

ROCKBUSTER STEALTH DATA ANALYSIS PROJECT

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Key Questions

+ WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

+ WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?

+ DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?

+ WHAT'S THE MOST PREFERRED GENRE?

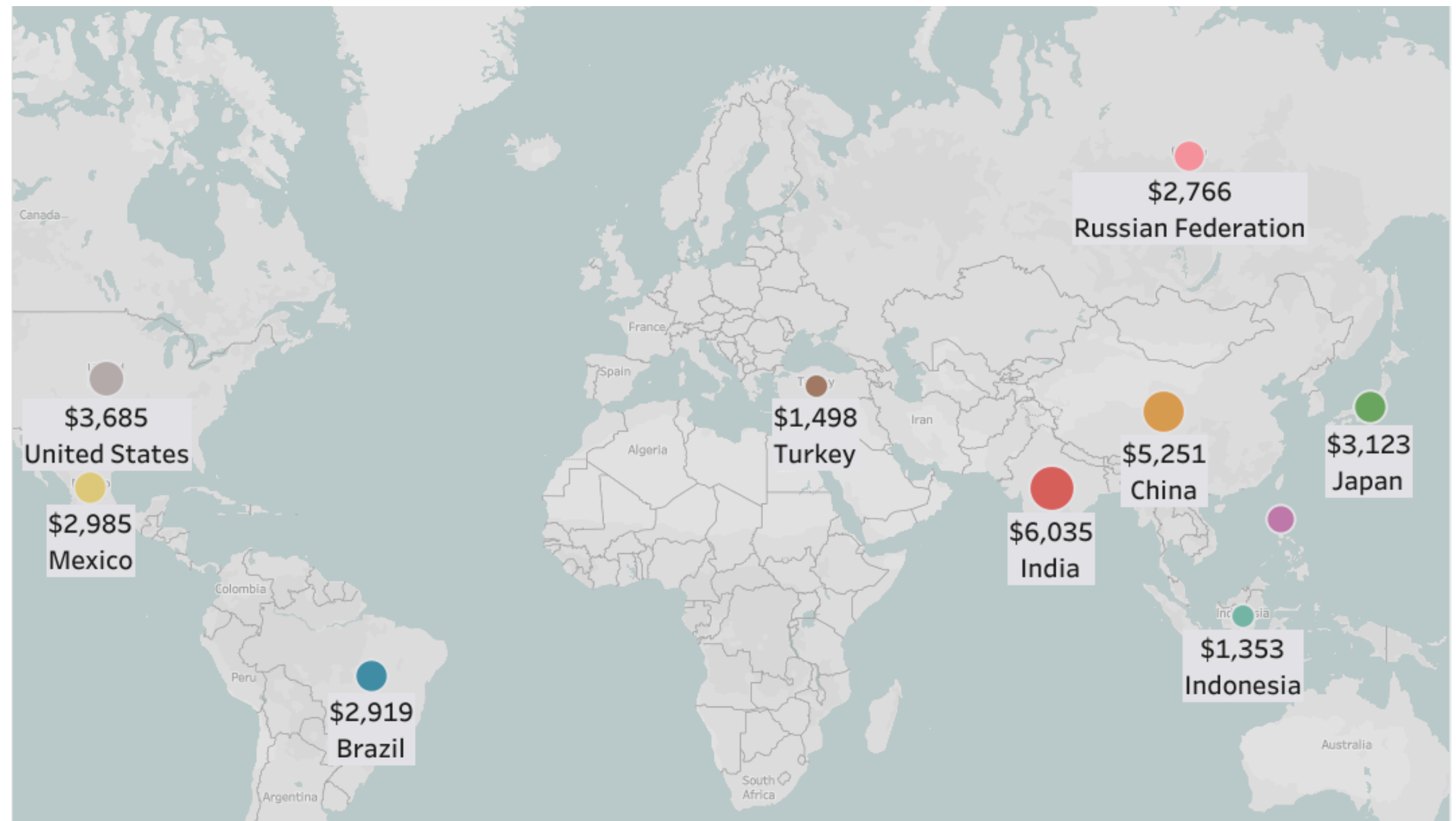
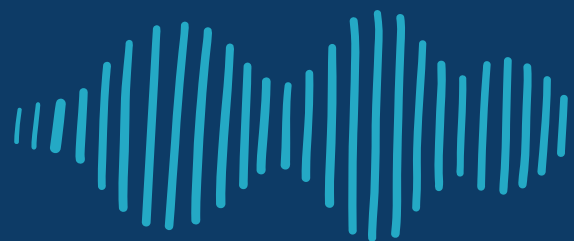
+ WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?



