

## **Rockbuster Stealth Data Analysis – Speaking Script**

Presented by: Mary Kane

Audience: Rockbuster Management Board & Marketing Director

Duration: ≈15 minutes

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### **1. Introduction – 2.5 minutes**

Good morning and thank you for joining today's session.

My name is Mary Kane, and I am here to present the key findings from our data analysis on Rockbuster Stealth's global performance and customer insights.

As Rockbuster prepares to transition into an online video rental service, understanding our internal performance, customer behavior, and market opportunities is critical to ensuring a smooth and successful transformation.

The goal of this presentation is to support the Management Board and Marketing Department in their decision-making by highlighting customer patterns, profitability insights, and regional differences that will help Rockbuster maximize revenue and strengthen brand presence in the digital marketplace.

Our analysis focuses on four core areas:

1. Inventory and Profitability
  2. Worldwide Market Preferences
  3. Customer Lifetime Value
  4. Strategic Insights and Recommendations
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### **2. Inventory and Profitability – 3 minutes**

We begin with a review of Rockbuster's inventory and profitability.

Our database contains approximately 1,000 film licenses, serving 599 customers across 108 countries, with a total sales volume of 61,312 dollars

Each film was evaluated based on rental rate, replacement cost, and rental duration to determine profitability and guide catalog decisions for the upcoming online launch. That's how we identified the top 10 movies generating the highest and the lowest revenue.

The analysis shows that five categories generate 35% of Rockbuster's total revenue:

- Sports – 8% of total sales
- Sci-Fi – 7%
- Animation – 7%
- Drama – 7%
- Comedy – 6.5%

These categories represent Rockbuster's strongest content base and should be prioritized when licensing for online streaming.

At the same time, specific genres such as Classics and Documentary films show low profitability, with minimal rental frequency and lower margins. These categories account for roughly 12% of inventory but less than 12% of total revenue, suggesting a need to re-evaluate and streamline their presence in the catalog.

Further analysis of the top 10 most profitable films revealed that Comedy, Drama, and Music together contribute nearly half ( $\approx 49\%$ ) of revenue from high-performing titles.

This indicates clear audience preference trends that should inform future content acquisition and marketing focus.

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### 3. Worldwide Market Preferences – 4 minutes

Rockbuster currently operates in 108 countries, which were grouped into seven regions based on geographic and cultural proximity: Asia, Europe, North America, Latin America, the Middle East, Africa, and Oceania.

When comparing total sales and customer count, we find a strong correlation — the number of customers directly influences regional sales volume.

The three largest and most mature markets — Asia, Europe, and North America — collectively generate over half of Rockbuster's global revenue.

Now let's look at each region's key genre preferences and what they reveal about our audience:

- Middle East: Dominated by Drama (31%), Sci-Fi (21%), and New Releases (20%) — a market receptive to story-driven and futuristic genres.

- Asia: Prefers Documentary (23%), Music (20%), and Family (18%) — an audience drawn to educational and family-friendly experiences.
- Oceania: Focuses on Horror (33%), Comedy (18%), and Sci-Fi (18%) — a niche but promising segment.
- North America: Driven by Comedy (22%), Drama (20%), and Horror (11%) — consistent with mainstream Western entertainment trends.
- Latin America: Shows balance with Music (22%), Drama (20%), and Animation (11%) — blending emotional and creative content.
- Africa: Top categories include Action (22%), Horror (20%), and Music (19%) — highlighting a preference for high-energy and emotionally intense content.
- Europe: Leads in Sports (25%), Animation (20%), and Games (20%) — showing a strong demand for entertainment and leisure content.

From these insights, we observe key overlaps and opportunities:

- Drama is the only genre shared across multiple markets — particularly strong in North America, Latin America, and the Middle East — representing 21% of total global revenue.
- Sports and Animation dominate European performance, driving 15% of total global revenue.
- Asia and Europe combined generate over 55% of Rockbuster's total revenue, positioning them as mature, stable markets that should anchor the company's online transition strategy.

Meanwhile, Africa and Oceania, though smaller contributors, demonstrate specific genre interests — primarily Horror and Action — which present long-term growth potential once marketing and brand awareness mature.

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We will refer to Asia, Europe and North America as our Mature Markets and Latin America, Middle East, Africa and Oceania as the Emerging Markets.

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#### 4. Customer Lifetime Value and Behavior – 3 minutes

To better understand customer contribution, we calculated the average Customer Lifetime Value (CLV) per region.

The results show relatively consistent figures, ranging from \$97 to \$104 per customer across regions.

