

ROCKBUSTER STEALTH DATA ANALYSIS PROJECT

A launch strategy for the online video rental service

Analysed by
Nagammai Athappan
08.01.2024

INTRODUCTION

- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.
- 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.

KEY QUESTIONS AND OBJECTIVES

- 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?

ROCKBUSTER DATASET OVERVIEW

- . Present in 109 Countries
- . 600 Cities within 109 countries
- . 599 Customers worldwide
- . Language - English
- . Films – 1000
- . Category – 21
- . Store location -2 (Canada & Australia)

Movies contributed the most/least to revenue gain

Most Revenue Movies

TelegraphVoyage	\$ 215.7
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

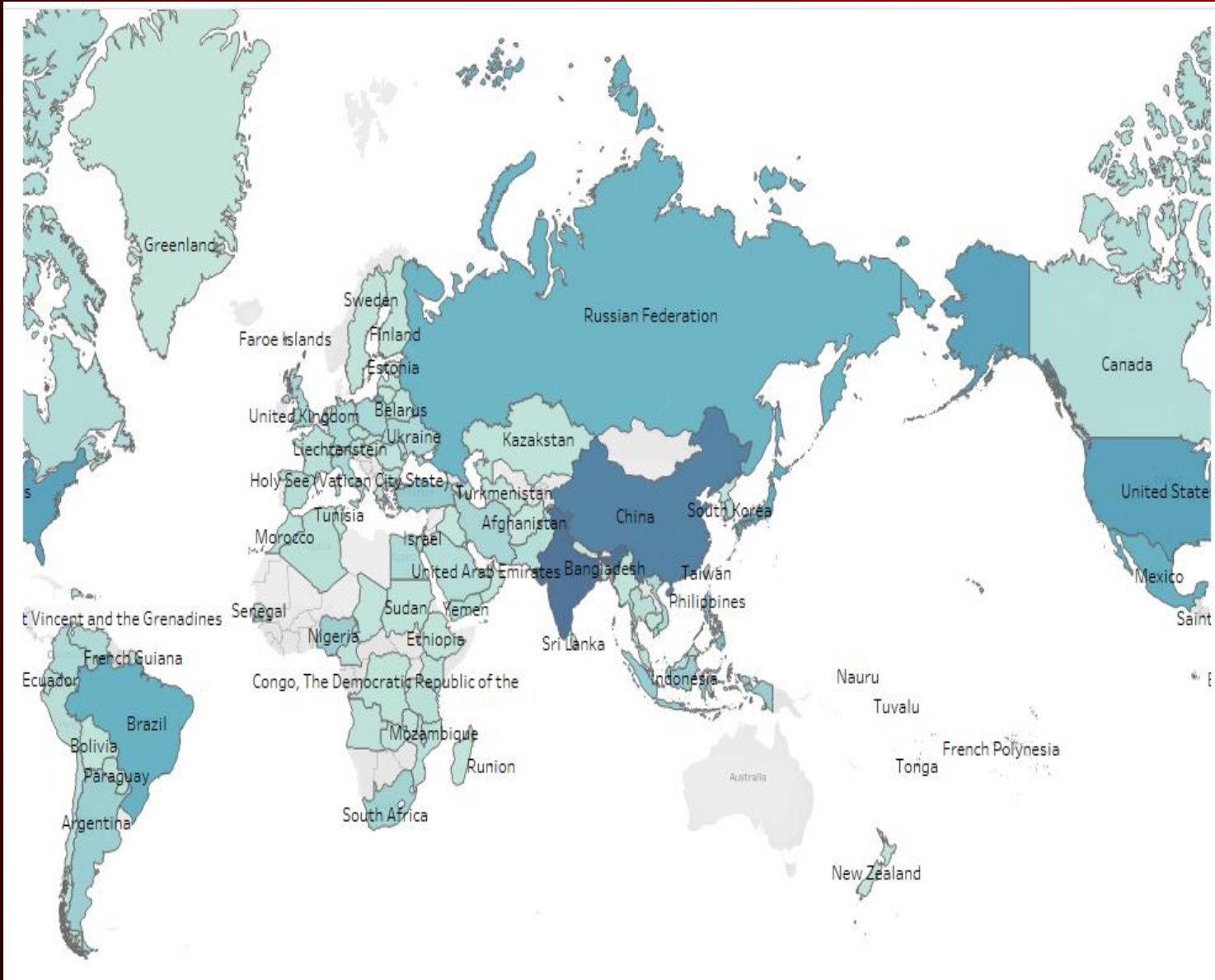
Least Revenue Movies

Texas Watch	\$5.94
Oklahoma Jumanji	\$5.94
Duffel Apocalypse	\$5.94
Freedom Cleopatra	\$5.95
Young Language	\$6.93
Rebel Airport	\$6.93
Cruelty Unforgiven	\$6.94
Treatment Jekyll	\$6.94
Lights Deer	\$7.93
Stallion Sundance	\$7.94

