Rockbuster Stealth Data Analysis Project

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Task 3.10_Step 1

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:** The company faces significant competition from streaming giants like Netflix and Amazon Prime.

- **Strategic Shift:** In response to market pressures, Rockbuster Stealth is transitioning to launch an online video rental service, utilizing its existing movie licenses.

- **Objective:** The project's end goal is to equip Rockbuster with the necessary data-driven insights to successfully launch and compete in the online video rental market.

- **Data Sets:** Rockbuster data set and PostgreSQL Database

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.

Emerging Markets: Identify opportunities to increase market penetration in Africa, Canada, and Australia.
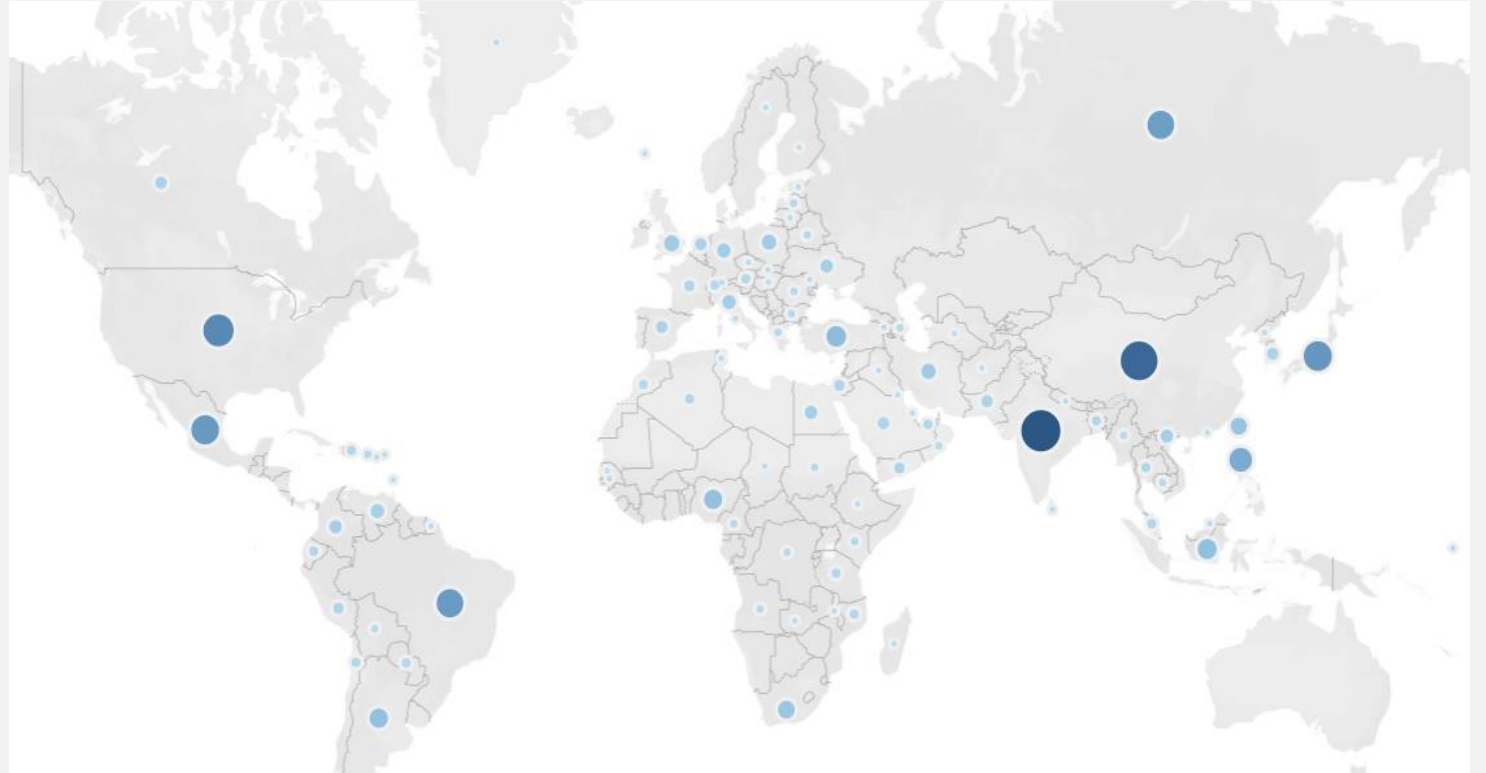

Tableau visual link of Customer Distribution Bubble Map

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

  Affordable rental rates averaging around $3.

