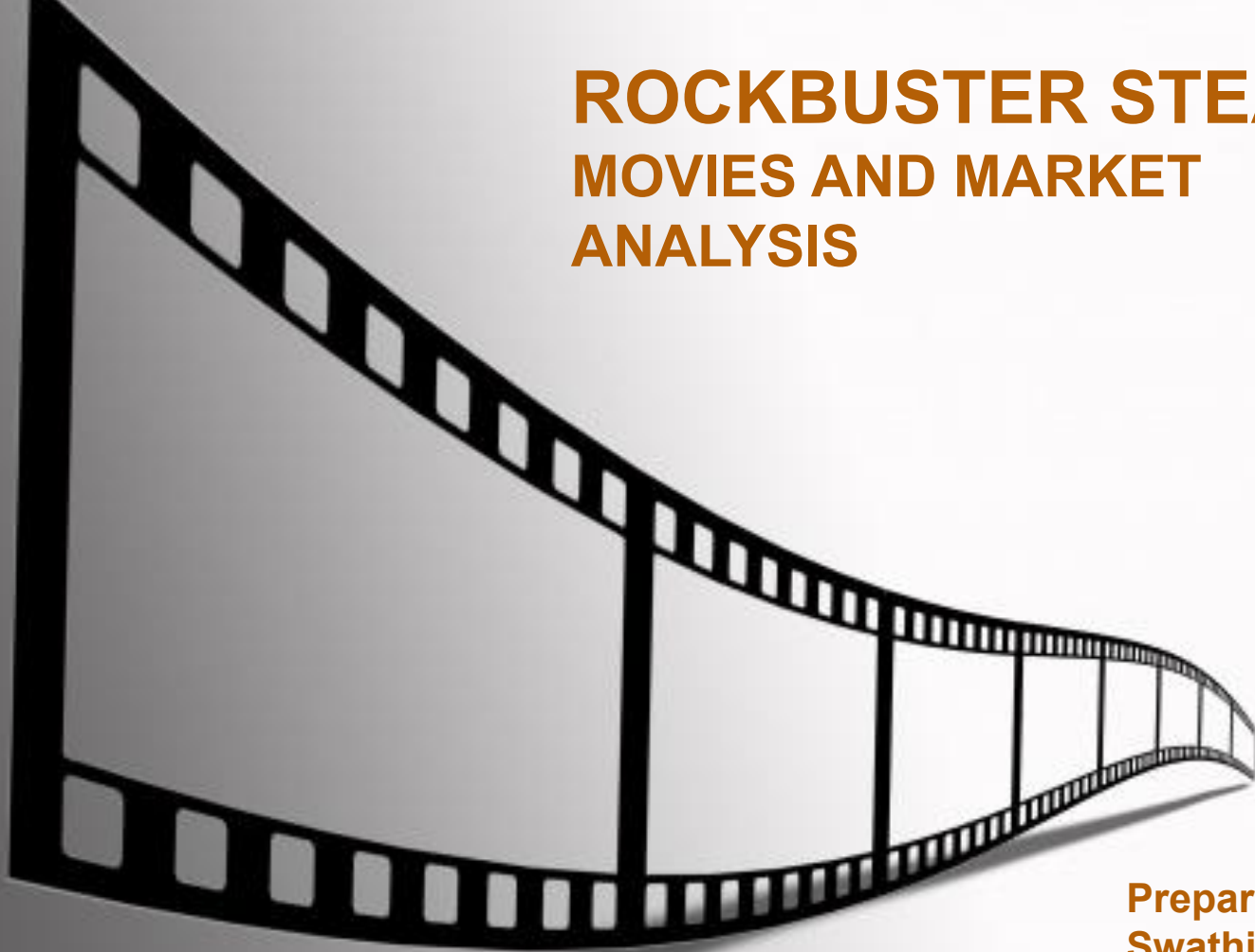


ROCKBUSTER STEALTH MOVIES AND MARKET ANALYSIS



Prepared by
Swathi Manne

MOTIVATIONS AND OBJECTIVES

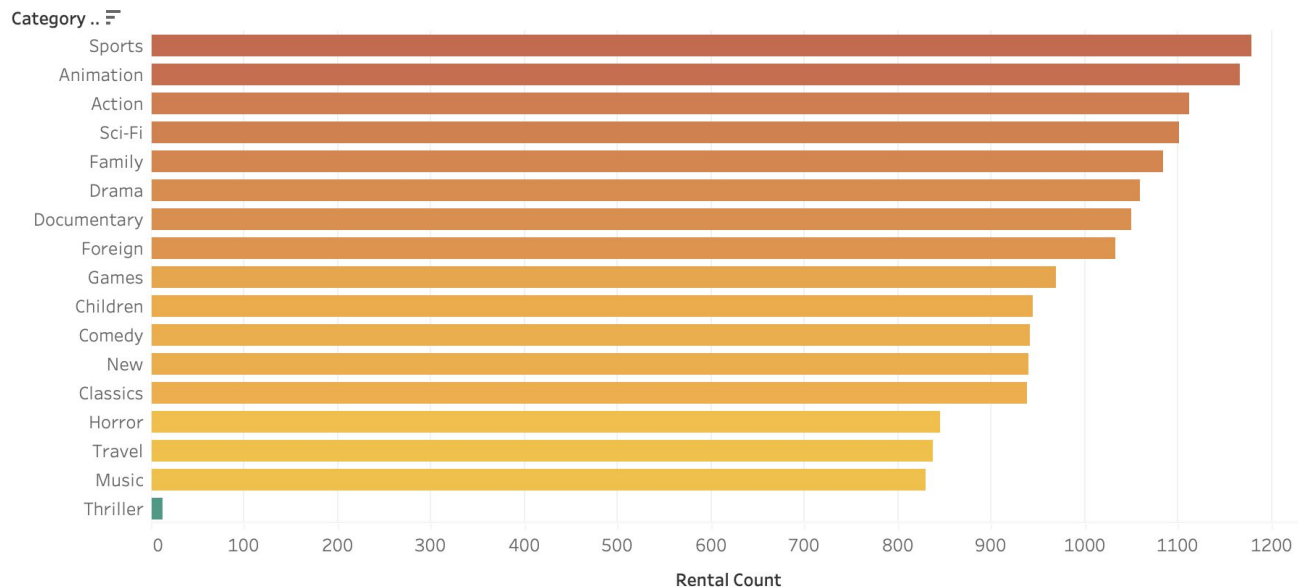
- Rockbuster's Stealth LLC intends to leverage its current movie licenses to introduce an online video rental service, thus ensuring its competitiveness.
- This analysis aims to identify the specific movies and regions that should be prioritized during the launch of the online platform.
- The Purpose of this Analysis:
 - ❑ Identify key factors surrounding Rockbusters customer base including its primary customer regions and regional revenue sources
 - ❑ Profile Rockbusters average consumer and identify its High Lifetime Value customers
 - ❑ Identify movie attributes that contributed the most/least to revenue gain

Key Questions

- Which genres contributed the most/least to revenue gain?
- What was the average sales by genre for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

