

The background features a complex geometric design. On the left, there are several overlapping shapes: a dark purple triangle at the top left, a blue square with concentric circles, a light grey semi-circle, a pink triangle with diagonal lines, a pink square with a series of nested L-shaped lines, a blue square, a grey triangle, and a pink triangle. A white dot is located at the top left, with a white line extending from it towards the center. The main text is positioned on the right side of the image.

ROCKBUSTER INSIGHTS FOR BUSINESS MANAGERS



AGENDA

- Introduction: Overview of analysis objectives.
- Key Insights: Findings on top-performing countries, cities, and customers.
- Findings and Visualizations: Data visualizations for markets, customers, genres, and films.
- Recommendations: Strategic actions based on the analysis.
- Interactive Dashboard: Access additional insights via Tableau.
- Closing Remarks: Summary of findings and next steps.



INTRODUCTION

This analysis explores Rockbuster's customer data, revenue trends, and market performance to identify opportunities for strategic growth.

Objectives:

- Identify top-performing regions (countries and cities) for targeted marketing and inventory allocation.
- Analyze high-value customers to develop loyalty and retention strategies.
- Evaluate genre and film performance to optimize inventory and revenue potential.

Key Goal:

- Provide actionable insights to drive informed decision-making and strengthen Rockbuster's market position.



KEY INSIGHTS

Top Markets:

- The analysis reveals the top-performing countries and cities with the highest customer counts, highlighting critical opportunities for growth in these regions.

High-Value Customers:

- A small group of high-value customers contributes disproportionately to overall revenue, underlining the importance of targeted loyalty programs.

Revenue Drivers:

- Genres such as Top Genres and top-performing films emerge as the biggest revenue contributors, emphasizing the need for strategic inventory allocation and promotional efforts.

TOP 10 COUNTRIES DRIVING ROCKBUSTER'S GROWTH

Insight:

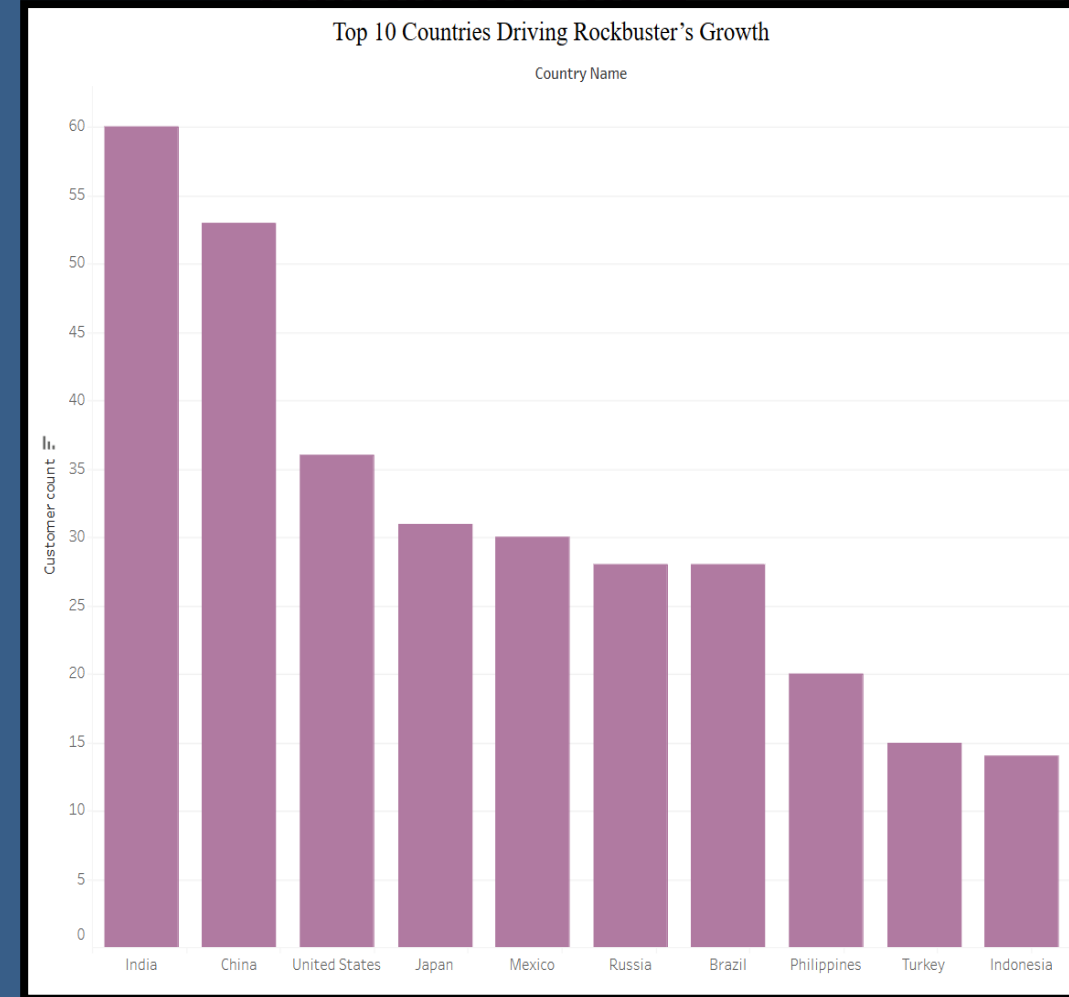
- The top 10 countries account for the majority of Rockbuster's customer base, presenting significant opportunities for targeted growth.

