

Rockbuster Stealth LLC

Data Analysis Project

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INTRODUCTION

- **Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.**
- **The management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.**
- **The project goal for Rockbuster Stealth LLC's business intelligence (BI) initiative is to to empower the company 2020 launch strategy of its new online service.**
- **The objective is to make data-driven decisions for sustained competitiveness against streaming giants like Netflix and Amazon Prime.**

KEY QUESTION AND OBJECTIVES

- 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?

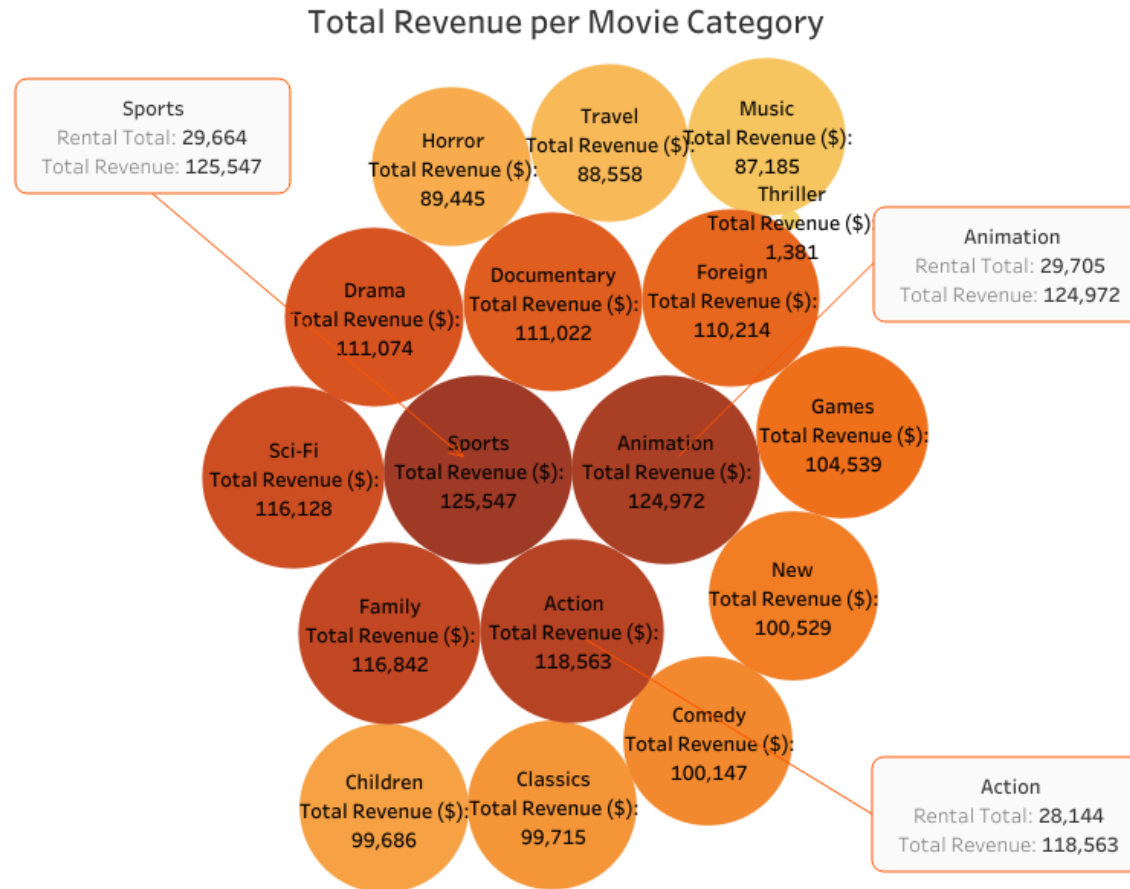
DATA OVERVIEW

- 1000 Films in the Database.
- 599 Customers.
- Most often occurring language English.
- Average Rental duration 5 days.
- Average Rental rate - \$2.98
- Average Replacement cost - \$19.98
- Average Film Length - 115 min.
- Most often occurred Film rating PG-13.

