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ROCKBUSTER STEALTH BUSINESS INSIGHT PROJECT

A data-driven overview of performance and customer behavior.

LORDSON OBIRE

Who's playing?



Olivia



Anna



Jonathan



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INTRODUCTION

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Once the global leader but now facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

OVERVIEW & OBJECTIVES



OBJECTIVES

The Rockbuster Stealth Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy. Here are the main questions they'd like to answer:



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?



AIM

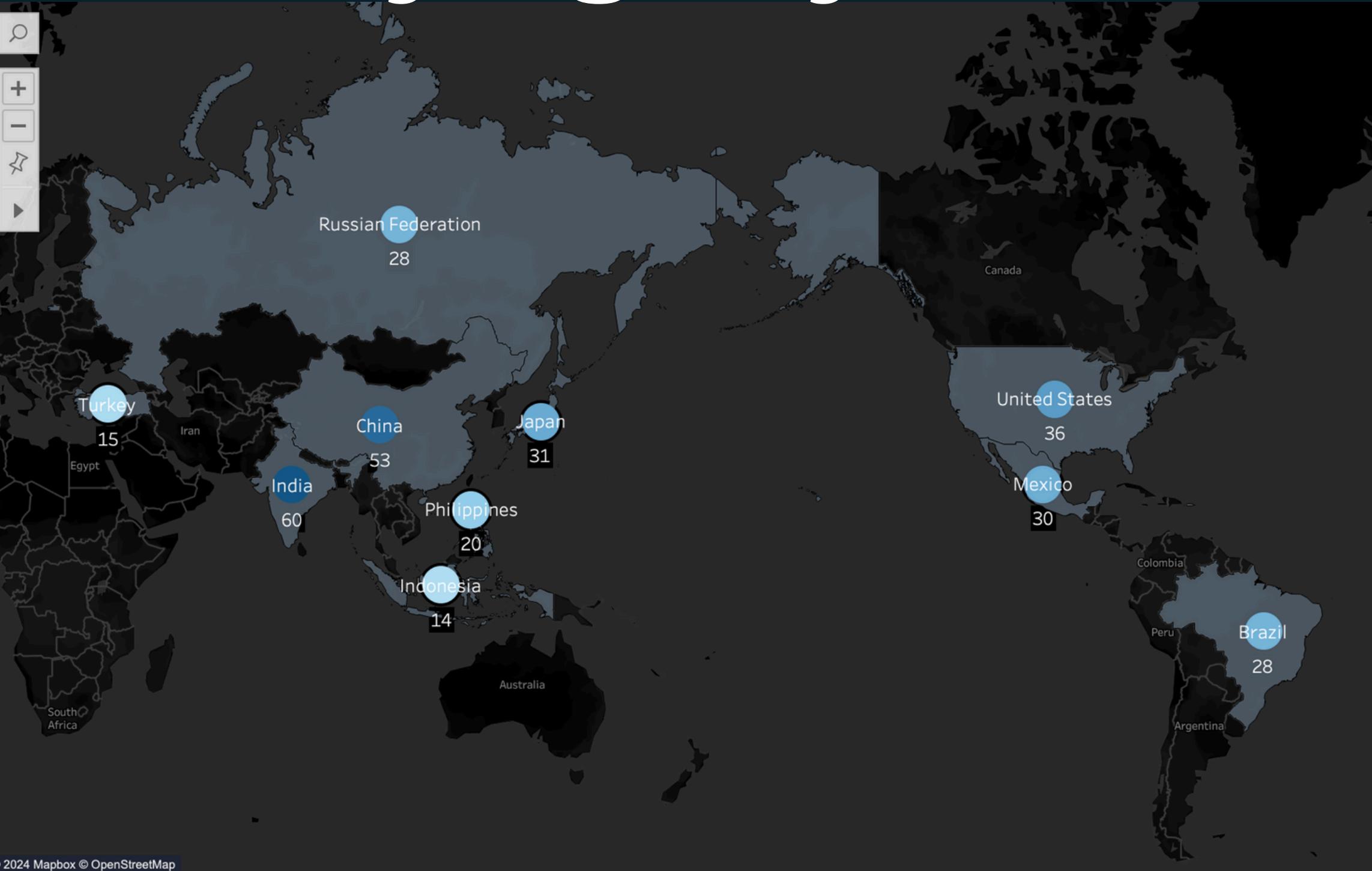
- To craft a customer-centric strategy that not only helps us regain our position but also leads us to dominate the highly competitive online video rental market.