Key Highlights:

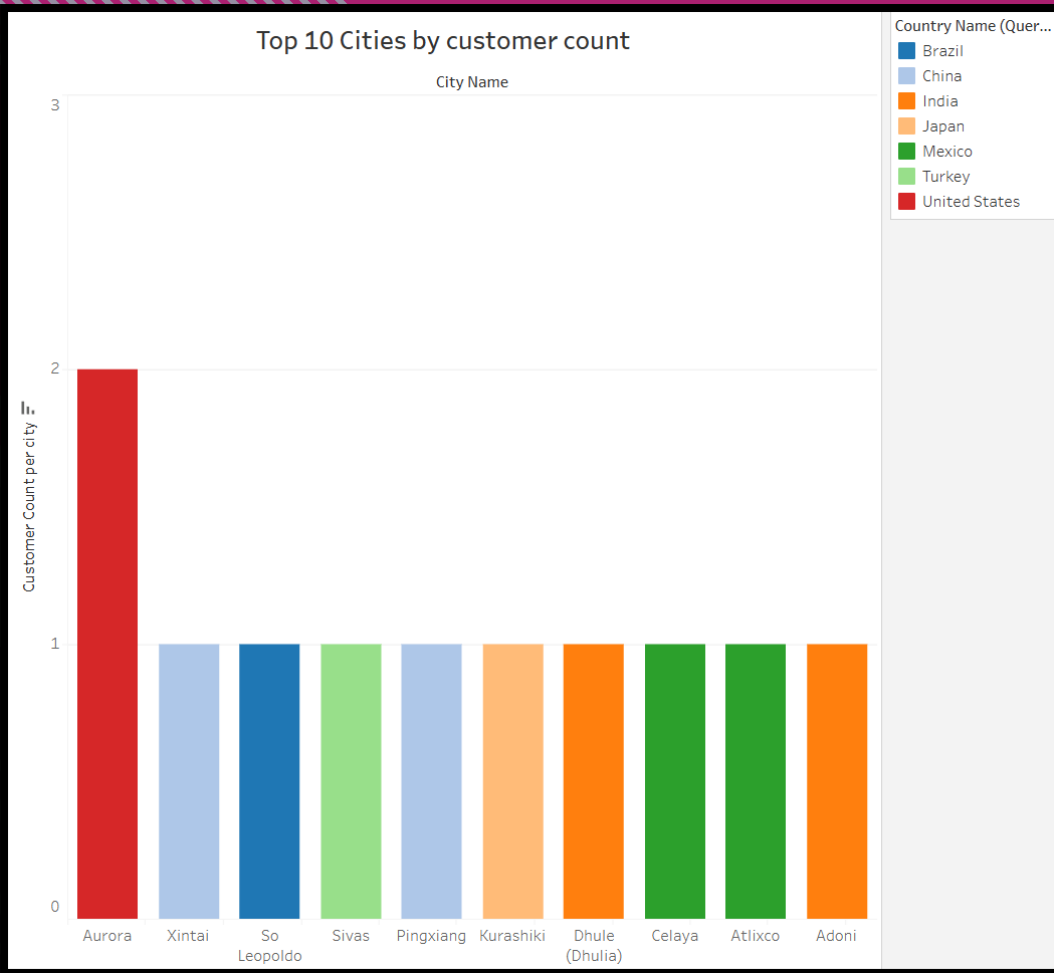
- The top 3 countries contribute disproportionately to customer counts, making them critical markets for focused marketing strategies.
- Emerging countries in the top 10 also show potential for further expansion and customer acquisition.