TOP GENRES

GENRES RENTAL BY POPULARITY



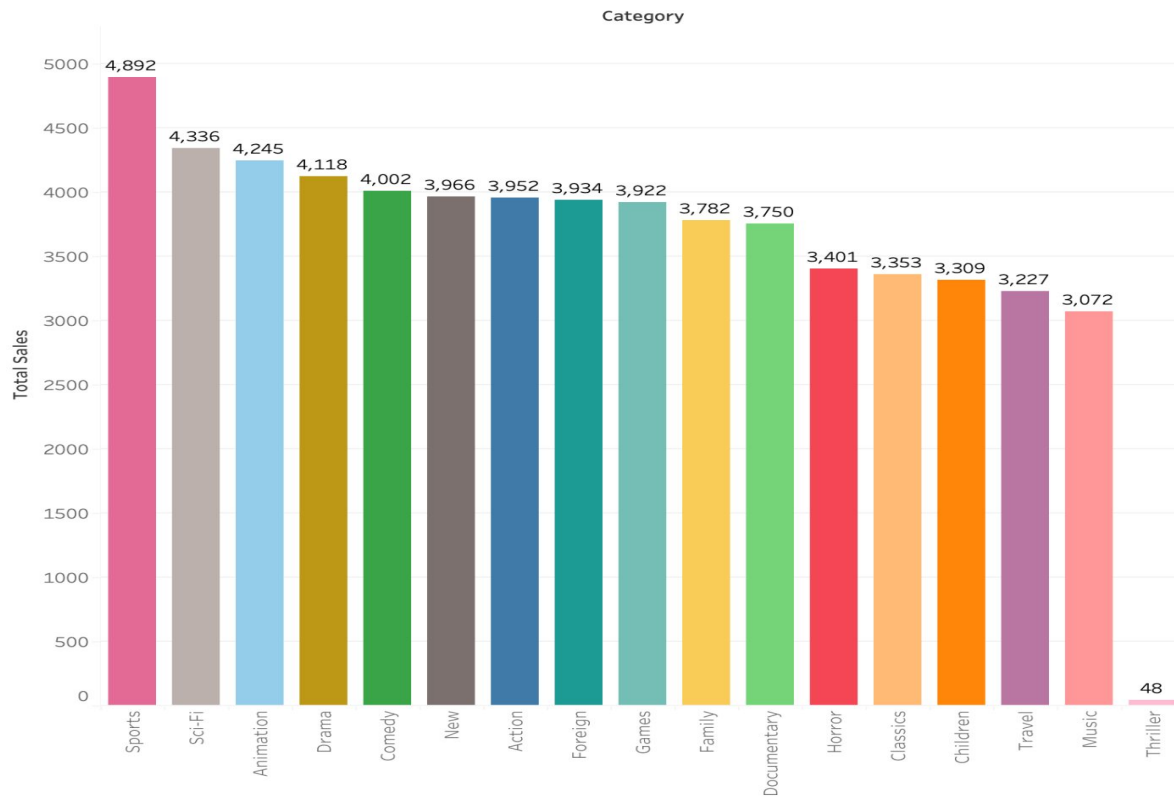
TOP 5 GENRES

- Sports
- Animation
- Action
- Sci-Fi
- Family

When compared to other genres, Thriller stands out to be the least popular category.

SALES BY GENRE

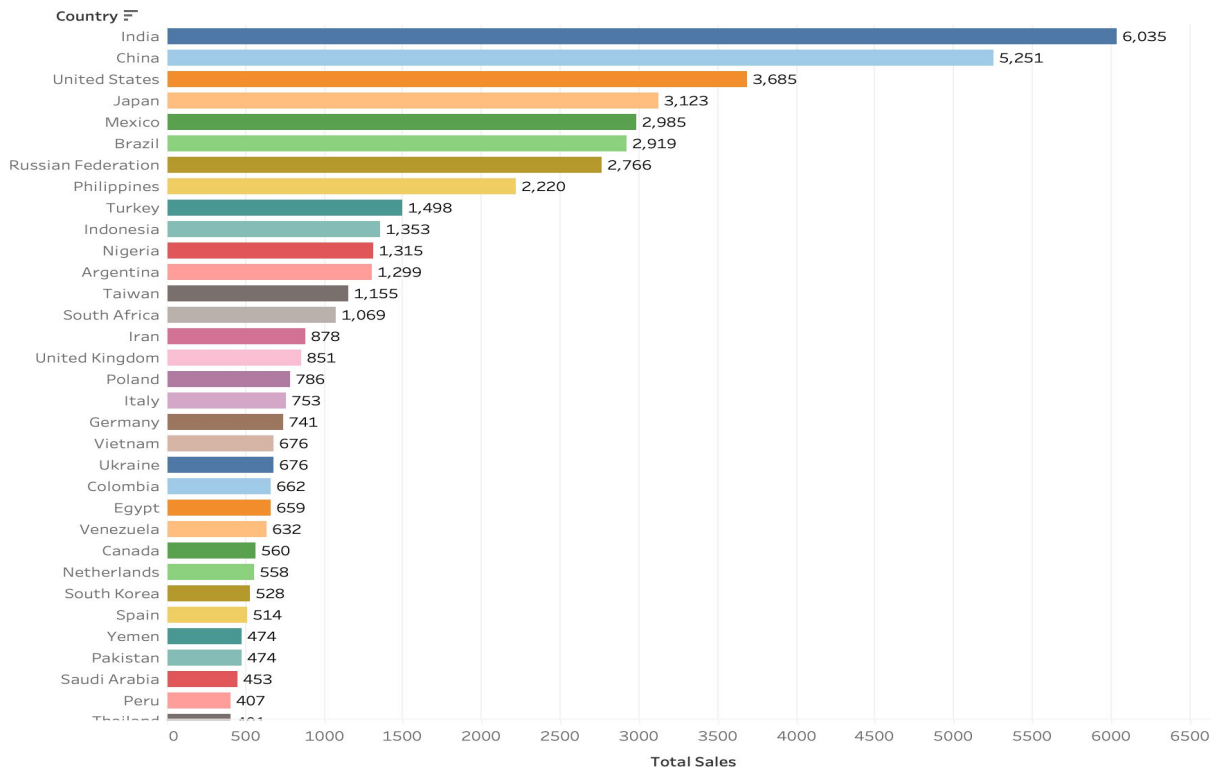
Sales by Genre



- Category
- Sports
 - Sci-Fi
 - Animation
 - Drama
 - Comedy
 - New
 - Action
 - Foreign
 - Games
 - Family
 - Documentary
 - Horror
 - Classics
 - Children
 - Travel
 - Music
 - Thriller

TOP COUNTRIES CUSTOMERS

COUNTRIES WITH MOST CUSTOMERS



Top 5 Countries

- India
- China
- United States
- Japan
- Mexico

LIFETIME VALUE CUSTOMERS

A Lifetime Value Customer is someone who not only values our products or services but also trusts our brand, forming a long-lasting and mutually beneficial relationship. They choose to stay with us, becoming loyal supporters to our sustained success and growth.