Performance Analysis

Top 10 Movies

Key Insights

The revenue of the top 10 ranges from $215.75 to $168.72, indicating a narrow range and consistent performance among the top performers.

Focus on promoting movies similar to "Telegraph Voyage" and "Zorro Ark" which have proven to be highly successful.
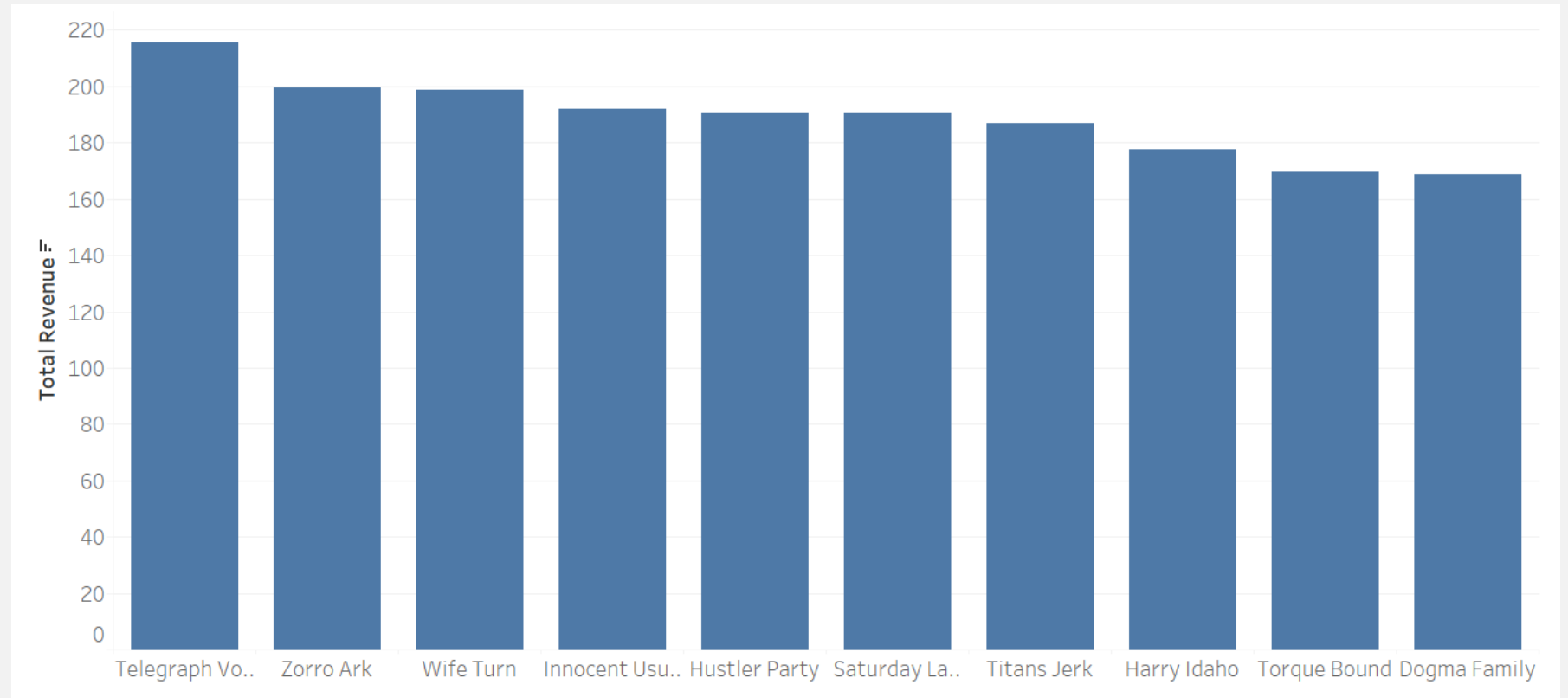

