

# **Rockbuster Stealth Data Analysis Project**

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## **A Data-Driven approach to stay competitive in the Streaming Era**

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- Date : 21.12.24
- Tab Pub : Exercise 3.10\_DI\_CF\_MH

# Agenda

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- Introduction : Overview of Rockbuster's business challenge.
- Key Objectives : Addressing the management's critical questions with data-driven insights.
- Insights : Highlights of revenue contributors and top customer locations.
- Recommendations and Next steps for Rockbuster's launch strategy.



# Business Challenge :

## ***Understanding Rockbuster's Competitive Landscape***

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- Facing competition from Netflix and Amazon Prime.
- Transitioning from physical stores to an online rental model.
- Leveraging existing movie licenses to enter the digital market.
- *Objective* : Use data insights to guide the 2020 strategy for success in the streaming era.



# **The Rockbuster Stealth Management Board has outlined key business questions to shape their 2020 company strategy :**

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1. Which movies have been the biggest contributors to overall Revenue and which have performed the worst ?
2. Which countries have the largest customer base ?
3. Who are the top 5 customers in each of the top 10 cities located in the top 10 countries ?
4. How do sales trends and customer preferences vary across different geographic regions ?
5. What operational insights can be drawn from the average rental duration of all videos ?

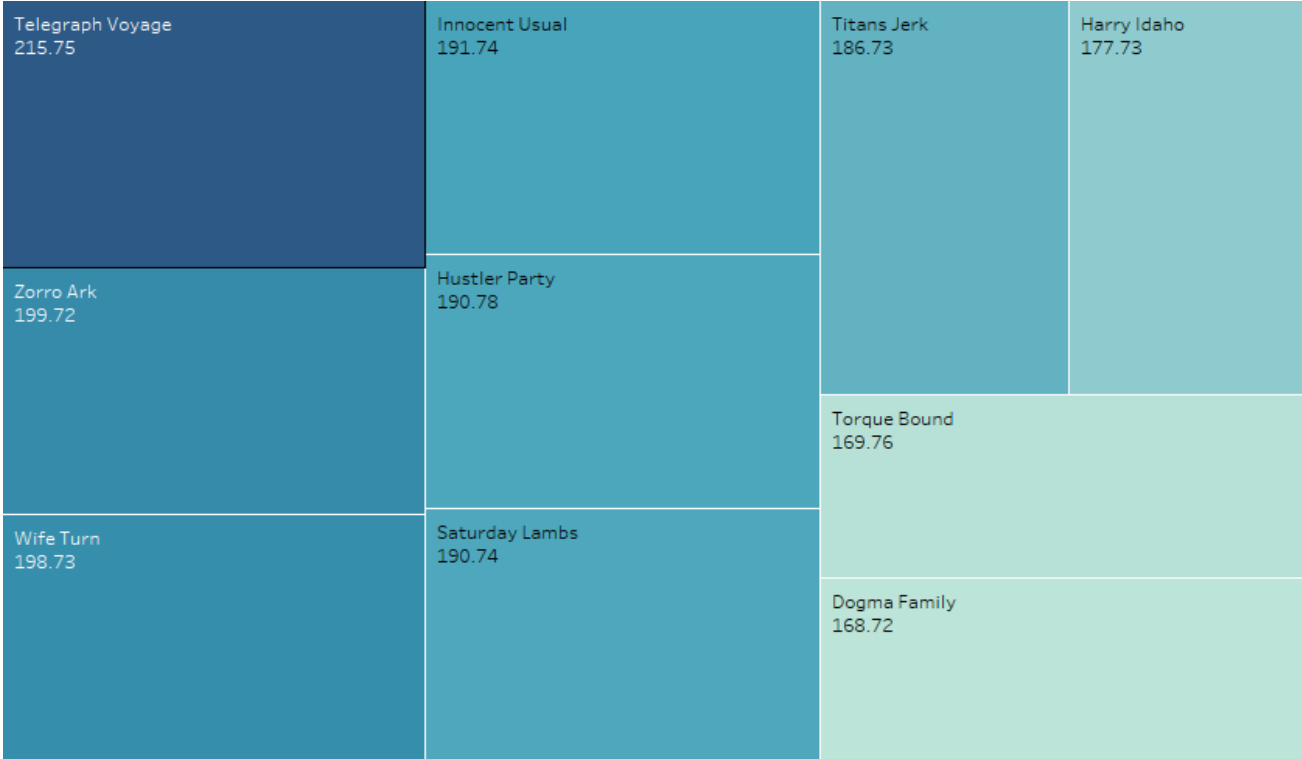
# Critical Data Insights

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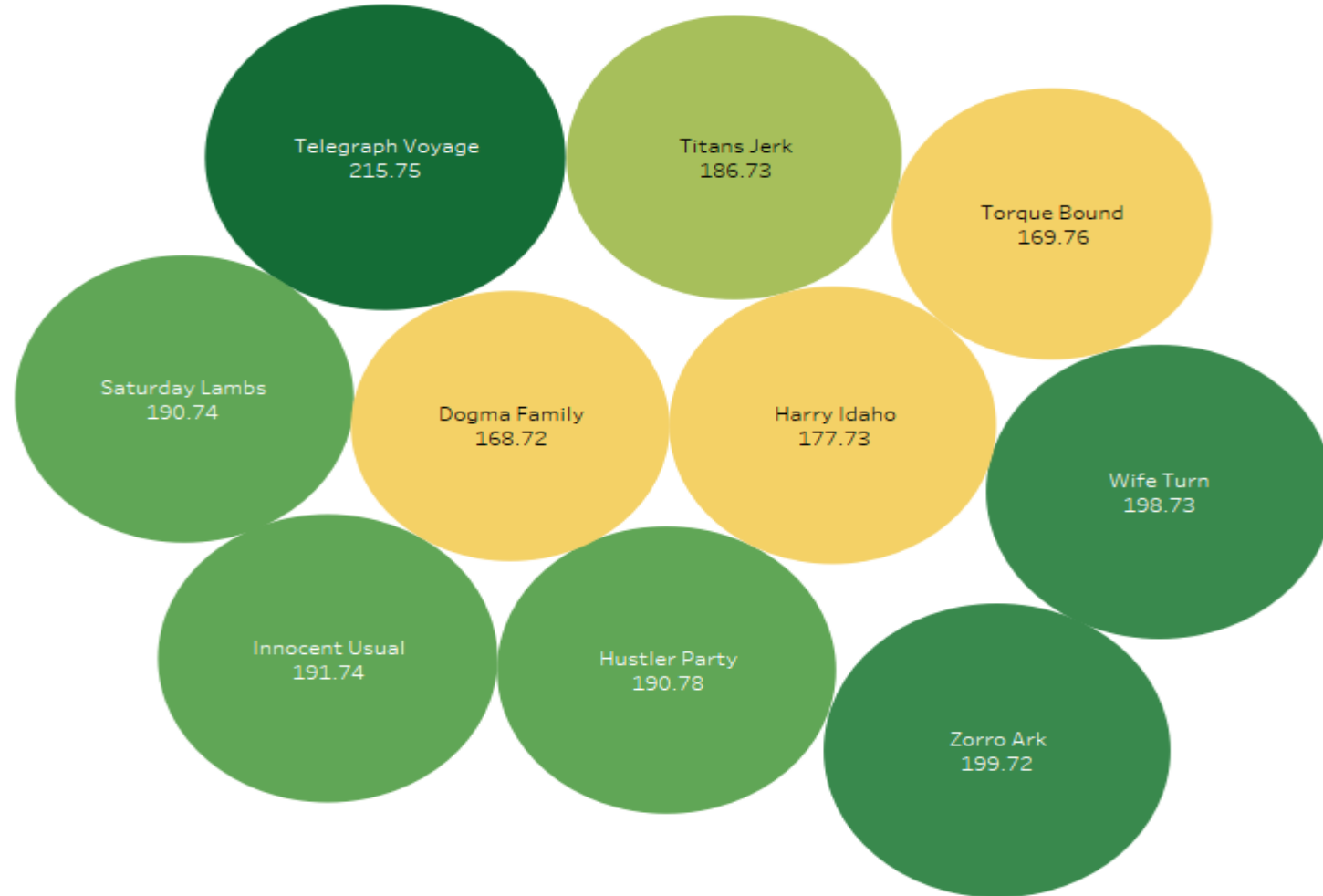
- Revenue Analysis : Identified top and low-performing movies.
- Customer Insights : Highlighted regions with high-value customers.
- Geographic Trends : Sales vary significantly across regions.
- Operational Metrics : Determined average rental duration.

