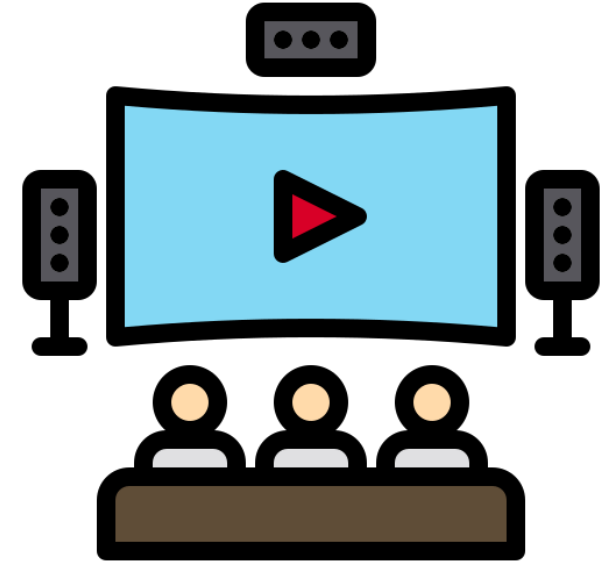# Rockbuster Stealth Data Analysis

Introduction

- Welcome to the Rockbuster Stealth Data Analysis presentation. Today, we embark on a journey through the world of data-driven insights that will shape the future of Rockbuster Stealth LLC. In an era where the landscape of entertainment is rapidly evolving, the Rockbuster Stealth Management Board has turned to data analytics to guide its path forward.

- Rockbuster Stealth, once a global movie rental giant, now faces formidable competition from the likes of Netflix and Amazon Prime. The challenge is clear: how does a company with a rich history and a treasure trove of movie licenses not only survive but thrive in the digital age? The answer lies in leveraging our vast reservoir of data to inform our strategic decisions.

Our Objectives: A Data-Driven Strategy for 2020

The Rockbuster Stealth Management Board has posed a series of critical questions, and they expect nothing less than data-driven answers. Our objectives are clear:

MARKET ANALYSIS

Determine which movies contributed most and least to our revenue.

TECHNICAL ANALYSIS

Understand the average rental duration for all our videos..

FINANCIAL ANALYSIS

Identify the countries where our customers are based.

ECONOMIC ANALYSIS

Pinpoint regions housing customers with high lifetime value.

ECOLOGICAL ANALYSIS

Uncover variations in sales figures between different geographic regions.