STATISTIC OF FILM RENTAL

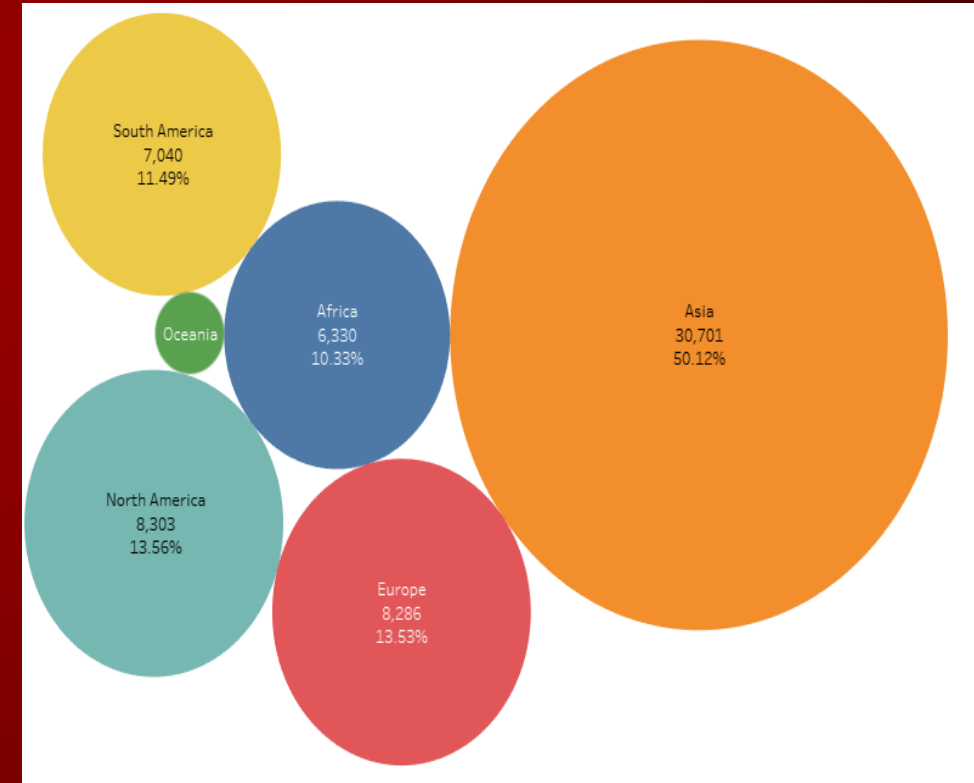
	Rental Rate	Rental duration days	Film Length	Replacement Cost
Minimum	0.99	3	46	9.99
Maximum	4.99	7	185	29.99
Average	2.98	4.99	115.27	19.98

