



Data Analysis for Rockbuster Stealth's Online Video Rental Service

Informing Strategy for Growth and Success



INTRODUCTION

- **Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.**
- **Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.**

KEY QUESTIONS

WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?

WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?

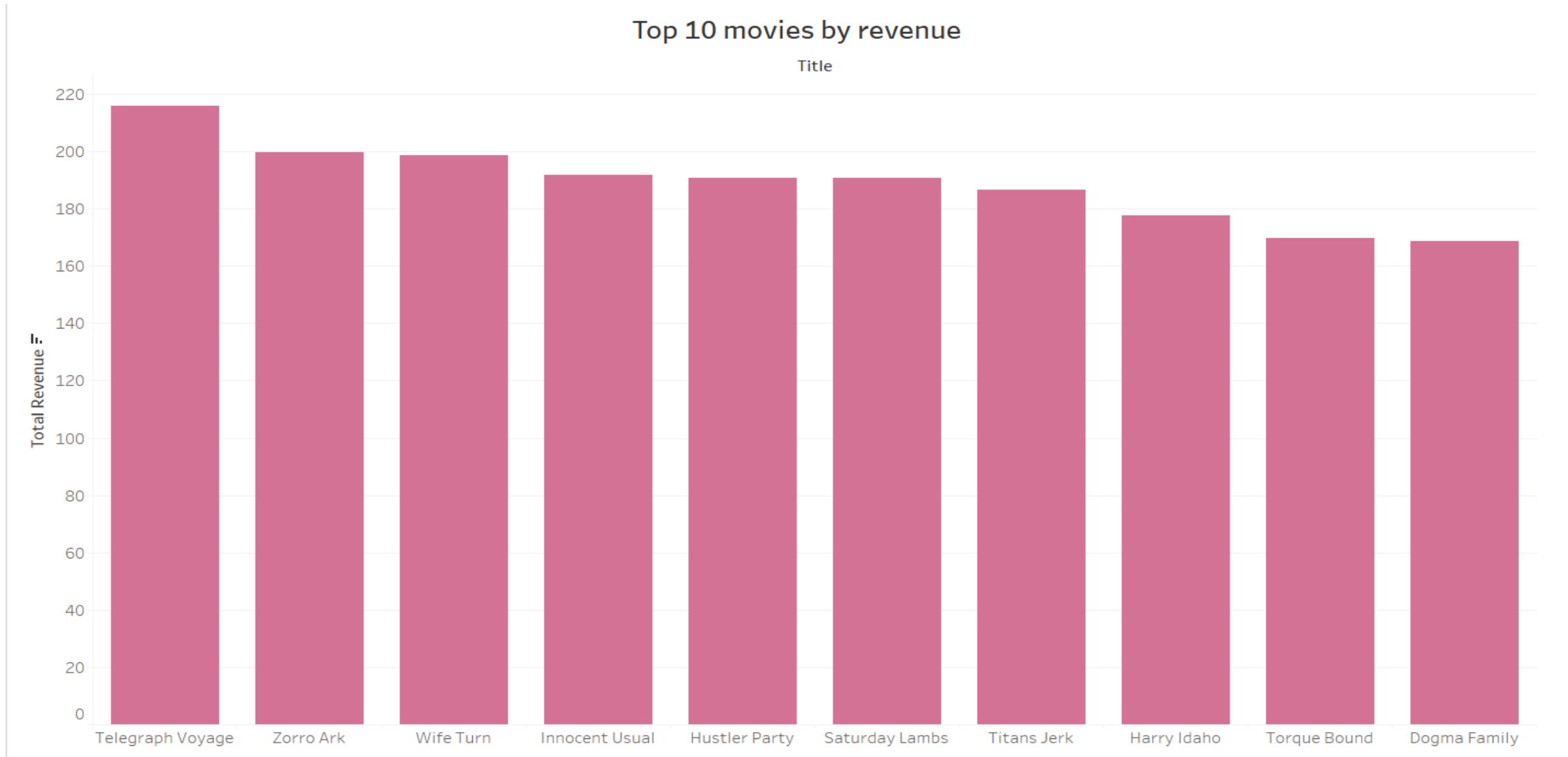
WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?