Tableau visual link of Revenue Contribution by Movie Bar Chart

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.
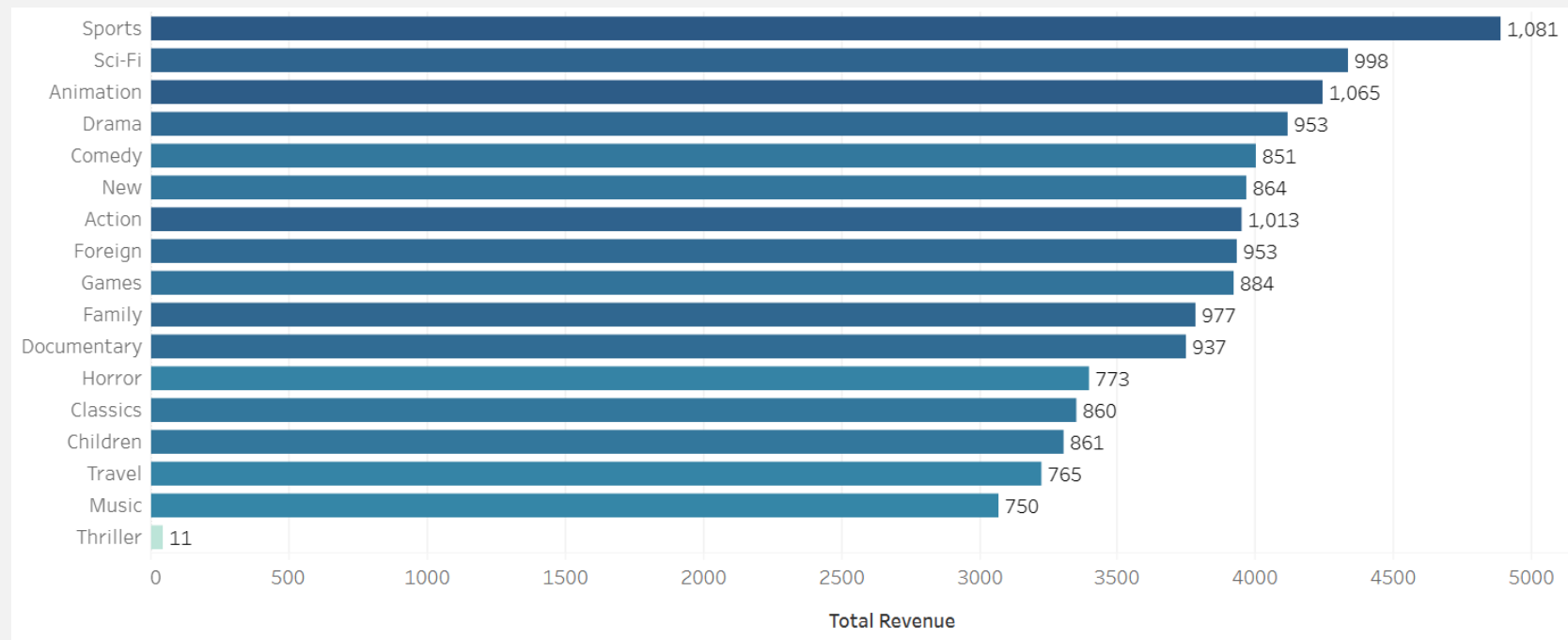

Genre	Value
Sports	1,081
Sci-Fi	998
Animation	1,065
Drama	953
Comedy	851
New	864
Action	1,013
Foreign	953
Games	884
Family	977
Documentary	937
Horror	773
Classics	860
Children	861
Travel	765
Music	750
Thriller	11