Rockbuster customers allover country

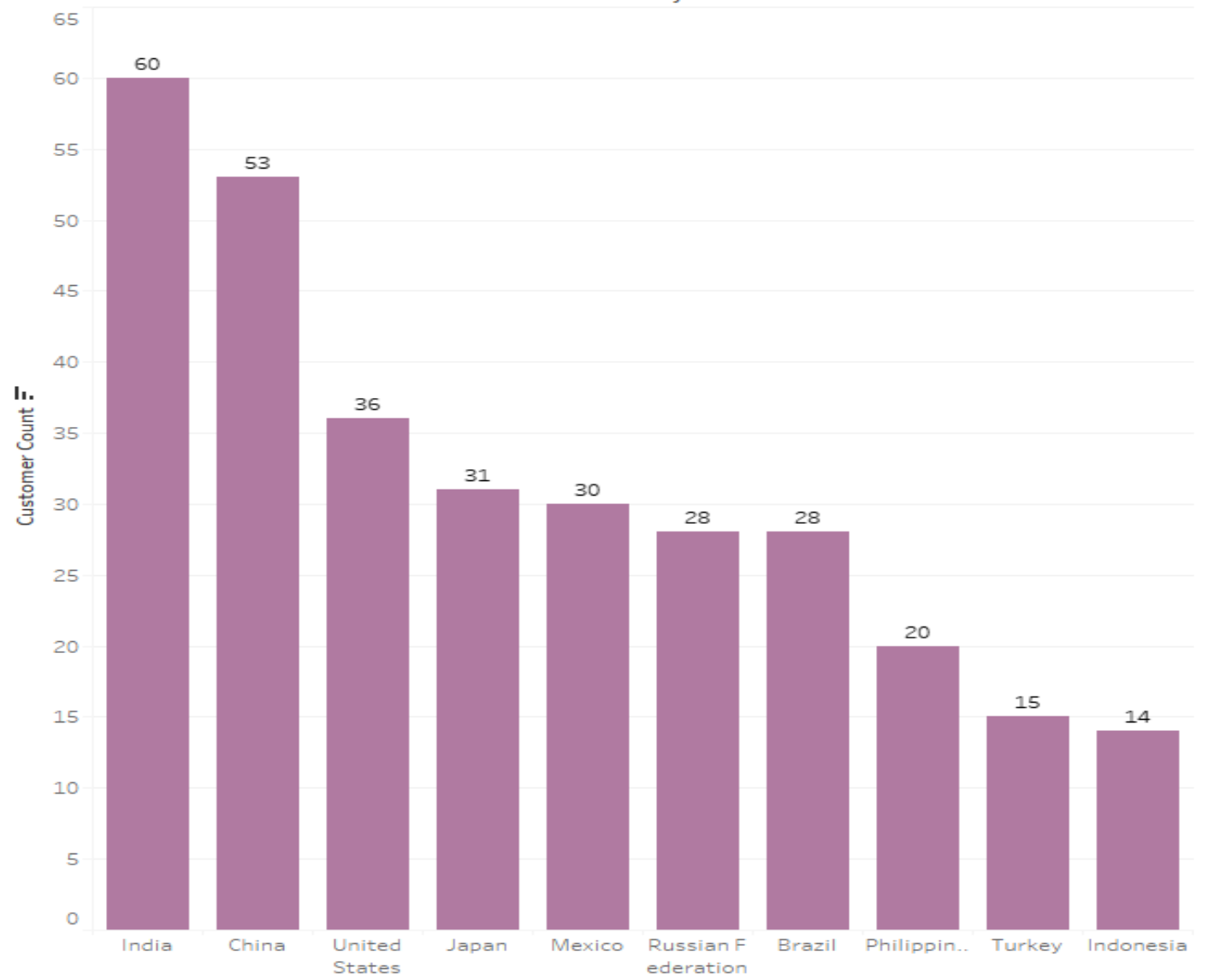


Rockbuster is present in 109 countries with 599 customers. It is based in 6 main continents from below figure it is clear Asia is the Top most continent nearly 50% both in revenue & customer count , second most is North America , Africa is least most.

Rockbuster Revenue continent wise



Top 10 Countries of Rockbuster interms of Customer count



India is top most country with large customer count followed by china. United States count is 3rd most country.

Japan, Mexico, Russian Federation & Brazil count are more are less same. It shows those region are focused balanced.

Philippine, Turkey, Indonesia are top 10 least countries.

TOP 10 CITIES FALL WITHIN THE TOP 10 COUNTRIES

United States	2
Mexico	1
United States	1
Japan	1
India	1
China	1
Brazil	1
China	1
China	1
Indonesia	1

