Rockbuster Stealth LLC

Maintaining competitiveness in the era of streaming services
- data-driven analysis for an online video rental service.

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January 2024

Agenda

1. Background & Key Questions
2. Data Summary & ERD
3. Exploratory Data Analysis (EDA)
4. Answering Business Questions
5. Recommendations & Outline

Background:

Rockbuster Stealth LLC, a global movie rental company, plans to launch an online video rental service using its existing movie licenses to remain competitive against streaming services like Netflix and Amazon Prime.

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 l ifetime value based?
- Do sales figures vary between geographic regions?

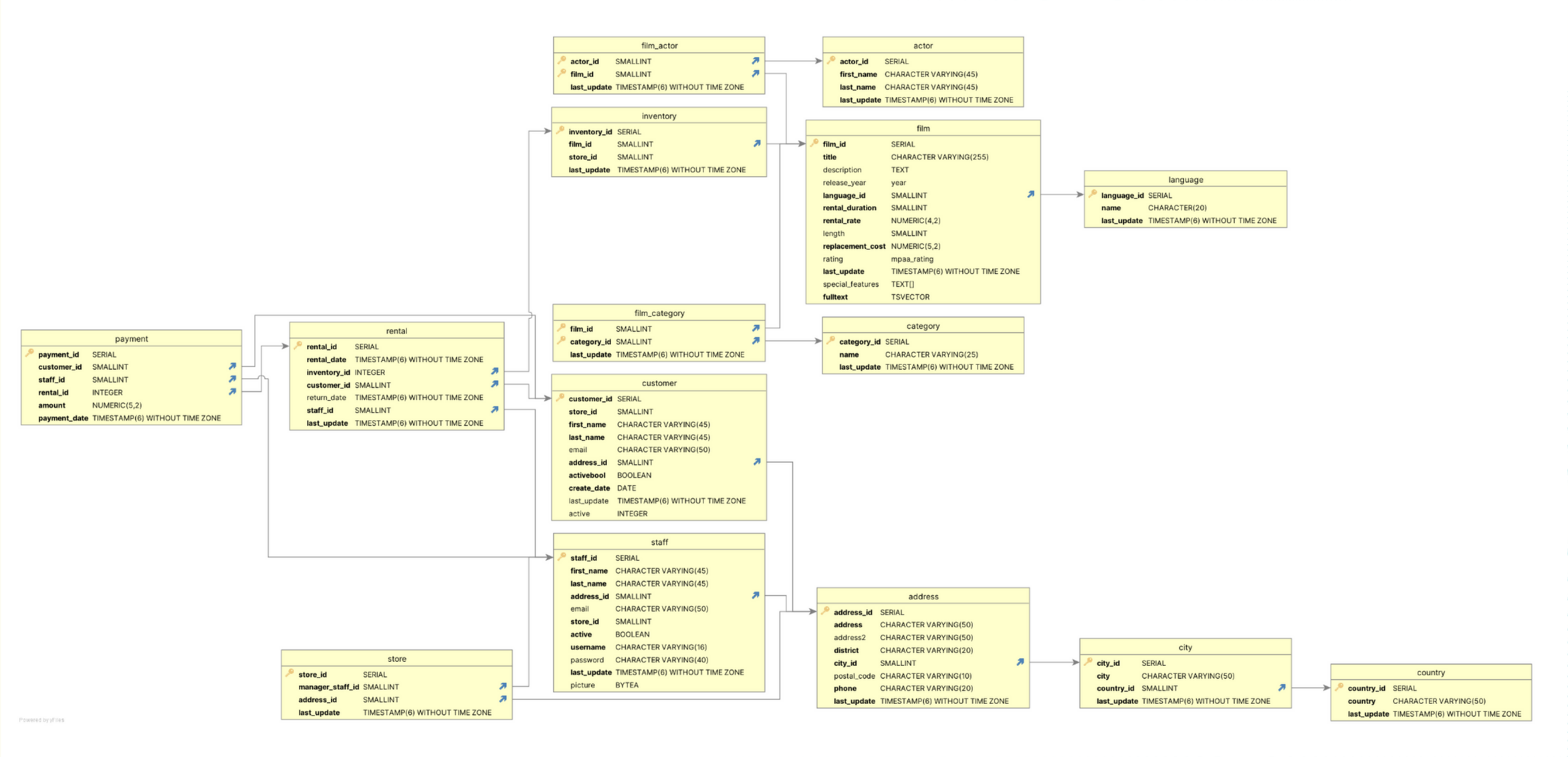
Data Summary

STORE CUSTOMER INVENTORY MOVIES CATEGORY RENTAL

ENTITY RELATIONSHIP DIAGRAM (ERD)

Exploring the ERD for a closer understanding of the relationship between the different data fields:

Entity Relationship Diagram



Overview

- 1000 movies
- 17 different categories
- English language
- released in 2006
- PG ratings