# Revenue Insights : *Movies That Drive Revenue*

movie_title	total_revenue
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

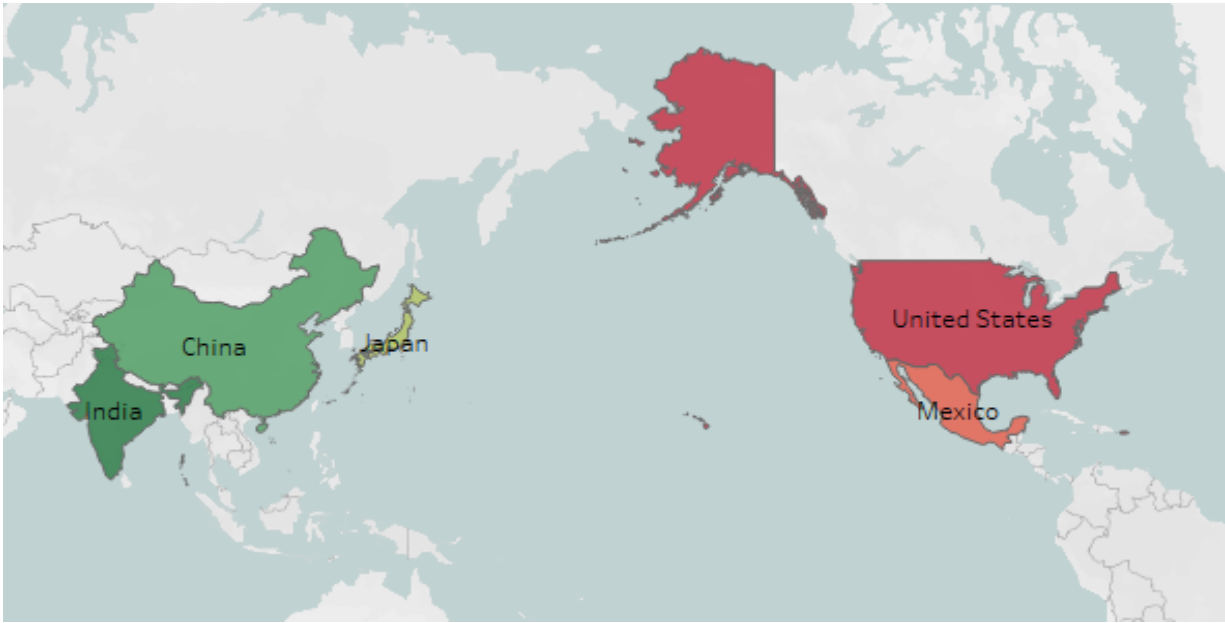
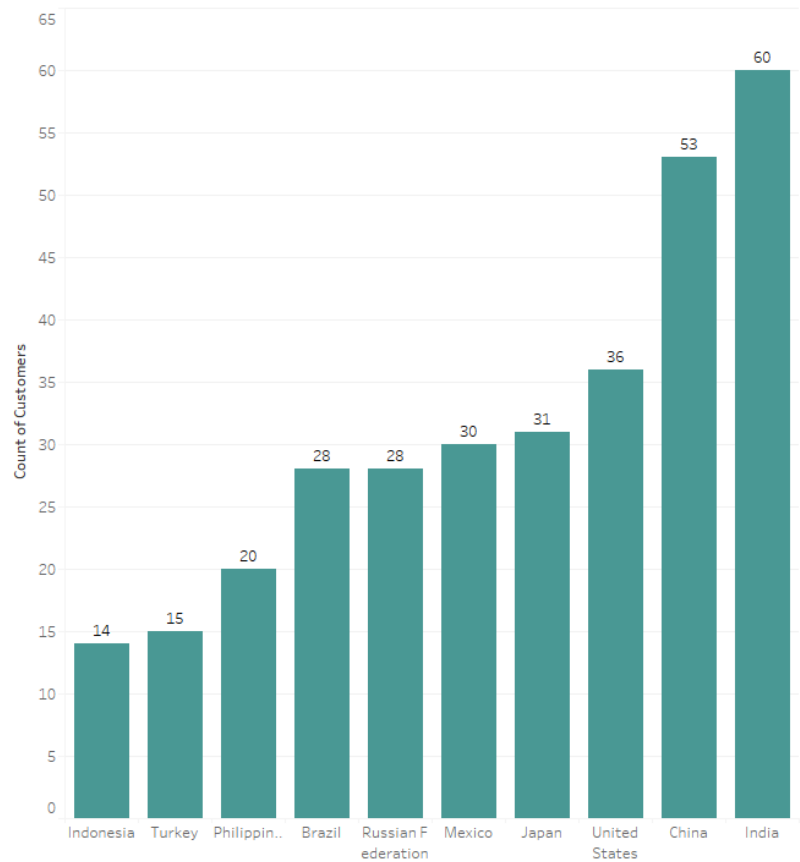
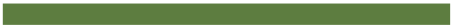