While small differences may appear marginal, they reveal important behavioral patterns:

- Europe and Asia customers display slightly higher CLVs customer lifetime value and purchase less frequently but spend more per transaction.
- North America and Latin America have balanced participation, characterized by medium CLVs customer lifetime value and stronger engagement with popular genres like Comedy and Music.
- Middle East and Africa show niche but growing participation, ideal for loyalty and targeted marketing development.
- Oceania accounts for only 1% of total revenue, but shows promising interest in specific genres that can be scaled through focused campaigns.

Top 10 countries = 29%

When analyzing top customers, we found that the Top 10 countries — concentrated mainly in Europe, Asia, and North America — account for 29% of Rockbuster's total revenue.

Within those, the Top 5 customers per region generate around 10% of regional sales, confirming that a small number of high-value customers drive a significant portion of revenue.

This finding reinforces the importance of customer retention and loyalty programs once the online service is launched. Rewarding and engaging these key customers can have a disproportionate impact on overall profitability.

Invest Strategically in the Emerging Markets: Consider Genre Preference and Rental Frequency.

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## 5. Strategic Insights and Recommendations – 2.5 minutes

From our analysis, we can extract five key insights that should guide Rockbuster's next strategic actions:

### 1. Optimize Inventory for Profitability:

Focus on high-performing categories — particularly Comedy, Drama, and Music — and reassess low-yield genres such as Documentary and Classics.

Streamlining content will improve return on licensing investment.

2. Target Mature Markets First:

Launch online services first in Asia, Europe, and North America, which together represent over 55% of total sales and have clearly defined customer bases.

3. Leverage Customer Data for Personalization:

Use the insights from CLV (Customer Lifetime Value) and regional preferences to recommend films and promotions that align with individual viewing habits. Personalization can increase engagement and retention in the online model.

4. Develop Loyalty Programs for High-Value Customers:

Introduce subscription incentives, early access, or rewards for the top-spending customer groups — especially in Europe and North America.

5. Invest in Emerging Regions Strategically:

Regions like Africa, Latin America, and the Middle East show consistent genre demand (Drama, Action, Horror). Marketing efforts here should focus on building awareness and nurturing brand loyalty rather than aggressive expansion.

By prioritizing profitable films, focusing launch efforts on mature markets, and investing in customer retention, Rockbuster can ensure a sustainable, data-driven transition into its online service.

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6. Conclusion – 2 minutes

In summary, Rockbuster's data reveals a clear picture:

- Revenue is concentrated — the top five genres and top markets drive the majority of sales.
- Customer engagement varies by region, but loyalty and spending potential are strongest in Europe and Asia.
- Strategic focus and data-based decisions will be essential to compete effectively in the online space.

Our path forward should therefore emphasize:

- Revenue Focus : Quality over quantity in film licensing.

- Customer Focus: Regional marketing tailored to audience preferences.
- Strategic Focus: Continuous tracking of film performance, customer retention, and market evolution.

With these actions, Rockbuster will be well-positioned to launch its online service with a competitive, customer-focused strategy that aligns profitability, engagement, and growth.

Thank you for your time and attention.

For further details or dashboard access, please email me at: [marykane.col99@gmail.com](mailto:marykane.col99@gmail.com)

## Power Point Presentation

### Slide 1 – Title Slide

Title: Rockbuster Stealth Data Analysis

Subtitle: Supporting Strategic Decisions for the Online Service Transition

Visual: Rockbuster logo, subtle global background map.

Speaker Note: Introduction

Introduce yourself, the purpose of the presentation, and set the context for Rockbuster's digital transformation.

### Slide 2 – Objective

Title: Objective: Data-Driven Support for Strategic Decision-Making

Visual: Simple text box with three bullet icons (insight, market, transition).

Key Points:

Identify customer preferences and regional patterns.

Support management decisions on film licensing and marketing focus.

Ensure a successful transition to online services.

Speaker Note:

Explain how this analysis empowers data-based decisions for Rockbuster's next stage.

### Slide 3 – Overview of Topics

Title: Presentation Overview

Visual: Horizontal timeline or four-segment circle showing:

Inventory & Profitability

Market Preferences

Customer Lifetime Value

Strategic Insights & Recommendations

Speaker Note:

Briefly describe the flow and how each section builds toward actionable outcomes.

Slide 4 – Inventory & Profitability: Summary

Title: Rockbuster Inventory and Total Performance

Visual: KPI dashboard with key metrics:

1,000 Film Licenses

599 Customers

108 Countries

\$61,312 Total Sales

Speaker Note:

Frame the scale of Rockbuster's current operations before breaking down performance.