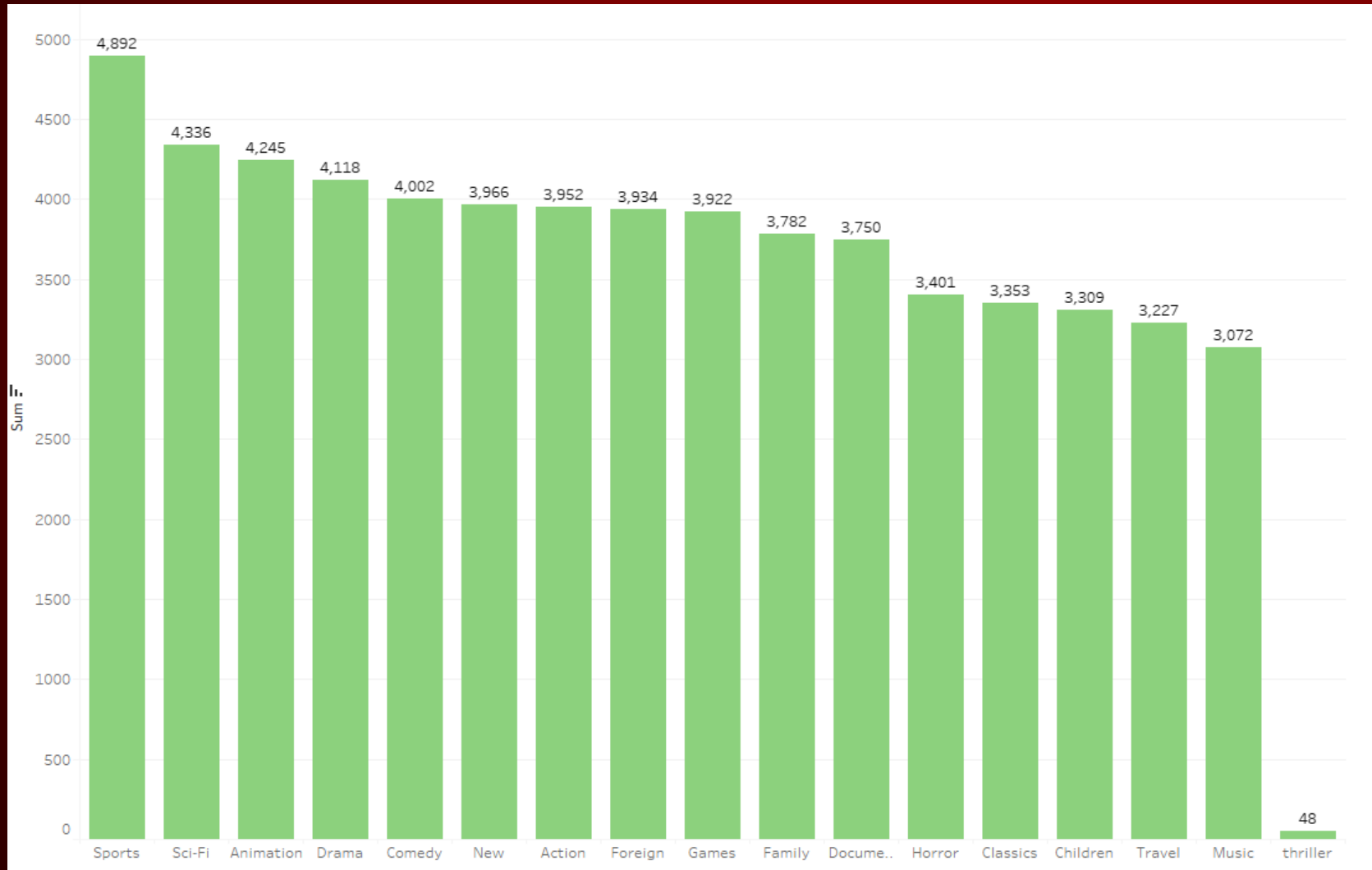


TOP 5 REWARDED CUSTOMERS



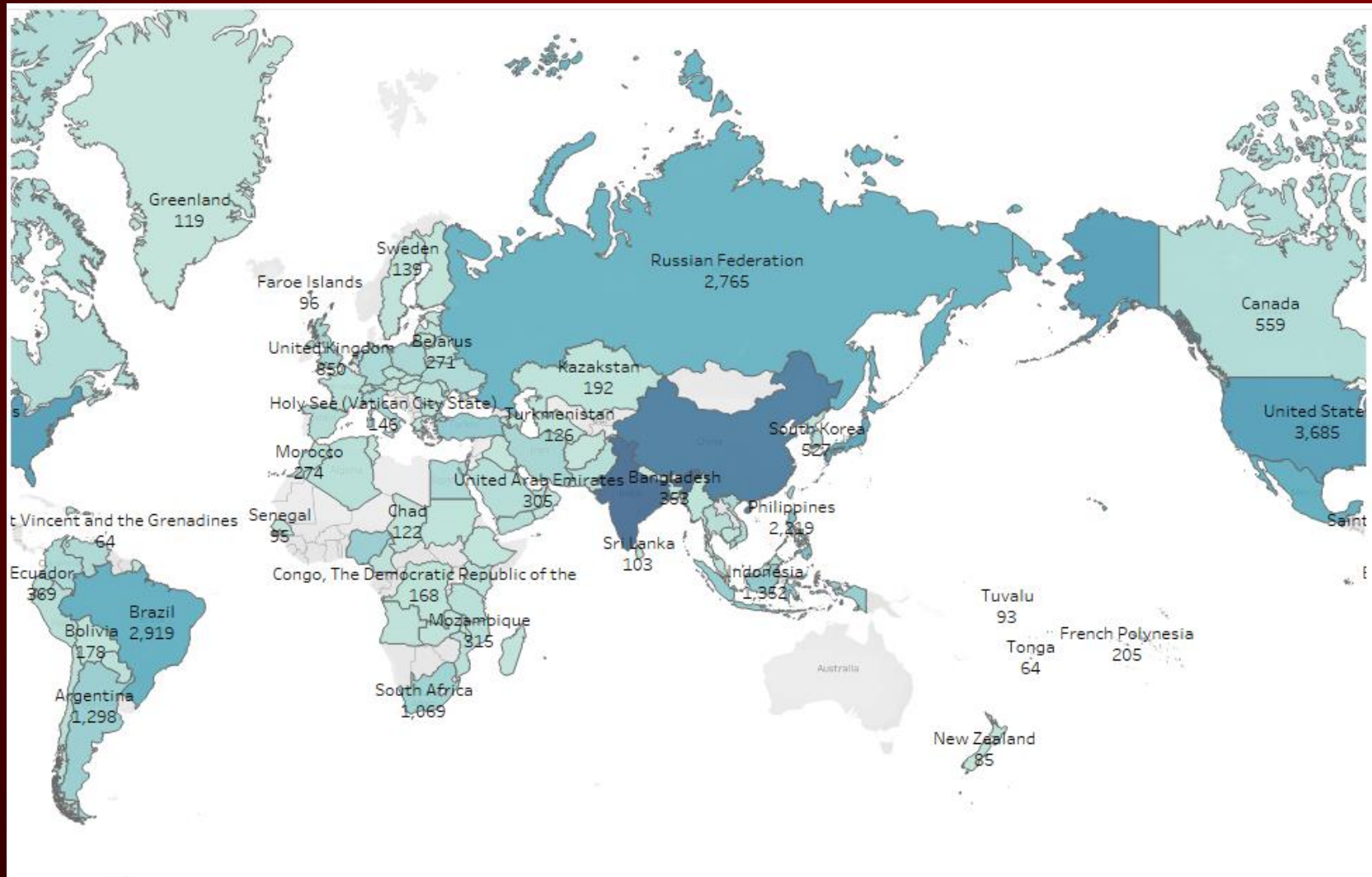
Country	City	First Name	Amount
India	Ambattur	Arlene	111.76
China	Shanwei	Kyle	109.71
Japan	Iwaki	Mariene	106.77
Mexico	Acua	Glen	100.77
United States	Aurora	Clinton	98.76

ROCKBUSTER CATEGORY WISE REVENUE



- Rockbuster deals with 21 category films. Among them sports is the top most category. From the visualization it is clear that there is no large difference in revenue between 16 category. But the least category revenue are very low. Especially in thriller category revenue amount is only \$ 48.

DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?



- . Sales figure shows variation across different geographic regions.
- . Asia & America have large sales.
- . Asias Marketing is in good strength contributing nearly 50%.

RECOMMENDATIONS & INSIGHTS

- . Focus on all continent countries where sales is low.
- . Team have to check whats the problem in thriller category movie sales. Compare to other category thriller to be more concentrated.
- . United states city count is first, compared to top country customer count. Rockbuster Marketing team should focus on all cities in every country.

Recommendations:

- . I highly recommend Rockbuster for their exceptional collection of diverse and top-notch films, prompt and reliable service, and a user-friendly platform that enhances the overall movie-watching experience. Their commitment to customer satisfaction and the latest releases make them a go-to choice for anyone seeking an unparalleled film rental service.
- . Offer flexible and affordable rental plans to accommodate different customer needs. This could include options for one-time rentals, monthly subscriptions, or loyalty programs for frequent renters.
- . Ensure high-quality streaming services to provide customers with a satisfying and immersive viewing experience. This includes HD or 4K streaming options and minimal buffering.
- . Provide excellent customer support to address queries, concerns, or technical issues promptly. A responsive and helpful support team can enhance customer satisfaction and loyalty.
- . Implement periodic promotions, discounts, or bundled deals to attract new customers and retain existing ones. Special offers during holidays or events can also boost customer engagement.
- . Keep the film catalog updated with new releases, and regularly refresh the platform with additional features or improvements based on customer feedback.

THANK YOU
FOR YOUR ATTENTION

Please Visit [Tableau Public Page](#) for a Detailed view of the Analysis.