Data Overview

1,000
Count of movies

3-7 days
Range of rental duration

2.98
Average rental rate

29.99/9.99
Maximum/minimum replacement cost

PG-13
Most occurring movie rating

599
Count of customers

4.99
Maximum rental rate

185/46
Maximum/minimum length of movies

19.984
Average replacement cost

Sports
Most popular movie_category

5 days
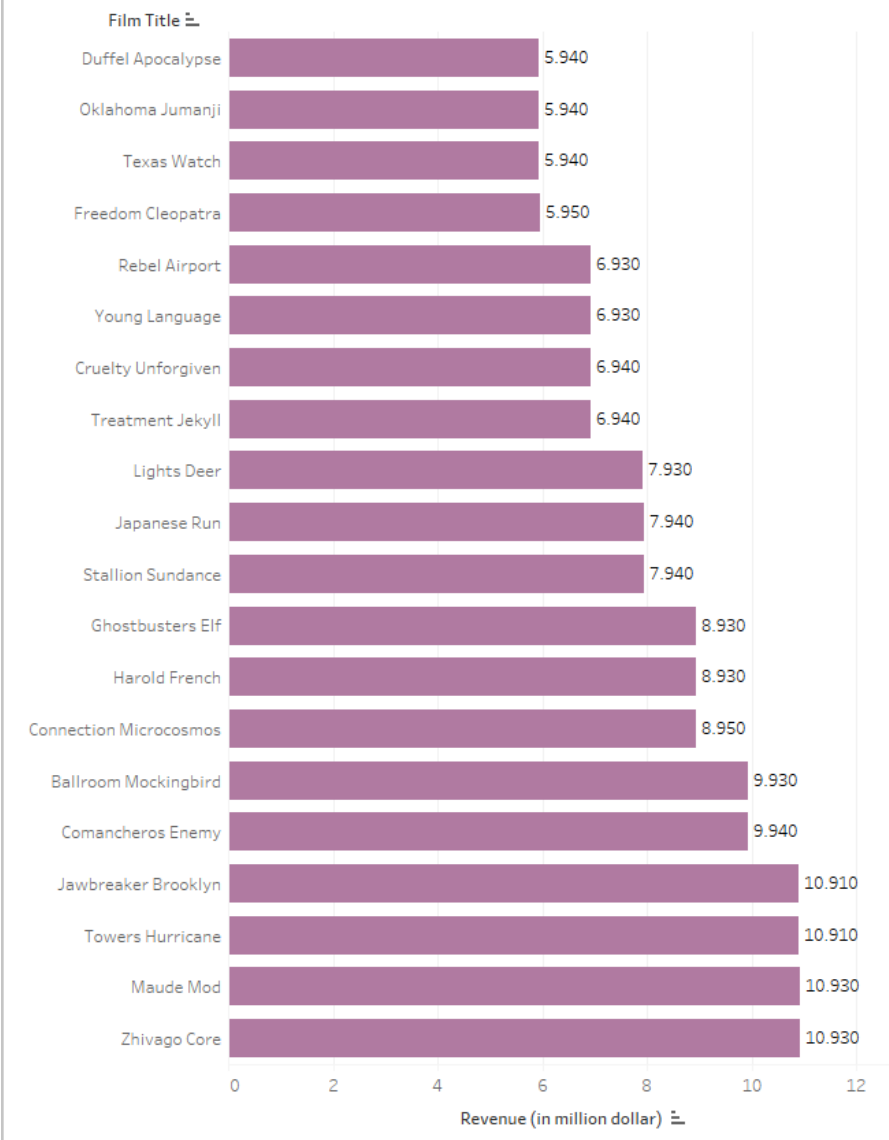Average rental duration

0.99
Minimum rental rate

115.272
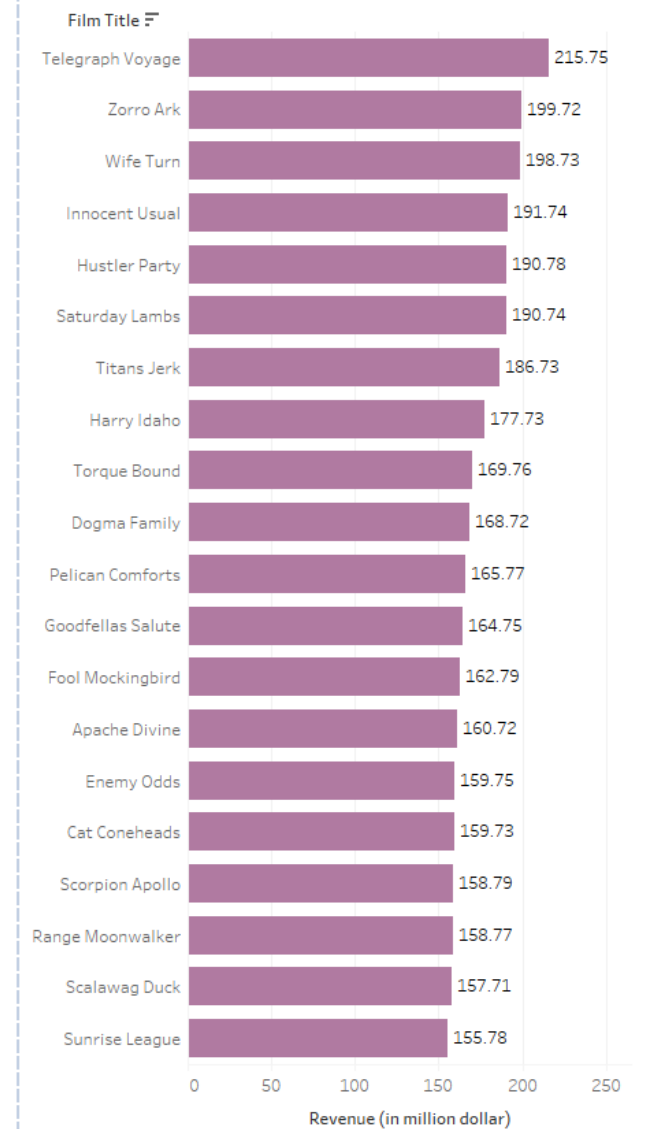Average of length of movies

2006
Releasing year of movie

Question 1

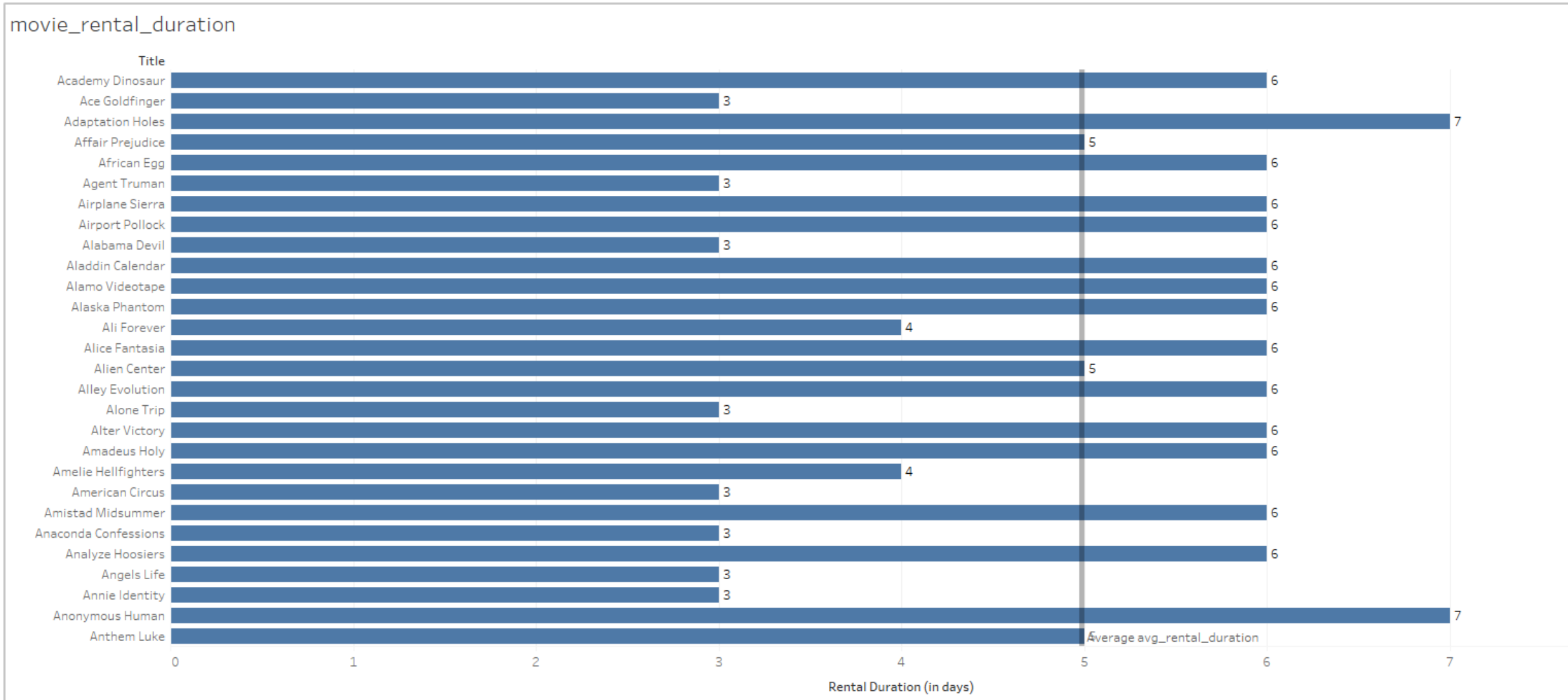## Movies that contributed least to revenue gain