Rockbuster currently has 600 Registered Customers Globally and over 580 Active Customers

Rockbuster's LVC were selected from its top 10 grossing countries and the numbers shown reflect the expected lifetime amount loyal customers may spend on Rockbuster services

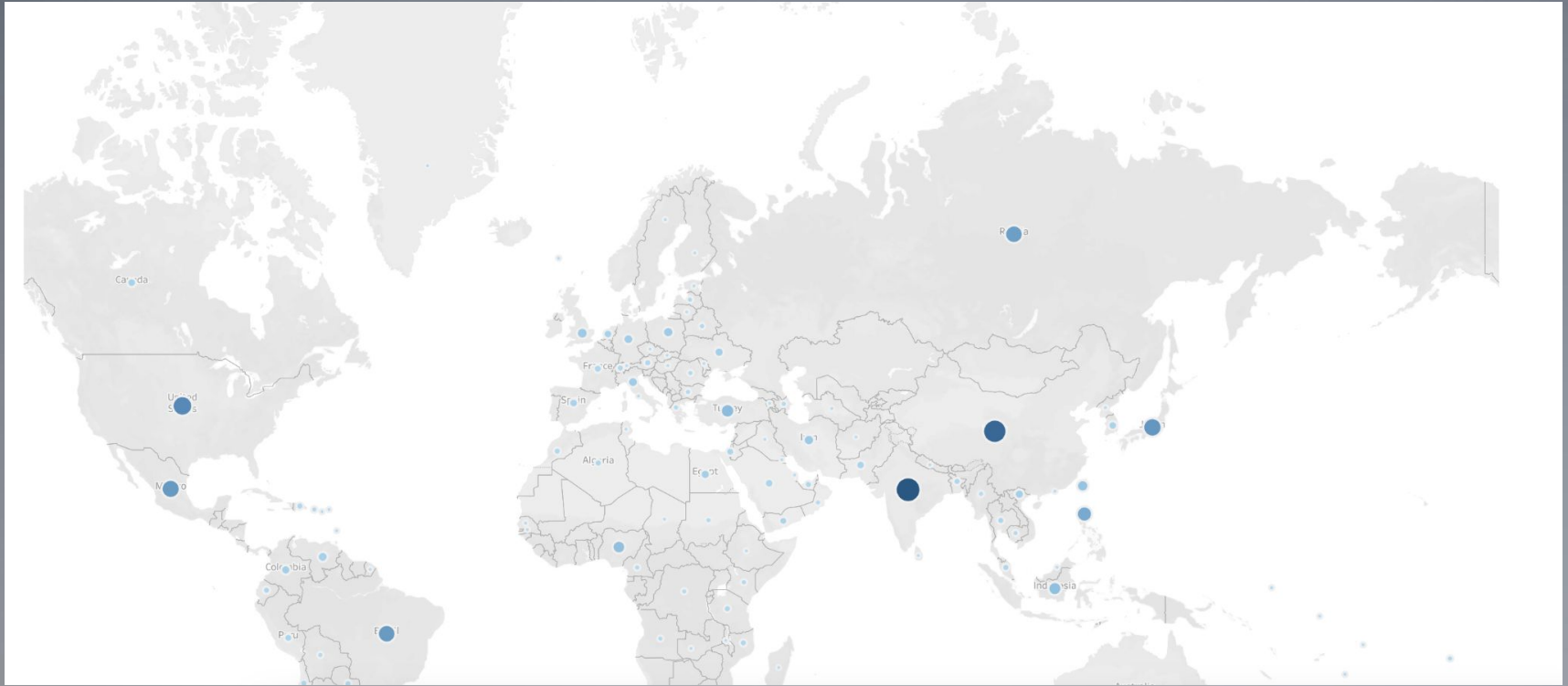
Top 10 Countries TOP FIVE Lifetime Value Customer Analysis

Customer ID	Country	City	
ID225	India	Ambattur	\$111.76
ID424	China	Shanwei	\$109.71
ID240	Japan	Iwaki	\$106.77
ID486	Mexico	Acua	\$100.77
ID537	United States	Aurora	\$98.76

Total Spent

\$98.76						\$111.76
---------	--	--	--	--	--	----------

Spatial Analysis



RECOMMENDATIONS

- To conduct a cost-benefit analysis by comparing each movie's licensing costs to the revenue it generates to determine which movies to remove from the inventory.
- In marketing the online platform, focus should be on the top 10 revenue generating countries.
- Additionally, to establish a rewards program targeting high-value customers is recommended.

CONCLUSIONS

- Rockbuster's sales reflects high demands for PG-13 movies and Sports movies which is supported by its current inventory. Further analysis is required to determine the impacts of other variables on Rockbuster sales.
- The Top 10 countries would be recommended to consider as primary regions for Rockbuster's planning operation as it ventures into online video rental services.

Tableau link -

https://public.tableau.com/views/Topcountriescustomers/Sheet2?:language=en-US&:display_count=n&:origin=viz_share_link

