

Rockbuster Stealth LLC

An online video rental company

BLESSING OSIMAHON



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Project Overview

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

Market Challenge: The company is facing stiff competition from streaming services such as Netflix and Amazon Prime.

Strategic Response: To stay competitive, The Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service.

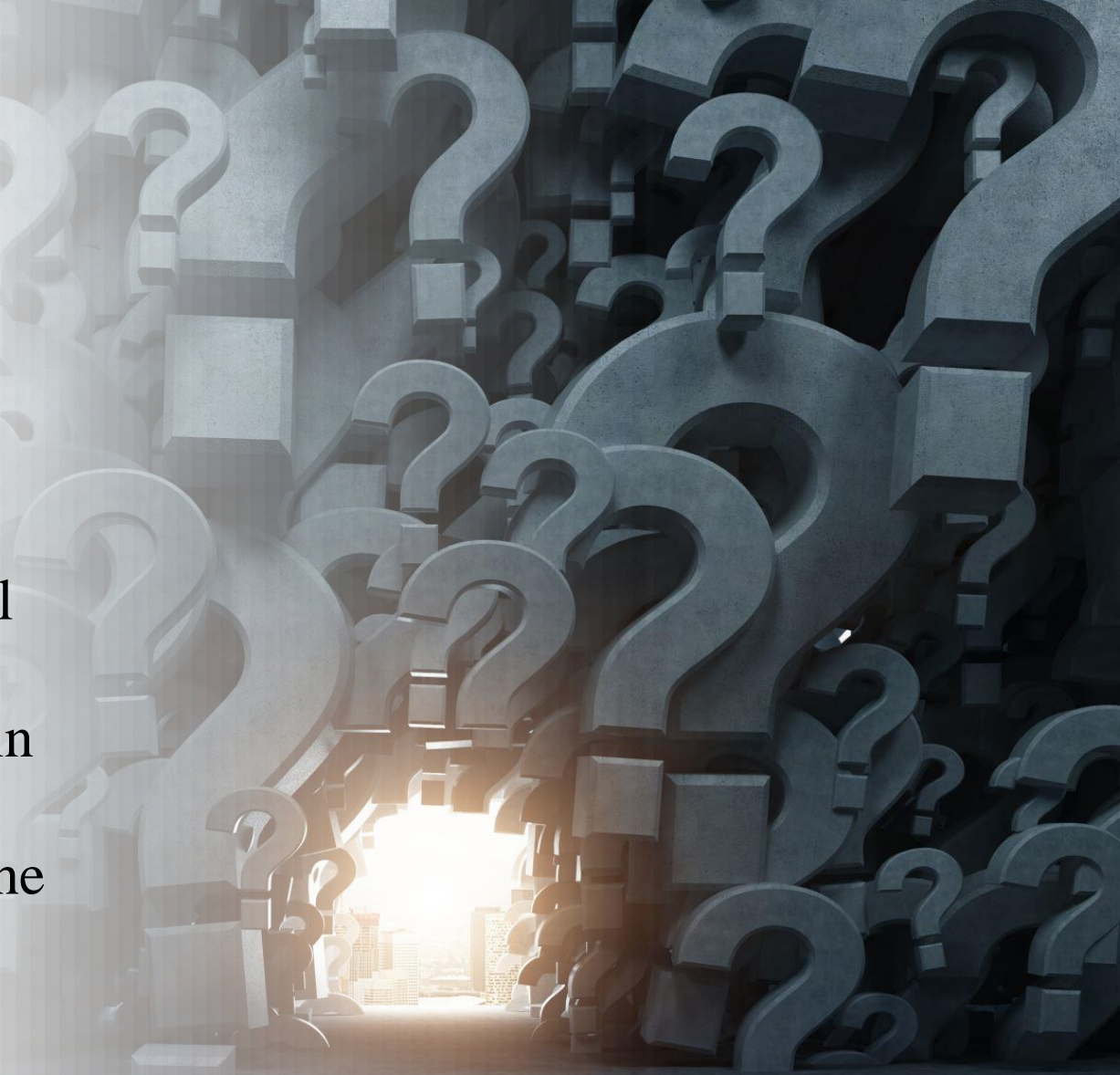


Objective

The Rockbuster Stealth management Board seeks data-driven answers for their 2020 company strategy and certain key questions have to be answered.