Exploratory Data Analysis

Rental Duration

Max: 7 days
Min: 3 days

Average: 4.99 days

Rental Rate

Max: 4.99 USD
Min: 0.99 USD

Average: 2.98 USD

Replacement Costs

Max: 29.99 USD
Min: 9.99 USD

Average: 19.98 USD

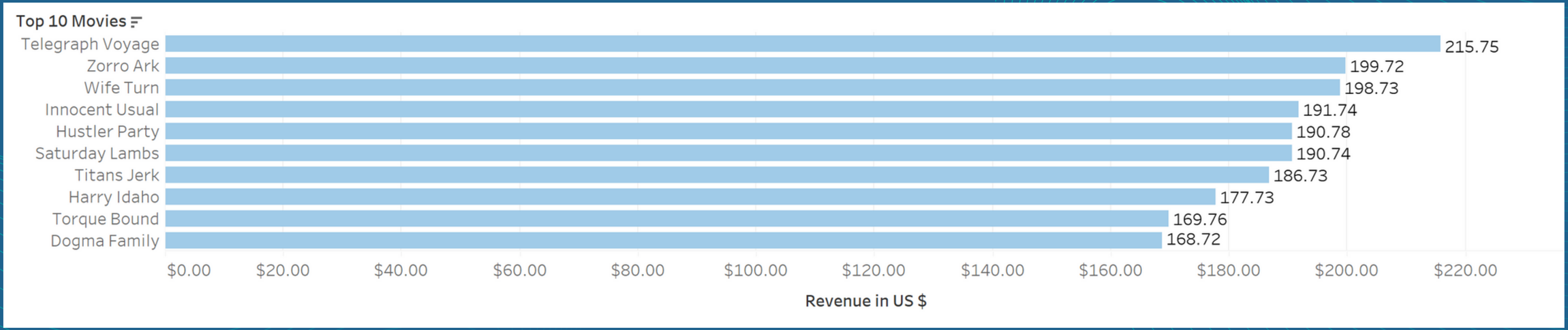