FILM RENTAL STATISTICS

Metric	Minimum	Average	Maximum
Rental Duration	3	4.98	7
Rental Rate	0.99	2.98	4.99
Movie Length	46	115	185
Replacement Cost	9.99	19.99	29.99

By analyzing the maximum, minimum, and average rental rates, durations, movie lengths, and replacement costs, we gain critical insights to better serve our customers and strengthen our position in the market. These metrics help us refine pricing strategies, create flexible rental options, and manage costs more effectively. Ultimately, this allows us to deliver a tailored experience to our customers while maximizing revenue and staying competitive in this rapidly evolving industry.

Identifying Key Markets



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Identifying the top 10 countries in terms of customer base—India, China, the United States, Japan, Mexico, Brazil, Russia, the Philippines, Turkey, and Indonesia—is vital for unlocking growth opportunities. These key markets allow us to tailor strategies, prioritize resources, and deliver localized content that resonates with their preferences. By focusing on these regions, we can strengthen customer relationships, expand our reach, and gain a competitive edge in the global online video rental market.

Emerging Markets: Insights from Top Cities

Top 10 cities



Top 5 customer

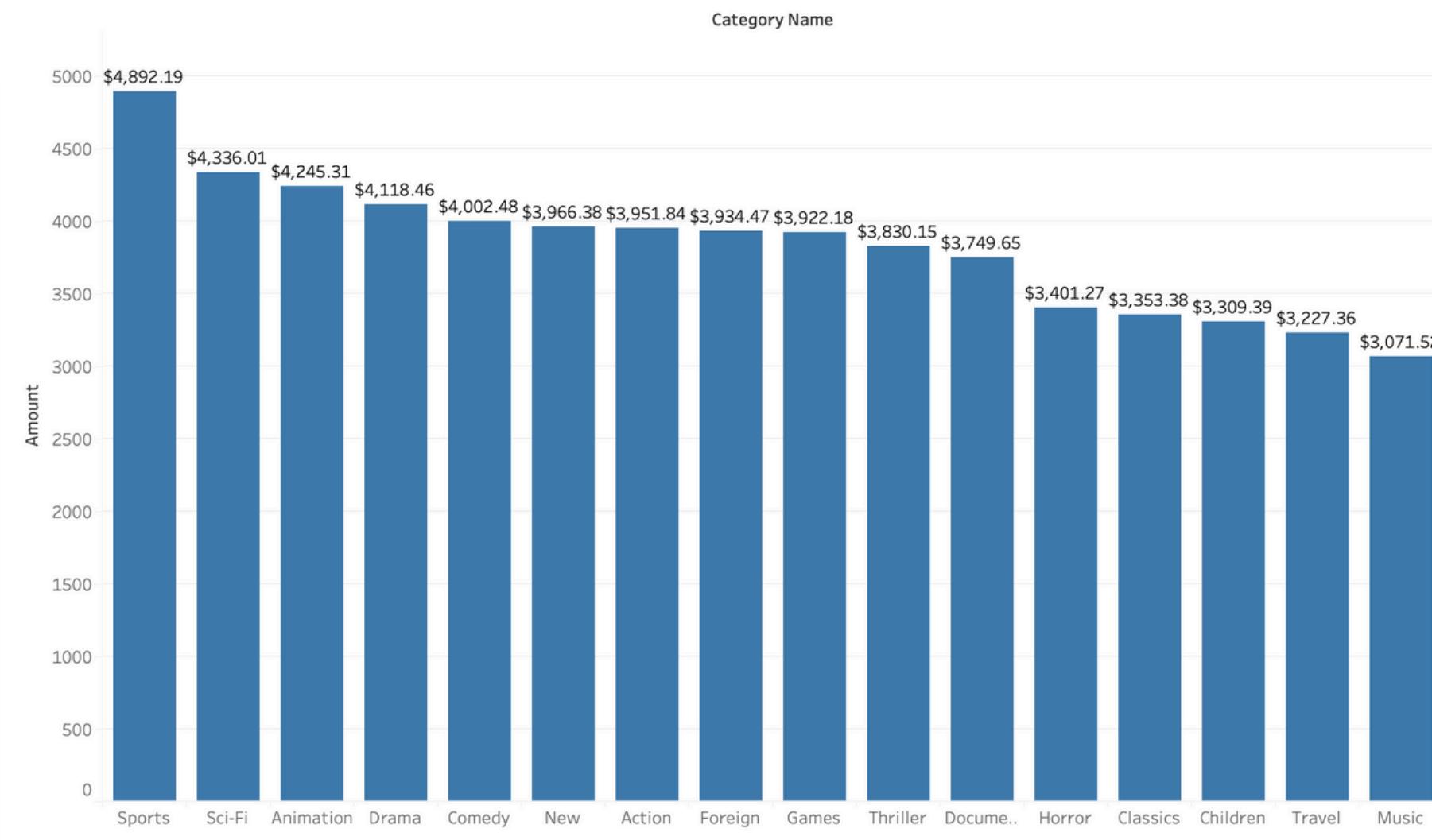


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Identifying the top 10 cities, with Aurora, US, leading, and India as the top country, highlights key opportunities for growth. Notably, Arlene from Ambattur, India, stands out as the top-spending customer, emphasizing the immense potential of the Indian market. With its vast population, rising internet adoption, and demand for diverse content, India presents a high-potential opportunity. By focusing on these regions, we can refine strategies, gather insights, and position Rockbuster as a leader in the competitive online video rental market.

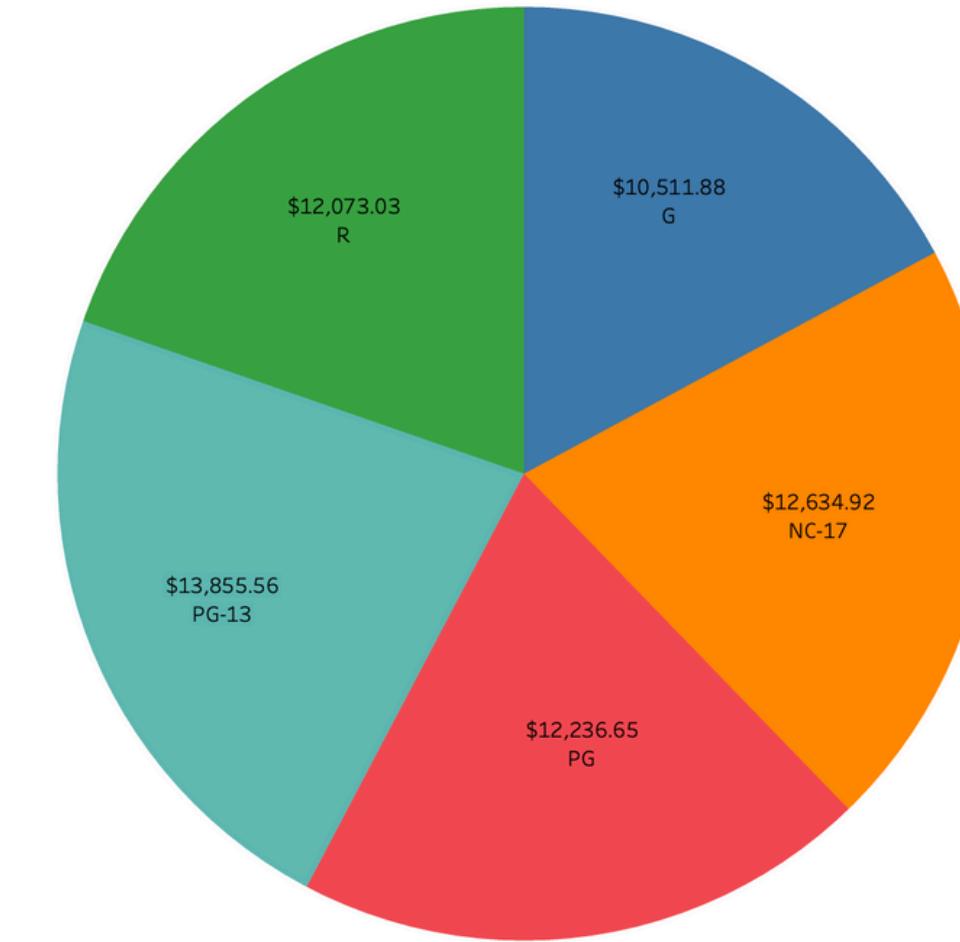
Revenue Insights: Ratings and Categories

