ROCKBUSTER STEALTH DATA ANALYSIS PROJECT

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Task 3.10

TITLE AND CONTENT LAYOUT

Introduction & Brief Overview

Current Market Analysis

Performance Analysis

Customer Behavior Insights

Strategic Recommendations

Conclusion

INTRO & BRIEF OVERVIEW

Company Overview:
Rockbuster Stealth LLC is a movie rental company that historically operated physical stores worldwide.

Market Challenge: Streaming behemoths like Netflix and Amazon Prime present serious competition for the business.

Strategic Shift: Using its current movie licenses, Rockbuster Stealth is making the shift to an online video rental business in response to market forces.

Objective: The project's main objective is to provide Rockbuster with the data-driven insights it needs to enter and effectively compete in the online video rental business.

CURRENT MARKET ANALYSIS

TOP 10 MARKETS

Key Insights

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.

Tableau visual link of Customer Distribution Bubble Map

SUMMARY ANALYSIS OF FILM STATISTICS

Film Length

- Min = 46 minutes Max = 185 minutes Avg = 115.27 minutes
- *Variety in film durations with an average*
- *length of just under two hours.*

Film Ratings

Mode Rating: PG-13

Majority of films are suitable for a teenage

audience with some parental guidance.

- Rental Duration
  - Min = 3 days

    Max = 7 days

    Avg = 4.99 days
  - *Standard rental period is about a week.*

- Rental Rates
  - Min = $0.99

    Max = $4.99

    Avg = $2.98
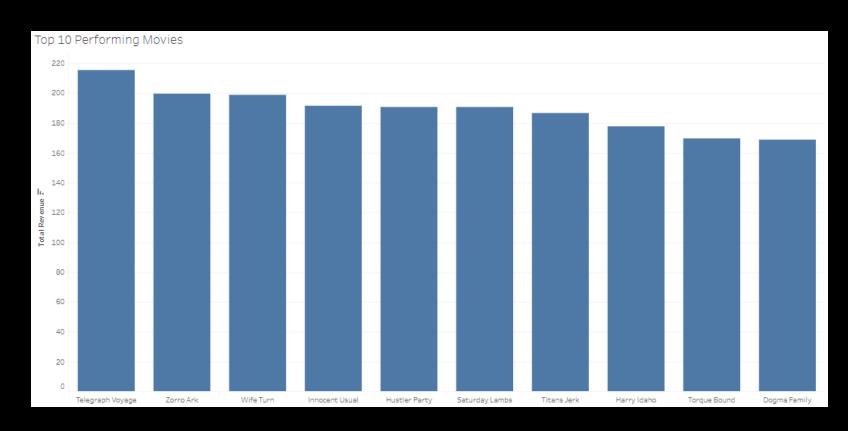
PERFORMANCE ANALYSIS

TOP 10 MOVIES

Key Insights

The top 10's revenue spans from $215.75 to $168.72, suggesting a limited range and steady performance from the highest achievers.

Concentrate on promoting films that are comparable to the wildly popular "Telegraph Voyage" and "Zorro Ark".

Top 10 Performing Movies

Tableau link

GENRE PERFORMANCE

Key Insights

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.
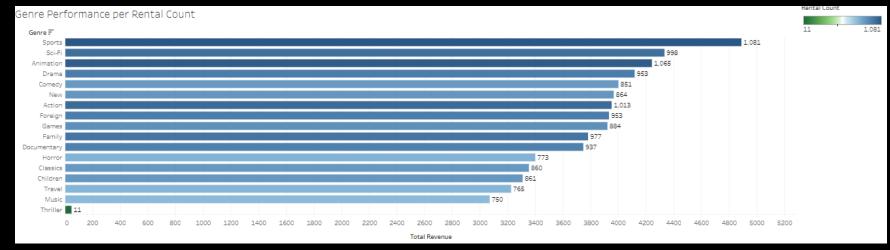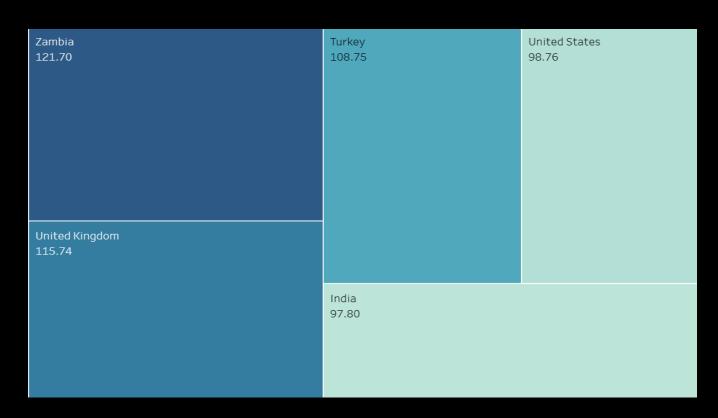

Genre Performance per Rental Count

Tableau link

CUSTOMER BEHAVIOR INSIGHTS

TOP 5 CUSTOMERS

- • Key Insights

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

Zambia 121.70	Turkey 108.75	United States 98.76
United Kingdom 115.74		
	India 97.80	

- Tableau link

RENTAL DURATION AND GENRE

Thriller	170.56
Sports	124.73
Games	124.41
Comedy	123.58
Sci-Fi	121.90
Music	121.66
Documentary	121.37
Horror	120.93
Family	120.73
Action	120.64
New	120.59
Foreign	120.51
Children	118.82
Classics	118.77
Drama	117.25
Animation	116.93
Travel	115.77

The average rental duration of films in the thriller genre is noticeably longer than other genres. This might mean that thrillers take longer to watch or rewatch because they are either more sophisticated or more fascinating.

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.

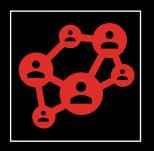Tableau link

STRATEGIC RECOMMENDATIONS

THREE ACTIONABLE INSIGHTS

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.

CONCLUSION

- Marketing Strategies:

    - Use marketing that is genre-focused, focusing on Sci-Fi and Sports in particular, and use tailored promos to keep customers coming back.
    - Promote popular film categories and customer favorites.
    - To increase engagement and cultivate loyalty, customize marketing strategies and content for consumers in important areas like China, India, and the USA.

- Customer Engagement and Loyalty:

    - Implement loyalty programs to reward high-value customers, thereby boosting retention and lifetime value.
    - Use algorithms to deliver personalized recommendations

- Genre Focus:

- Invest in growing popular genres and eliminating unsuccessful films by updating the movie inventory often, following viewer tastes and commercial trends.