Key Questions

- Which movies contributed the most to revenue gain?
- Which movies contributed the least to revenue gain?
- What was the max, min, and average rental duration for all videos?
- What are the top 10 Rockbuster countries in terms of customer numbers?
- What are the top 10 cities that fall within the top 10 Rockbuster countries?
- Which cities across the top 10 Rockbuster countries have the highest top-paying customers?





Data Overview

- Count of customers – 599
- Count of countries – 109
- Count of films – 1000
- Count of genres – 17
- Common Age rating – PG-13

- Min_release_year - 2006
- Min_rental_duration - 3
- Min_rental_rate – 0-99
- Min_length - 46
- Min_replacement_cost – 9.99

- Avg_release_year - 2006
- Avg_rental_duration – 4.985
- Avg_rental_rate – 2.98
- Avg_length – 115.272
- Avg_replacement_cost – 19.984

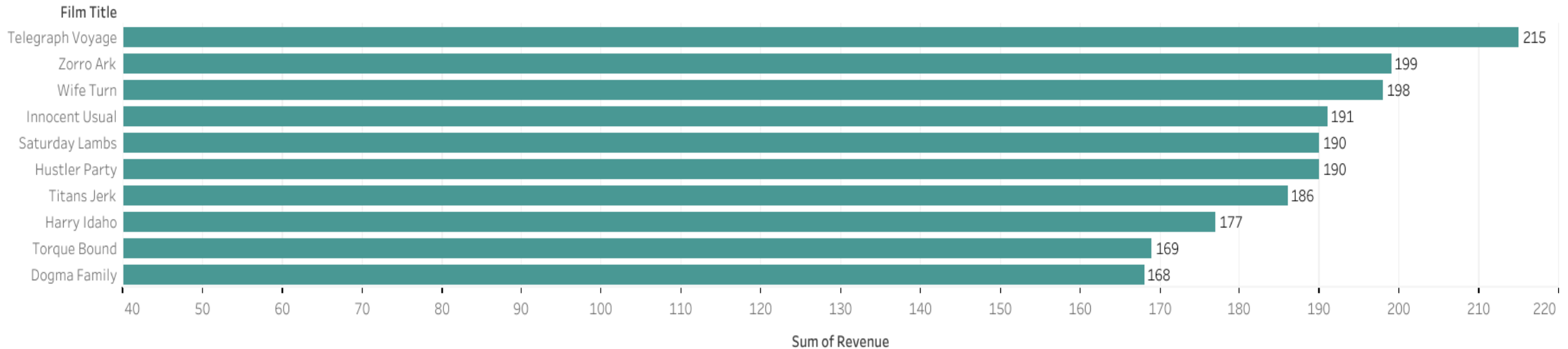
- Max_release_year - 2006
- Max_rental_duration - 7
- Max_rental_rate – 4.99
- Max_length - 185
- Max_replacement_cost – 29.99



Analysis – Question 1

- Which movies contributed the most to revenue gain?