WHICH COUNTRY HAS THE HIGHEST LIFETIME VALUE ?

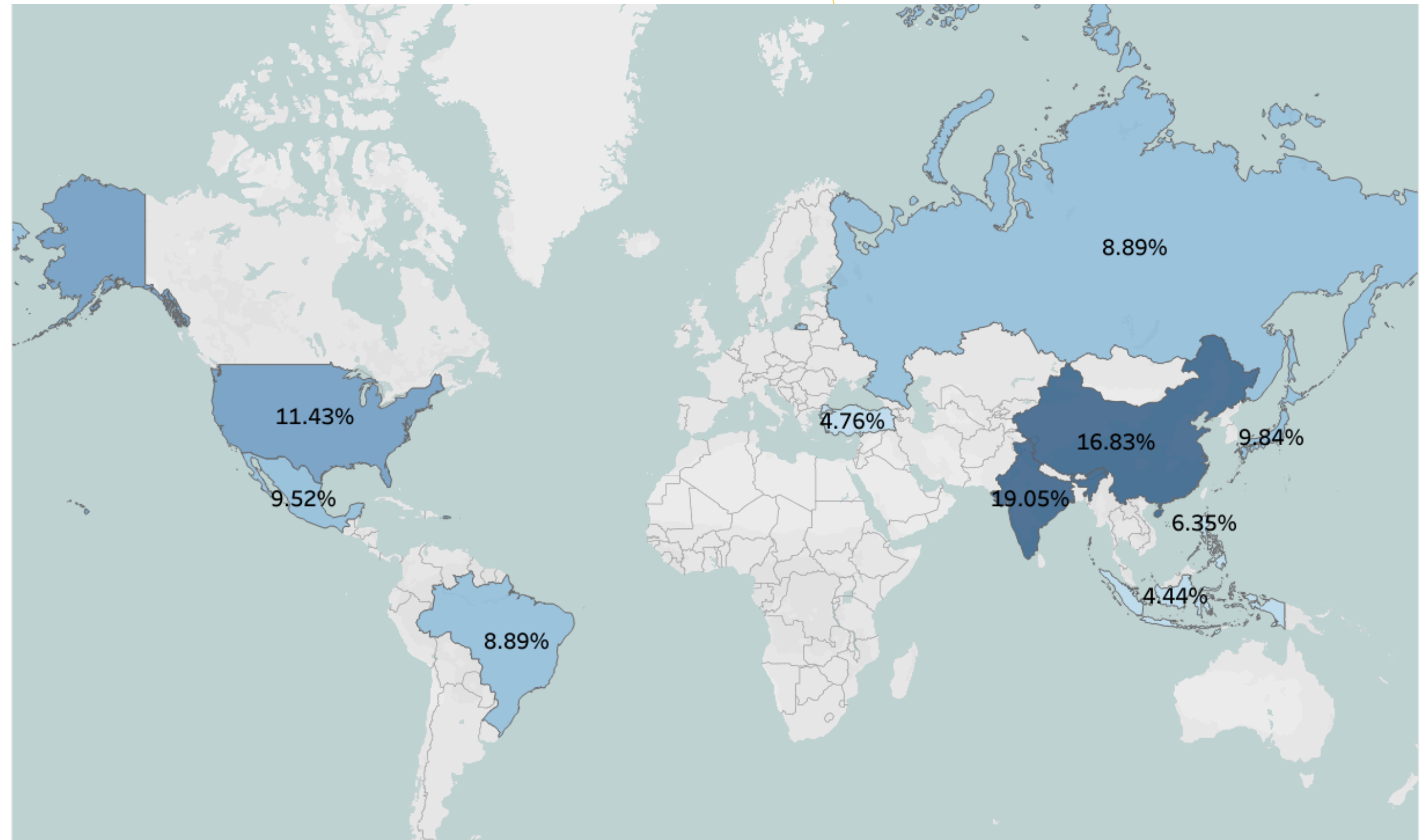
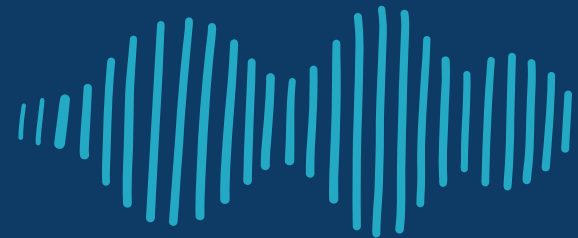