# Underperforming movies that need reconsideration






# Customer Base Insights : *Where Are Our Customers Located ?*



# Geographic Trends in Sales

India and China lead in both total sales and unique customers, while other regions like the United States and Japan also show significant contributions.



region	total_sales	unique_customers
India	6032.79	60
China	5247.04	53
United States	3694.27	36
Japan	3121.52	31
Mexico	2984.82	30
Brazil	2919.19	28
Russian Federation	2765.62	28
Philippines	2219.7	20
Turkey	1498.49	15
Indonesia	1352.69	14

## **Operational Insights : *Optimizing Rental Duration***

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Movie Release Year : 2006, indicating a lack of variety in movie release years

Average Rental Duration : 5 days approximately

Rental Rates : Prices vary between €0.99 and €4.99, with an average of €2.98



Average movie length : 115 minutes, with replacement costs ranging from €9.99 to €29.99

Total movies analyzed : 1000



# **Recommendations :**

## ***Strategic Suggestions for the Online Launch***

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- Focus marketing efforts on high-revenue movies and high-value regions.
  - Reevaluate licensing or promotion for underperforming titles.
  - Tailor regional pricing and promotions based on sales trends.
  - Enhance user experience by optimizing rental durations.
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# Positioning Rockbuster for Success

## Conclusion :

1. **Customer-Centric Approach** : Focus marketing on regions and customers that bring the most value, with India and China leading as the top revenue-generating markets for Rockbuster.
2. **Smart Licensing** : Keep the best-performing movies, including those in the top-rated PG-13 category (223 movies), while rethinking low-performing ones to maximize profits.
3. **Revenue Growth** : Leverage data insights on pricing, movie availability, and regional trends to fine-tune strategies and boost earnings.

## Next Steps :

1. **Focus on Key Regions** : Run targeted marketing in top regions like India and China to boost sales and customer engagement.
2. **Optimize Movie Selection** : Renew contracts for popular movies like PG-13 hits while cutting costs on underperforming ones.
3. **Build Customer Loyalty** : Create programs for high-value customers to improve retention and maximize long-term value.



# **Q&A sessions**



Would be happy to take the questions now

**Thank you**