Film Lenght

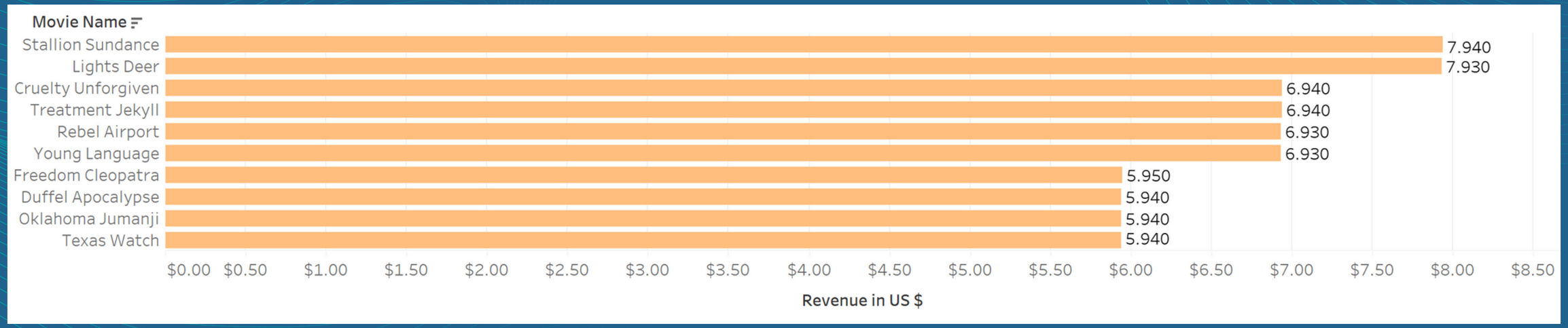
Max: 185 min
Min: 46 min

Average: 115.27 min

Answering Business Questions:

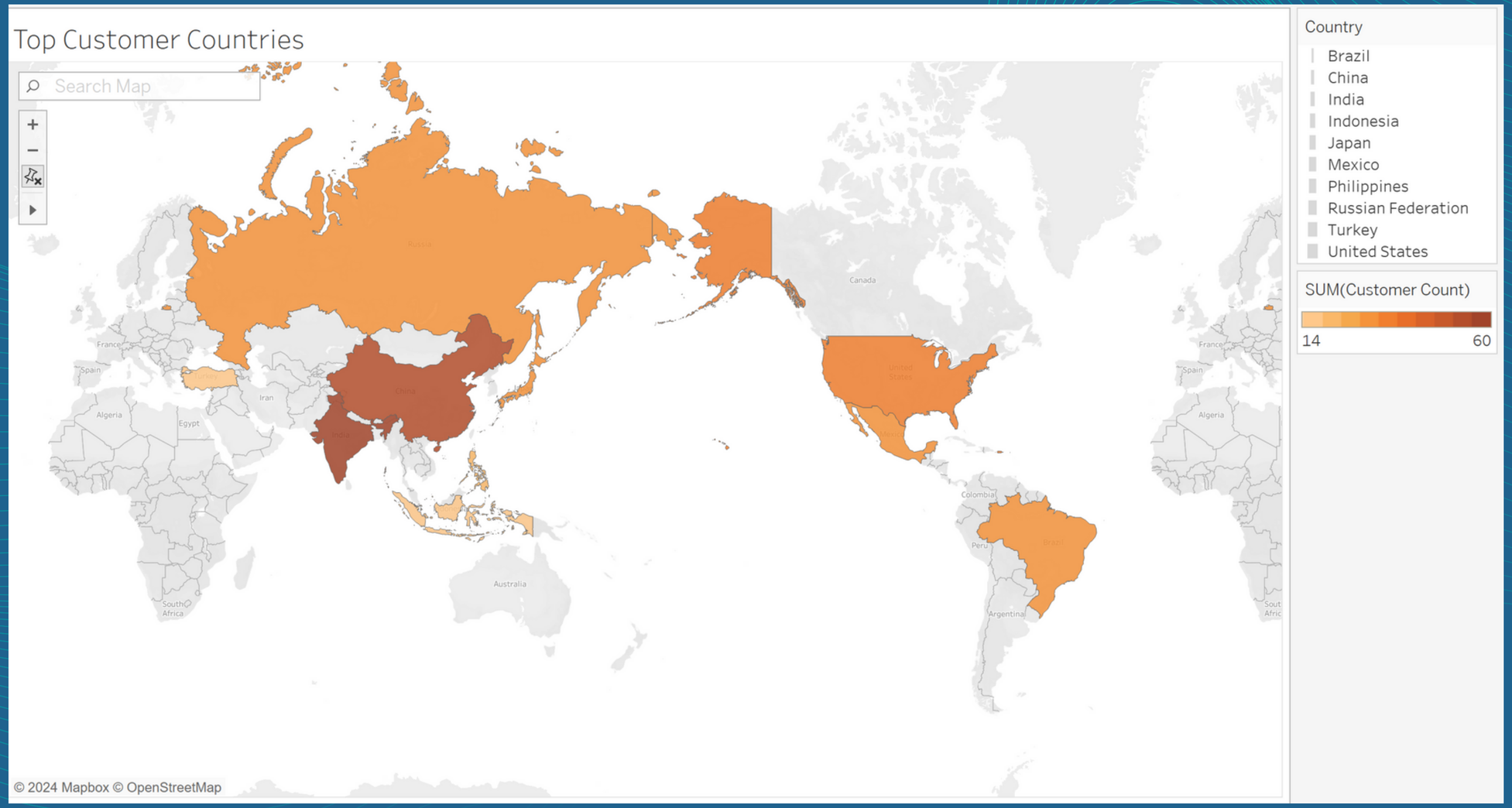
Which movies contributed the most/least to revenue gain?





