Rockbuster Stealth Data Analysis Project

Data-Driven Strategy for Online Video Service

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Introduction

- Rockbuster Stealth LLC is a movie rental company that previously had physical stores.

- Facing competition from streaming giants like Netflix & Amazon Prime, the company is planning to launch an online video service.

- This analysis provides data-driven insights to help Rockbuster Stealth succeed in this transition.

Key Business Objective & Questions

Objective: Analyze Rockbuster payment, film inventory, and customer data to guide Rockbuster Stealth's strategy, the following key questions need answers:

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?
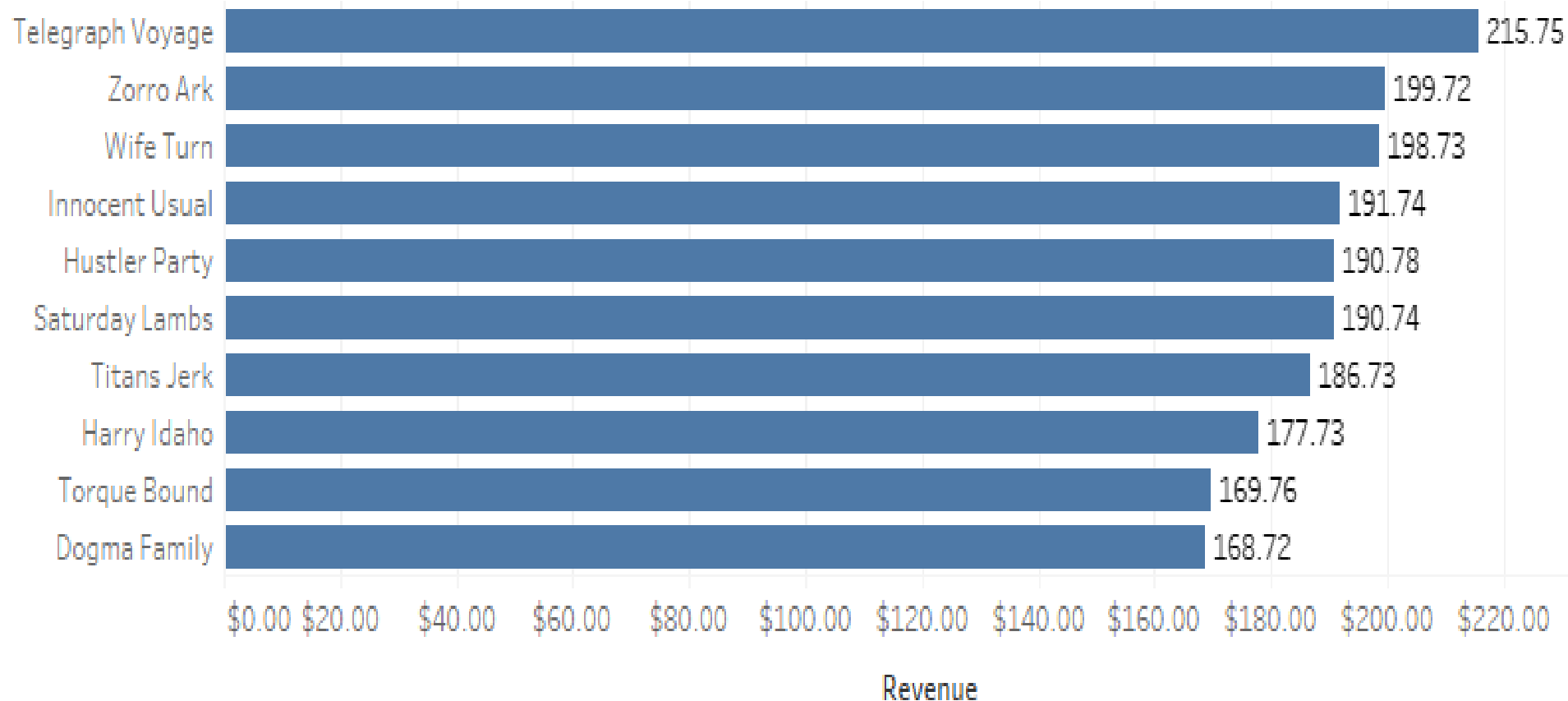
Data & Methodology

- Data was extracted from Rockbuster's relational database (RDBMS) using SQL in PostgreSQL.