Film Title	Revenue (in million dollar)
Duffel Apocalypse	5.940
Oklahoma Jumanji	5.940
Texas Watch	5.940
Freedom Cleopatra	5.950
Rebel Airport	6.930
Young Language	6.930
Cruelty Unforgiven	6.940
Treatment Jekyll	6.940
Lights Deer	7.930
Japanese Run	7.940
Stallion Sundance	7.940
Ghostbusters Elf	8.930
Harold French	8.930
Connection Microcosmos	8.950
Ballroom Mockingbird	9.930
Comancheros Enemy	9.940
Jawbreaker Brooklyn	10.910
Towers Hurricane	10.910
Maude Mod	10.930
Zhivago Core	10.930

Movies that contributed most to revenue gain

Film Title	Revenue (in million dollar)
Telegraph Voyage	215.75
Zorro Ark	199.72
Wife Turn	198.73
Innocent Usual	191.74
Hustler Party	190.78
Saturday Lambs	190.74
Titans Jerk	186.73
Harry Idaho	177.73
Torque Bound	169.76
Dogma Family	168.72
Pelican Comforts	165.77
Goodfellas Salute	164.75
Fool Mockingbird	162.79
Apache Divine	160.72
Enemy Odds	159.75
Cat Coneheads	159.73
Scorpion Apollo	158.79
Range Moonwalker	158.77
Scalawag Duck	157.71
Sunrise League	155.78

Which movies contributed the most/least to revenue gain?

Question2

What was the average rental duration for all videos?

movie_rental_duration

Title

Title	Rental Duration (in days)
Academy Dinosaur	6
Ace Goldfinger	3
Adaptation Holes	7
Affair Prejudice	5
African Egg	6
Agent Truman	3
Airplane Sierra	6
Airport Pollock	6
Alabama Devil	3
Aladdin Calendar	6
Alamo Videotape	6
Alaska Phantom	6
Ali Forever	4
Alice Fantasia	6
Alien Center	5
Alley Evolution	6
Alone Trip	3
Alter Victory	6
Amadeus Holy	6
Amelie Hellfighters	4
American Circus	3
Amistad Midsummer	6
Anaconda Confessions	3
Analyze Hoosiers	6
Angels Life	3
Annie Identity	3
Anonymous Human	7
Anthem Luke	5

Average avg_rental_duration

Rental Duration (in days)

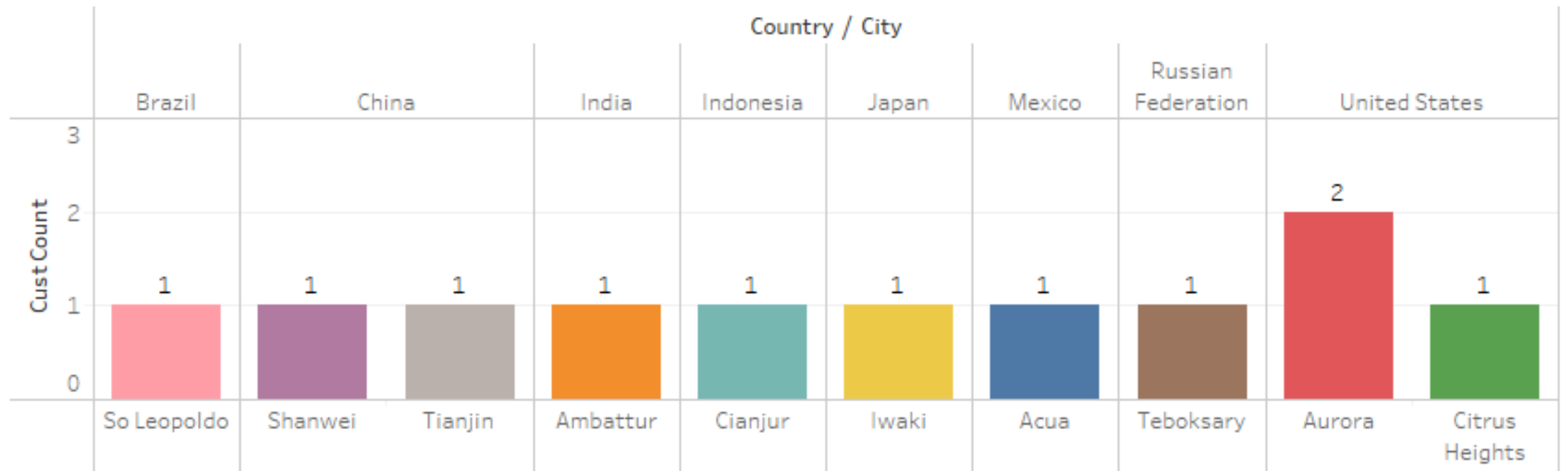# Which countries are Rockbuster customers based in?

