

Rockbuster Stealth Data Analysis

Key Insights and Recommendations

Sudeep Kumar Gopathi

Exercise – 3.10

Introduction

"Rockbuster Stealth LLC is transitioning from a physical movie rental company to an online video rental service. This presentation will cover key data insights to inform our launch strategy and competitive positioning."

"We will analyze various business metrics, including customer distribution, rental patterns, and revenue contributions to guide strategic decisions."

Key Questions and Objectives

Which movies
contributed the
most/least to revenue?

Which countries are
Rockbuster customers
based in?

Where are high-value
customers located?

Do sales figures vary
between geographic
regions?

Data Analysis Approach

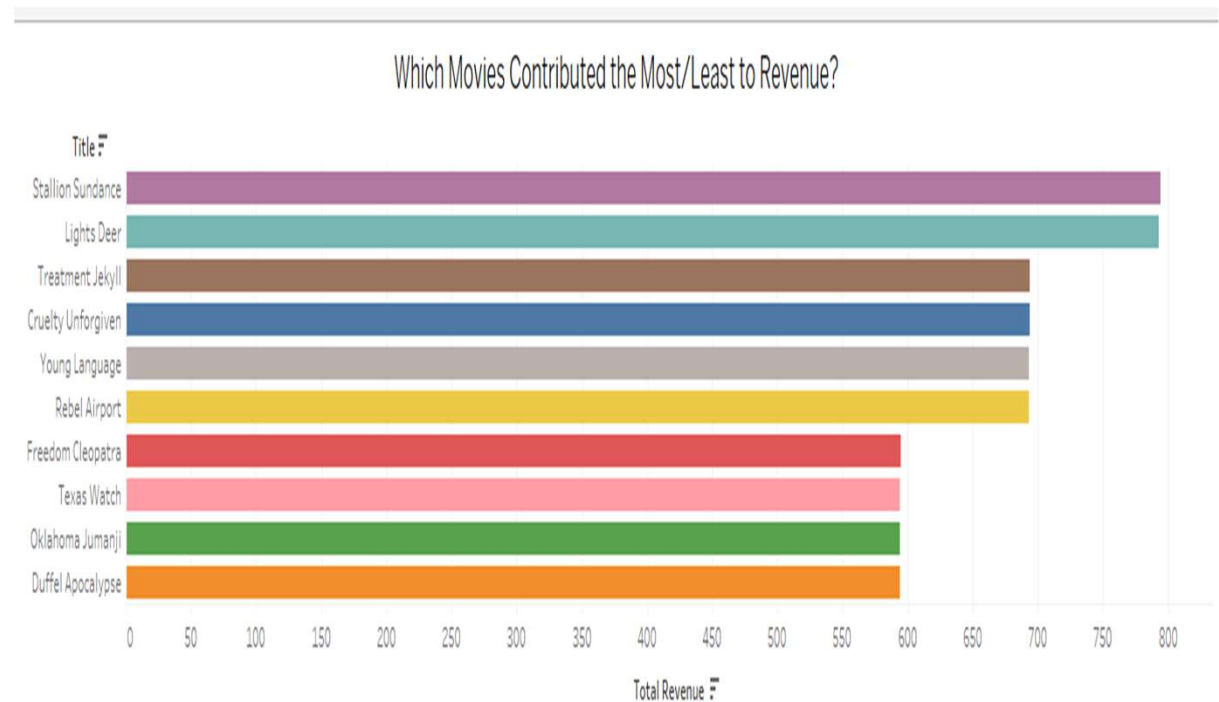
- The analysis involved loading data into PostgreSQL and performing various SQL queries.
- We used exploratory data analysis (EDA) to uncover patterns and insights.
- Data visualizations were created using Tableau Public to present findings effectively.

Which Movies Contributed the Most/Least to Revenue?

- We analyzed rental revenue by movie to identify top and bottom performers.
- This helps in optimizing the movie catalog for better financial performance.

[Link:](#)

[Which Movies Contributed the Most/Least to Revenue? | Tableau Public](#)