- Tableau was used to create interactive visualizations.

- Data analysis conducted focused on customer behavior & location, sales trends, and movie performance.
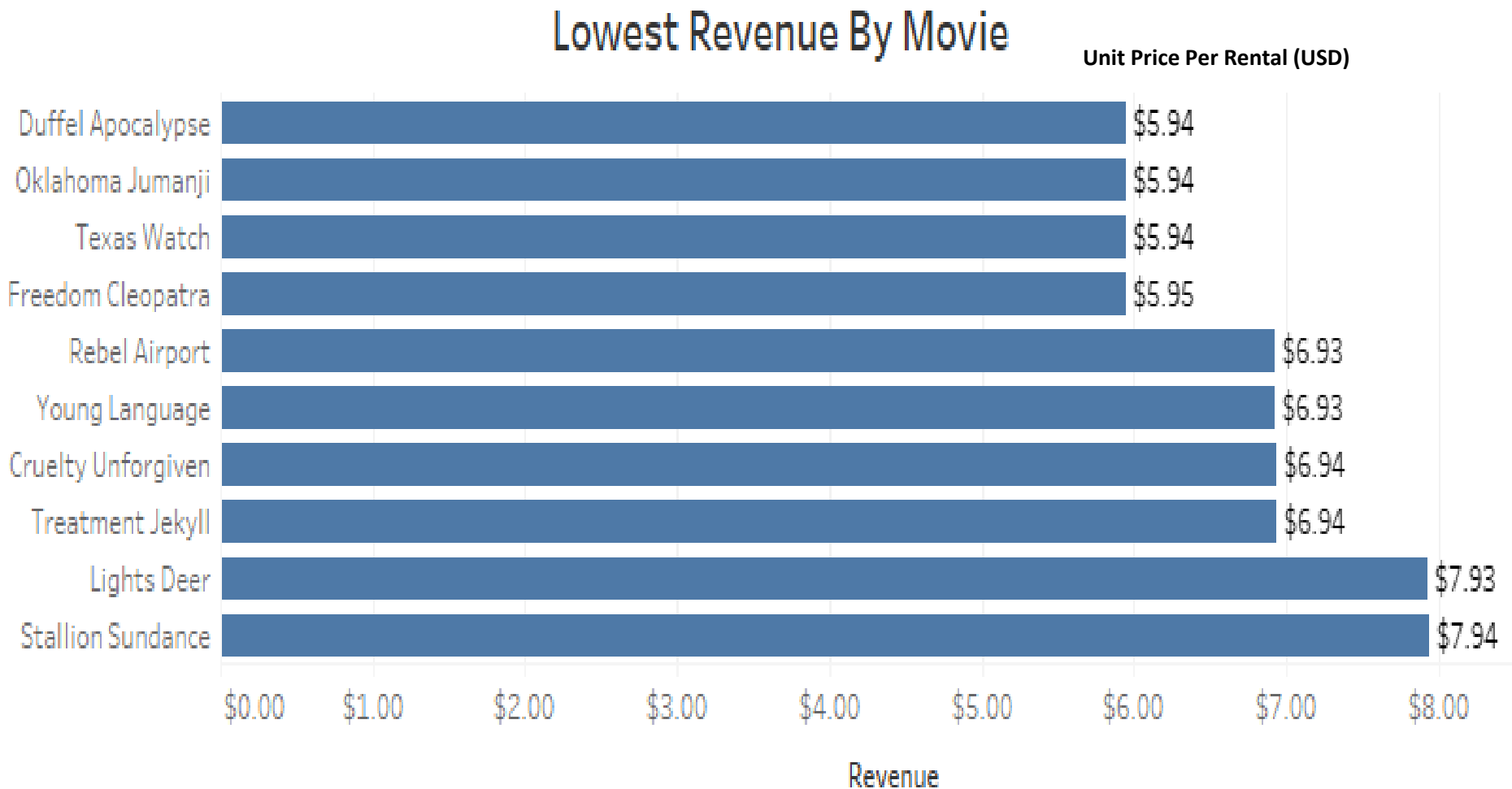
Analysis

Movies with the Highest Revenue Contributions

Highest Revenue By Movie (in millions of USD)

Movie	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

Revenue

The bar chart illustrates the films that earned the most revenue.

