Strategic Insights from Rockbuster's Analysis

Navigating Through Data for Competitive Edge

Presented by

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OVERVIEW

Transition towards launching an online video rental service in response to the digital streaming boom amidst stiff competition from streaming services such as Netflix and Amazon Prime.

Project Questions

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? .
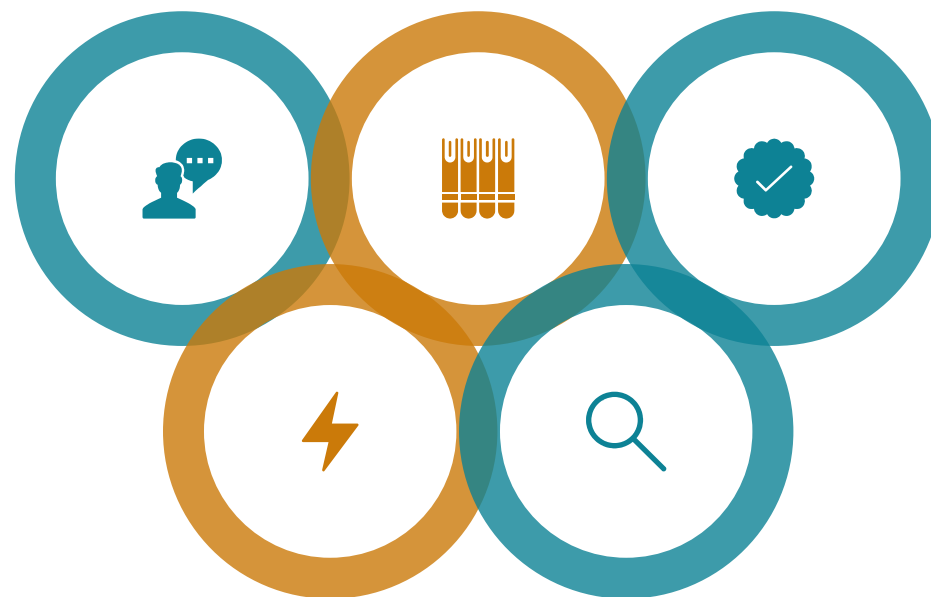
Where are customers with a high lifetime value based?

Do sales figures vary between geographic regions?

Data-Driven Approach
Descriptive Overveiw

Avg Length of Movies	Max Length of Movies	Min Length of Movies
115.3 Minutes	185.0 Minutes	46.0 Minutes

Avg Rental Duration of Movies	Max Rental Duration of Movies	Min Rental Duration of Movies	Avg Rental Rate of Movies	Max Rental Rate of Movies	Min Rental Rate of Movies	Avg Replacement Cost	Max Replacement Cost	Min Replacement Cost
5 Days	7 Days	3 Days	£2.98	£5.0	£0.99	£19.98	£30.0	£9.99