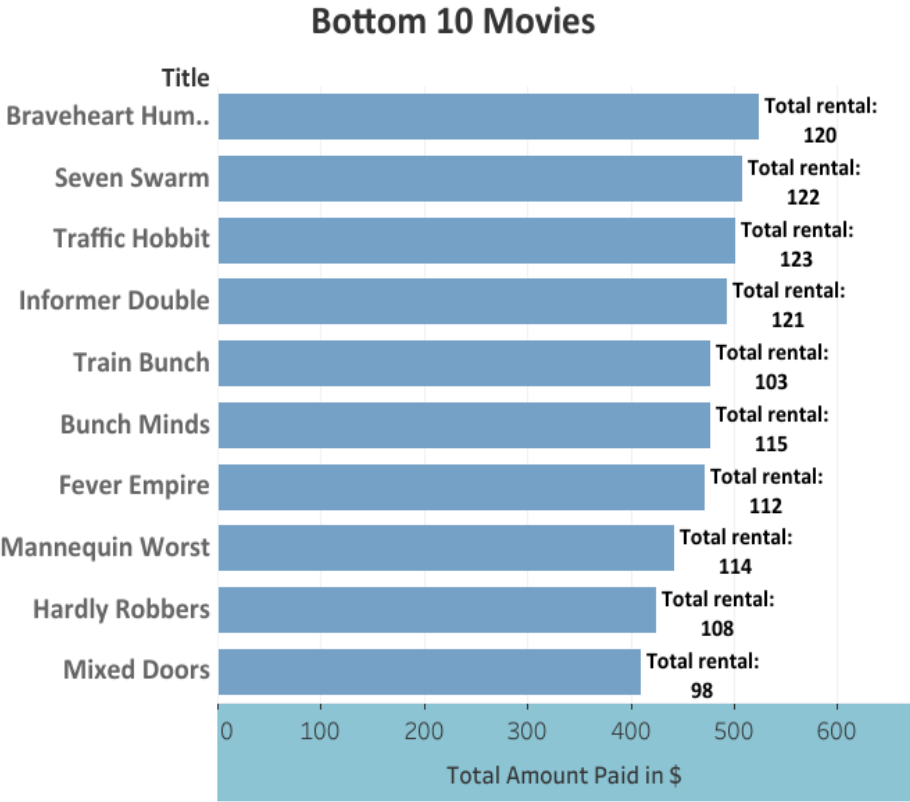
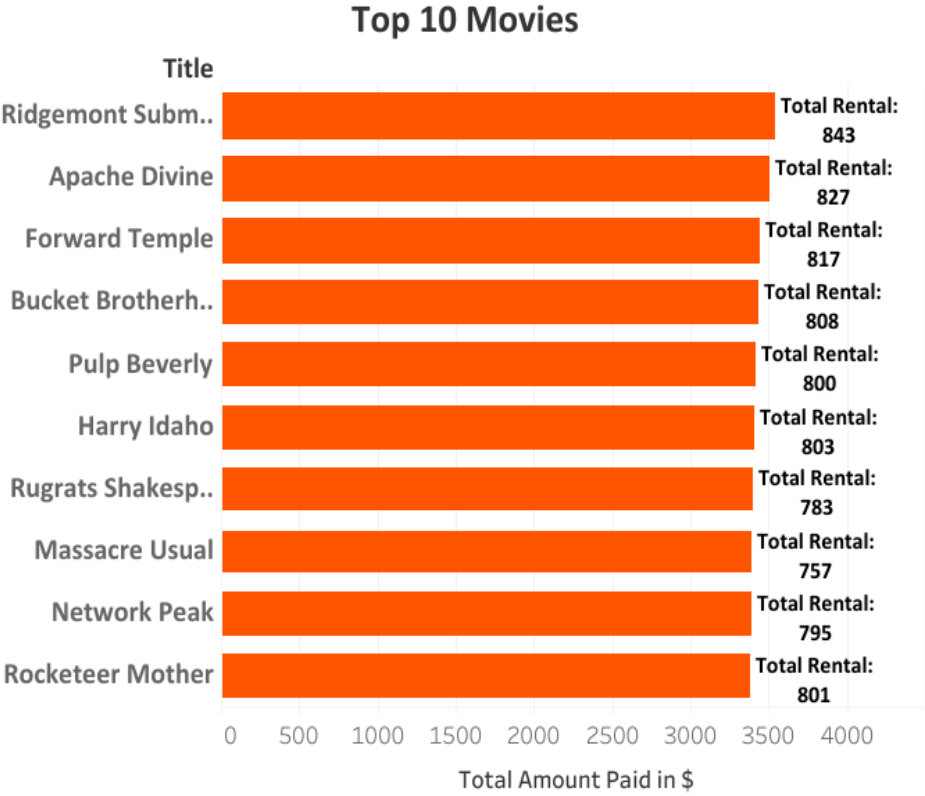
REVENUE PER MOVIE CATEGORY