Revenue Breakdown by Movie Category



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Income by rating

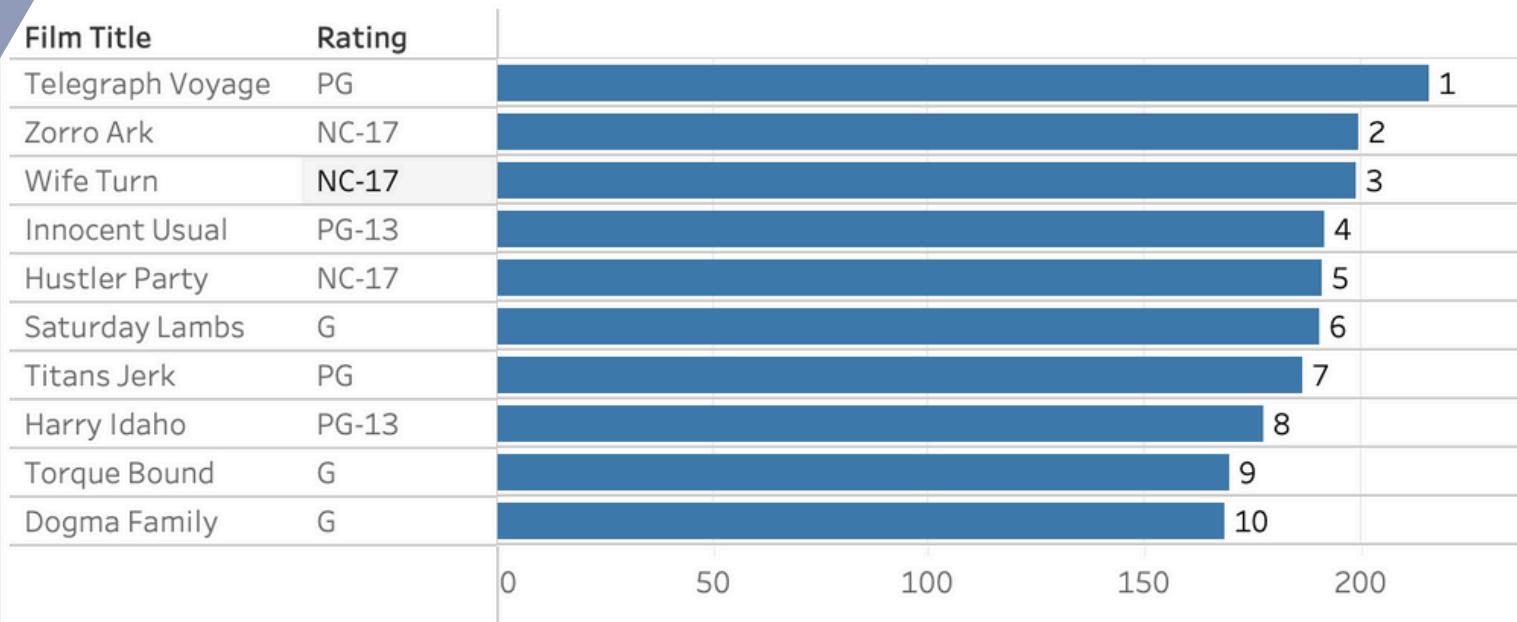


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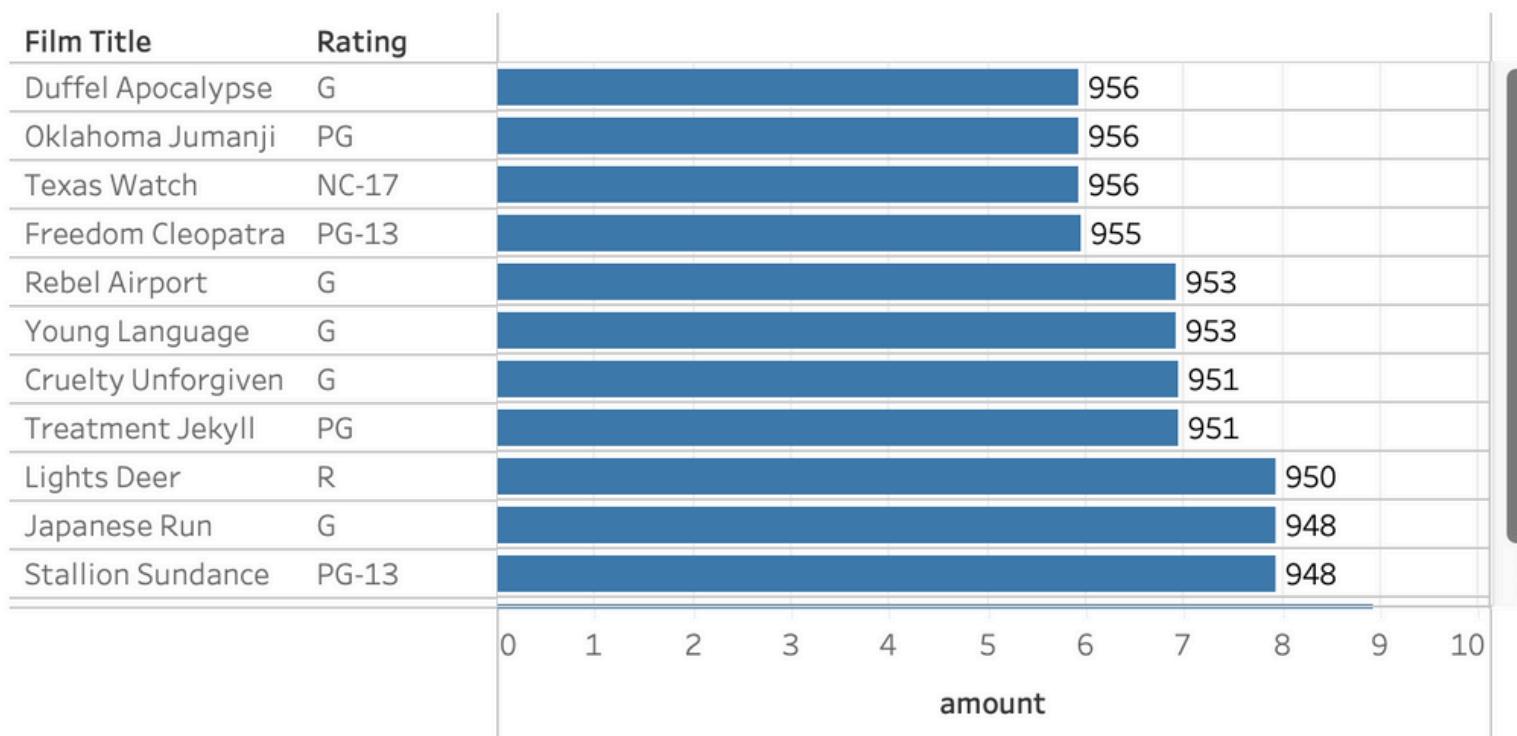
These visualizations provide key insights into Rockbuster's revenue drivers. The rating chart shows which ratings, like PG-13 and R, generate the most income, helping us prioritize content that aligns with customer preferences. Similarly, the category chart highlights top-earning genres like Sports, Sci-Fi, and Animation, enabling us to focus on promoting and acquiring popular genres.