Champions of Patronage: Top 5 Customers by Total Payment

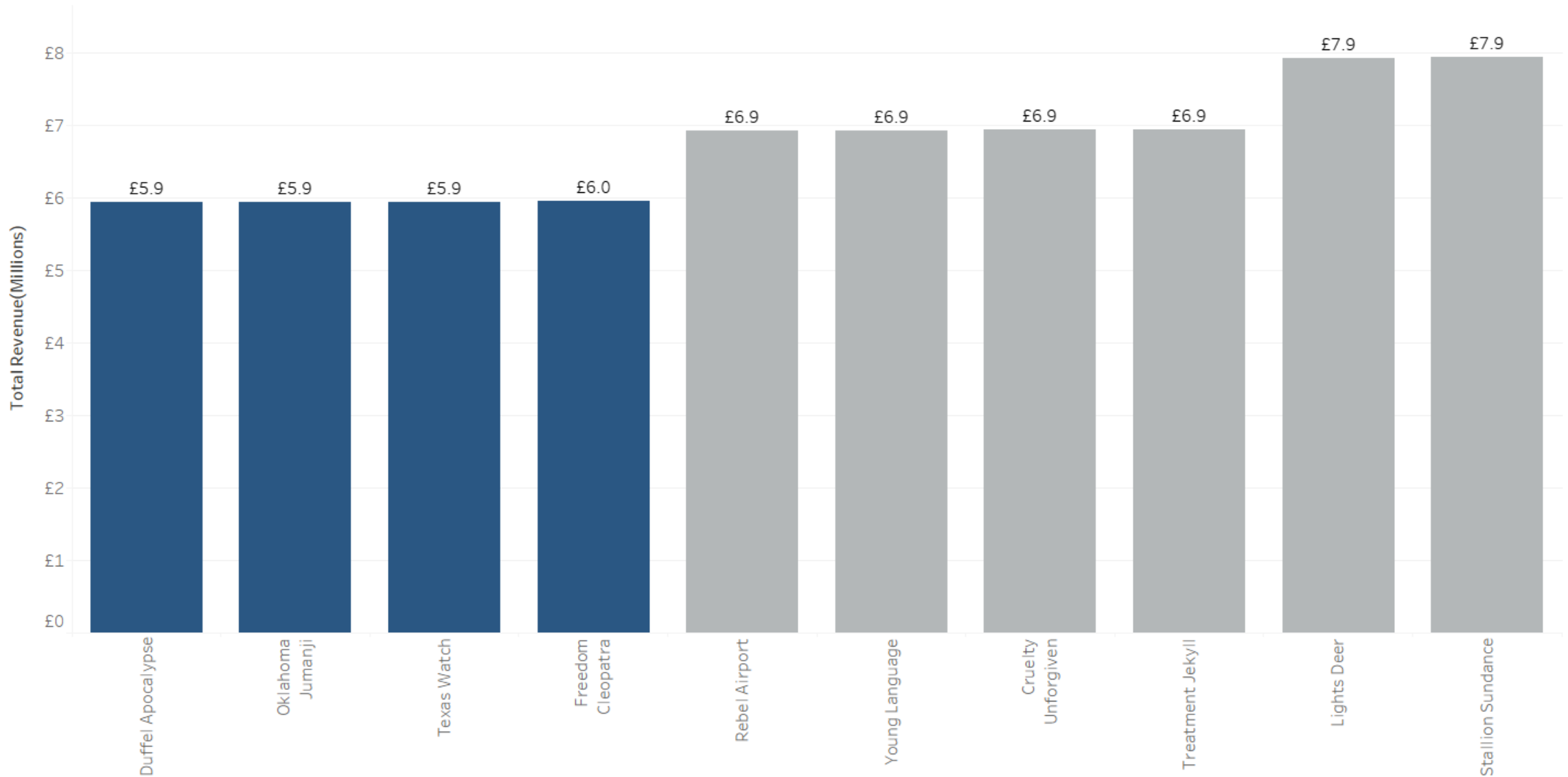| First Name	Last Name	Country	
Eleanor	Hunt	Runion	£211.6
Karl	Seal	United States	£208.6
Marion	Snyder	Brazil	£194.6
Rhonda	Kennedy	Netherlands	£191.6
Clara	Shaw	Belarus	£189.6