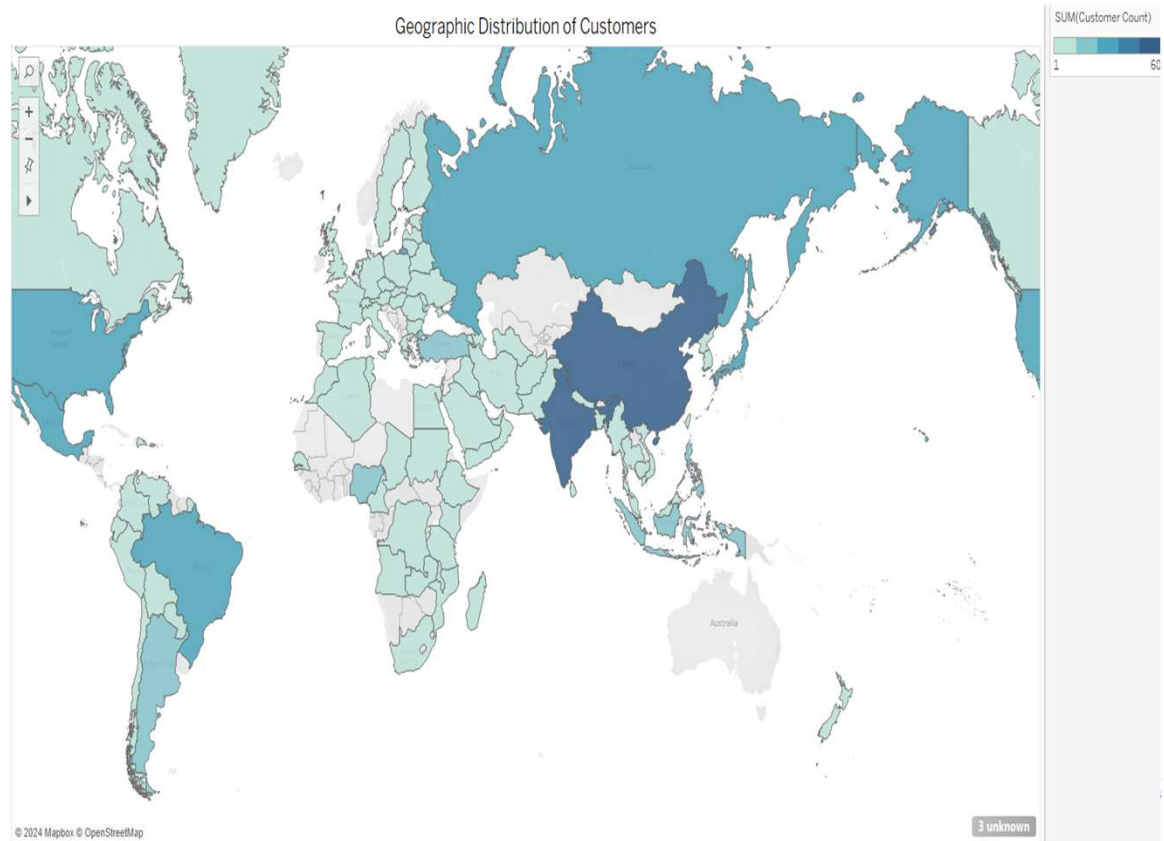


Geographic Distribution of Customers

- We analyzed customer distribution across different countries.
- This insight is crucial for targeted marketing and service expansion.

Link:

[Geographic Distribution of Customers | Tableau Public](#)

