Rockbuster Stealth
Presenting Findings to Stakeholders
Scripting by Mary Kane

Project Type: **Marketing, Launching New Service Analysis.**
                    Rockbuster Stealth Online Rental Services.
Target Audience: Rockbuster Management Board, (BI) Business Intelligence and Marketing Department.
Direction notes: Comfortable, calm speaking pace, slower when explaining facts and figures. Use a friendly, conversational manner.
Presentation Length: 15:00
Presentation Script Outline:
Dialogue Script:
        Introduction – 2.30 minutes
Intro. (Friendly, welcoming tone) "Good morning and thank you for being here today.
My name is Mary Kane, and I am here today to walk you through the data analysis of customers and Rockbuster sales data.

Purpose. Rockbuster will be prepared to meet their customers' preferences, identifying market differences and brand-building opportunities during the transition to Online rental services.
  "Support the Rockbuster Management Board and the Marketing Department in their decision-making by identifying customer preference patterns to provide actionable insights that impact the market, maximize revenue, and ensure a successful transition to online services."

How are we measuring the impact?
Based on rental rate, replacement cost, and rental duration per film.

We aim to identify the differences between global markets to stay competitive in the online video rental service, while meeting market demand, building a strong brand, and fostering customer loyalty worldwide.

Overview. We will cover four critical Topics:
1. **Inventory and Profitability**
   The analysis displays the total number of film licenses currently available, customers, and total sales for Rockbuster worldwide.
   We will identify the film categories generating the highest and lowest revenue to inform decision-making during inventory updates.

2. **Rockbuster Worldwide Market - Preferences**

Identify the location of Rockbuster customers.
Organizing the countries, we will identify customer segmentation by region.
We will compare the sales geographically and identify the relationship between the number of customers and the revenue generated.

3. **Rockbuster Customers.**
   Once we identify the different market preferences, we will identify the top 5 customers and their lifetime value.
   These top customers will guide us to the top 10 countries and their total revenue generated.

4. **Conclusions and Next Steps**

   Let's take a closer look.

   Data Analysis– 6 minutes
1. **Inventory and Profitability**
The Rockbuster Data analyzed counts 1,000 film licenses, 599 customers and $61,312.04 dollars in sales.
The Inventory was analyzed by the number of films and sales by category. As you can see in the graphic, the yellow line represents the number of films, and the blue columns indicate the revenue by category. We can see that Sports is the category with the highest sales and more films in inventory, followed by Sci-Fi, Animation, Drama, and Comedy.
We want to prioritize the categories generating good revenue for the company; however, it will be necessary to increase the number of licenses available in the online catalog.

   Films Profitability
To calculate the revenue generated by the film, we analyzed the rental duration, rental rate, and replacement cost of the inventory.
We found that the average rental duration per film is 5 days
The average rental rate is $2.98
And the average replacement cost is $19.98

This chart displays the Top 10 movies that generate the highest rental revenue for Rockbuster, along with the categories to which they belong. We found that Comedy, Drama and Music account for 49% of the top 10 films.
A good beginning to understand our customer preferences.

Using the same technique, based on the average rental duration, rental rate, and replacement cost, we identified the 10 movies that generate the lowest profit. We found that the Classics and Documentary categories are the most common in the list of low revenue. We will need to identify the niche for those films before increasing the catalog.

Re-evaluating Inventory – Competitors' story Original Production.

2. Worldwide Market

Rockbuster is currently present in 108 countries, and we have organized them into seven regions by geographical and cultural proximity.
List the number of countries by territory and clarify the additions in North America.

This way, we can identify the sales per territory and the number of customers in each area. The graphic "#Customer and sales" represents the number of customers using the yellow line, while sales are displayed using blue bars. Asia has a large territory, the largest count of customers, and the highest total sales, confirming that "The number of customers directly impacts the total sales per region."