Top 10 Countries where Rockbuster customers are based
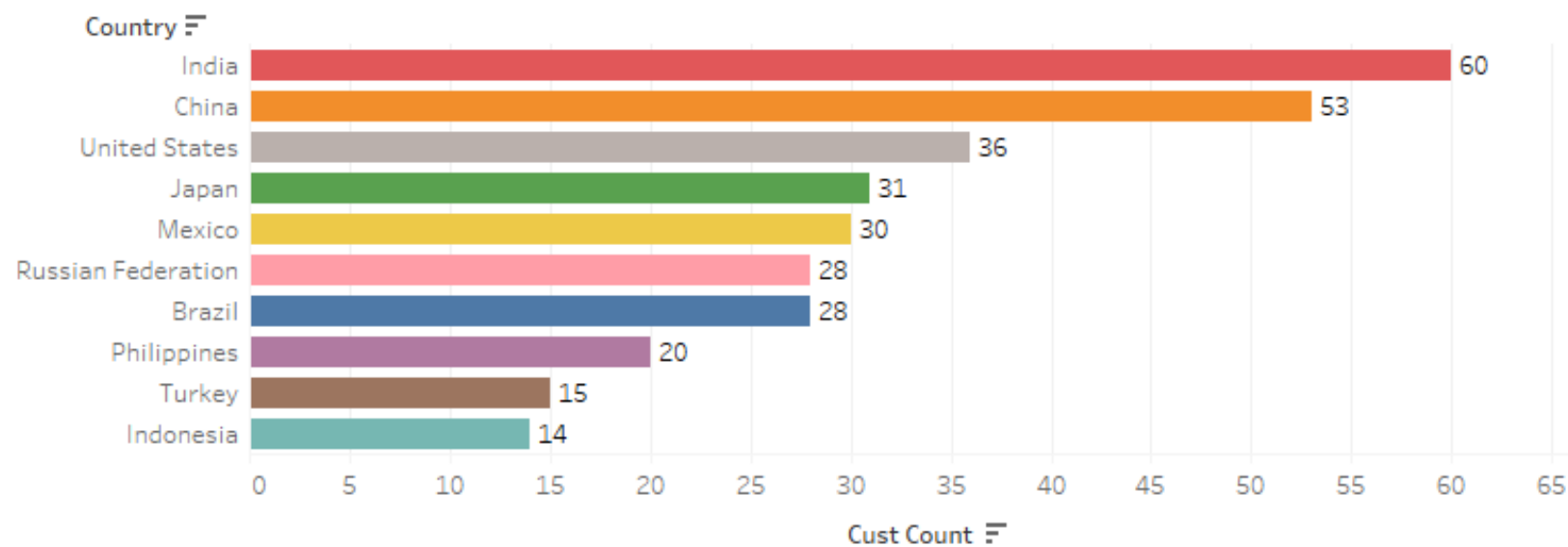
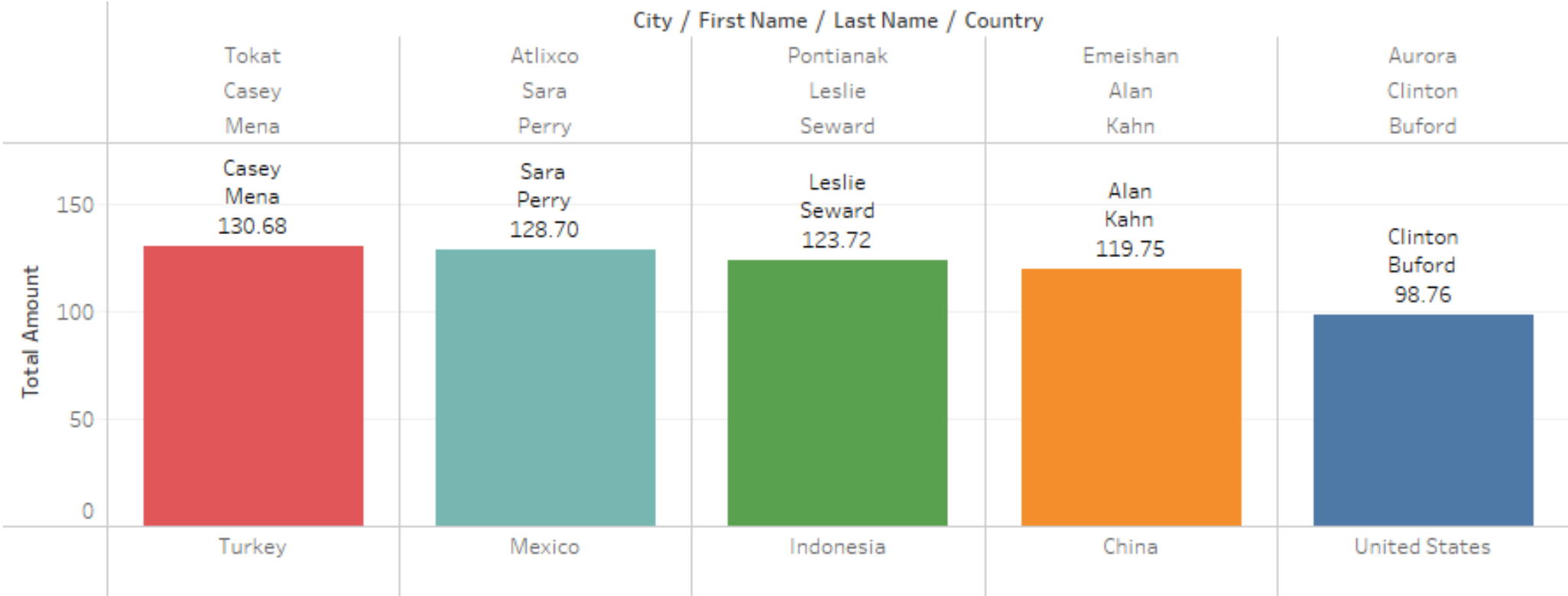# Top 10 cities of top 10 countries