Bar chart showing the highest movies that contributed to revenue gain

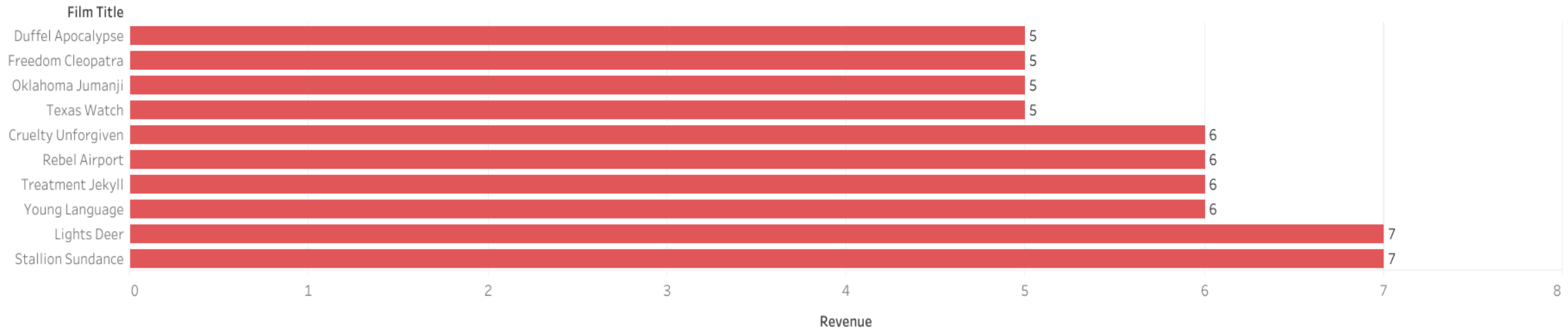


Telegraph Voyage" stands out as the top-performing movie in terms of revenue generation for the company. This film will significantly contribute to the overall financial success, highlighting its popularity and strong market performance.

Analysis – Question 2

- Which movies contributed the least to revenue gain?