- Rental prices range from \$0.99 to \$4.99, with an average of \$2.98
- India has the highest LTV at \$6,035.
- China follows closely with an LTV of \$5,251.




WHICH ARE THE TOP 10 COUNTRIES ROCKBUSTER CUSTOMERS ARE BASED IN?

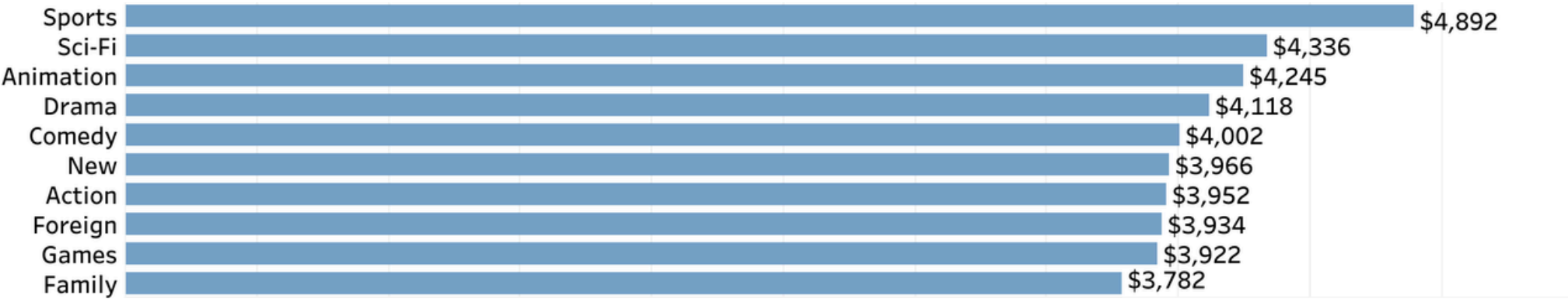
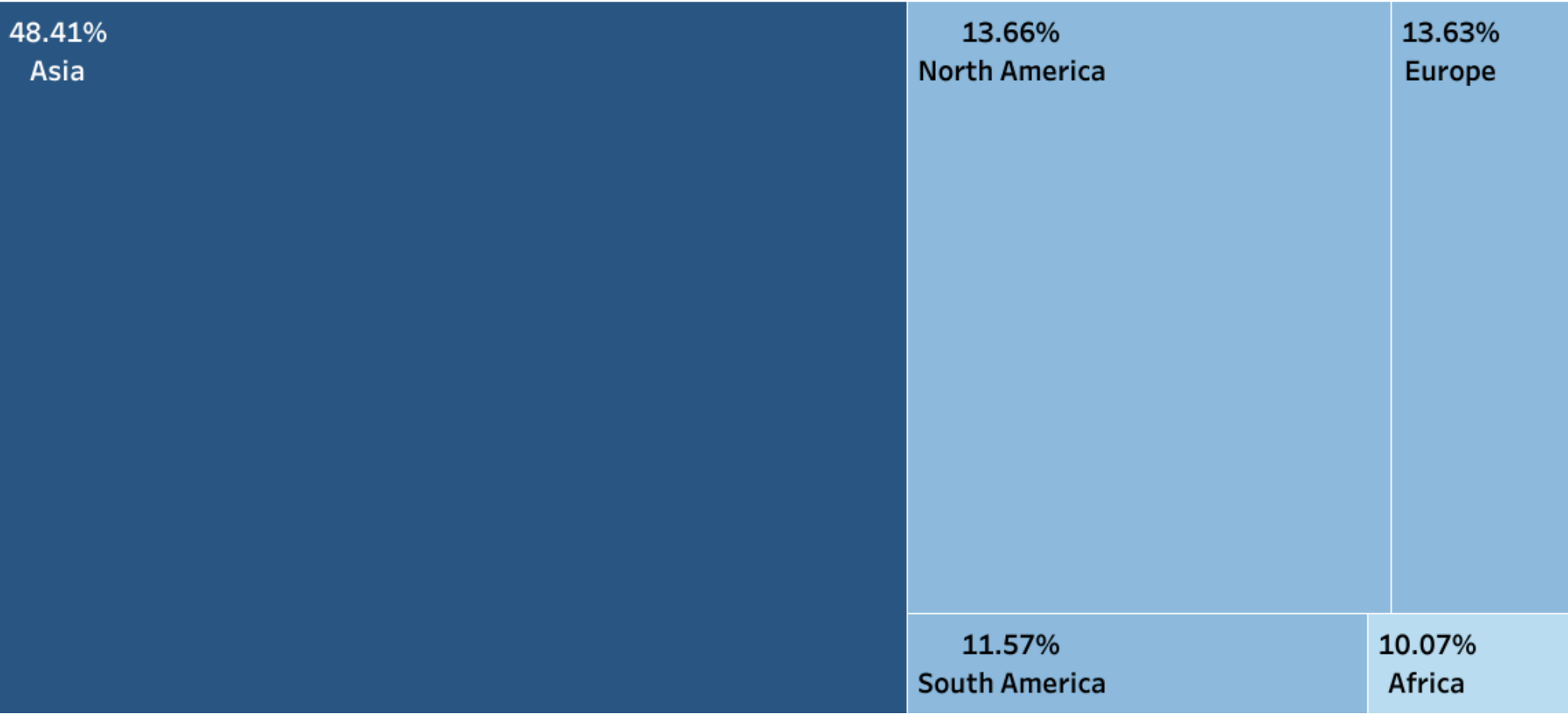
- Out of the 599 customers, India has the highest percentage of Rockbuster customers at 19.05%.
- China follows closely with 16.83%.



