

The background is split into two main sections. The left section is dark purple with a dense forest of vertical lines in shades of green, yellow, and purple. The right section is white with a thin red horizontal line. At the bottom, a wooden floor texture is visible.

ROCKBUSTER STEALTH

SQL RESULTS

AYSHA SAMSUDEEN

CONTENTS



Project Guideline



Critical business
questions



Market Analysis



Recommendations

PROJECT GUIDELINE

- Leverage existing movie licenses to create an online video rental service.
- Emphasize nostalgia and personalized experiences (curated collections, tailored recommendations).
- Attract both nostalgic users and movie enthusiasts seeking rare or niche content.
- Offer flexible pricing options: pay-per-view, subscriptions, and free content.
- Use strategic branding and exclusive titles to differentiate from competitors.
- Implement targeted marketing to drive customer acquisition.
- Include loyalty programs and seamless streaming to enhance long-term engagement and retention.
- Rockbuster utilizes these methods to stay relevant in the market.

CRITICAL QUESTIONS TO UNDERSTAND ROCKBUSTER SALES/MARKET SHARE:

- **What are the main countries and cities where Rockbuster customers are located?**
- **Which movies generated the highest and lowest revenue in the last 5 years?**
- **Who are the Top 10 customers with the highest purchasing power??**
- **What is the average rental duration and rental rates for all movies?**





WHAT ARE THE MAIN COUNTRIES WHERE ROCKBUSTER CUSTOMERS ARE LOCATED?

- Top 10 countries with highest customer based : India , China, United states, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey and Indonesia