Movies That Contribute Least to Revenue

Lowest Revenue By Movie

Unit Price Per Rental (USD)

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

Revenue axis: $0.00 $1.00 $2.00 $3.00 $4.00 $5.00 $6.00 $7.00 $8.00

The bar chart depicts the films that generated the least amount of revenue.

What is The Typical Rental Period for All Videos?

Minimum

Average

Maximum
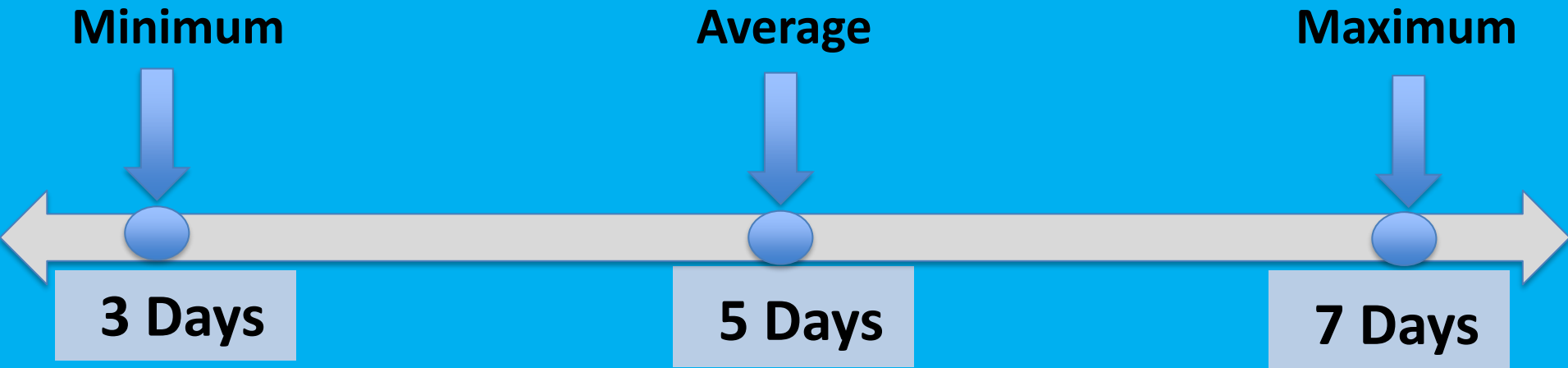
3 Days

5 Days

7 Days

For all films, the typical video rental period varies from a minimum of 3 days to a maximum of 7 days, averaging around 5 days.

The map showcases the top ten countries where Rockbuster customers are located. Most of these customers reside in Asia, with India and China ranking as the first and second countries.

Russian Federation
28

United States
36

Mexico
30

Brazil
28

Turkey
15

India
60

China
53

Philippines
20

Indonesia
14

Japan
31

Which Countries Are Rockbuster Customers Based In?

Cities and Countries Where Top 5 Customers Live

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## What Locations Do Customers With High Lifetime Value Reside In?

The map illustrates the ten cities that are home to the top five customers of Rockbuster. These cities are part of the top ten countries as well. The accompanying table details the top five customers, with two of them residing in cities located in Asia.

Customer (First name, Last Name)	City, Country	Total Payment
Casey Mena	Tokat, Turkey	$ 130.68
Sara Perry	Atlixco, Mexico	$ 128.70
Leslie Seward	Pontianak, Indonesia	$ 123.72
Alan Kahn	Emeishan, China	$ 119.75
Clinton Buford	Aurora, United States	$ 98.76

Do Sales Figures Vary Between Geographic Regions?

