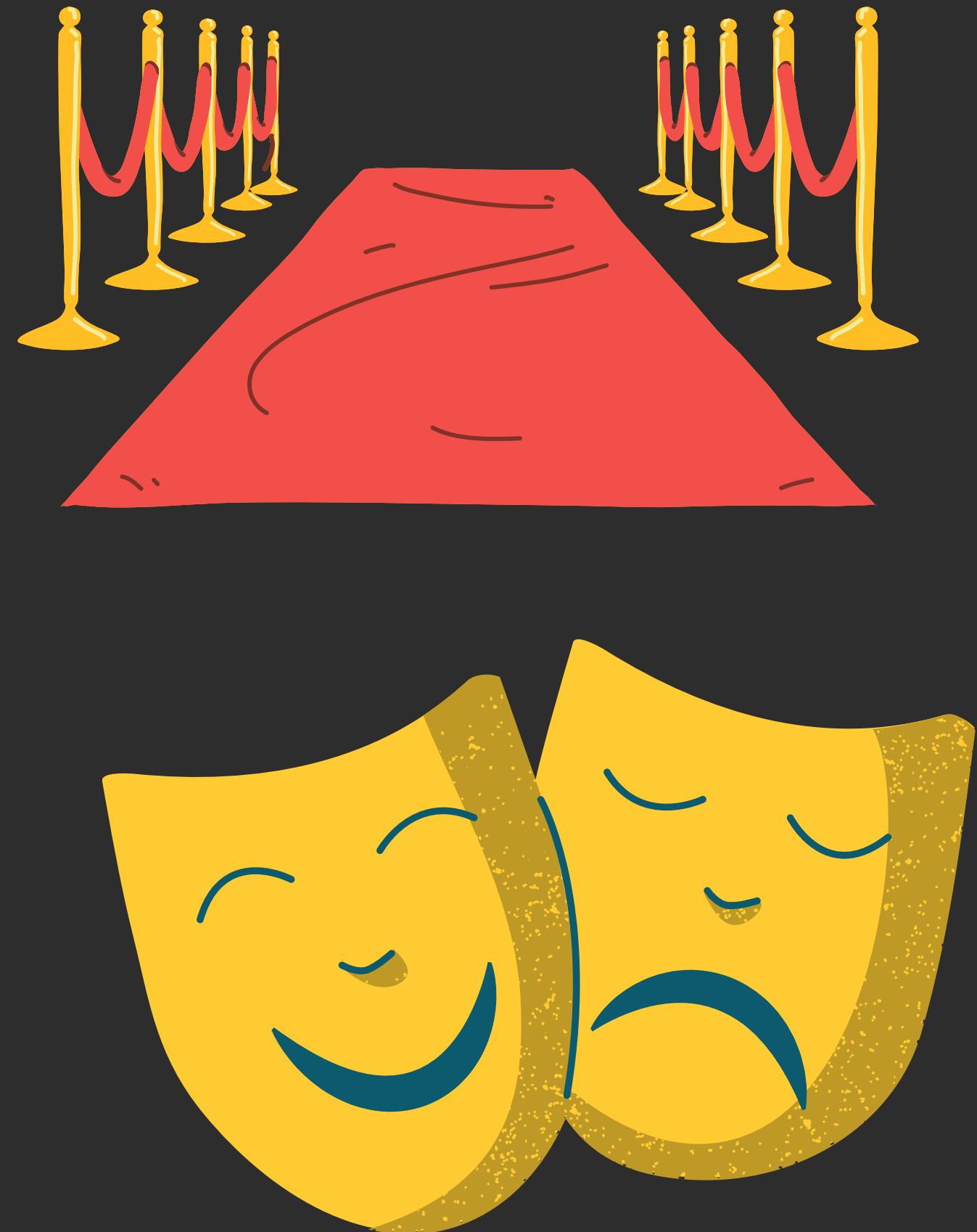
WHICH COUNTRIES ARE
ROCKBUSTER CUSTOMERS
BASED IN?