Sheet 1

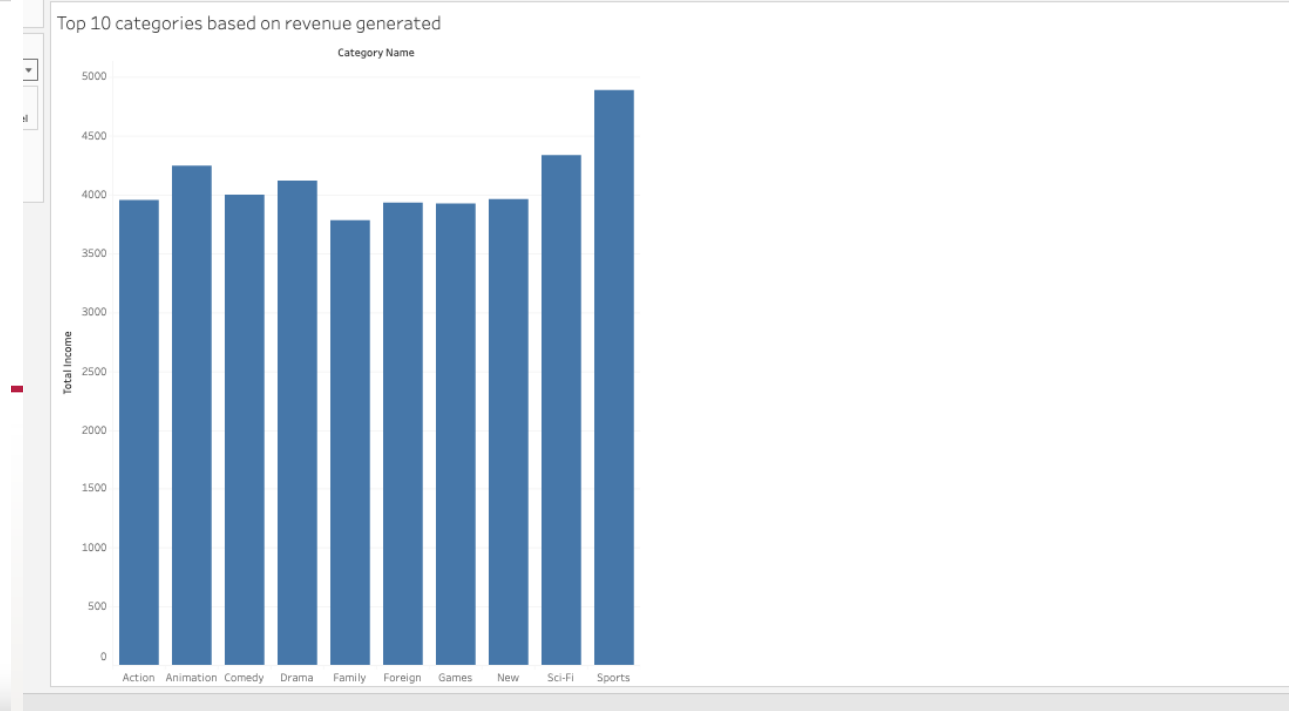
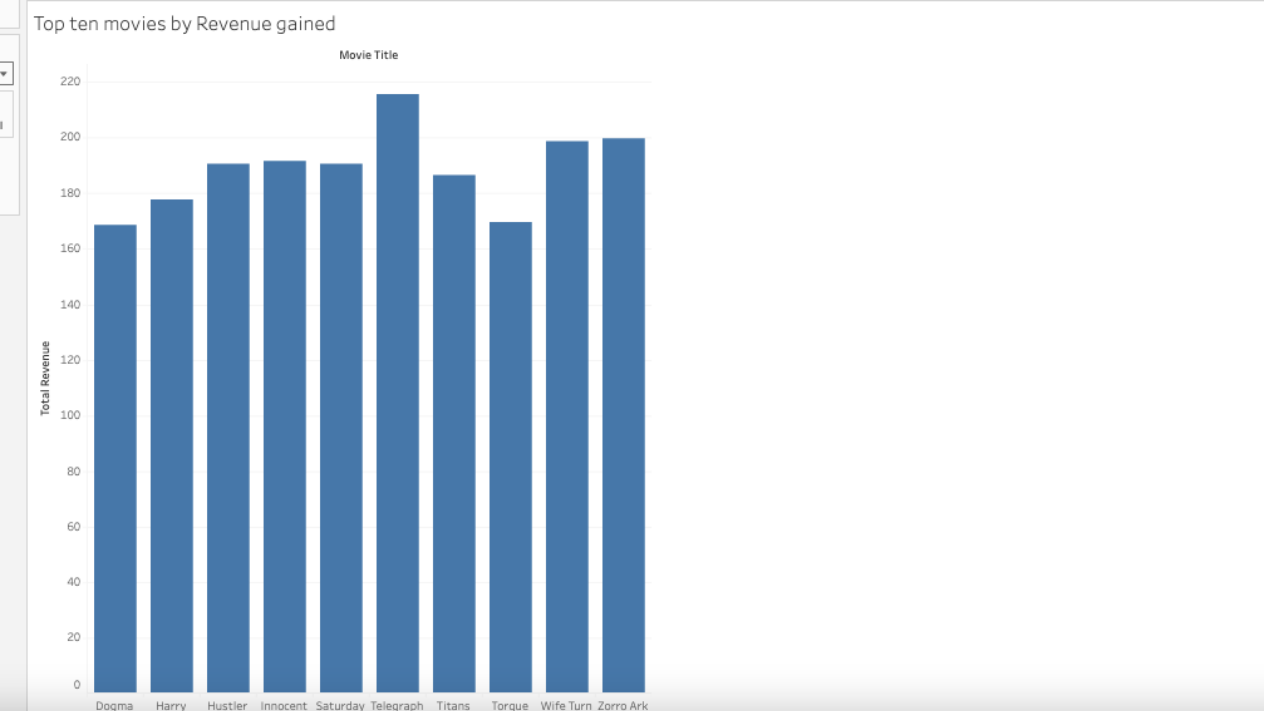


Country

- Brazil
- China
- India
- Indonesia
- Japan
- Mexico
- Russian Federation
- United States

