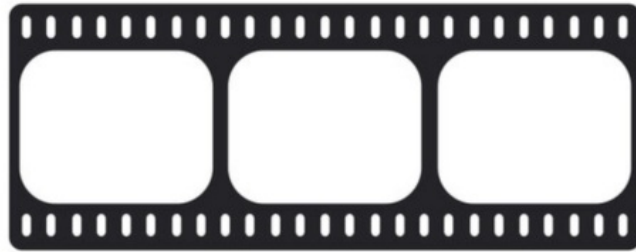




Rockbuster Stealth, LLC

Nancy
Kolaski
Data
Analysis
4/14/24



Project Overview

- 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 services in order to stay competitive.



Key Questions & Objectives



- Which movies contributed the most/least to revenue gain?

This will help us understand what type of movie rentals will be most popular versus least popular in order to identify the inventory correctly

- What was the average rental duration for all videos?

If we see there are some genres or video types, then we can think about increasing rental prices for those genres

- Which countries are Rockbuster customers based in?

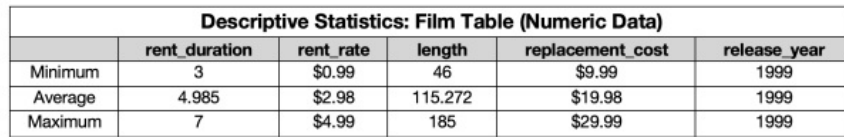
Once we understand the countries where more rentals take place, we can improve localization and regionality by bringing more regional movies there

- Where are customers with a high lifetime value based?

By analysing the type of customer demographics, we can target towards that population to gain more valued customers.

- Do sales figures vary between geographic regions?

This will allow us to figure out best places for marketing for Rockbuster.



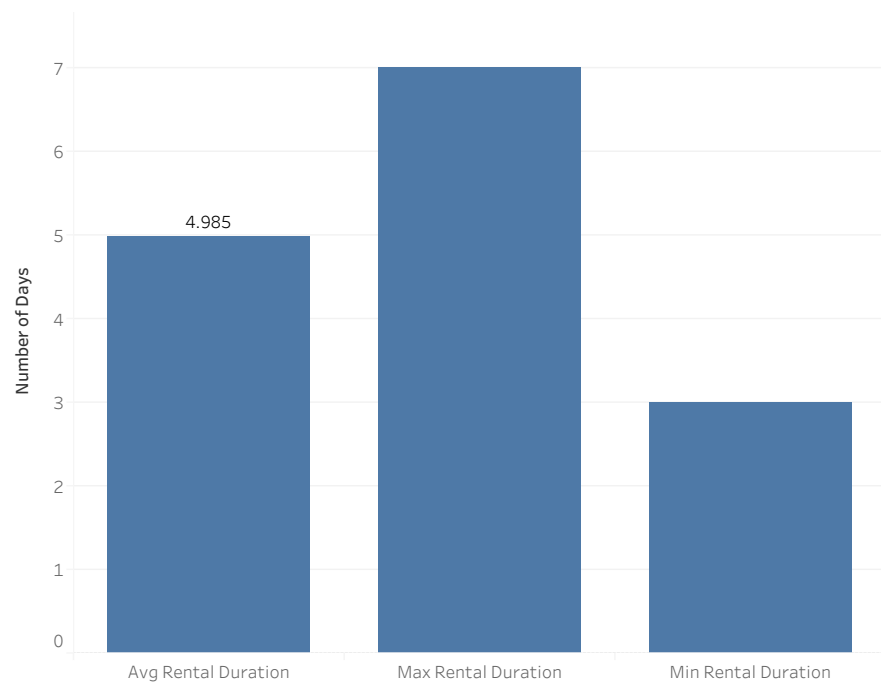
Customer Table, Non-Numeric (Descriptive Statistics)						
	first_name	last_name	address_id	activebool	create_date	active value
mode	Jamie	Abney	5	TRUE	2006-02-14	1