Slide 5 – Film Categories by Revenue

Title: Top Categories Driving Rockbuster's Revenue

Visual: Horizontal bar chart – % of total sales by category.

Example Data:

Sports – 8%

Sci-Fi – 7%

Animation – 7%

Drama – 7%

Comedy – 6.5%

Speaker Note: Highlight how five categories generate over one-third of all revenue.



## Slide 6 – High vs. Low Performing Genres

Title: Optimizing Catalog for Profitability

Visual: Two-column comparison:

Left = “Top-Performing Genres” (Comedy, Drama, Music).

Right = “Low-Performing Genres” (Classics, Documentary).

Add a revenue share bar ( $\approx 49\%$  vs  $11\%$ ).

Speaker Note:

Explain how profitability varies and how re-licensing can improve ROI.

## Slide 7 – Worldwide Market Overview

Title: Global Footprint: 108 Countries, 7 Regions

Visual: World map with regions shaded and labeled (Asia, Europe, North America, etc.).

Speaker Note:

Introduce the regional segmentation used for analysis.

## Slide 8 – Regional Sales vs. Customers

Title: Customer Count Directly Impacts Regional Sales

Visual: Dual-axis bar and line chart (blue bars = sales, yellow line = # of customers).

Speaker Note:

Emphasize that higher customer bases in Asia, Europe, and North America correlate with higher revenue.

## Slide 9 – Regional Preferences Snapshot

Title: Regional Genre Preferences at a Glance

Visual: Grid or table summarizing each region’s top 3 genres (simplified):

#### Region Top 3 Genres Share of Top-10 Revenue

Africa	Action, Horror, Music	61%
Asia	Documentary, Music, Family	61%
Europe	Sports, Animation, Games	65%
Middle East	Drama, Sci-Fi, New	72%
Latin America	Music, Drama, Animation	53%
North America	Comedy, Drama, Horror	53%
Oceania	Horror, Comedy, Sci-Fi	69%

#### Speaker Note:

Summarize diversity in preferences, highlighting cross-regional opportunities.

#### Slide 10 – Common Genre Trends

Title: Shared Interests and Global Opportunities

Visual: Three interconnected circles or Venn diagram.

Drama (shared across NA, LA, ME) – 21% global revenue.

Sports & Animation (Europe-led) – 15% global revenue.

Horror & Action (Africa + Oceania) – niche growth markets.

#### Speaker Note:

Explain where Rockbuster can focus global campaigns or localized promotions.

#### Slide 11 – Mature vs. Emerging Markets

Title: Market Maturity and Revenue Contribution

Visual: Map or stacked bar comparing:

Mature Markets (Asia, Europe, North America) – 69%+ of total revenue.

Emerging Markets (Latin America, Middle East, Africa, Oceania) – 31% combined.

Speaker Note:

Discuss focus on mature markets for online launch, with future potential in others.

#### Slide 12 – Customer Lifetime Value Overview

Title: Customer Lifetime Value (CLV) by Region

Visual: Bar chart showing CLV range (\$97–\$104).

Speaker Note:

Explain how consistent CLV reveals reliable spending patterns across regions.

#### Slide 13 – High-Value Customer Impact

Title: Top 10 Countries = 29% of Global Revenue

Visual: Donut or Pareto chart showing revenue concentration among top 10 markets.

Speaker Note:

Emphasize that a small group of customers drives nearly one-third of total sales.

#### Slide 14 – Strategic Insights

Title: Five Insights Guiding Rockbuster's Online Strategy

Visual: Numbered icons or list.

Optimize Inventory

Target Mature Markets

Personalize Recommendations

Develop Loyalty Programs

Invest in Emerging Markets Strategically

Speaker Note:

Summarize each insight briefly as a bridge to next-steps recommendations.

## Slide 15 – Recommended Actions

Title: Key Actions for Rockbuster's Transition

Visual: Action roadmap graphic or checklist:

Prioritize profitable films for online catalog.

Launch digital service in top 3 markets first.

Build customer retention programs.

Apply data tracking for continuous improvement.

Speaker Note:

Frame these as immediate operational steps after presentation approval.

## Slide 16 – Summary & Key Takeaways

Title: Rockbuster's Path Forward

Visual: 3-part summary boxes:

Revenue Focus: Top genres & markets.

Customer Focus: Loyalty & engagement.

Strategic Focus: Data-driven, sustainable growth.

Speaker Note:

Reinforce the overarching message: informed strategy built on internal strengths.

## Slide 17 – Closing & Contact

Title: Thank You

Visual: Company contact details with Mary Kane's email; subtle Rockbuster branding.

Speaker Note:

Thank the audience and invite follow-up for data dashboards or deeper analysis.