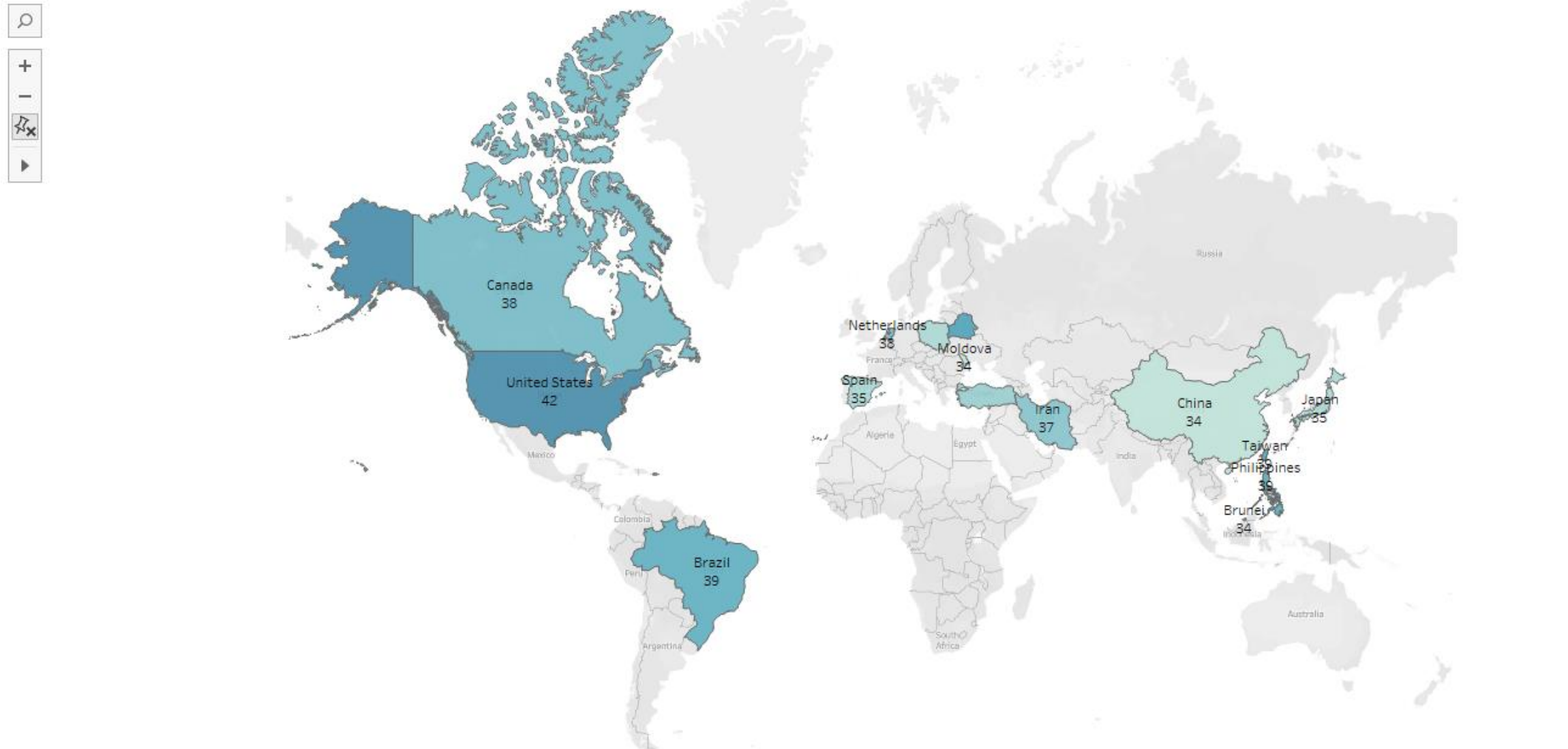top_10_cities

Top 5 customers of top 10 cities/countries

Top 5 customers from top 10 cities/countries

Question4

