

# Rockbuster Stealth Data Analysis Project

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# Title and Content Layout

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# Intro & Brief Overview

**Rockbuster Stealth LLC is a movie rental company that historically operated physical stores worldwide.**

Market Challenge: The company faces significant competition from streaming giants like Netflix and Amazon Prime.

- Strategic Shift: In response to market pressures, Rockbuster Stealth is transitioning to launch an online video rental service, utilizing its existing movie licenses.
- Objective: The project's end goal is to equip Rockbuster with the necessary data-driven insights to successfully launch and compete in the online video rental market.
- Data Sets: Rockbuster data set and PostgreSQL Database

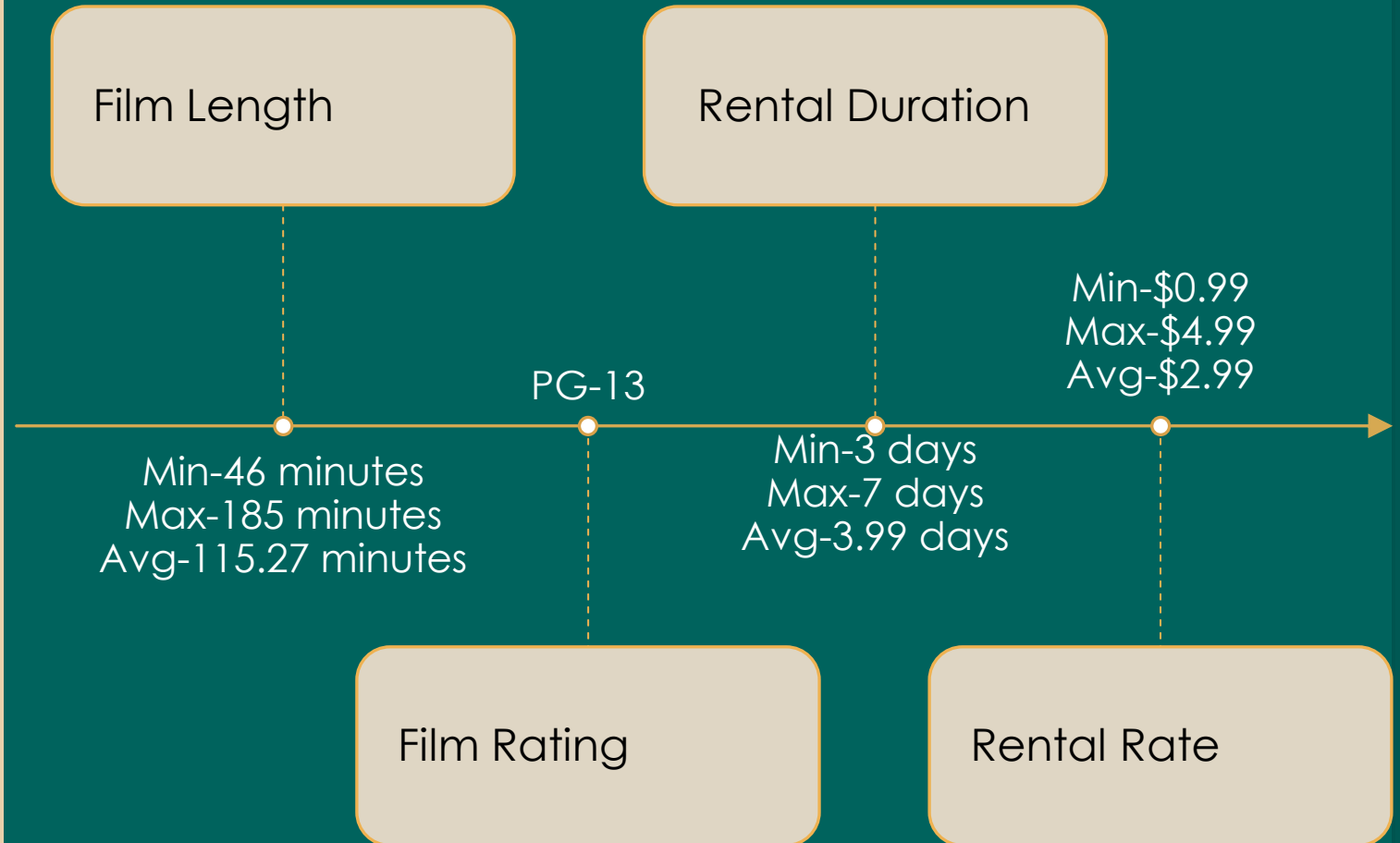
# Market expansion



The top 10 countries with most customers: India, China, United States, Japan, Mexico, Brazil, Russia, Philippines, Turkey, and Indonesia. Europe and Southeast Asia: Develop region-specific strategies to cater to the diverse and moderately concentrated customer bases. Emerging Markets: Identify opportunities to increase market penetration in Africa, Canada, and Australia.

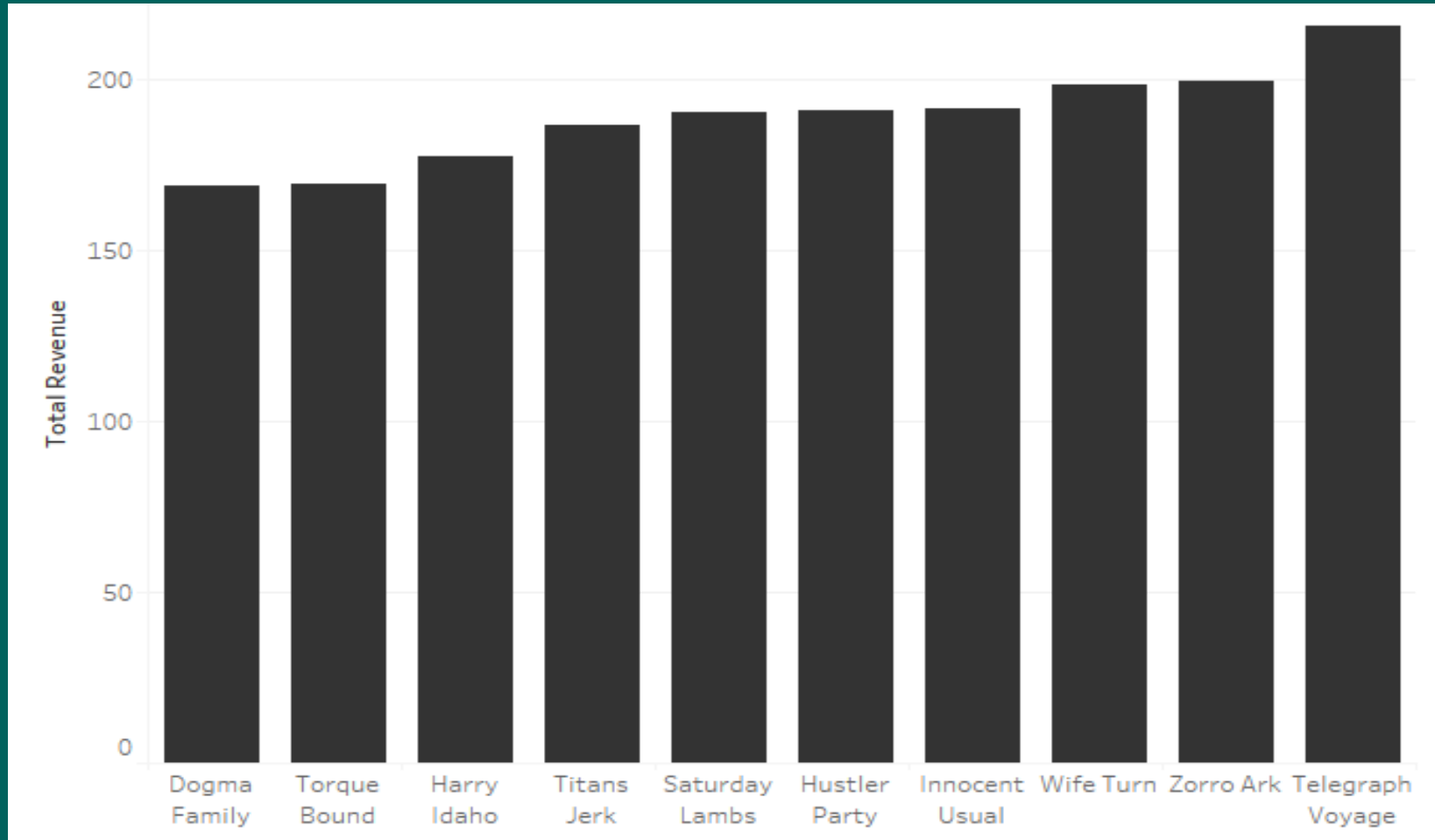
# Descriptive Statistics for the film table