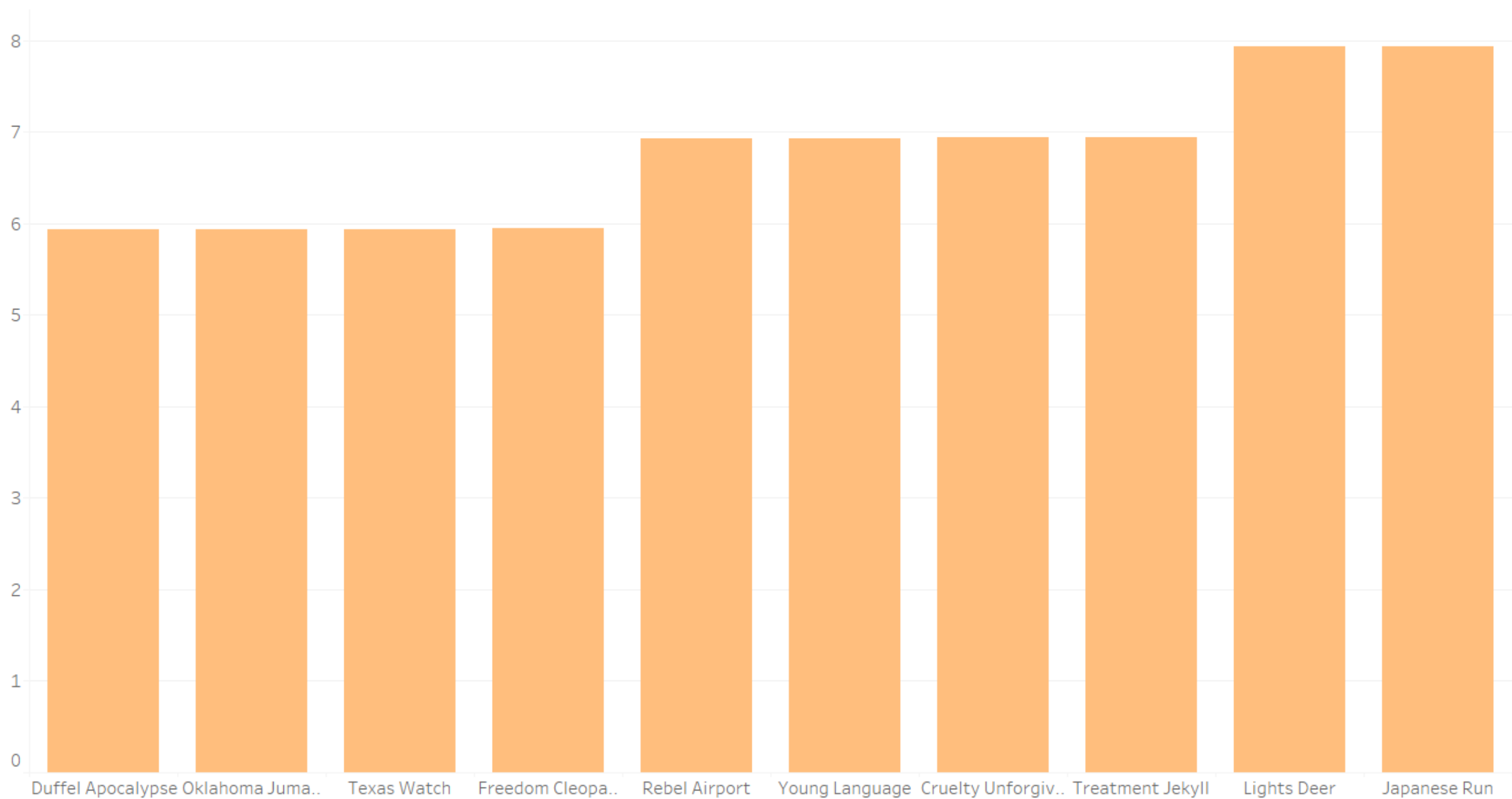
Descriptive Analysis

Film	Minimum	Maximum	Average
Rental Duration	3	7	5
Rental Rate	0.99	4.99	2.98
Length	46	185	115.27
Replacement Cost	9.99	29.99	19.98