Where are customers with a high lifetime value based?

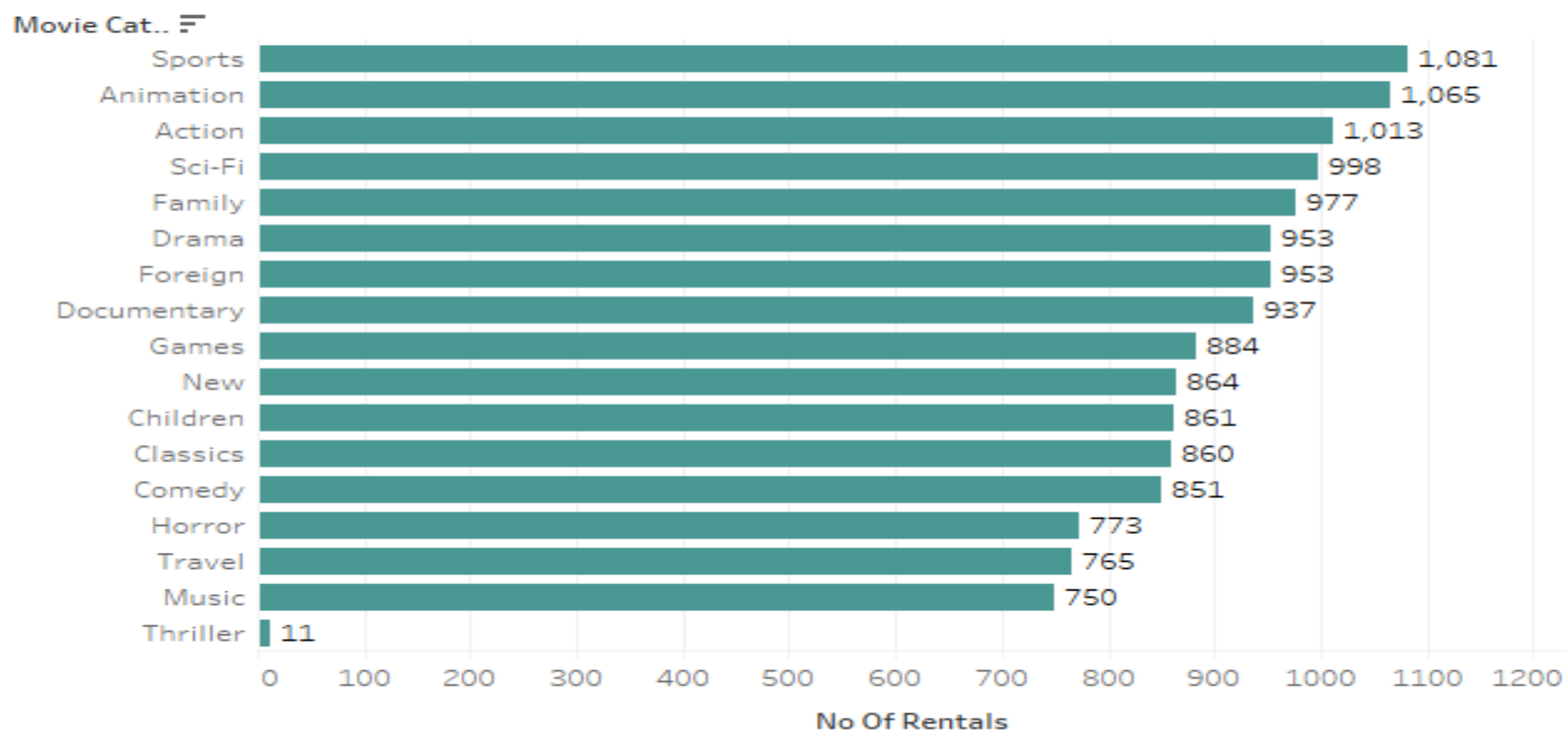Customers with a high life time value(top 25 % shown)