Bar chart showing movies contributing the least to Rockbuster's revenue gain

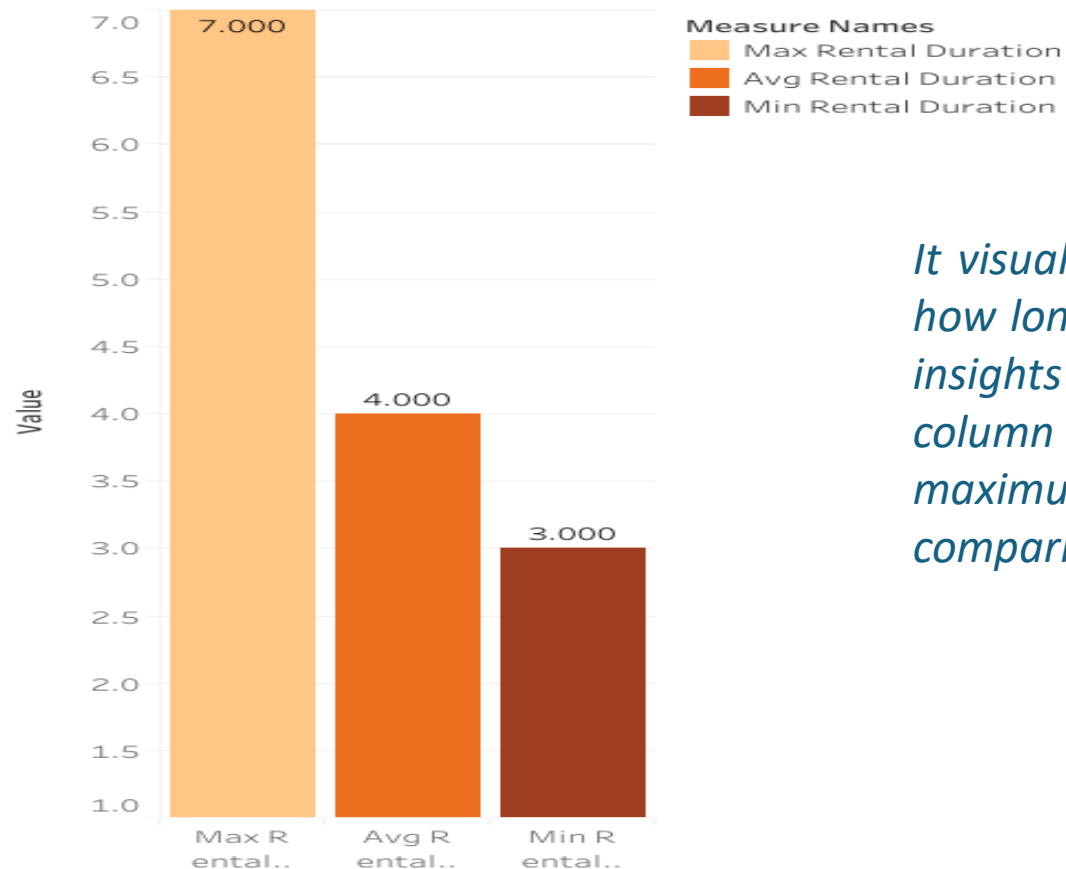


Movies such as “Duffel Apocalypse”, “Freedom Cleopatra”, “Oklahoma Jumanji”, and “Texas Watch” contributed the least to Rockbuster’s revenue gain. These films did not perform well, reflecting lower audience engagement and revenue generation. Identifying the reasons behind their underperformance can help the company refine its movie selection and marketing strategies to improve future outcomes.

Analysis – Question 3

- What was the max, min, and average rental duration for all videos?

A Column chart showing the maximum, minimum, and average rental duration for all videos



It visually represents the range and central tendency of how long videos are typically rented out, which provides insights into rental patterns and customer behavior. Each column corresponds to one of the three statistics—maximum, minimum, and average—allowing for easy comparison across these metrics

Analysis – Question 4

- What are the top 10 Rockbuster countries in terms of customer numbers?

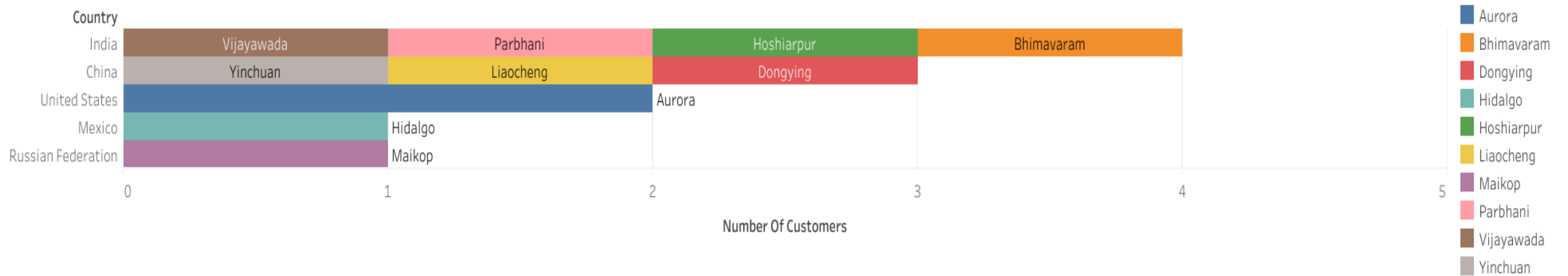
A bubble map showing the top 10 Rockbuster countries in terms of customer numbers



Analysis – Question 5

- What are the top 10 cities that fall within the top 10 Rockbuster countries?

A bar chart showing the top 10 cities that fall within the top 10 Rockbuster countries based on customer numbers