04

WHERE ARE CUSTOMERS WITH A
HIGH LIFETIME VALUE BASED?

05

DO SALES FIGURES VARY
BETWEEN GEOGRAPHIC
REGIONS?



DATA OVERVIEW

#1000 titles Available

#20 Movie Genres

#108 Countries Covered

#599 Customers

DATA SUMMARY



MIN
MAX
AVG

	RENTAL RATE	RENTAL DURATION	REPLACEMENT COST	FILM LENGTH
MIN	\$ 0,99	3 days	\$ 9,99	46 min
MAX	\$ 4,99	7 days	\$ 29,99	185 min
AVG	\$ 2,99	5 days	\$ 19,99	115 min

WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

TOP 10 TITLES

- 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**

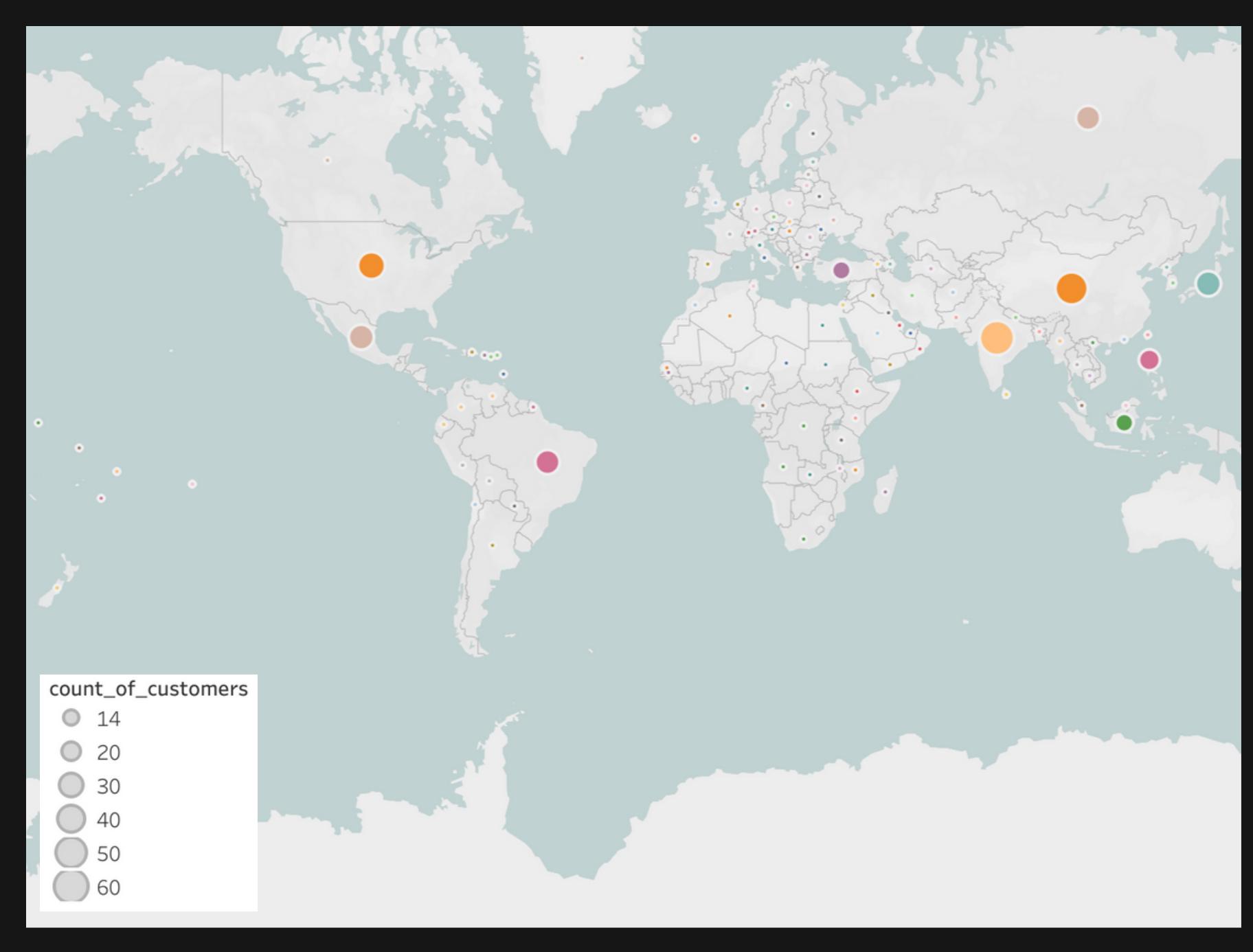


BOTTOM 10 TITLES

- 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**



WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?



Rockbuster currently operates its rental service in 108 countries, as depicted on the map. Larger circles indicate countries where Rockbuster holds a greater market share.



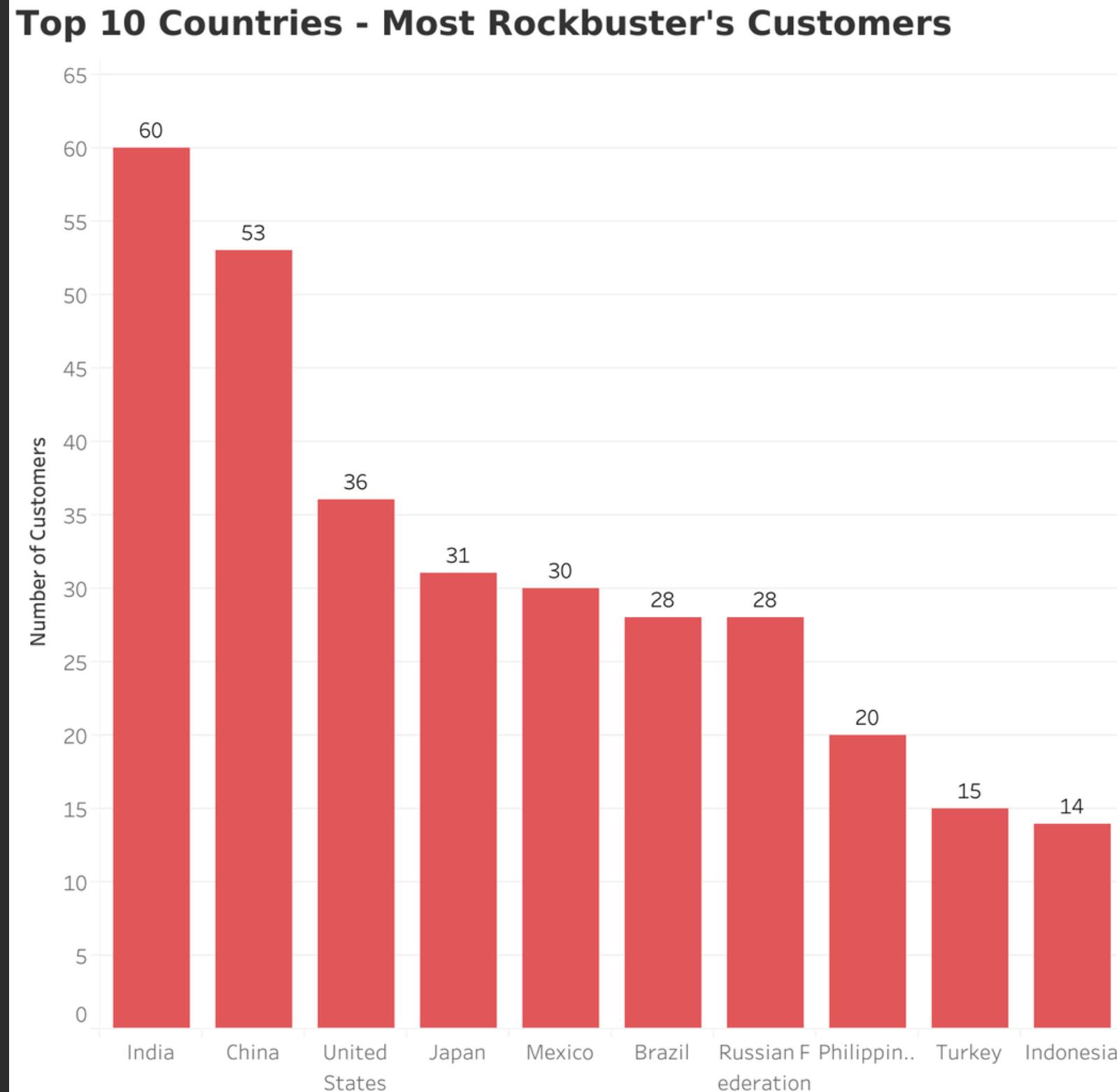
WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?