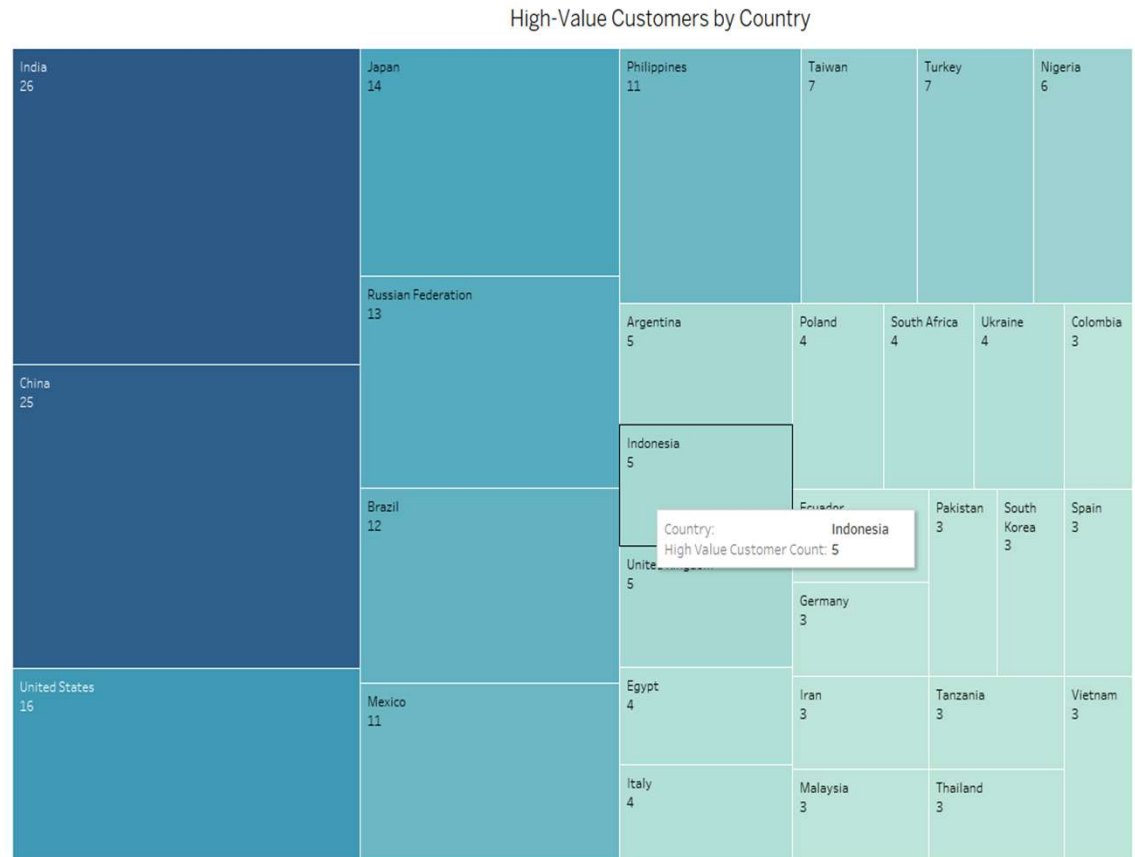


High-Value Customers by Country

- Identifying high-value customers and their locations helps in focusing loyalty programs and premium services.

Link:

[High-Value Customers by Country | Tableau Public](#)

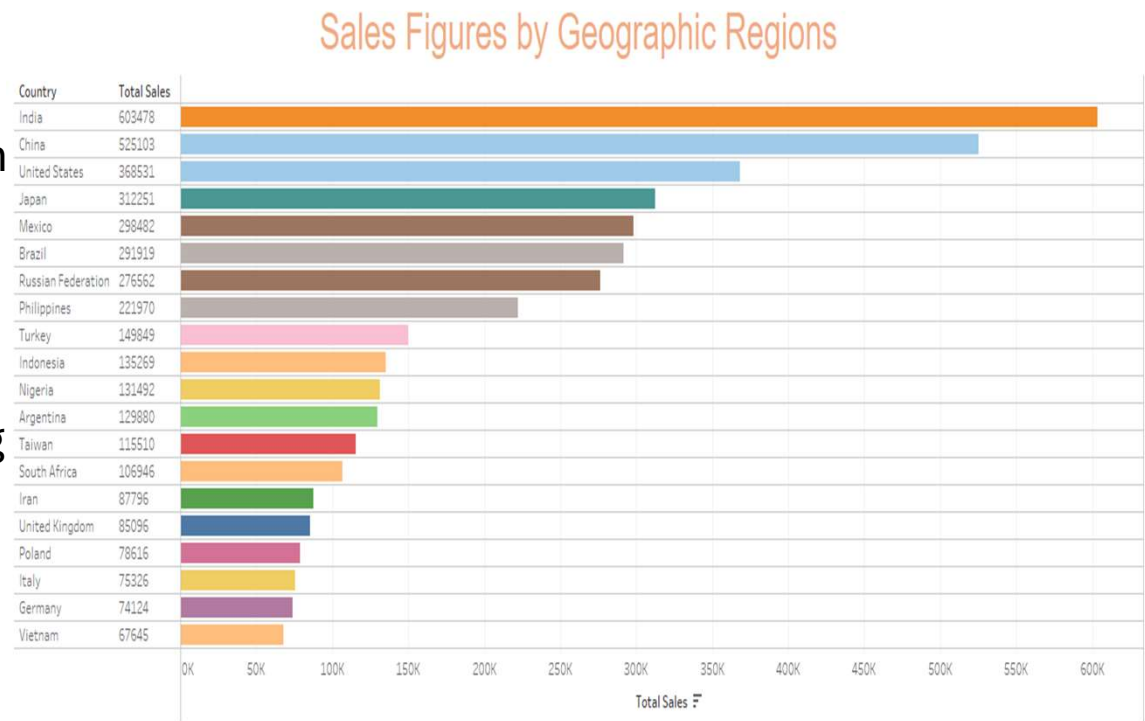


Sales Figures by Geographic Regions

- Sales data was analyzed to see how revenue varies across different regions.
- This helps in understanding regional performance and tailoring strategies accordingly.

Link:

[Sales Figures by Geographic Regions | Tableau Public](#)



Recommendations

Based on the analysis, we recommend the following actions:

1. Focus on promoting high-revenue movies.
2. Optimize rental duration policies to maximize customer satisfaction.
3. Target marketing efforts in countries with high customer concentration.
4. Develop loyalty programs for high-value customers.
5. Tailor regional strategies based on sales performance data.

Conclusion

- The insights gained from this analysis provide a data-driven foundation for our online video rental launch strategy.
- By leveraging these findings, Rockbuster Stealth can better compete in the digital marketplace.

Thank
you