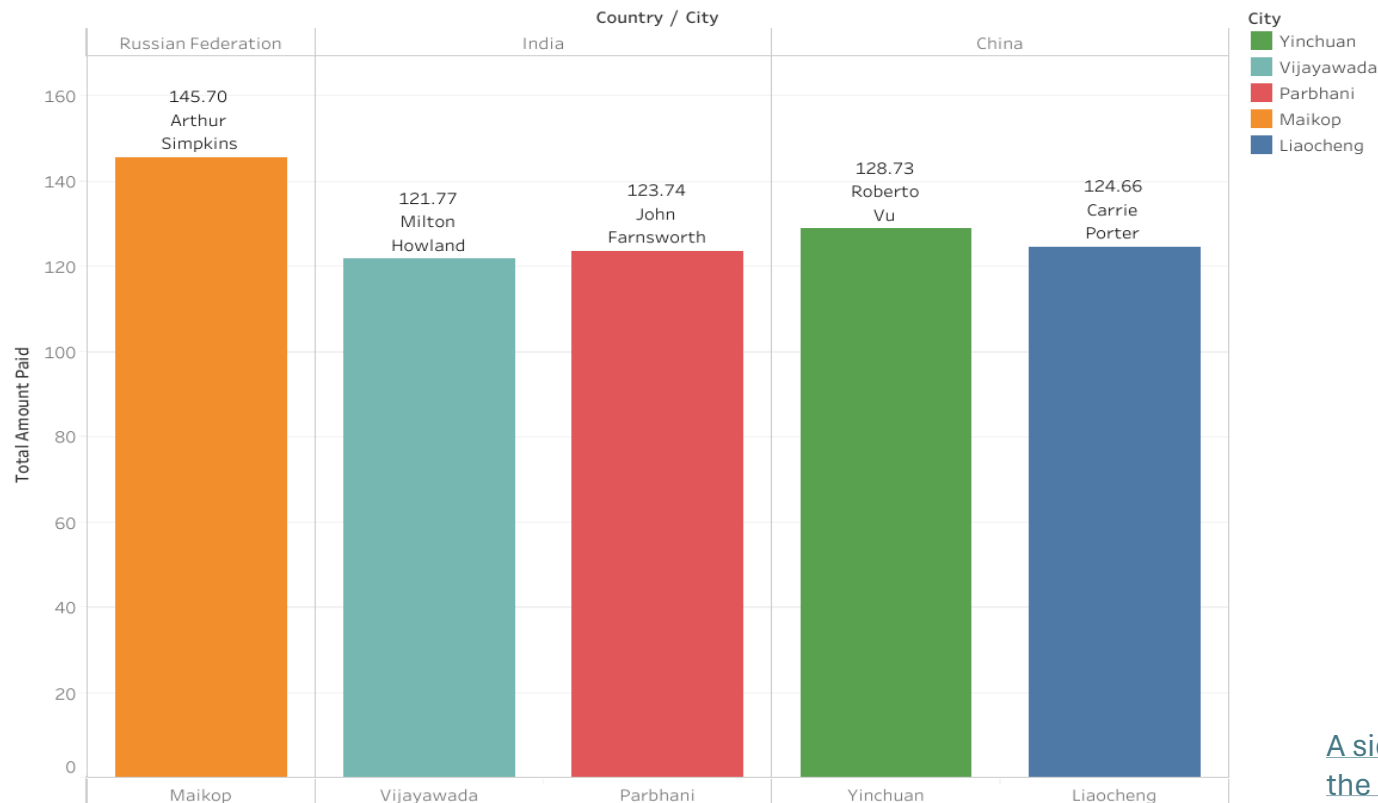


The bar chart displays the top 10 cities within the top 10 Rockbuster countries, ranked by customer numbers. Each bar represents a city, with its length indicating the number of customers. This visualization helps identify the key urban markets contributing significantly to Rockbuster's customer base within its most important countries.

Analysis – Question 6

- Which cities across the top 10 Rockbuster countries have the highest top-paying customers?

A side-by-side bar illustrating cities across the Rockbuster countries that have the highest top-paying customers



The chart displays cities with the highest top-paying customers across the top 10 Rockbuster countries. Each city is represented by a bar, where the length of the bar indicates the number of top-paying customers. This visualization helps identify key areas where Rockbuster's most valuable customers are concentrated, offering insights into potential focus areas for premium services and targeted marketing efforts.

A side-by-side bar illustrating cities across the Rockbuster countries that have the highest top-paying customers | Tableau Public



Conclusion

- Telegraph Voyage has significantly contributed to Rockbuster Stealth's revenue gain, which indicates its popularity among customers.
- Movies such as "Duffel Apocalypse," "Freedom Cleopatra," "Oklahoma Jumanji," and "Texas Watch" contributed the least to the company's revenue suggesting that these titles might not have resonated well with the audience.
- Concentrate on marketing and service enhancements in top countries and cities to maximize engagement and revenue.
- Focus on cities with the highest top-paying customers, offering exclusive deals, discounts, or premium content to grow the company.



Recommendations

- Improve marketing for movies not performing too well in the markets
- Target top countries
- Promote strategic marketing in key cities and areas
- Engage high paying customers
- Create seasonal and event-based campaigns
- Improve user experience
- Collaboration with influencers and brands.



THANK YOU