These customers are highlighted as top patrons based on their significant financial contributions to Rockbuster Stealth LLC.
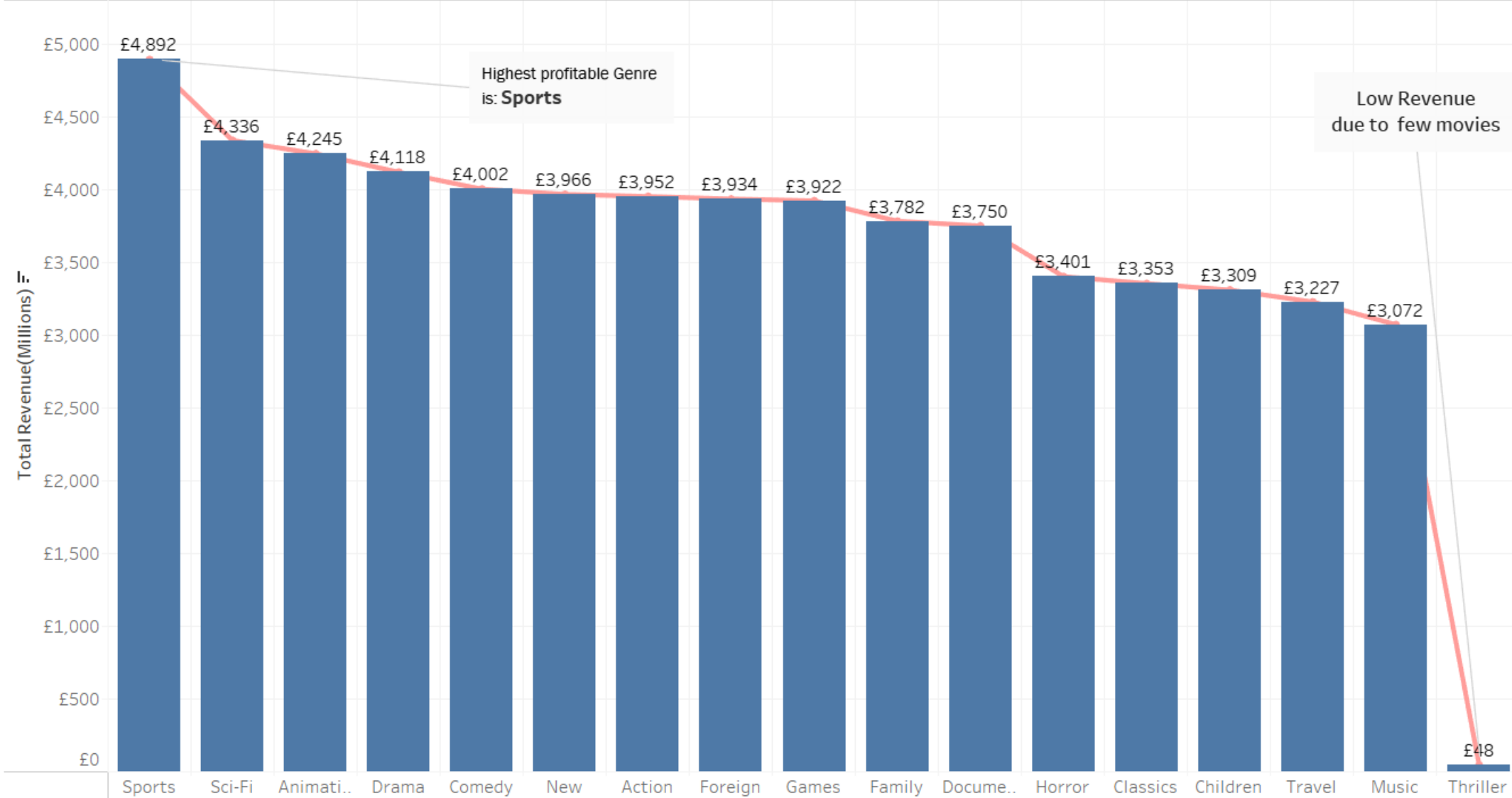
Top performing Films: A Look at the Top Profitable Movie

Box Office Breakdown: Revenue by Film Genre

Highest profitable Genre
is: **Sports**

Low Revenue
due to few movies

£4,892
£4,336
£4,245
£4,118
£4,002
£3,966
£3,952
£3,934
£3,922
£3,782
£3,750
£3,401
£3,353
£3,309
£3,227
£3,072
£48

Total Revenue(Millions)

£5,000
£4,500
£4,000
£3,500
£3,000
£2,500
£2,000
£1,500
£1,000
£500
£0

Sports | Sci-Fi | Animati.. | Drama | Comedy | New | Action | Foreign | Games | Family | Docume.. | Horror | Classics | Children | Travel | Music | Thriller

Global Reach: The Distribution of Rockbuster Customers Across the World

KEY:

The red circles shows the average number of customers across various countries. The size of the circle illustrates the total amount in that country.