Actionable Takeaways:

- Prioritize campaigns and promotions in the top-performing countries to maximize engagement and retention.
- Allocate resources to emerging markets within the top 10 to expand the customer base.



TOP-PERFORMING CITIES



Insight:

- The top 10 cities are key hubs of customer activity, representing opportunities for highly localized marketing efforts.

Key Highlights:

- These cities are concentrated in the top-performing countries, reinforcing their importance in driving overall growth.
- The top 3 cities show significantly higher customer engagement compared to others, making them prime targets for focused initiatives.

Actionable Takeaways:

- Expand regional promotions and campaigns in the top-performing cities to increase engagement and revenue.
- Optimize inventory allocation in these cities to meet customer demand more effectively.

HIGH-VALUE CUSTOMERS

Insight:

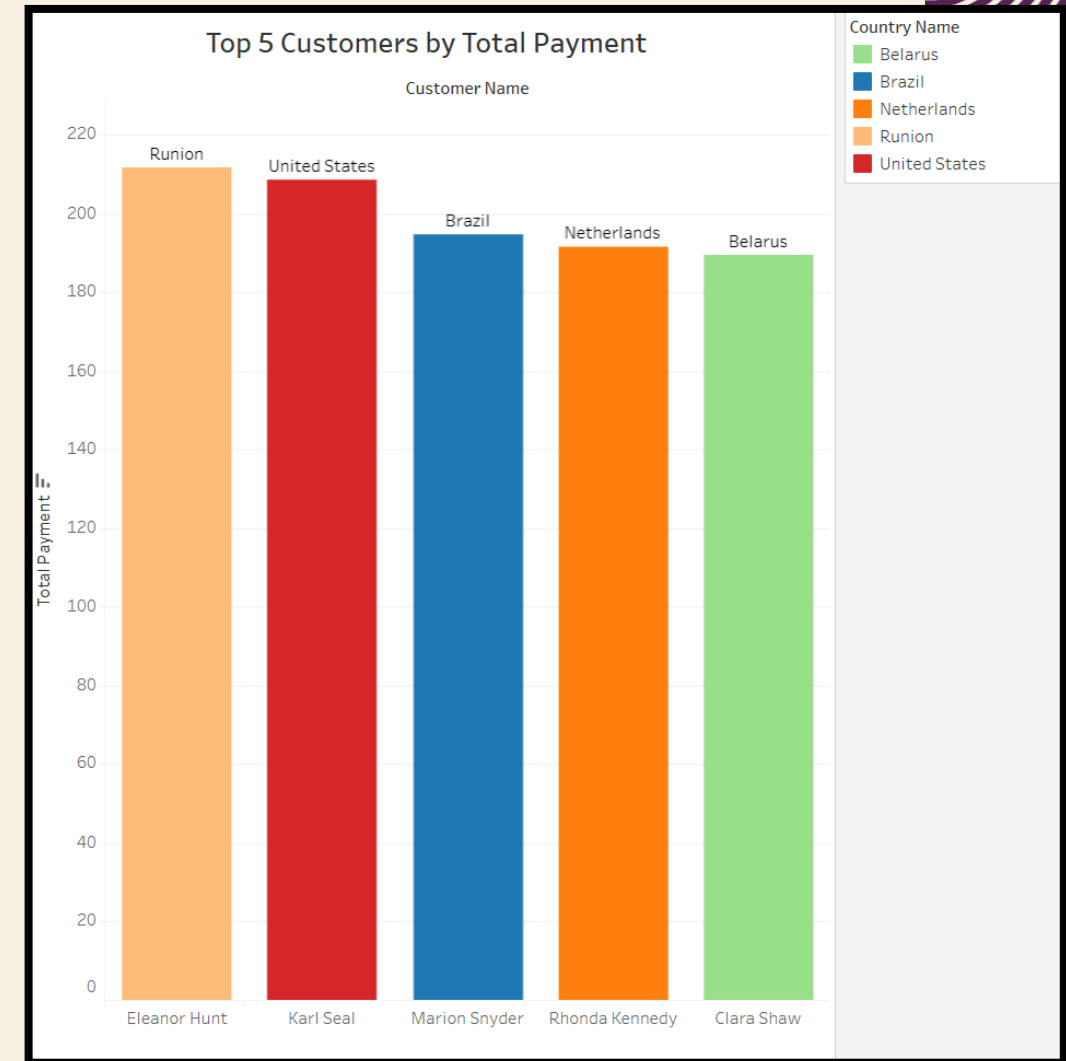
- Rockbuster's top 5 customers contribute significantly to overall revenue, demonstrating the value of personalized engagement strategies.

Key Highlights:

- These high-value customers represent a small but critical segment of the customer base.
- Retaining and expanding relationships with these customers can have a disproportionate impact on revenue.

Actionable Takeaways:

- Develop loyalty programs and exclusive offers targeted at high-value customers to increase retention and spending.
- Leverage insights from their rental patterns to personalize recommendations and promotions.