- Variety in film durations with an average length of just under two hours.
- Majority of films are suitable for a teenage audience with some parental guidance.
- Standard rental period is about a week.
- Affordable rental rates averaging around \$3.



# Performance Analysis

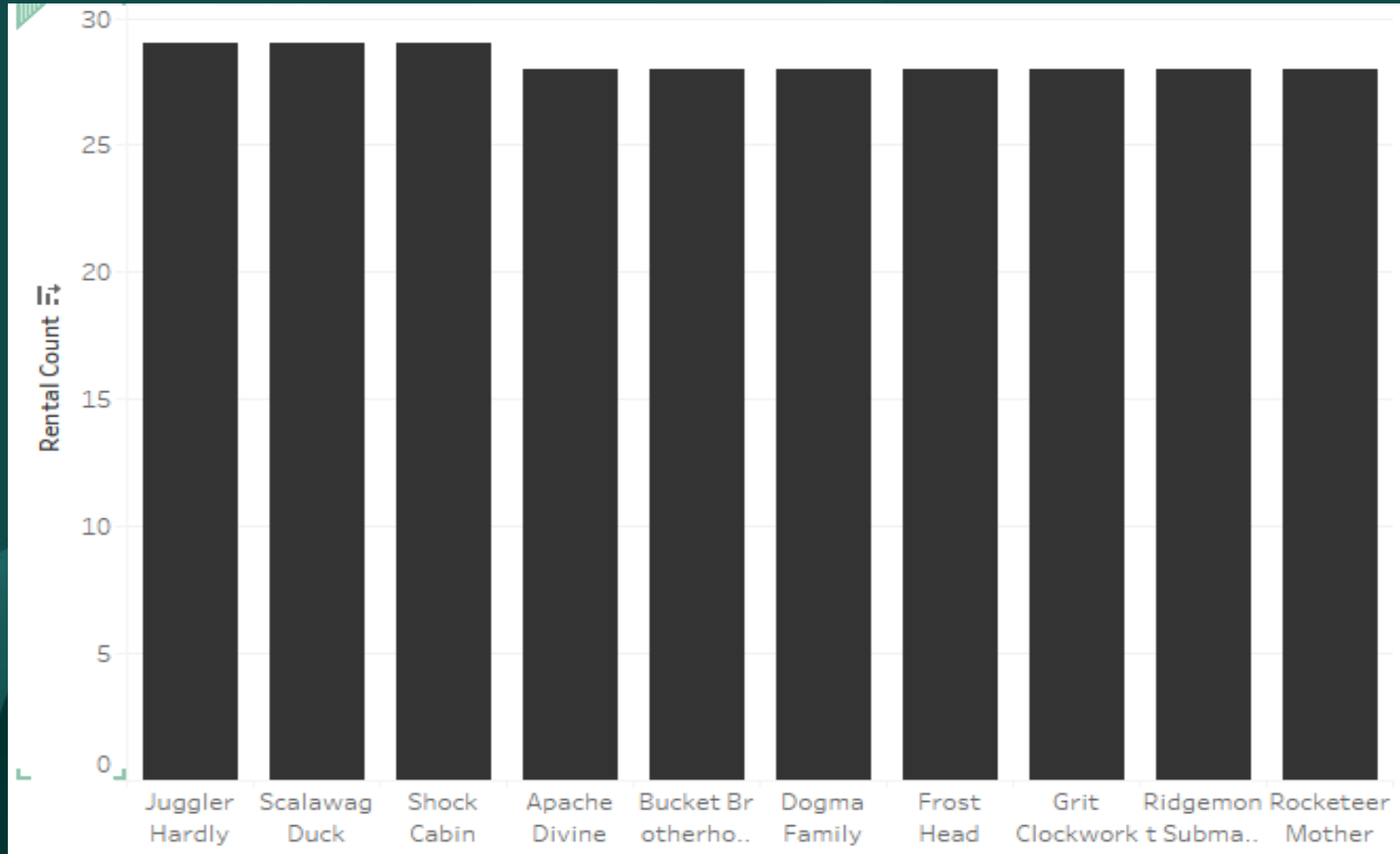
# Top 10 Movies Generated Highest Revenue