Question5

Do sales figures vary between geographic regions?

Countries with customer count and total payment

© 2023 Mapbox © OpenStreetMap

What is the most popular movie category?

popular_movie_category

Movie Cat.. ⇊

Movie Category	No Of Rentals
Sports	1,081
Animation	1,065
Action	1,013
Sci-Fi	998
Family	977
Drama	953
Foreign	953
Documentary	937
Games	884
New	864
Children	861
Classics	860
Comedy	851
Horror	773
Travel	765
Music	750
Thriller	11

No Of Rentals

Recommendations

- Since top films like "Telegraph Voyage" bring in significantly more revenue, acquire more copies of top performers to meet demand. Also consider variable pricing for high demand titles.

- Average rental duration has been steady at 5 days for years - maintain this duration for now rather than extending. It balances utilization and inventory turnover.

- India represents the largest customer country - localize marketing efforts and promotions here to drive growth. Also expand marketing in other high potential countries.

- High lifetime value customers are concentrated in Europe - provide special promotions like discounts or bonus movies to increase retention.

- Sales vary greatly by region with Canada lagging - focus marketing to increase share in underperforming regions. Also adjust catalog and pricing locally.

- Build out customer profiling and segmentation capabilities combining behavioral and demographic data to better target promotions.

- Establish real-time data pipelines from sources like web traffic, subscriptions, and customer engagement to enable responsive decision making.

- The core focus should be on optimizing catalog, pricing, marketing targeting, and data-driven agility to maximize the opportunity as Rockbuster transitions to online rental.

Next steps

Catalog Optimization
- Remove consistently underperforming titles from catalog
- Implement demand-based dynamic pricing for new releases or popular titles
- Curate genres and collections to improve discovery

Customer & Market Growth
- Offer special promotions like free trials for high lifetime value customers
- Increase marketing in high-potential countries through localization
- Adjust catalog and pricing strategy for underperforming regions
- Build customer analytics capabilities combining behavioral and demographic data.

Decision Agility
- Establish real-time reporting for key metrics like revenue and customer engagement
- Develop interactive self-serve dashboards empowering managers to analyze data
- Implement workflows to quickly action and test data-driven insights
- Continuously optimize recommendations as new data comes in

Thank You

Link to Tableau visualization : Task 3.10 | Tableau Public