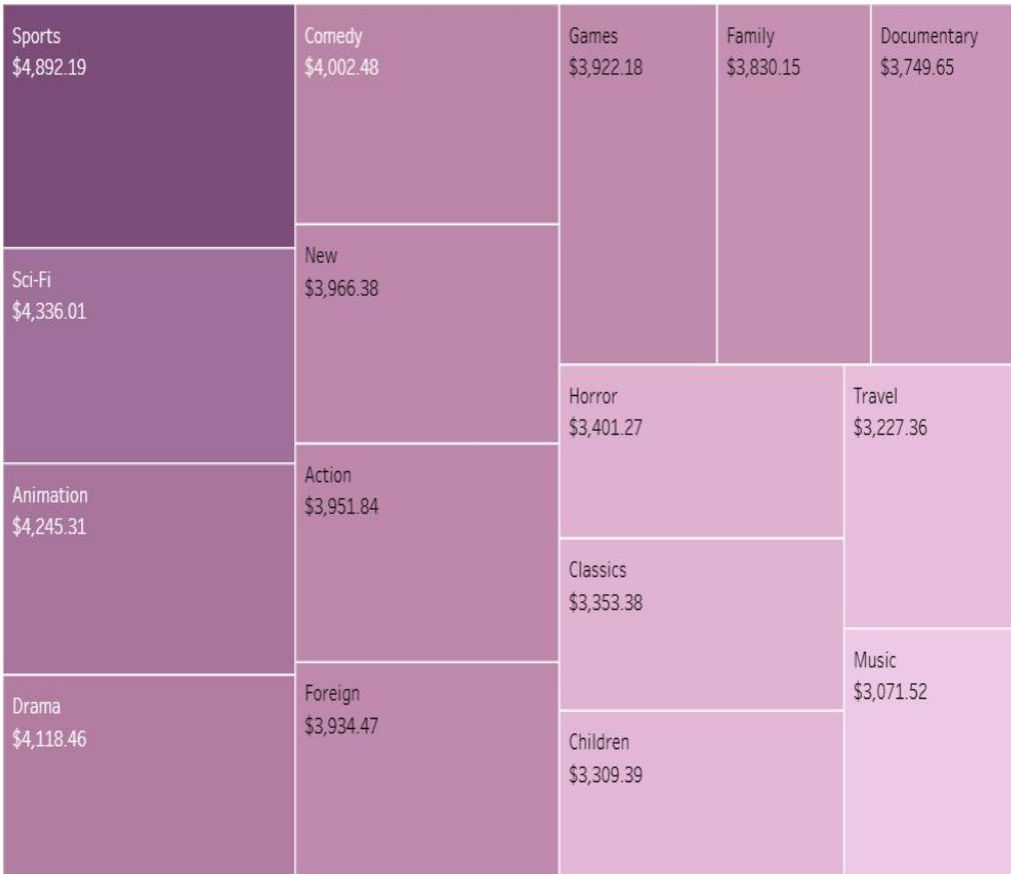


REVENUE DRIVERS: PERFORMANCE BY GENRE

Revenue by Genre

Total Revenue

\$3,071.52 \$4,892.19



Insight:

- Certain genres dominate revenue generation, demonstrating their importance for strategic inventory and promotional efforts.