The revenue of the top 10 ranges from \$215.75 to \$168.72, indicating a narrow range and consistent performance among the top performers.

Focus on promoting movies similar to "Telegraph Voyage" and "Zorro Ark" which have proven to be highly successful.

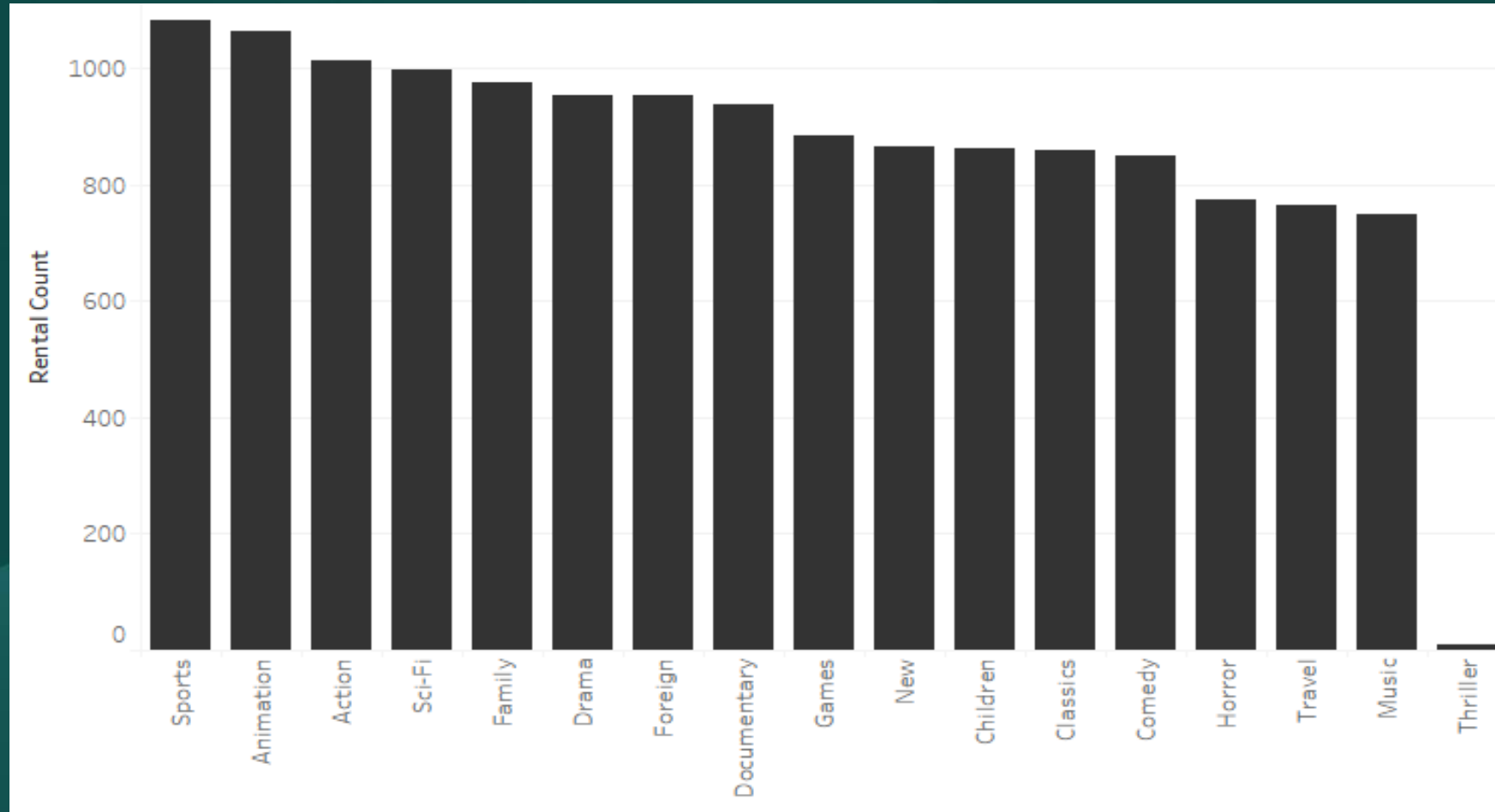
# Frequency of Rented Title



Juggler Hardly, Scalawag Duck and Shock Cabin were found to be most frequent rented titles.