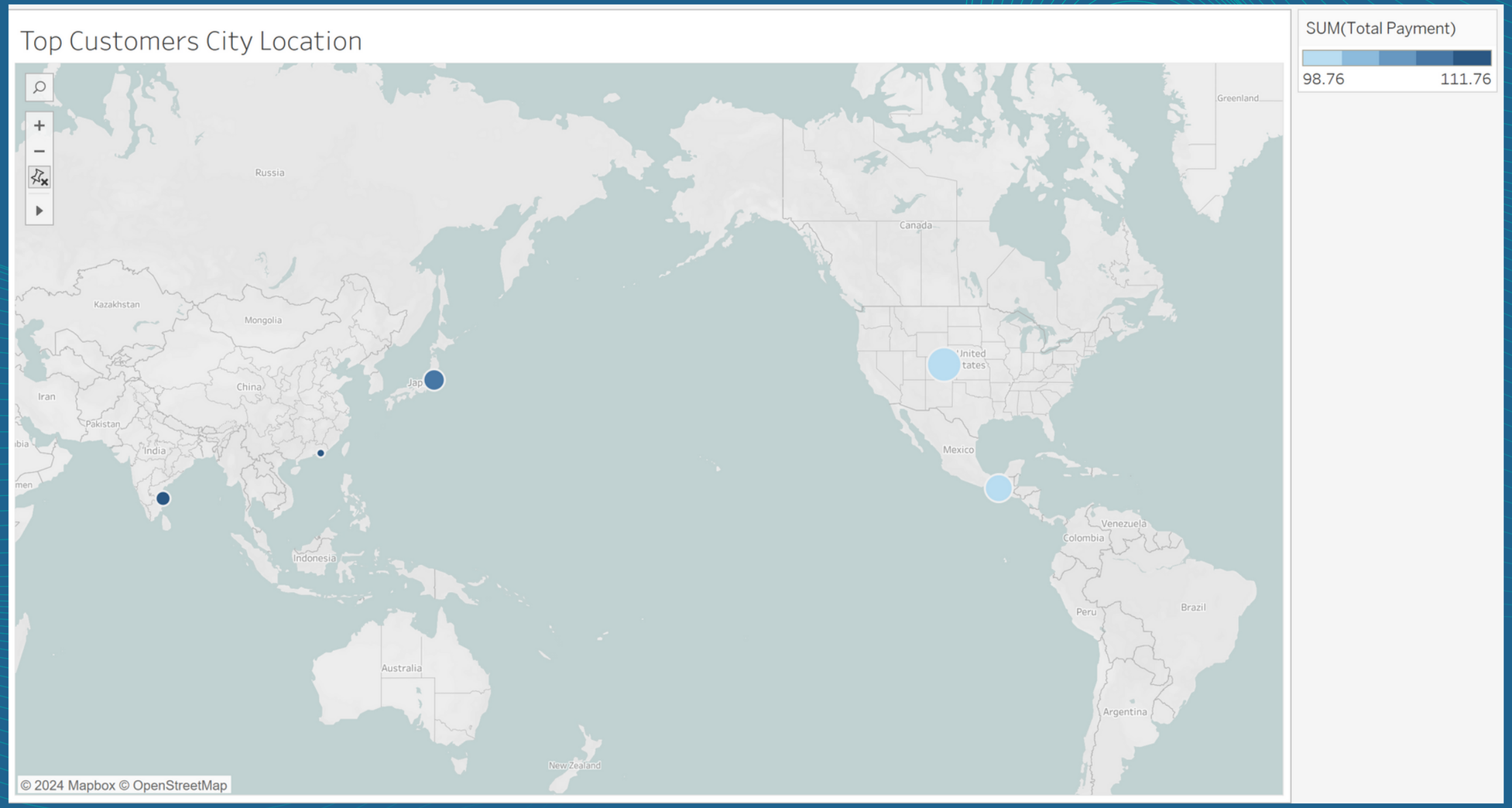
Answering Business Questions:

Which countries are Rockbuster customers based in?



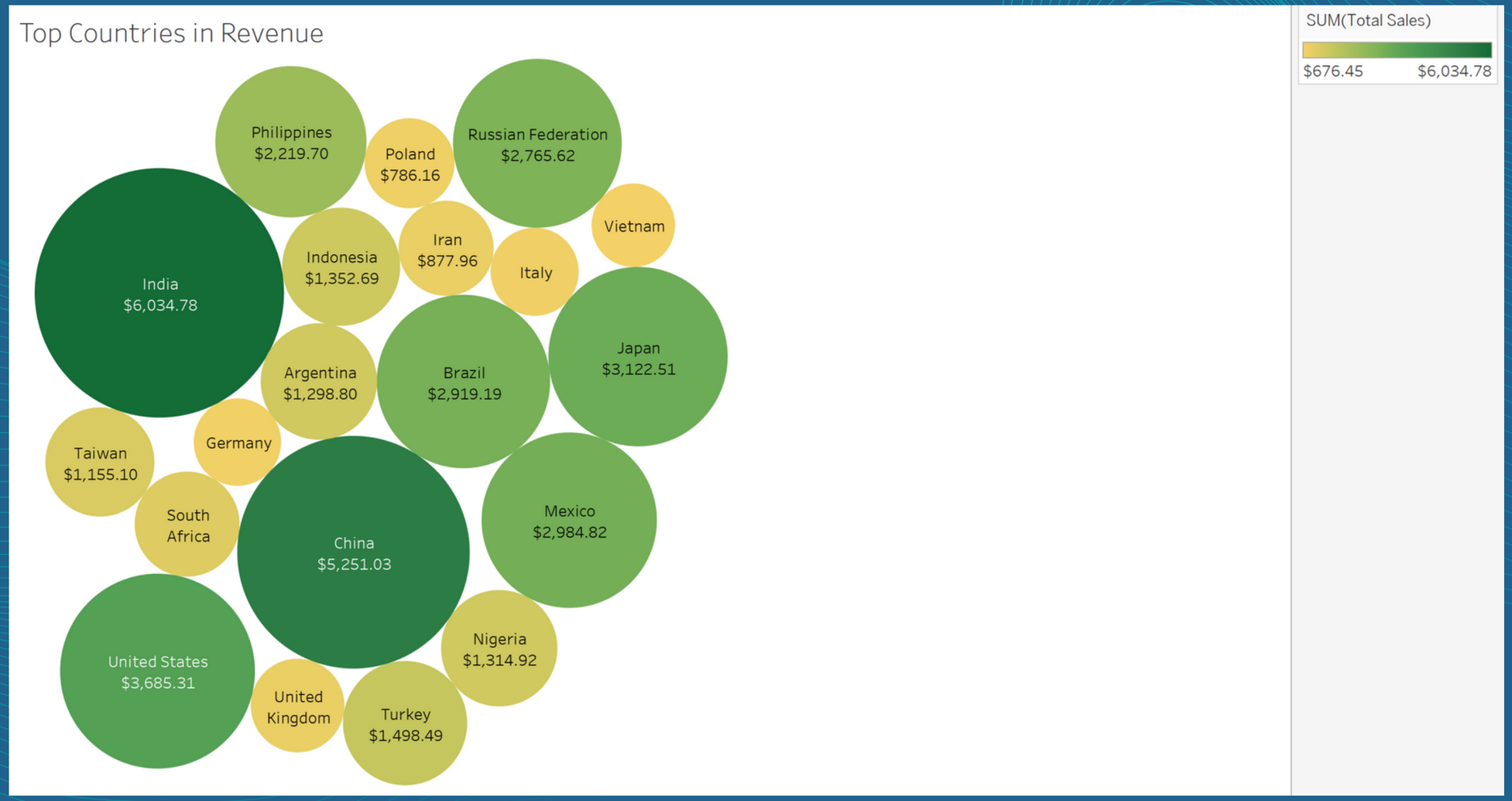
Answering Business Questions:

Where are customers with a high lifetime value based?



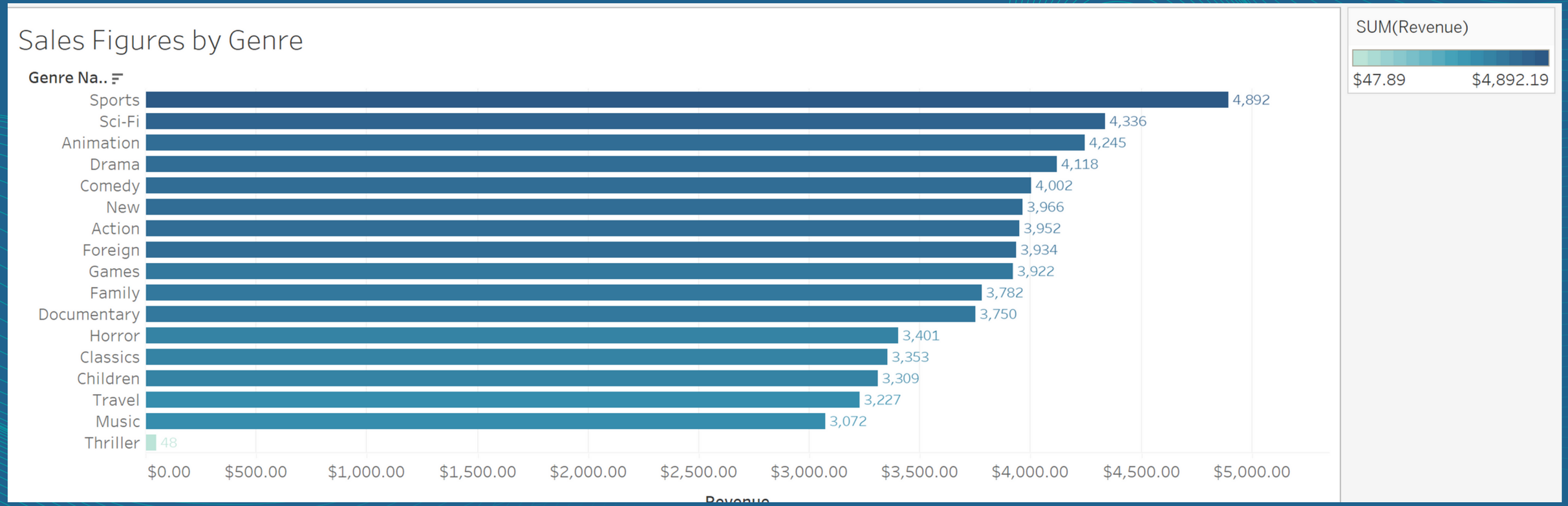
Answering Business Questions:

Do sales figures vary between geographic regions?



Answering Business Questions:

Do sales figures vary between different genres?



Recommendations & Outline:

- The service should be initiated in India and China to tap into these vast markets.
- We should include films in local languages in India and China to cater to a wider audience.
- Popular movies should be leveraged for marketing to attract more viewers.
- In expanding our library, we should consider top-ranked genres and popular actors to align with audience preferences.
- Movies with minimal rental history should be discontinued to optimize resources.
- The distribution of movie rental counts should be evaluated regularly for better decision-making during license renewals.

Thank you.

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January 2024

URL of Tableau Public: https://public.tableau.com/app/profile/hannes.franz.lazer/vizzes