Total Revenue

Tableau visual link of Genre Performance per Rental Count Bar Chart

Customer Behavior Insights

Top 5 Customers

Key Insights

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

Expand in Key Regions: Leverage the presence in diverse regions by targeting similar profiles in those areas to expand the customer base and increase revenue.
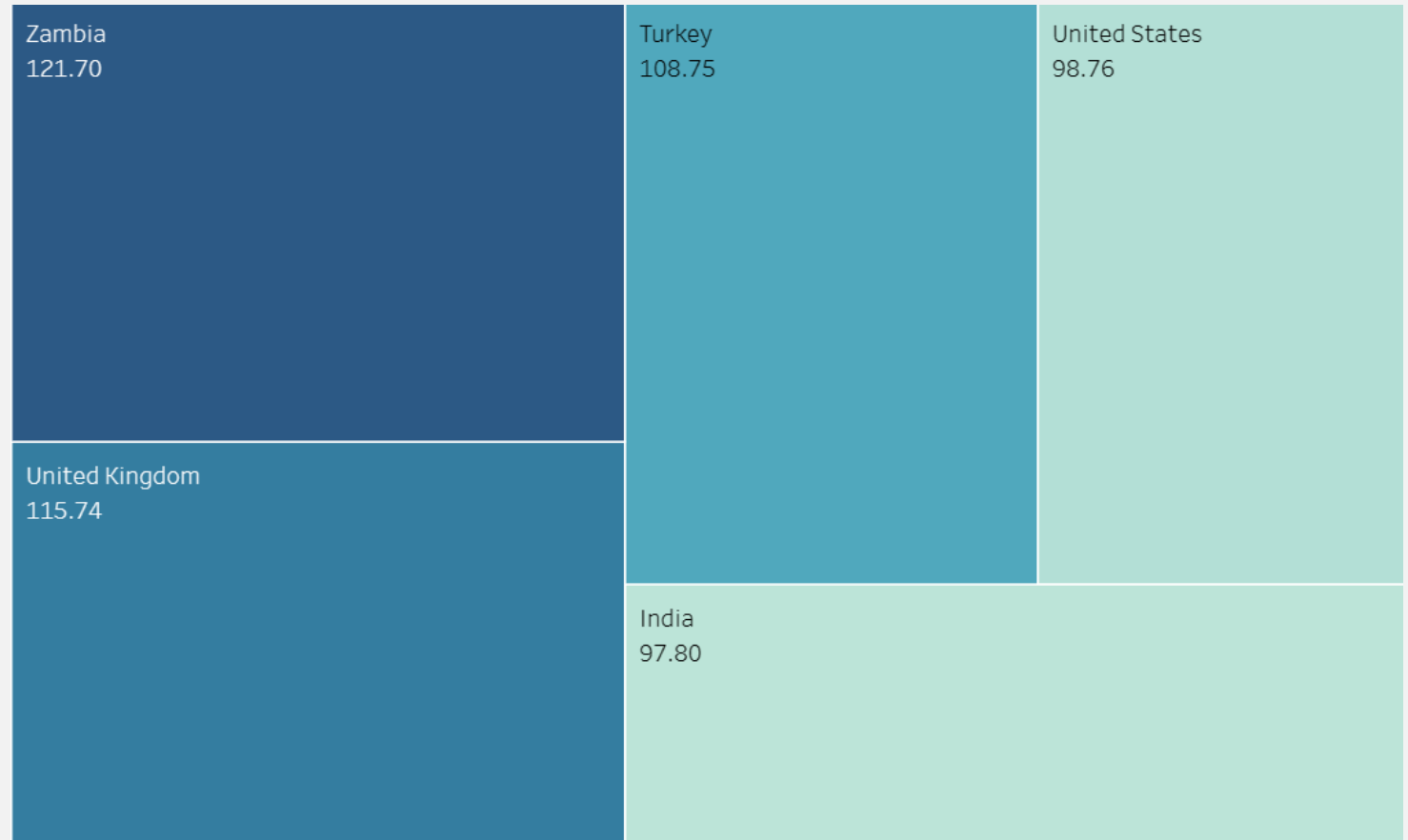

| Zambia 121.70 | Turkey 108.75 | United States 98.76 |
| United Kingdom 115.74 | India 97.80 | |

Tableau visual link of Top 5 Customers by Total Amount Paid Tree Map

Rental Duration and Genre

Genre	Duration
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

Tableau visual link of Genre & Rental Duration by Hours Table

Key Insights

The Thriller genre stands out with a significantly higher average rental duration. This could indicate that thrillers are either more engaging or more complex, requiring more time to watch or re-watch.

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.

Rental Frequency and Revenue

Key Insight

The scatter plot and trend line reveal a clear **positive correlation between rental counts and total revenue**.