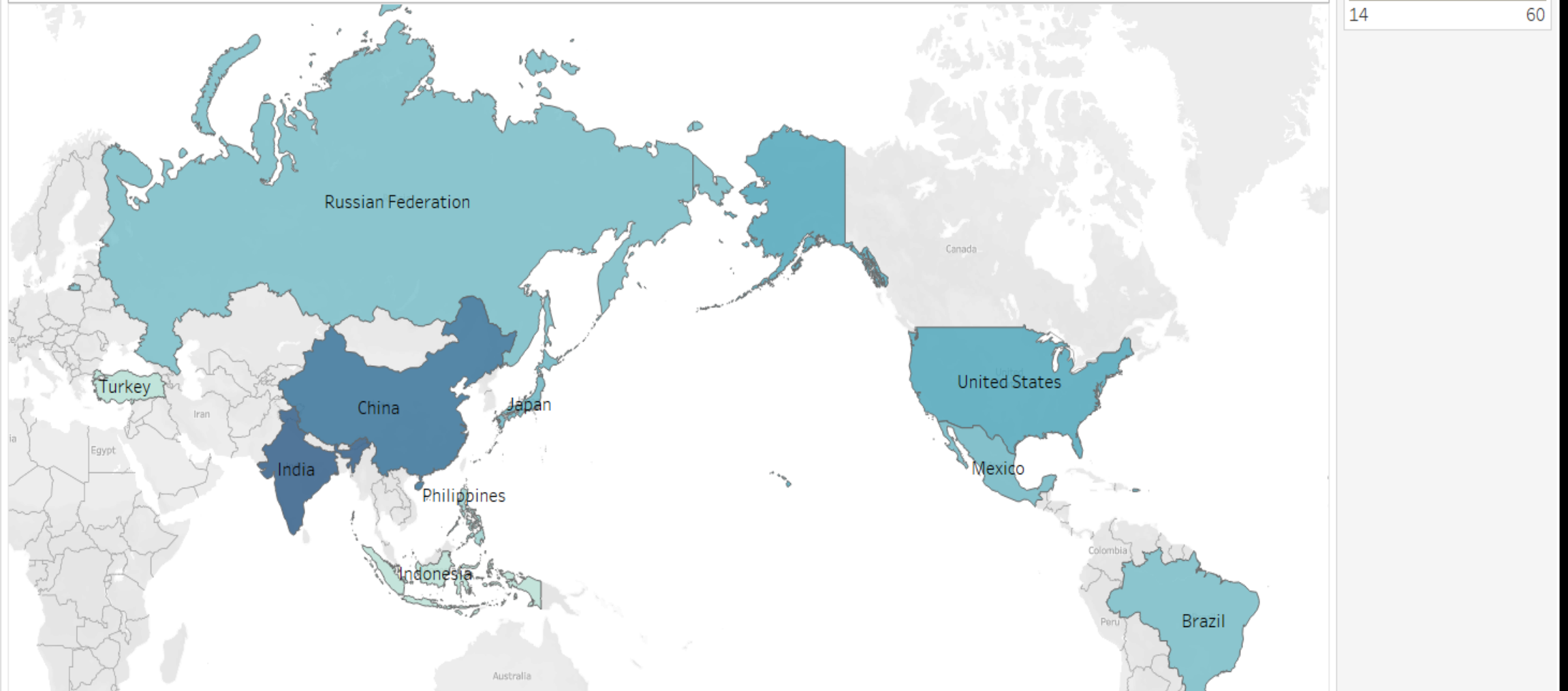
Revenue contribution by films



Bottom 10 movies contributed least to revenue

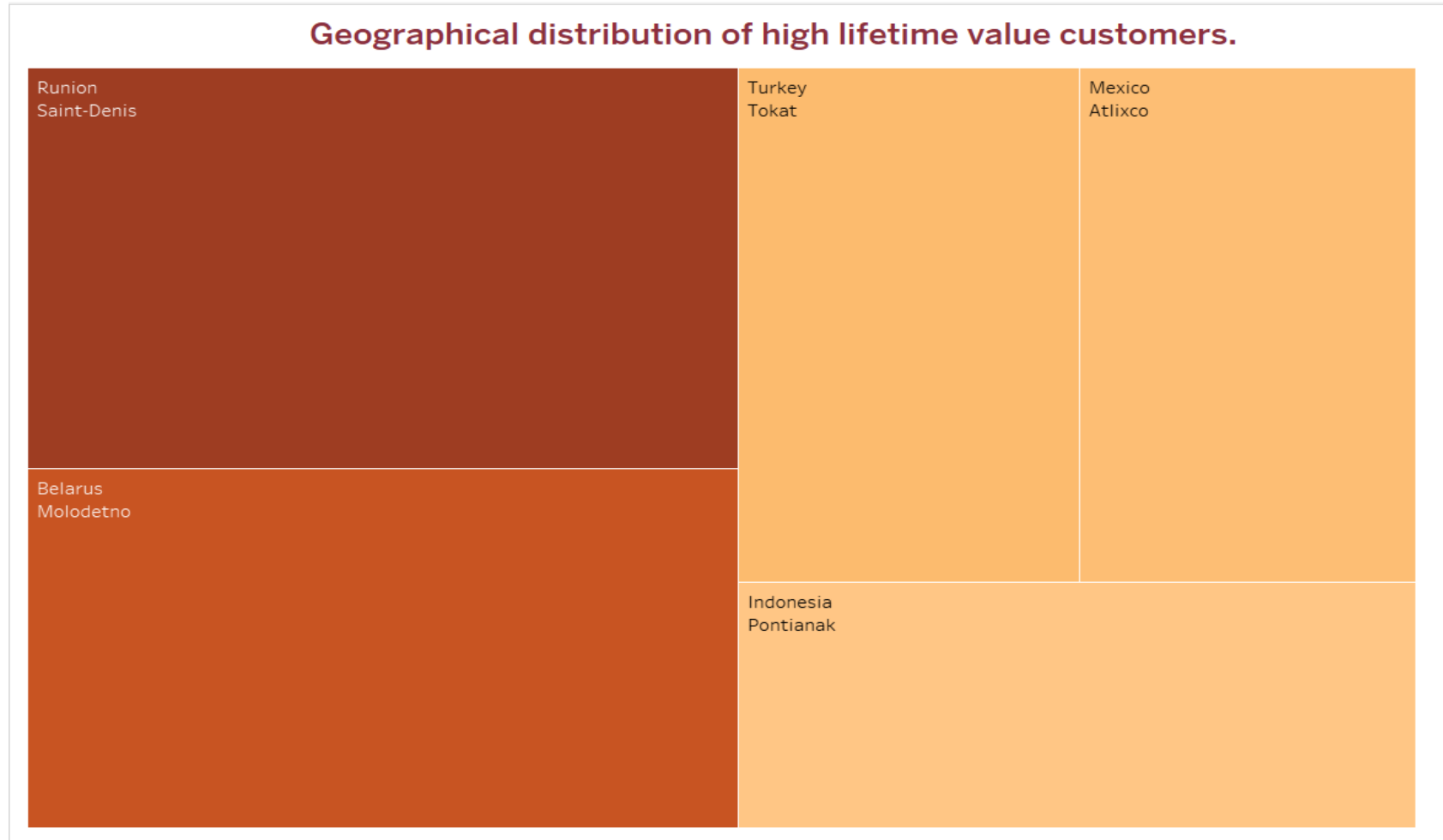


Distribution of Top customers by country



Top customer Locations

High Lifetime Value Customers



Do sales vary between geographical regions?





Tableau Link
[Click Here](#)

Conclusion



Top Revenue-Generating Films: The analysis identified the top 10 revenue-generating films for Rockbuster Stealth. These films contribute significantly to the company's overall revenue and are important assets in the movie rental catalog.



Customer Count and Geographic Distribution: By incorporating customer count and geographic distribution into the analysis, we gain a holistic understanding of the revenue landscape. This allows us to identify regions with high customer engagement and tailor marketing efforts accordingly.



Optimization Opportunities: The insights from the analysis provide opportunities for optimization in inventory management and marketing campaigns. By focusing on top-performing films and regions with high customer engagement, Rockbuster Stealth can allocate resources more effectively and enhance profitability.

Recommendations

Optimize Movie Selection: Based on the top-performing movies identified in the analysis, recommend optimizing the movie selection for the online video rental service. Focus on licensing agreements and content curation strategies to maximize revenue.

Personalize Marketing Efforts: Use customer location data to personalize marketing efforts and target key geographic regions with tailored promotional campaigns. Leverage insights on high lifetime value customers to enhance retention strategies.

Expand Geographic Reach: Explore opportunities to expand Rockbuster Stealth's geographic reach based on regional sales variations. Consider entering new markets or strengthening presence in existing markets with high growth potential.

Invest in Customer Insights: Invest in customer analytics capabilities to gain deeper insights into customer behavior and preferences. Use data-driven insights to continuously optimize the online video rental service and drive customer satisfaction.

Monitor Performance Metrics: Establish key performance indicators (KPIs) to monitor the success of the online video rental service launch. Track metrics such as customer acquisition, retention, and revenue generation to measure performance and make data-driven adjustments as needed.

Continuously Analyze Data: Implement a culture of data-driven decision-making within Rockbuster Stealth by continuously analyzing data and deriving actionable insights. Encourage cross-functional collaboration and knowledge sharing to leverage data across departments.



Thank you

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