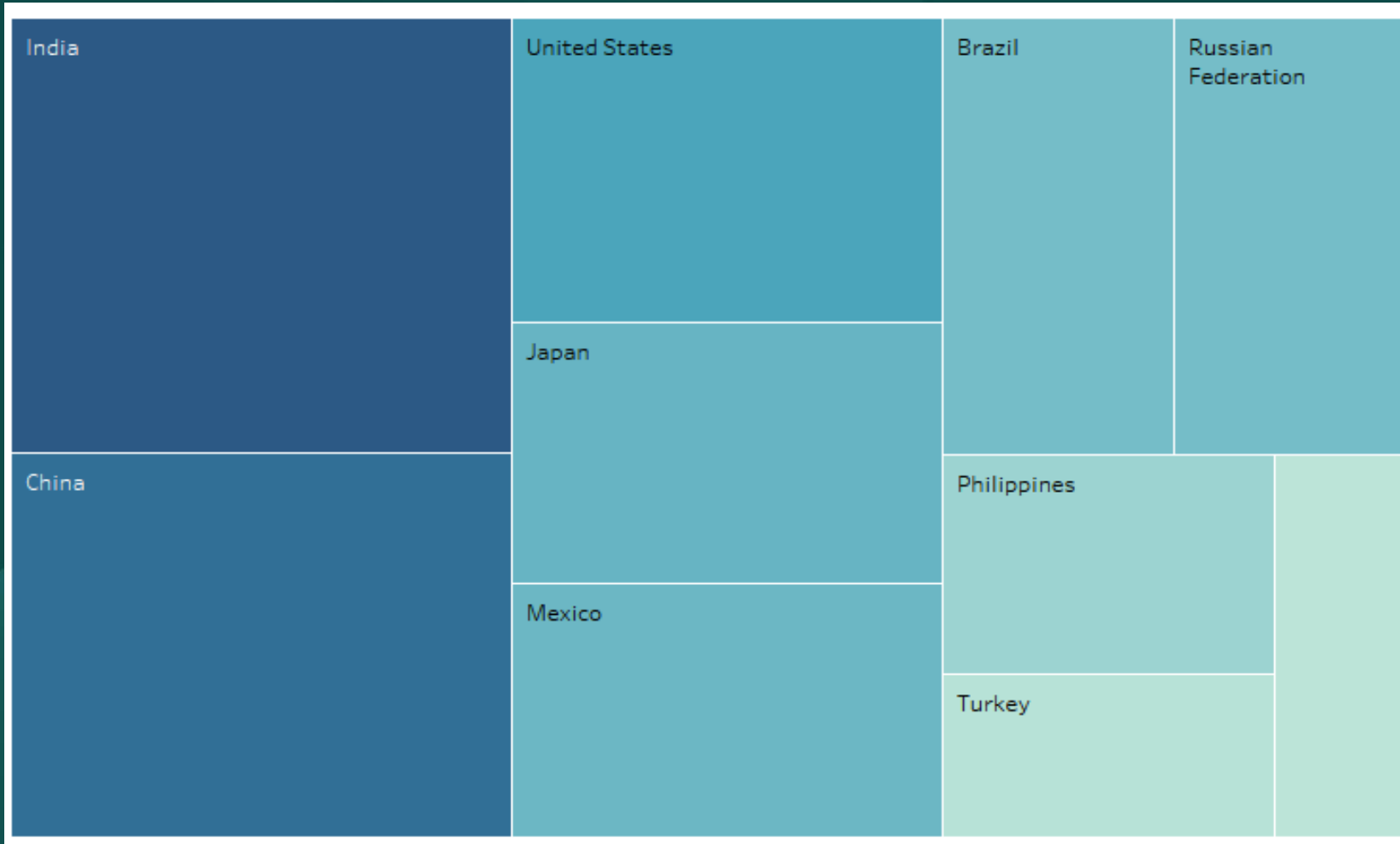
# Frequency of Rented Title



Continue investing in Sports, Sci-Fi, and Animation genres as they show high rental counts and revenue. Boost marketing efforts for Action and New Releases to capitalize on their growing popularity.