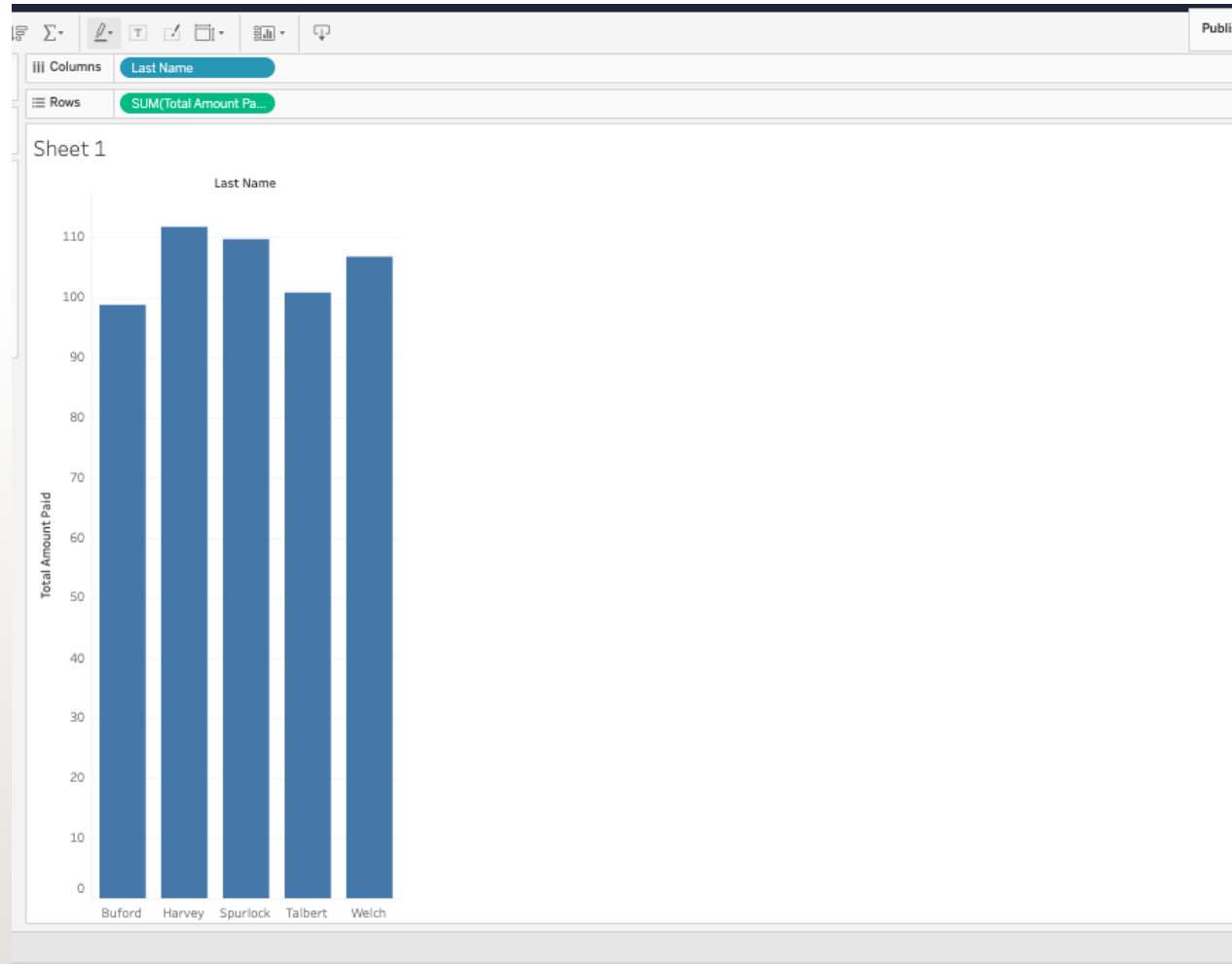
TOP 10 CITIES BY TOP 10 COUNTRIES:

https://public.tableau.com/app/profile/aysha.samsudeen/viz/Top10cities_17334631925420/Sheet1



**WHICH MOVIES
GENERATED THE
HIGHEST AND
LOWEST REVENUE IN
THE LAST 5 YEARS?**

- <https://public.tableau.com/app/profile/aysha.samsudeen/viz/Top10movietitle/Sheet1#1>
- <https://public.tableau.com/app/profile/aysha.samsudeen/viz/Top10categoriesbasedonrevenuegenerated/Sheet1#1>



**WHO ARE THE TOP 5
CUSTOMERS WITH
THE HIGHEST
PURCHASING?**

**HARVEY
SPURLOCK
WELCH
TALBERT
BUFORD**

WHAT IS THE AVERAGE RENTAL DURATION AND RENTAL RATES FOR ALL MOVIES?

	Rental Duration	Rental Rates
Average	4.98 days	2.98 days
Minimum	3	0.99
Maximum	7	4.99

RECOMMENDATIONS:

- Rockbuster Stealth has several categories they need to focus on to generate more revenue like Sports, Sci fi and Animation
- Customers can be rewarded in many ways apart from gift vouchers even by sending new product launches.
- Focusing on optimising maximum market share in India and China and figure out other market penetration tactics to grow in this part of the world.
- Rockbuster overall focus should be to generate and optimise customer interest and venture into potential new markets if market conditions are favourable.