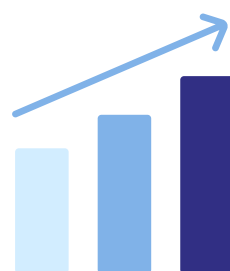
DO SALES FIGURES VARY
BETWEEN GEOGRAPHIC
REGIONS, RATINGS &
GENRE?

Asia accounts for almost half of the total revenue, while Oceania and the Middle East contribute the least. Sports genre revenue reaches \$4,892, with PG-13 films leading the way, generating 3,585 rentals.

	
PG-13	3,585
NC-17	3,293
PG	3,212
R	3,181
G	2,773



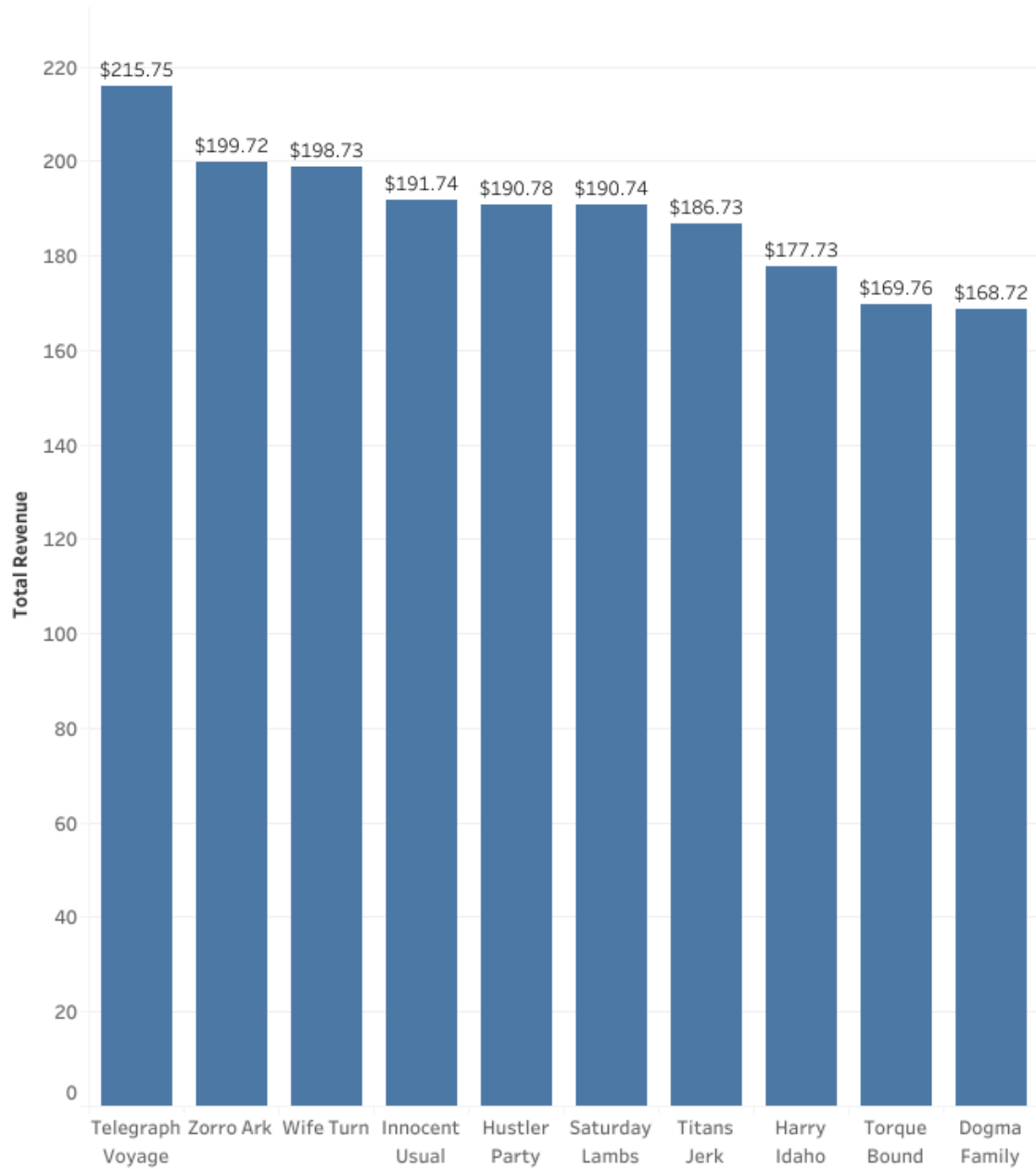
WHICH MOVIES
CONTRIBUTED
MOST & LEAST TO
REVENUE GAIN?