Total Revenue: $61,310 (million)
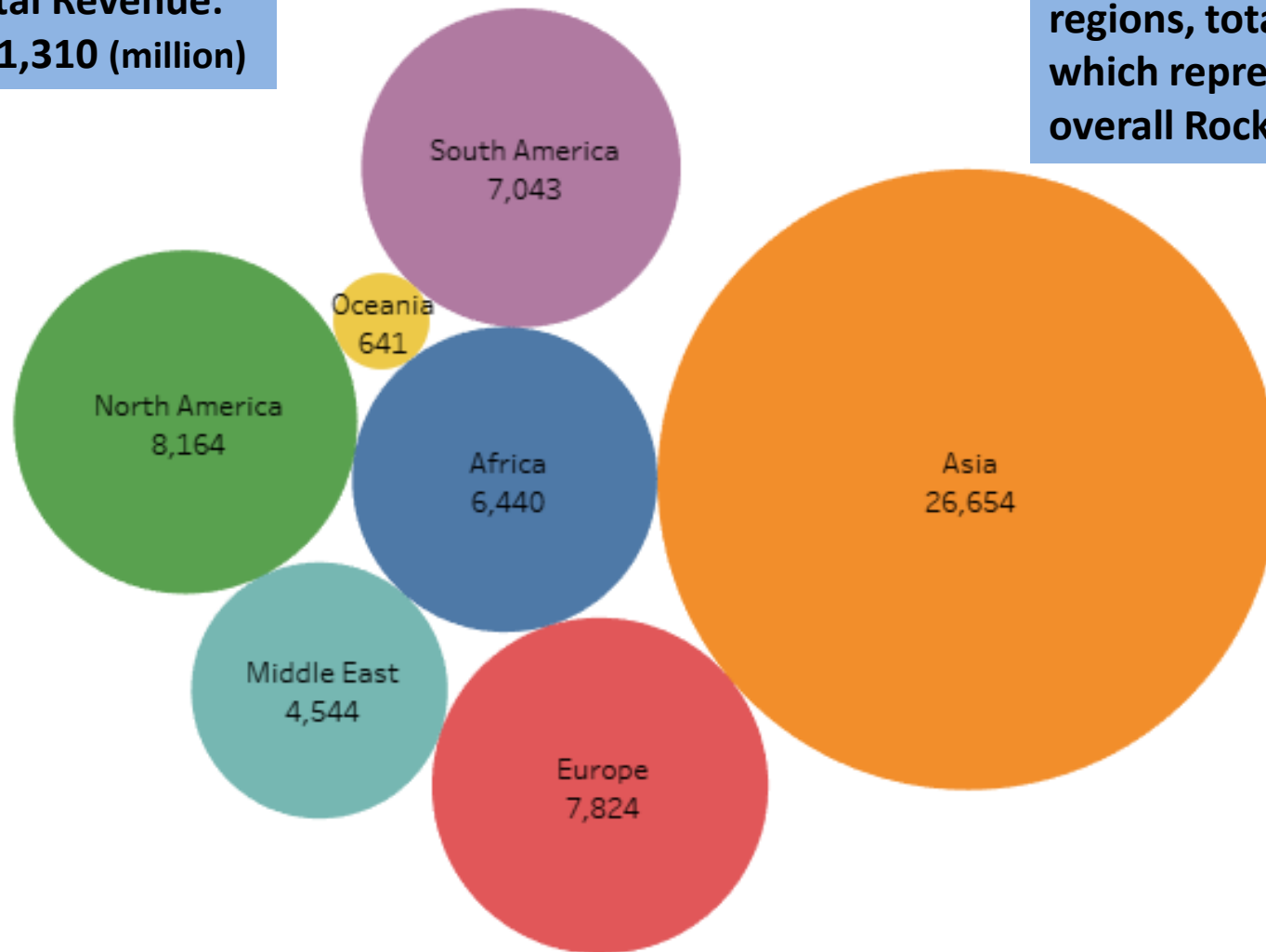
Asia accounted for the highest sales across all regions, totaling $26,654, which represents 43.5% of overall Rockbuster sales.

Total Sales By Region

South America
7,043

Oceania
641

North America
8,164

Africa
6,440

Asia
26,654

Middle East
4,544

Europe
7,824

Strategic Suggestions

- Provide additional content inspired by successful films.

- Modify pricing strategies by leveraging insights from rental durations.

- Focus on high-value customers by providing tailored offers.

- Broaden marketing initiatives in areas identified with significant sales potential.

Conclusion

- This analysis provides valuable insights into Rockbuster Stealth's customer base and sales trends.

- By leveraging these findings, the company can optimize its content strategy, pricing, and marketing efforts.

Next Steps

- Implement targeted marketing campaigns.

- Adjust inventory based on top-performing movies.

- Use regional sales insights to refine expansion strategy.

Tableau Link