

Rockbuster Annual Briefing

August 2025



Main questions and objectives

Objectives:

This analysis provides data-driven insights into several aspects including revenue, customer distribution, and sales trends to guide the worldwide online service and optimize market strategy.

In order to gain these objectives, we have to answer the following questions:

- What is the general statistic schema of movies rental condition?
- What is the geographical distribution of Rockbustor's customers?
- Which countries comprise the main top 10 customers?
- Which genres are the top best seller movies?
- Where are the customers with the highest lifetime value based in?

General Statistical Schema

Average:

- **Rental Rate:** \$ 2.98
- **Rental Duration:** 5 days
- **Film Length:** 115,27 min
- **Replacement Cost :** \$ 19.98

Maximum:

- **Rental Rate:** \$4.99
- **Rental duration:** 7 days
- **Film Length:** 185 minutes
- **ReplacementCost:** \$29.99

Minimum:

- **Rental Rate:** \$0.99
- **Rental Duration:** 3 days
- **Film length:** 46 minutes
- **Replacement Cost:** \$9.99

These statistics summarize our dataset of 1,000 English films, covering 17 categories across 109 countries. They provide an overview of the distribution and key trends that form the basis for deeper analysis.

Geographical distribution of Rockbuster's customers

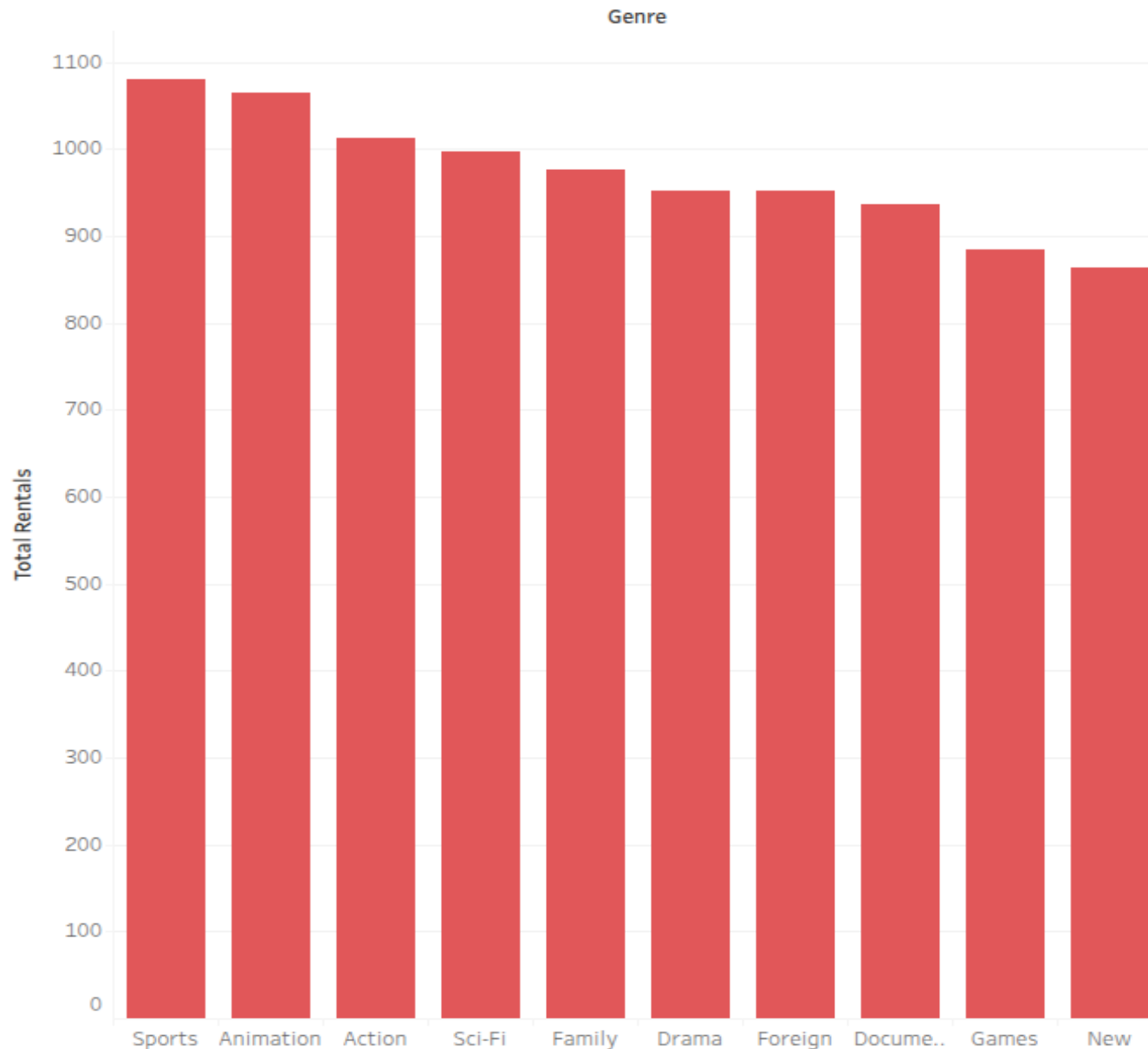
This map visualizes the global spread of Rockbuster customers. The bubble size represents the number of customers in each location: larger circles indicate a higher concentration of customers. The data shows that Rockbuster has strong customer bases in Asia (particularly India and China), North America, and South America, with additional clusters across Europe and other regions. This highlights Rockbuster's truly international reach and provides insight into where the company's market presence is strongest.