Market Preferences

We will start the analysis by territory. I request your attention here, as I will display all 7 territories separately before consolidating the information.
Notice the total revenue generated by each movie in the top 10.
Using the Average Rates when calculating film profitability, we analyzed the top 10 movies per territory:
Africa: Action 22, Horror 20, and music 19 = 61% of their top 10
Asia: Documentary 23%, Music 20%, Family 18% = 61%
Europe: Sports 25, Animation 20%, Games 20 = 65%
Middle East: Drama 31, Sci-Fi 21%, New 20% = 72%
Latin America: Music 22, Drama 20, Animation 11% = 53%
North America: Comedy 22%, Drama 20%, Horror 11% = 53%
Oceania: Horror 33%, Comedy 18%, Sci-Fi 18% = 69%

Regional Preferences

We found some similarity within region preferences. This stacked column chart compares North America, Middle East and Latin America. We found how this three territories share their interest for Drama films
When comparing Asia and Europe in was evident their differences, but also confirmed that Europe is the leader in Sports and animation categories, two of the most profitable categories for the company.
Asia also confirmed its interest in Documentary films, this territory being a new area of interest to identify countries that rent more of these films. Remember this territory is the largest and it contributes the 42% of total revenue.
Asia, also displays interest for Music, a category that match with Latin America preference.
Africa and Oceania showed interest in the Horror category, these two emerging markets need to be developed before defining a marketing strategy but they can be accounted for the common interests with other territories.

Conclusions 2.30 minutes

1. We want to support the inventory updates to Include in the strategy for 2020, prioritizing the films by markets' segment and profitability.
2. Rockbuster Inventory is limited to 1,000 licenses, and it needs to be re-evaluated and updated to compete with a streaming market catalog.
3. Currently, 35% of Rockbuster's revenue comes from films in five categories (Sports, Sci-Fi, Animation, Drama, and Comedy)
4. With an Average rental rate of $2.98, an average rental duration of 4.99 days, and an average replacement cost of $19.98, I identify the Top 10 films generating higher rental revenue for Rockbuster. This confirms that Comedy, Drama, and Music are the three categories currently leading the inventory performance.
5. To understand the customer behavior, the 599 customers and 108 countries were organized in 7 regions, according to geographical and cultural proximity.
6. The number of customers directly impacts the total sales per region.
7. For how long does the brand need to be known in the market to be considered mature?
8. Each region has defined genre preferences
9. There are few similarities between growing markets, common interest in DRAMA from North America, Latin America and Middle East.
10. Europe is a strong market, leading the sales of sports and animation; the two categories with the highest sales frequency.
11. The top 5 customers of Asia had lower Customers Lifetime Value than Europe customers. Making Europe region generating the best revenue at the moment. With fewer customers, less frequent, but bigger sales.
12. Africa and Latin America customers are very similar regarding CLV
13. Europe & Asia → Majority of customers and highest revenue (mature markets).
14. North America & Latin America → Balanced participation, strong genre preferences (Comedy, Drama, Music).
15. Middle East & Africa → Niche but growing markets, genre-driven (Drama, Action, Horror).
16. Oceania → Very small base (≈1% revenue) → potential to scale.
17. Customer: Average of sales and transaction frequency.
18. Analysis of Lifetime Value.
19. Focus marketing efforts and customer retention
20. Apply strategies to recognize customer Loyalty
21. Investment Plan for growing markets
22. *Europe & North America*: Top 5 customers are 9.9% and 10.4% of regional revenue.
23. These Markets of Interest have strong Genre preferences and high customer engagement, with significant revenue growth following Asia.

24. *Emerging regions*: High-value customers are fewer but can be leveraged for loyalty growth and genre-driven strategy
25. it's Sales are concentrated: Top 10 countries = 29% of global revenue ($31.8K of $61.3K).
26. A few high-value customers significantly boost revenue in key markets.
27. The Competition from Netflix & Amazon is strong, but Rockbuster has global reach & brand goodwill.

NEXT STEPS/RECOMMENDATIONS

1. Prioritize high-performing films in the online catalog.

2. Focus on Top 10 markets for launch & marketing campaigns.

3. Develop loyalty programs for high-LTV customers.

4. Differentiate online service via curated content & strong customer experience.

5. Adopt ongoing data-driven tracking (films, customers, markets).

Recommendations 4.0 minutes

Closing. Wrap up 2.30 minutes.
To conclude:

I hope this information is of value to your management decision team.
If you'd like to explore the interactive board, review the raw data, or have any questions, please send an email to marykane.col99@gmail.com, I will be happy to share more information with you.

Thank you for your time.