

ROCKBUSTER DATA ANALYSIS

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PROJECT OVERVIEW

Company

Rockbuster is movie rental company, that wants to expand new online renting markets.

To increase company income by expanding new new opportunities for collaboration and partnership.

For this analysis we used the Rockbuster database, which includes information about compants profit, customer, films genres and its ratings and so on.

DATA OVERVIEW



1000 Films

Minimum

Maximum

Average



Film Length

46
mins

185
mins

115.2
mins



Rental Duration

5 days

7 days

3 days

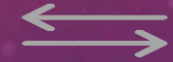


Rental Rate

\$0.99

\$4.99

\$2.98



Replacement Cost

\$9.99

\$29.99

\$19.98

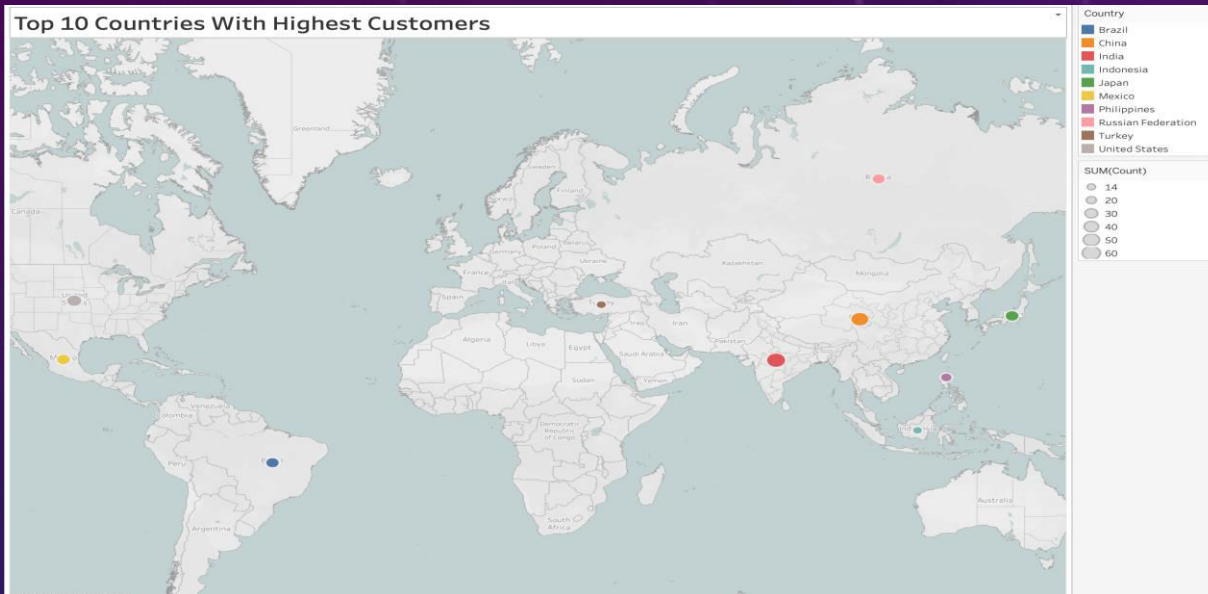
2 stores

599 customers

600 cities

109 countris

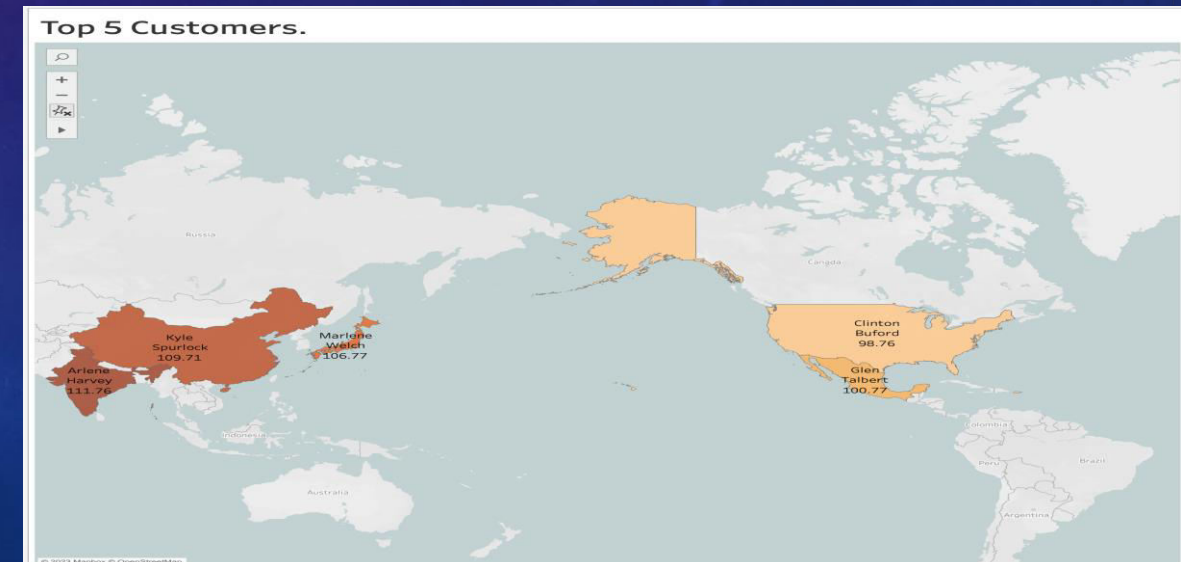
VISUALIZATION INSIGHTS



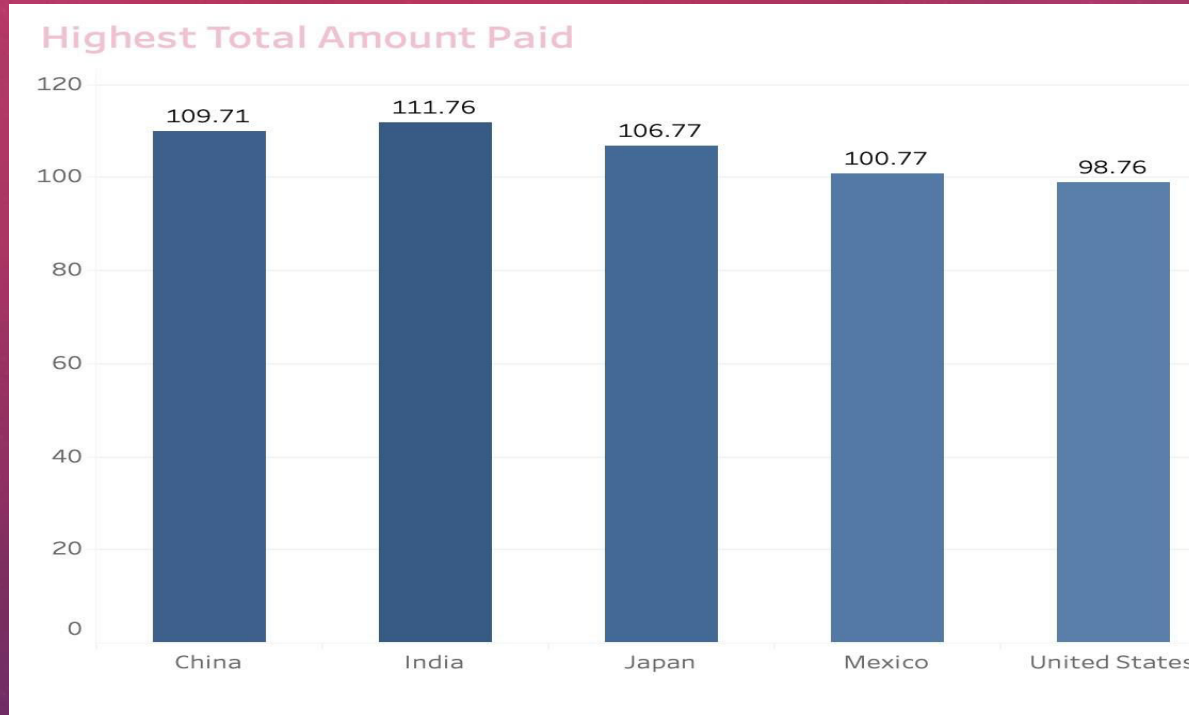
This map chart represents top 10 countries by number of Rockbuster customers:

BARAZIL, CHINA, INDIA, JAPAN, MAXICO, PHILIPPINES, RUSSIA, TURKEY, AND THE UNITED STATES.

The top 5 countries with the highest profit.