Top 10 customers by revenue

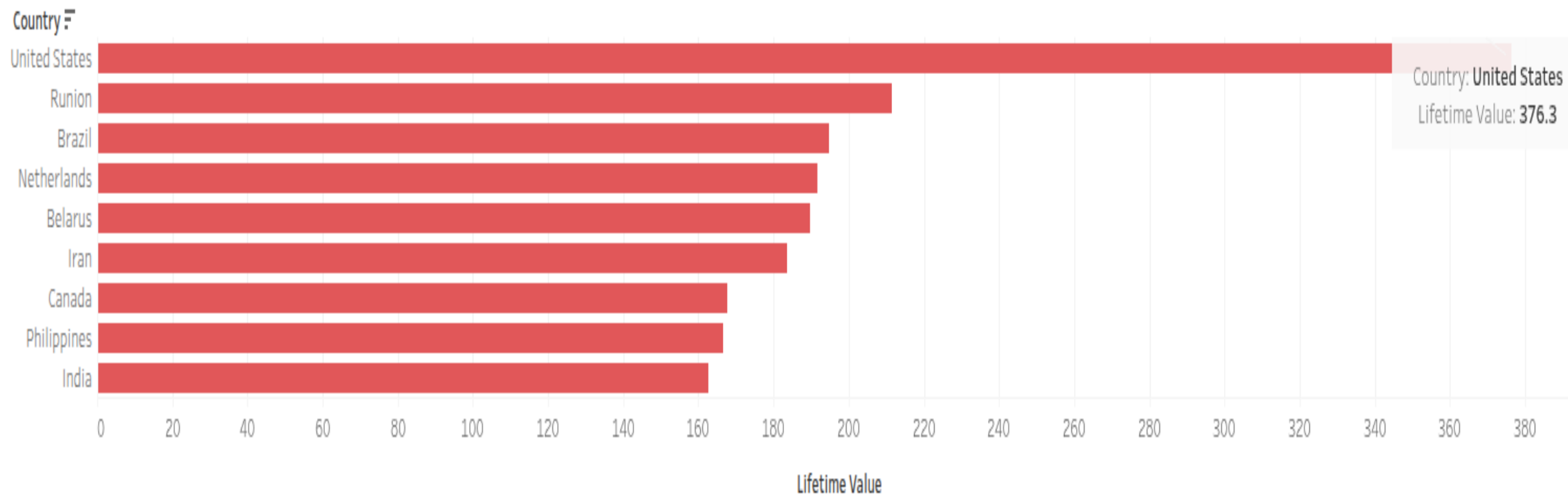
This map highlights the geographical locations of Rockbuster's top 10 customers who generated the highest total revenue. The darker and larger circles represent customers with higher spending. The results show that the top contributors are spread across North America, Asia, and parts of Europe, with particularly high-value customers located in Mexico, India, and China. This indicates that Rockbuster's most valuable customers are internationally distributed, reflecting the company's diverse global market reach.



Top 10 film genres by total rentals

Sports and Animation dominate rentals, with Action and Sci-Fi also ranking among the top customer preferences. This indicates that high-energy and visually engaging content drives the strongest customer demand.

These insights suggest that Rockbuster should prioritize investment in the leading genres while continuing to support diverse offerings to maintain a wide customer base.



The chart shows that the United States is Rockbuster's most valuable market, with customers generating over 370 in lifetime value. Other notable contributors include Runion, Brazil, the Netherlands, and Belarus, while countries like India, Canada, and the Philippines highlight the company's broader global reach.

Rockbuster should prioritize the U.S. as its key revenue driver while also investing in growth opportunities across secondary markets such as Brazil, the Netherlands, and India. This balanced approach will maximize immediate returns and build long-term customer value globally.

Insights and Recommendations

Insights:

- Rockbuster's customer base is truly global, with the largest concentrations in Asia (India, China) and North America, while emerging clusters appear in Europe and South America.
- The United States dominates lifetime value, but high-value customers are spread across multiple regions, showing Rockbuster's diverse revenue streams.
- Sports, Animation, Action, and Sci-Fi stand out as the most rented genres, reflecting strong demand for high-energy and visually engaging content.
- The average rental model (\$2.98 average rental rate, 5-day duration) underpins the business, ensuring predictability but leaving little room for differentiation.
- Other genres (Documentary, Foreign) and secondary markets still contribute meaningfully, reinforcing the importance of a broad and balanced offering.

Insights and Recommendations

Recommendations:

- Prioritize the U.S. Market as the core revenue driver while investing in growth markets like Brazil, India, and the Netherlands to expand long-term value.
- Invest more in the top-performing genres (Sports, Animation, Action, Sci-Fi) through targeted promotions, while keeping a diverse catalog to serve the audiences of non-bestseller genres.
- Develop loyalty and VIP programs for high-value customers in key regions to increase retention and maximize lifetime value.
- Localize marketing strategies for asia and south america, tailoring campaigns to cultural preferences to boost engagement.
- Continuously monitor film replacement costs and pricing models to ensure profitability while remaining competitive in global markets.



Thank You

Tableau Public link:

https://public.tableau.com/shared/ZJ7HNHRTG?:display_count=n&:origin=viz_share_link