IN THESE COUNTRIES
ROCKBUSTER CONCENTRATES
MOST OF ITS CUSTOMERS



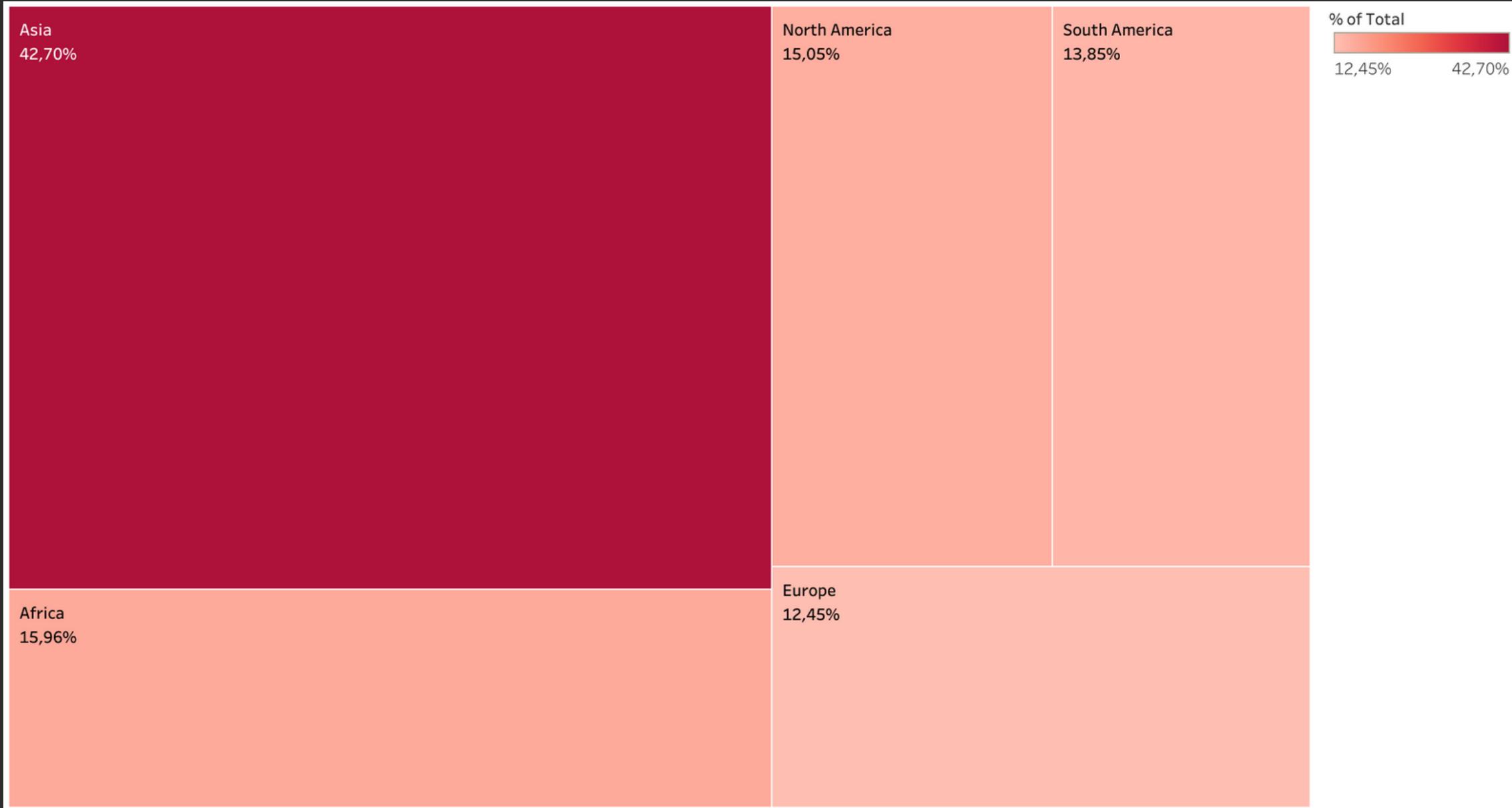
TOP 10 COUNTRIES FOR ROCKBUSTER IN TERMS OF CUSTOMER NUMBERS