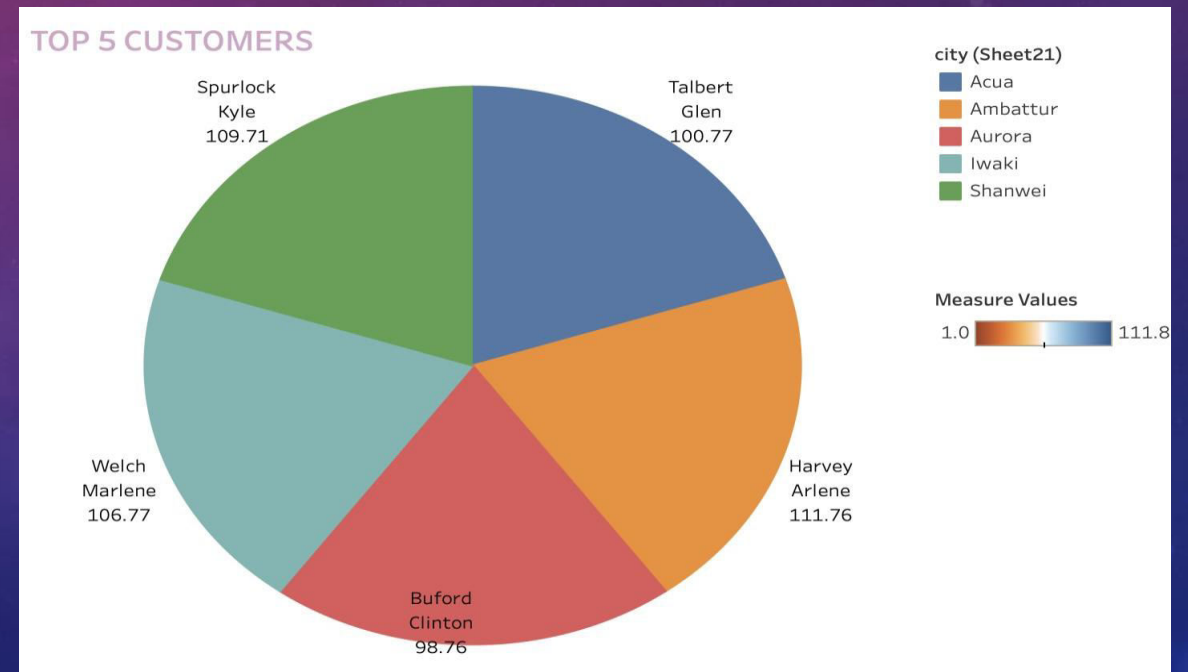


VISUALIZATION INSIGHTS



This bar graph displays the revenue by country.

This pie chart shows top 5 Rockbuster customers and in which countries they are based.



A background image showing a business meeting. A man in a suit and tie is on the left, and a woman in a dark blazer is on the right, gesturing with her hand. They are looking at a tablet computer held by someone in the foreground. A white coffee cup is also visible on the table.

RECOMMENDATIONS

Diverse Film Collection: Offer a vast and diverse collection of films spanning different genres, languages, and eras. Cater to various tastes and preferences, ensuring there's something for everyone.

Focus on customer service. Happy customers are key to the success of any business.

Expand new Markets. Focus sales efforts in geographical regions with high customer number and revenue (USA, Asia).

User-Friendly Website and App: Develop a user-friendly and intuitive website and mobile app that makes browsing, searching, and renting films a seamless experience. Ensure the interface is responsive, visually appealing, and easy to navigate.

Network. Attending industry events and conferences, joining professional organizations, and actively seeking out opportunities to meet and connect with others in your industry can all help you identify potential partners, customers and sources of funding. Networking can also help you stay up-to-date on industry trends and developments, and it can open up new opportunities for collaboration and partnership.

Be adaptable. The business landscape is constantly changing, and it's important to be flexible and open to new ideas and approaches.

RECOMMENDATIONS

High-Quality Streaming: Invest in robust streaming technology to deliver high-quality video and audio experiences. Smooth playback without buffering issues is crucial for customer satisfaction.

Customer Reviews and Ratings: Integrate a review and rating system for films, allowing users to share their opinions. This adds credibility and helps users make informed choices.

Social Engagement: Utilize social media platforms to engage with your audience. Conduct film-related discussions, contests, and interactive events to build a sense of community around your platform.

Data Security and Privacy: Assure users of their data security and privacy. Implement strong encryption, secure payment gateways, and transparent data usage policies.





Thank you!