# Customer Behavior Insights

# Top 10 Customers Worldwide



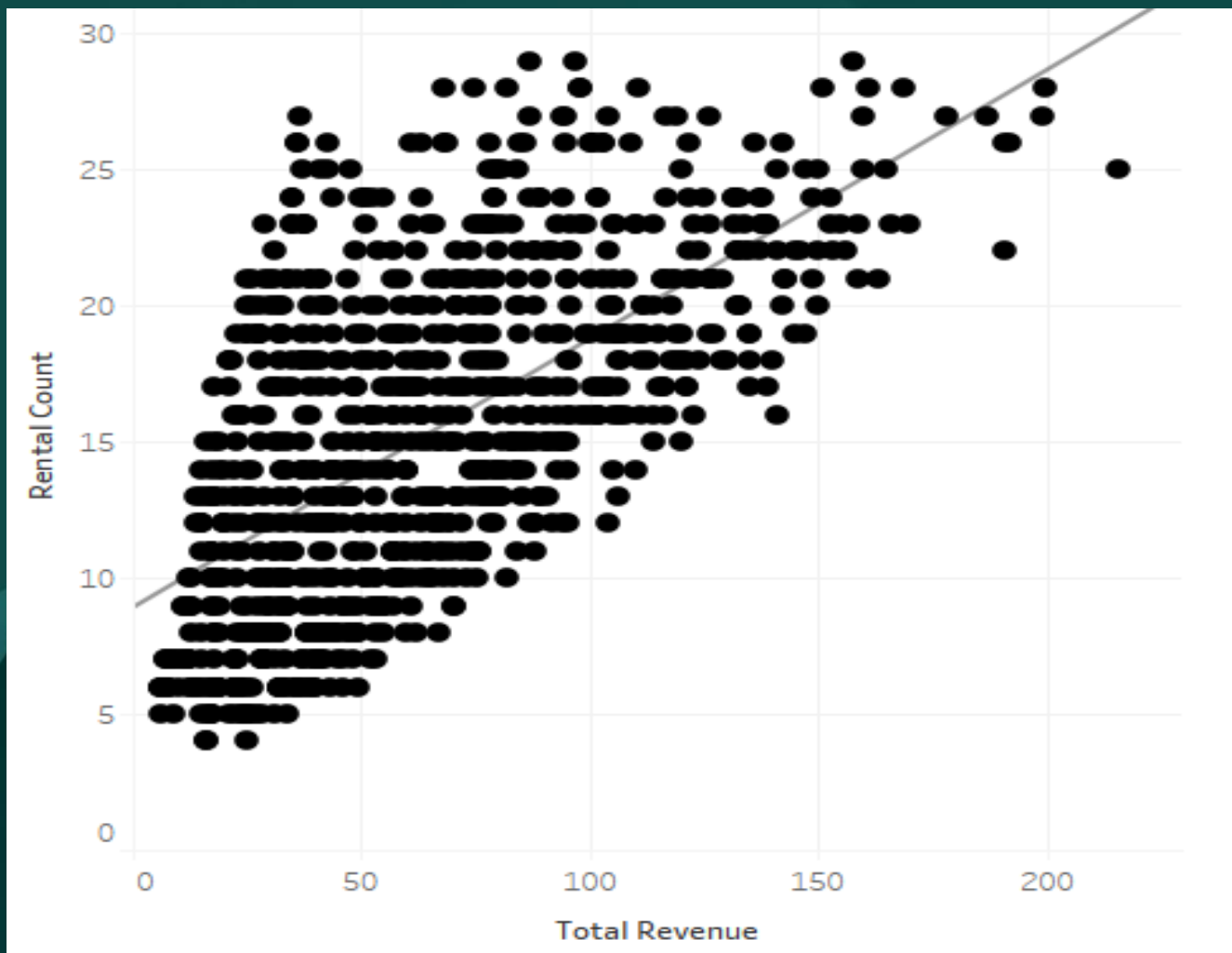
Focus on High-Paying Customers: Implement loyalty programs and personalized marketing strategies for high-paying customers.

Expand in Key Regions: Leverage the presence in diverse regions by targeting similar profiles in those areas to expand the customer base and increase revenue.

# Rental Frequency and Revenue

- The Thriller genre stands out with a significantly higher average rental duration. This could indicate that thrillers are either more engaging or more complex, requiring more time to watch or re-watch.
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- Popular Longer Rentals: Genres like Sports, Games, and Comedy have high rental durations, suggesting these are favored for longer viewing periods. This could be due to their entertainment value or the need for repeated viewing. Focus on High Engagement Genres: Consider expanding the catalog and promoting these genres more heavily for genres with high average rental durations like Thriller, Sports, and Games.

# Rental Frequency and Revenue



The scatter plot and trend line reveal a clear positive correlation between rental counts and total revenue. By focusing on high-performing entries, understanding the factors behind outliers, and targeting common performance ranges, Rockbuster can effectively enhance rental strategies and revenue generation.

# Recommendations

# Future initiatives

- Leverage High-Performing Content and Target Key Regions: Focus on popular genres and promote top-performing movies while tailoring marketing campaigns to regions with high customer concentrations.
- Optimize Pricing and Rental Strategies: Implement dynamic pricing models based on demand and rental duration, using data driven insights to guide content acquisition and replicate success factors.
- Enhance Customer Loyalty and Engagement Programs: Develop personalized marketing strategies and loyalty programs for high paying customers, and engage mid-tier customers with targeted promotions and incentives.

# Conclusions

- The data analysis revealed 3 major strategic initiatives that will position Rockbuster for continued success in the competitive entertainment industry.
- Rockbuster can significantly boost engagement and revenue by:
- Leveraging high-performing content and target key regions;
- Optimizing pricing and rental strategies; and,
- Enhancing customer loyalty and engagement programs.
- I am open for questions and discussions with the management team.
- Should you have any questions, please reach out to me via email.



# Thank You

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