Movie Revenue Rankings: Best and Worst Performers

Most Profitable Movies

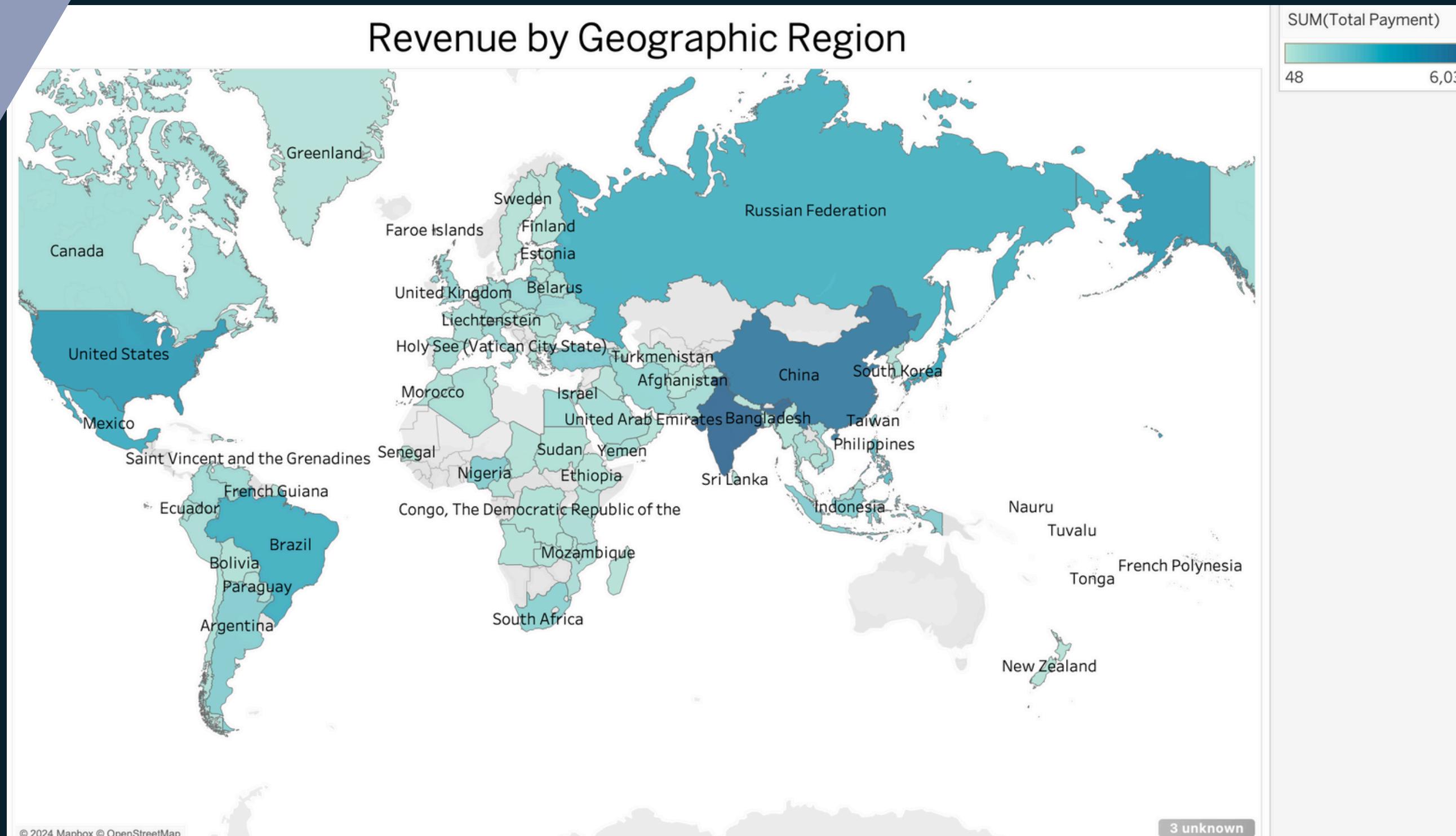


Least Profitable Movies



The highest-earning movie is Telegraph Voyage (PG), while the lowest earners include Stallion Sundance (PG-13) and Japanese Run (G). This analysis highlights the significant impact that certain movies have on revenue and underscores the importance of prioritizing high-performing titles. It also reveals opportunities to either re-evaluate or better promote underperforming titles to maximize their potential. These insights allow Rockbuster to make data-driven decisions for content curation and marketing strategies to better meet customer preferences and drive growth.

Regional Sales Distribution



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The map above shows how sales figures vary significantly between geographic regions. Regions like India, the United States, and Brazil show higher revenue contributions, highlighting their importance as key markets. This variation helps in identifying high-performing regions for strategic focus while revealing lower-revenue regions that may benefit from targeted marketing campaigns or localized service offerings.

Key Insights:

- Top-Performing Regions: India, the United States, and Brazil are among the highest revenue contributors, emphasizing their importance as primary markets for targeted strategies.
- High-Earning Movie Categories: Sports, Sci-Fi, and Animation generate the most revenue, indicating strong customer interest in these genres.
- Customer Spending Patterns: Arlene from Ambattur, India, is the top-spending customer, demonstrating the potential of individual high-value customers and the importance of personalised engagement.
- Least-Performing Movies and Genres: Identifying the least profitable movies and categories helps optimize content offerings and reduce costs.
- Localised Trends: Geographic regions show varied revenue performances, necessitating tailored strategies for high-growth regions while addressing underperforming areas.

Recommended Actions:

- Focus on Key Regions: Prioritise marketing efforts, localised content, and partnerships in top-performing countries like India, the United States, and Brazil.
- Leverage Popular Genres: Expand offerings and promotional campaigns for high-earning categories like Sports, Sci-Fi, and Animation.
- Enhance Customer Engagement: Develop loyalty programs and personalised experiences for high-spending customers to maximize retention and lifetime value.
- Content Optimization: Evaluate and reduce underperforming content to allocate resources toward genres and movies with higher demand.

Thank's For Watching

Connect with us.



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