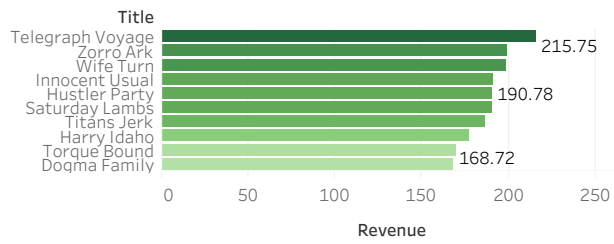


Rental Duration

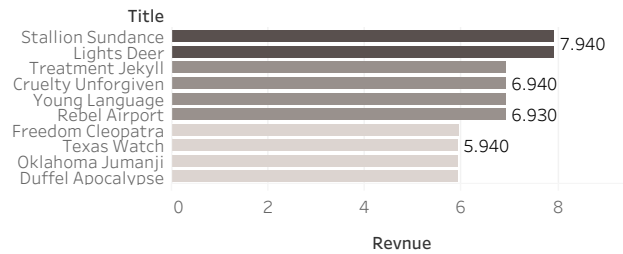
(Average, Min, Max)



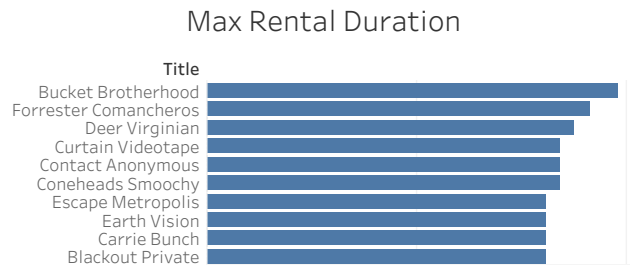
-Average rental duration is 5 days
(max of 7, min of 3)



Top 10 movies - Highest Revenue



Bottom 10
Movies -
Lowest
Revenue

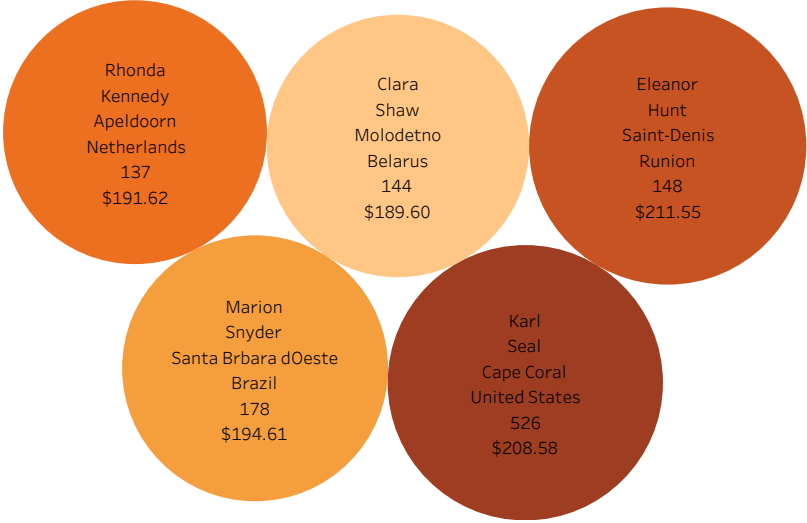
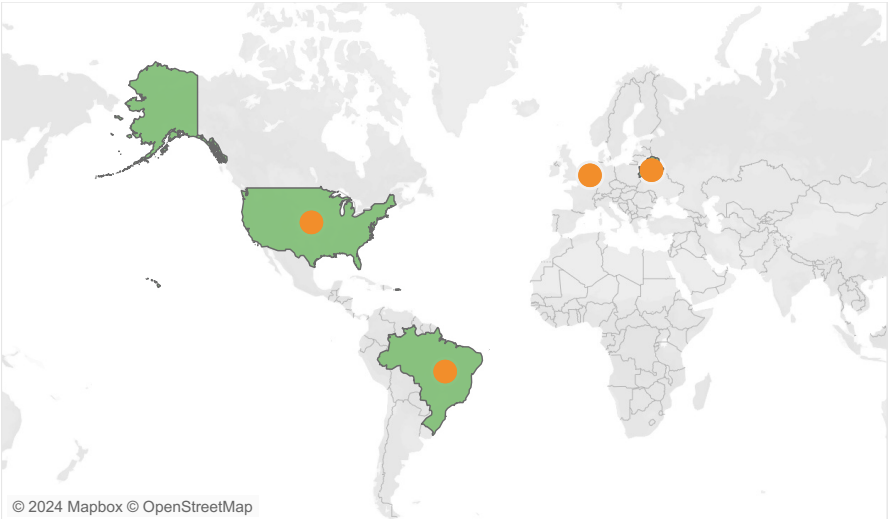