Key Highlights:

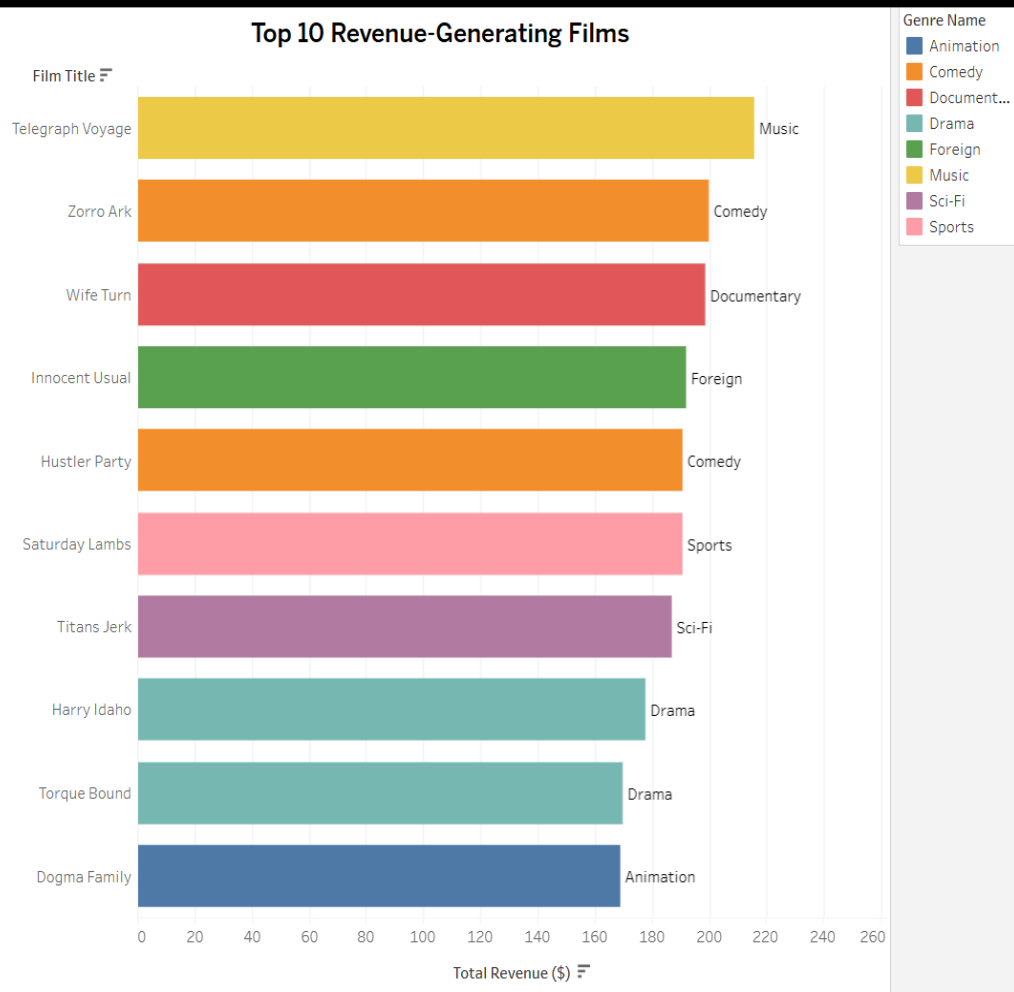
- Top genres such as Sport and Sci-fi generate the majority of revenue, showcasing consistent customer demand.
- Lower-performing genres may still offer opportunities for growth through targeted experimentation and niche marketing.