Rockbuster's customer base displays diverse behaviors, particularly among its top consumers. Notably, European countries are absent from the top 10 consumers list.

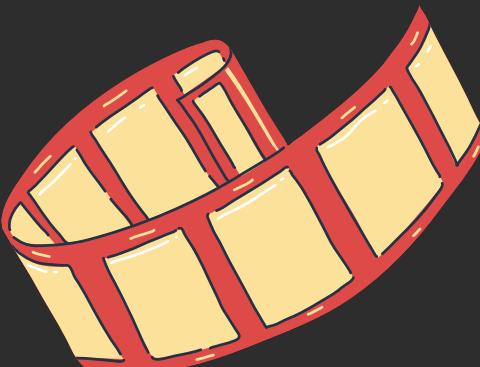
India and China lead with 60 and 53 customers, respectively, followed by the USA, Japan, Mexico, Brazil, and Russia, each boasting approximately 30 customers. The top 10 is completed by the Philippines, Turkey, and Indonesia, contributing with 20, 15, and 14 customers, respectively.

DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?

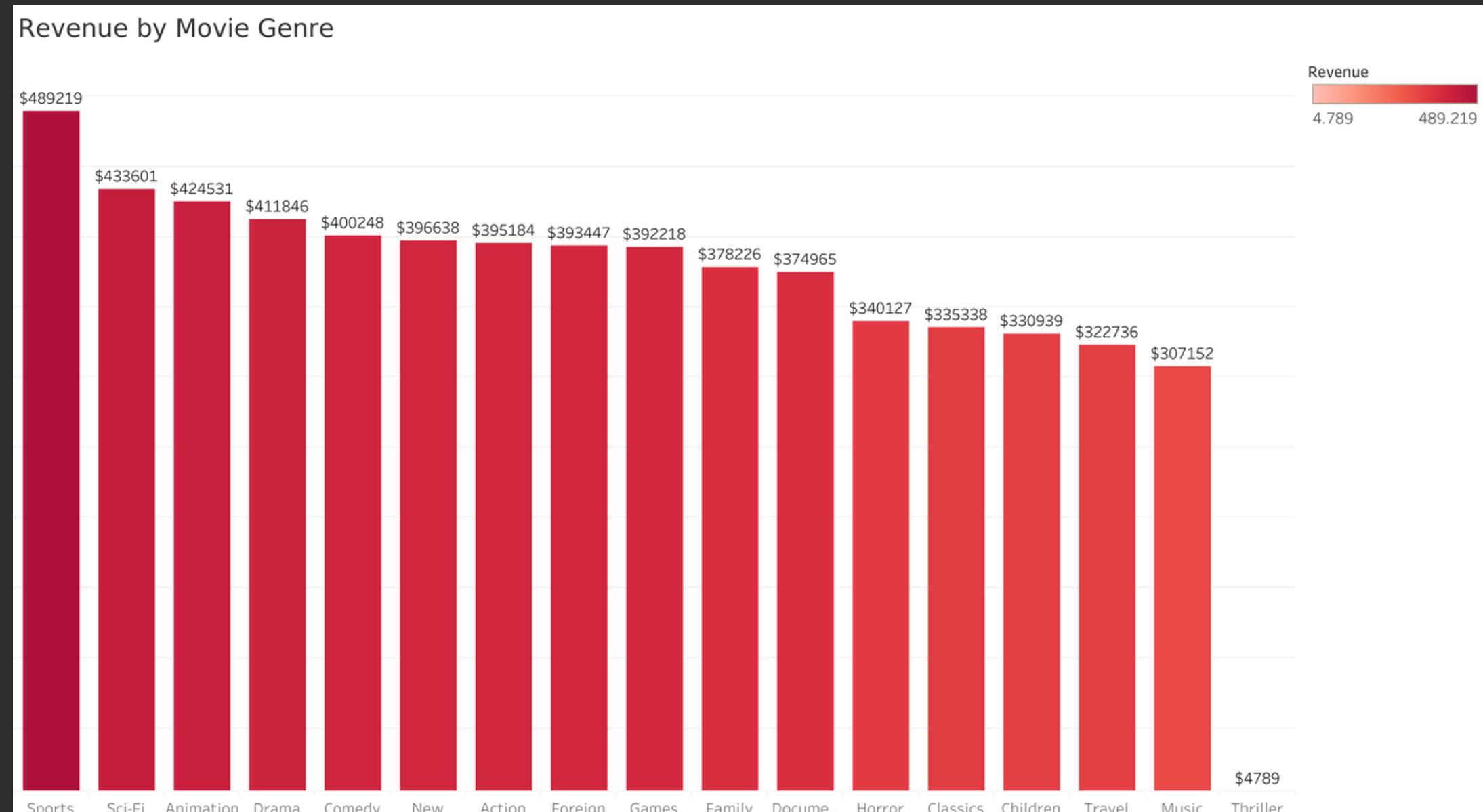


THIS CHART CLEARLY SHOWS THAT ASIA ACCOUNTS FOR A SIGNIFICANT PORTION OF ROCKBUSTER'S CUSTOMER BASE, CONTRIBUTING 42.7% TO THE OVERALL MARKET SHARE. THIS SUBSTANTIAL PRESENCE WARRANTS SPECIAL ATTENTION.





CONTRIBUTION BY GENRE



Although genre selection may influence Rockbuster's revenue, the variation across most genres is minimal, with the notable exception of the Thriller genre, which shows a striking difference.

WRAP UP!



Rockbuster's customers are distributed across the globe, with over 40% situated in Asia. Notably, Europe does not yet represent a significant market for us.

The top genres contributing to Rockbuster's revenue are Sport, Sci-Fi, Animation, Drama, and Comedy.

While we retain loyal customers, their numbers alone are not sufficient to keep the company afloat.



RECOMMENDATIONS

EXTRA:

These recommendations are effective for the short to medium term. However, for Rockbuster to regain competitiveness, it is pivotal to develop a new brand focused entirely on online streaming services. In a digitally dominated world, this transition is essential for our sustained success.



Given that **Asia contributes significantly** to our revenue, this market should receive a proportional share of our investments, while other regions are allocated investment based on their current contributions.

For the new online rental service, it is crucial to **emphasize our exclusive titles** – those only we hold licenses for. Movies evoke emotional memories, and we should capitalize on this to benefit the company.

Implement a **progressive discount program** for our customers. For each movie rented, customers could earn a cumulative percentage discount for future use on our platform.

Acquire licenses for new movies. Attracting more clients will require refreshing our catalog to keep it appealing and up-to-date.



THANK YOU FOR LISTENING!