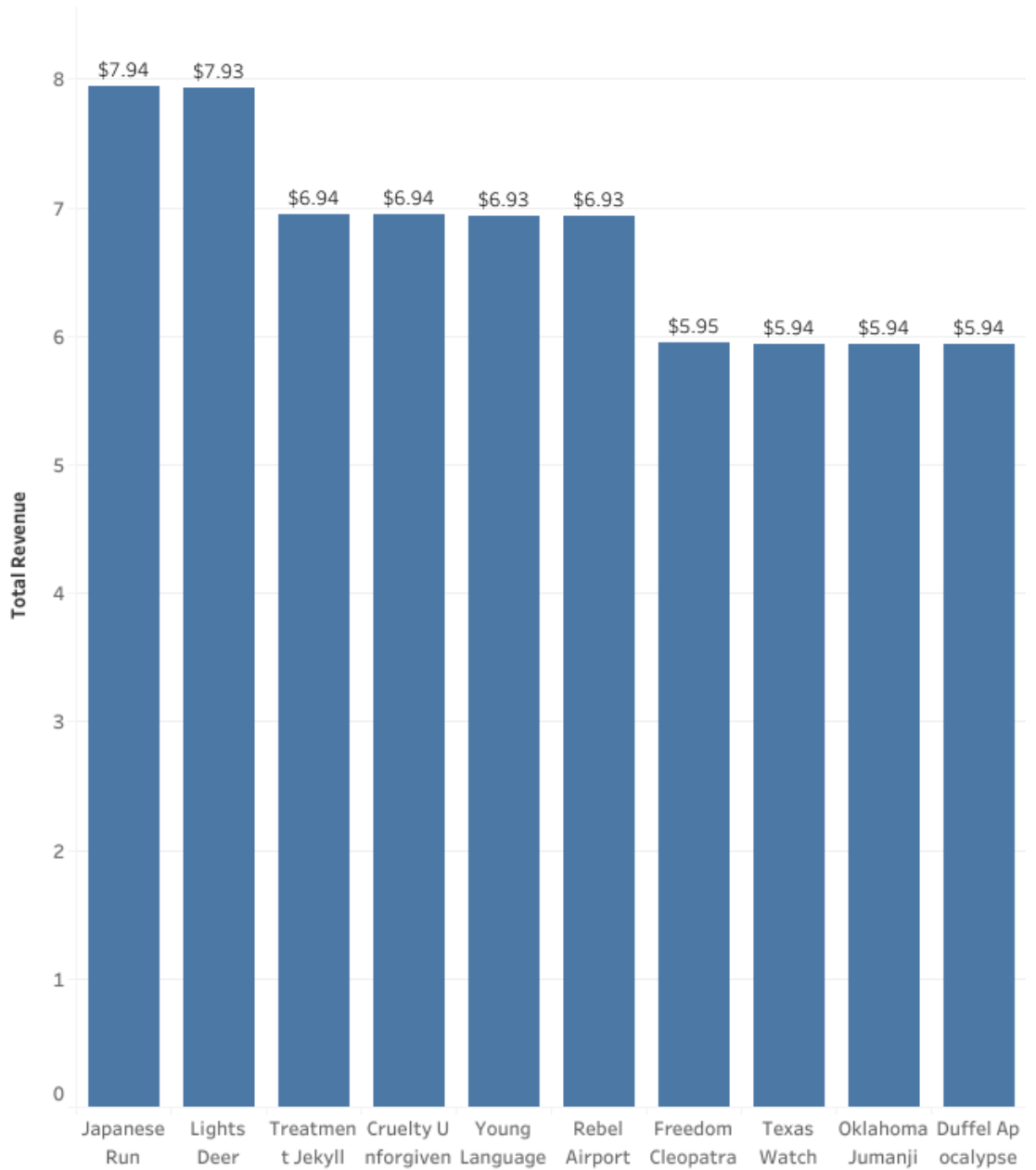
Average rental duration of films is 5 days.
Rockbuster database includes 1000 films.



Which Movies contributed the most to Revenue Gain?



Which Movies contributed the least to Revenue Gain?





Strategic Focus



Create targeted campaigns for Indian and Chinese customers to further increase their lifetime value. Consider offering subscription-based pricing models, especially in regions with high LTV, to lock in recurring revenue. Experiment with dynamic pricing based on movie demand.



Sports and PG-13 movies are in high demand, consider offering them as premium content to maximize revenue from popular categories and focus on acquiring more content in these top-performing categories to increase engagement and customer satisfaction.



Explore targeted expansion strategies for Oceania and the Middle East through localized content, promotions, or partnerships with local service providers. Conduct thorough research to understand regional preferences and trends, tailoring content and promotions accordingly.

NEW ONLINE SERVICE RECOMMENDATIONS



Implement algorithms to recommend movies based on rental history, helping users discover new titles they might enjoy.



Design a clean, intuitive interface that allows easy browsing of categories, ratings, and new releases.



Consider offering subscription plans that allow users unlimited rentals for a fixed monthly fee, appealing to film enthusiasts.



Questions? Let's discuss your thoughts!