Actionable Takeaways:

- Prioritize inventory and marketing for high-performing genres to maximize revenue.
- Experiment with emerging or underrepresented genres to explore new customer segments and increase engagement.

TOP FILMS DRIVING ROCKBUSTER'S REVENUE

Top 10 Revenue-Generating Films



Insight:

- Rockbuster's top 10 revenue-generating films account for a significant portion of overall revenue, reflecting customer preferences and demand.

Key Highlights:

- The most successful films are often from high-performing genres, further supporting strategic investment in those categories.
- These films present opportunities for cross-promotions, bundling, and seasonal campaigns to maximize revenue potential.

Actionable Takeaways:

- Promote these films through bundled deals, discounts, and featured recommendations."
- Leverage customer preferences for these films to guide future acquisitions and marketing efforts.

STRATEGIC RECOMMENDATIONS

Expand Inventory:

- Prioritize high-demand genres like Sport and Sci-fi and top-performing films to maximize rental opportunities and revenue.

Focus Marketing Efforts:

- Target the top-performing countries and cities identified in the analysis to enhance customer engagement and retention.

Engage High-Value Customers:

- Implement loyalty programs and exclusive offers tailored for high-value customers to drive repeat rentals and long-term relationships.

Explore New Opportunities:

- Experiment with emerging or underrepresented genres and expand into promising markets to diversify revenue streams and attract new customers.



EXPLORE THE INTERACTIVE DATA VISUALIZATIONS

Access our Tableau dashboard to explore additional insights and dive deeper into the data.

How It Helps:

- Gain interactive access to explore customer activity, genre performance, and revenue trends.
- Use filters to analyze specific countries, cities, or genres in greater detail.

[Top 10 Countries driving Rockbuster's growth](#)

[Top 10 Cities by Customer Count](#)

[Top 5 Customers by Total Payment](#)

[Revenue by Genre](#)

[Top 10 Revenue generating Films](#)

CLOSING REMARKS AND NEXT STEPS

Summary of Findings:

- Rockbuster's top-performing countries, cities, customers, genres, and films highlight clear opportunities for growth and strategic focus.
- High-demand genres and top-performing films are critical revenue drivers, while loyal customers offer long-term value.

Next Steps:

- Implement the recommended strategies to maximize revenue and customer engagement.
- Leverage the interactive Tableau dashboard for ongoing analysis and performance tracking.
- Experiment with new genres, markets, and customer-focused initiatives to uncover untapped opportunities.

Final Thought:

- By acting on these insights, Rockbuster is well-positioned to strengthen its market presence and drive sustainable growth.



THANK YOU

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