Customer Demographics: A Country-by-Country Profile Overview
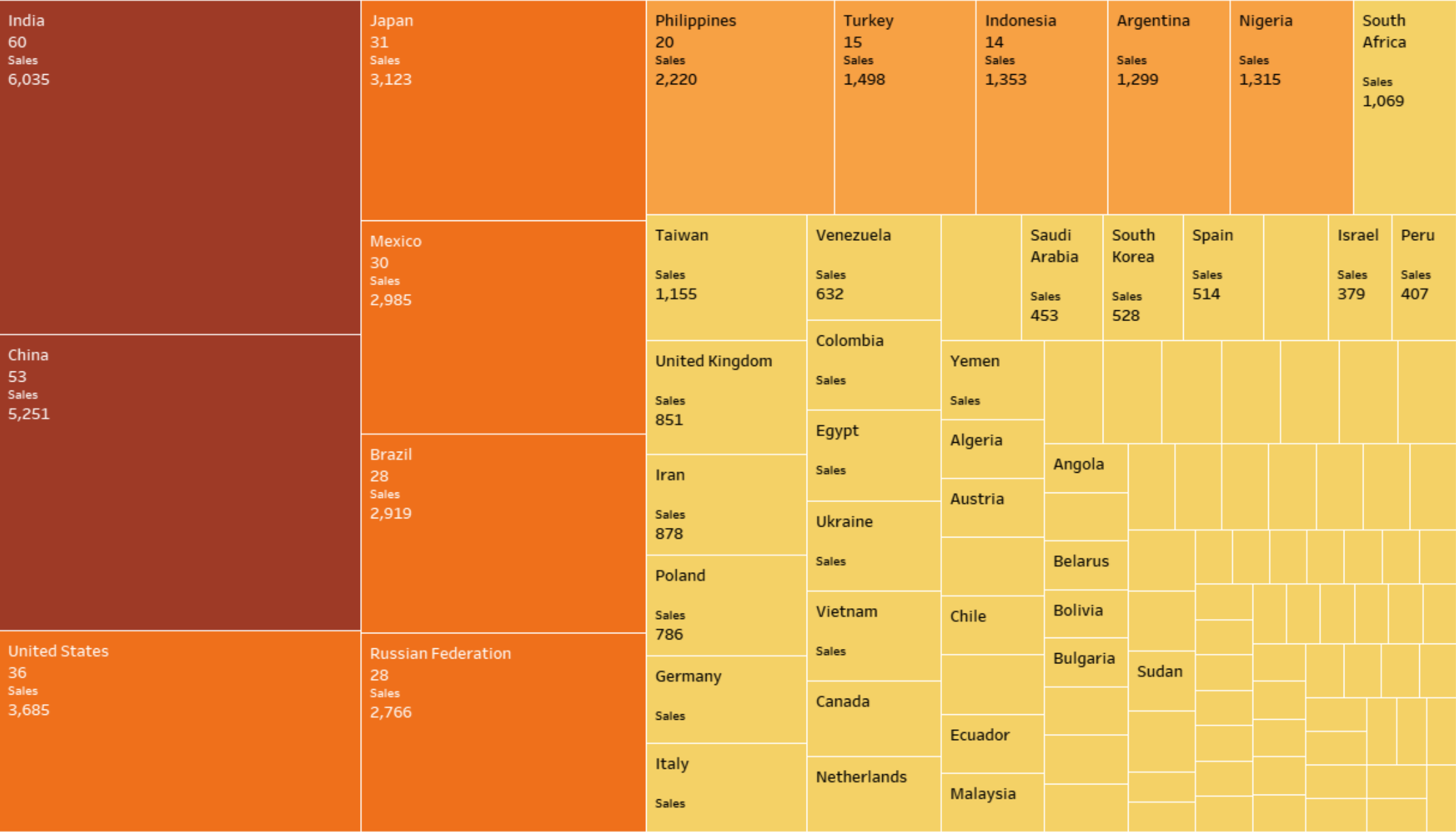
Recommendations and Analysis

Niche Market Identification through Data-Driven Research

- **Market Research**: Conduct in-depth market research to uncover underserved genres or demographics. Analyze current market trends to identify potential gaps in the offerings of major competitors like Netflix and Amazon Prime
- **Unique Value Proposition**: Develop a unique value proposition (UVP) that differentiates Rockbuster's offerings from competitors.

Forecasting Analysis for Informed Decisions

- **Predictive Analytics**: Implement predictive analytics to forecast market trends and consumer behaviors.
- **Revenue and Growth Modeling**: Develop financial models that simulate various scenarios based on the forecasting analysis.
- **Continuous Monitoring and Adaptation**: Establish a system for ongoing monitoring of market dynamics and consumer preferences.

FINANCIAL ANALYSIS IN HIGH-POTENTIAL MARKETS

- **Targeted Investment**: Use the insights from the visualisation to pinpoint countries with high customer value and potential for growth.

- **Partnerships and Localisation**: Form partnerships with local content creators to provide authentic and regional-specific offerings.

Thank you

Questions?

Tools:- PostgreSQL
        Tableau

Link to visualization:-
https://public.tableau.com/app/profile/meshach.okumbor/viz/Rockbuster_17122413369360
/Sheet4?publish=yes