By focusing on high-performing entries, understanding the factors behind outliers, and targeting common performance ranges, Rockbuster can effectively enhance rental strategies and revenue generation.
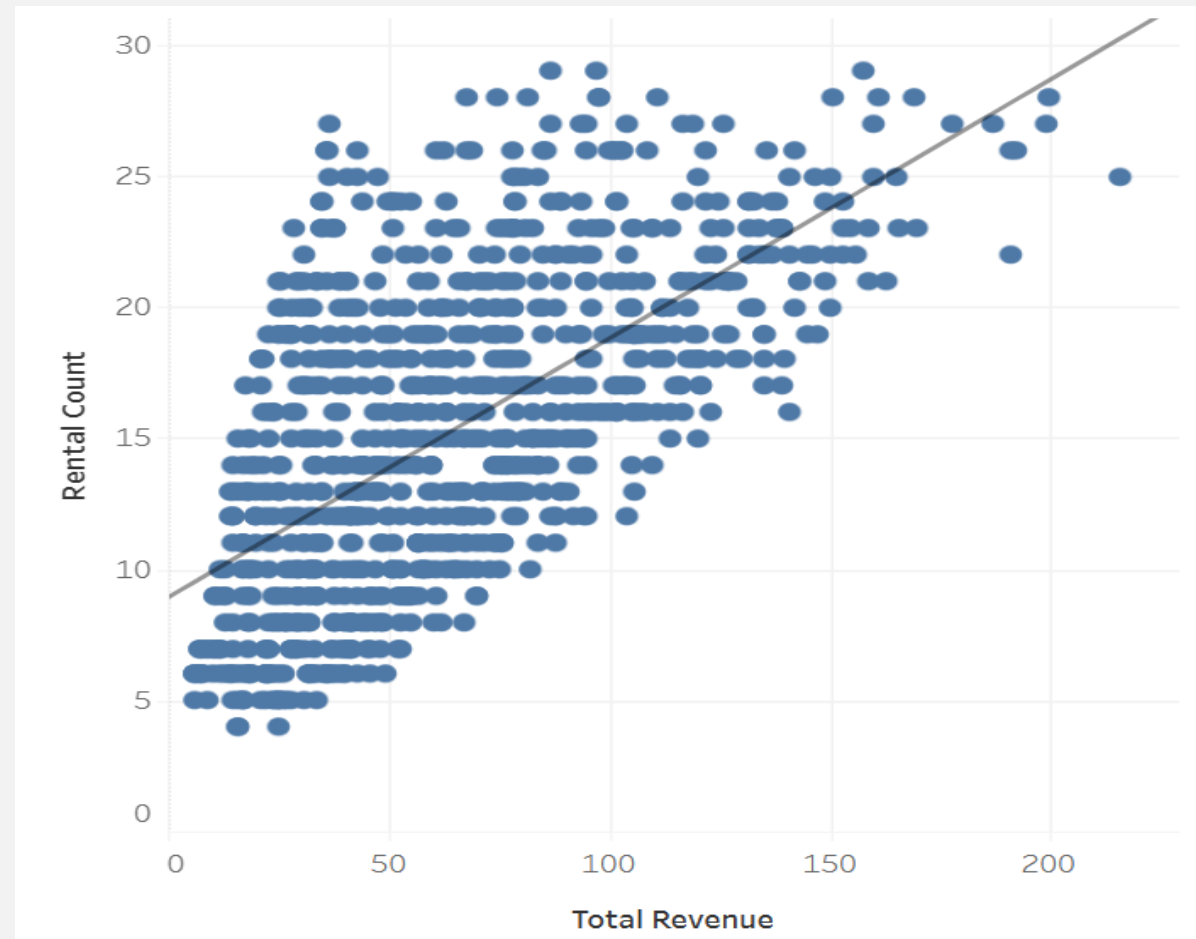

Tableau visual link of Rental Counts and Revenue Scatter Plot and Trend line.

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

- The data analysis revealed 3 major strategic initiatives that will position Rockbuster for continued success in the competitive entertainment industry. Rockbuster can significantly boost engagement and revenue by:
  - Leveraging high-performing content and target key regions;
  - Optimizing pricing and rental strategies; and,
  - Enhancing customer loyalty and engagement programs.

- I am open for questions and discussions with the management team.

- Should you have any questions, please reach out to me via email.