Movies rented
the longest:
(no correlations to top 10
movies)

● ● ● ● ● ● ● ● ● ● ● ●



Top 5 customers from top 10 cities,
who've paid the highest amounts to Rockbuster



● ● ● ● ● ● ● ● ● ● ● ●

Brazil & Mexico \$2,900

(no trends or centralized locations, interesting to note since movies are mostly in english language)

(these customers are also scattered all around the world)

(no correlation between longer movie rentals and top movies)



Next Steps & Recommendations

- Interview top customers using questionnaires to find out what they like/don't like about Rockbuster's rental service

(since they are invested, they are likely to know the process well and have helpful feedback)

- Use AI to formulate algorithms for movies that are similar to the top 10 movie list in order to advertise more movies similar (and vice versa for bottom list)

(A list of revenue can then be collected in the 3 months following to see if there are increase in revenue)

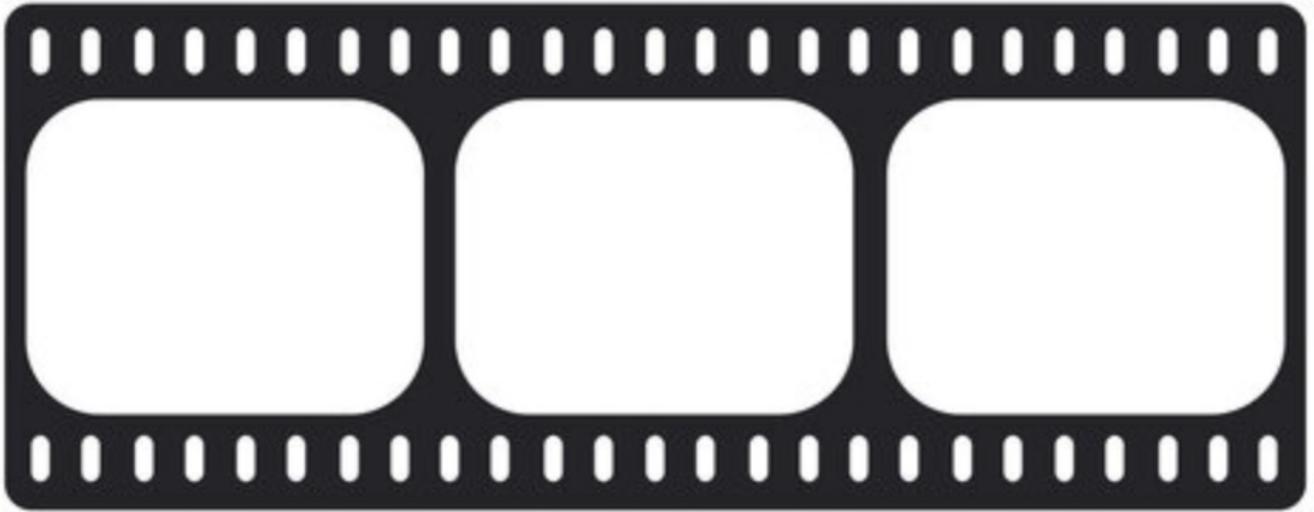
- Focus marketing for Rockbuster in the higher populated regions since they produce more revenue

- Lastly, introduce more movies with language dialects of these top countries: India, China, Japan, Brazil, Mexico

(this will likely produce a higher repertoire of movies, as well as increase profits)

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Thank you.



https://public.tableau.com/views/3_10RockbusterBubbleMap_17129709180540/Story1?:language=en-US&publish=yes&:sid=&:display_count=n&:origin=viz_share_link