TOP 3 Movie categories:
SPORTS
ANIMATION
ACTION

BOTTOM 3 Movie categories:
MUSIC
TRAVEL
HORROR

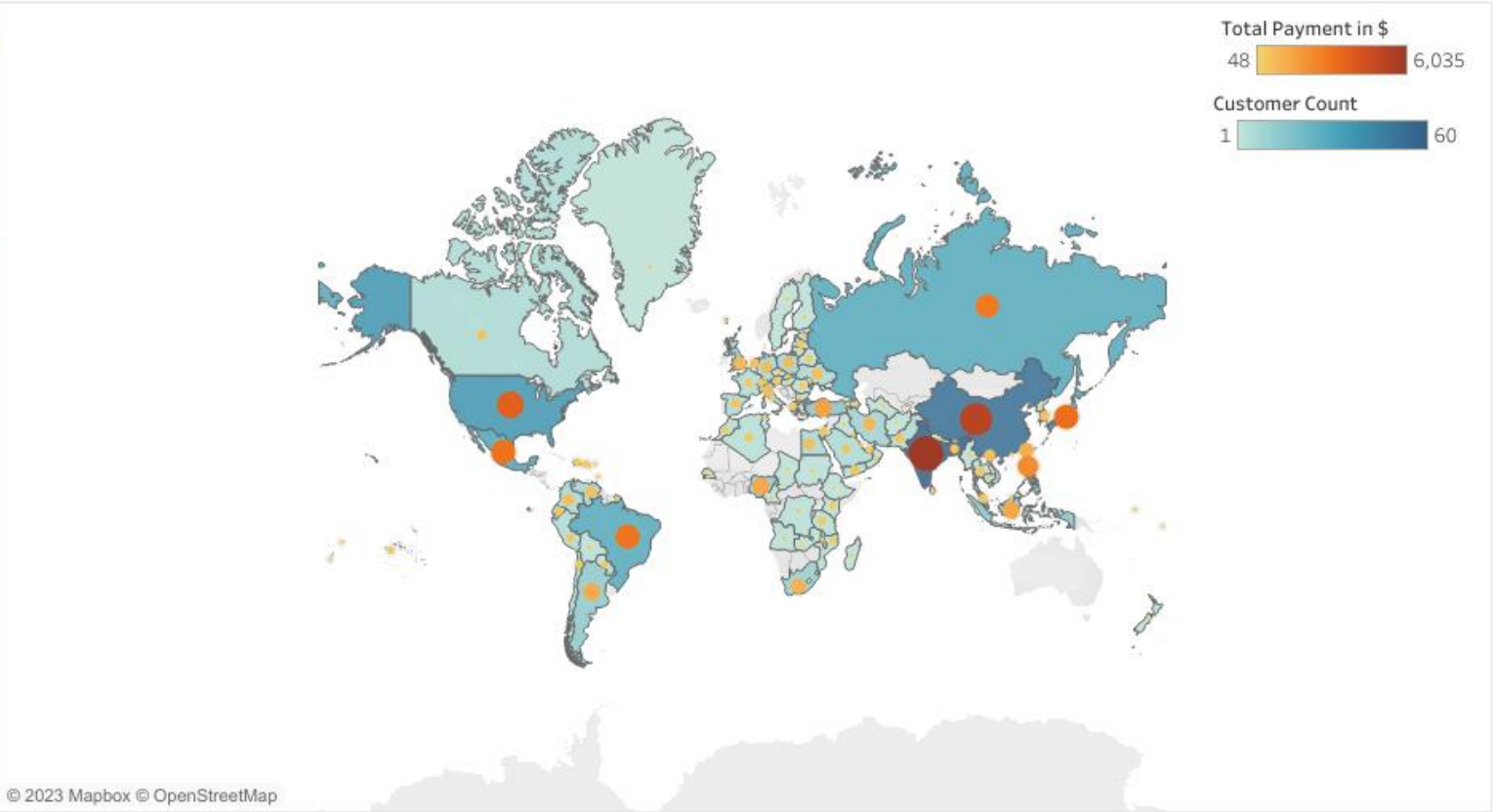


MOVIES CONTRIBUTION TO REVENUE GAIN



CUSTOMER COUNT & TOTAL PAYMENT

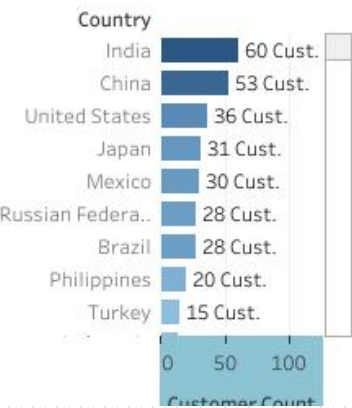
CUSTOMER COUNT & TOTAL PAYMENT PER COUNTRY



Total Payments



Customers Count

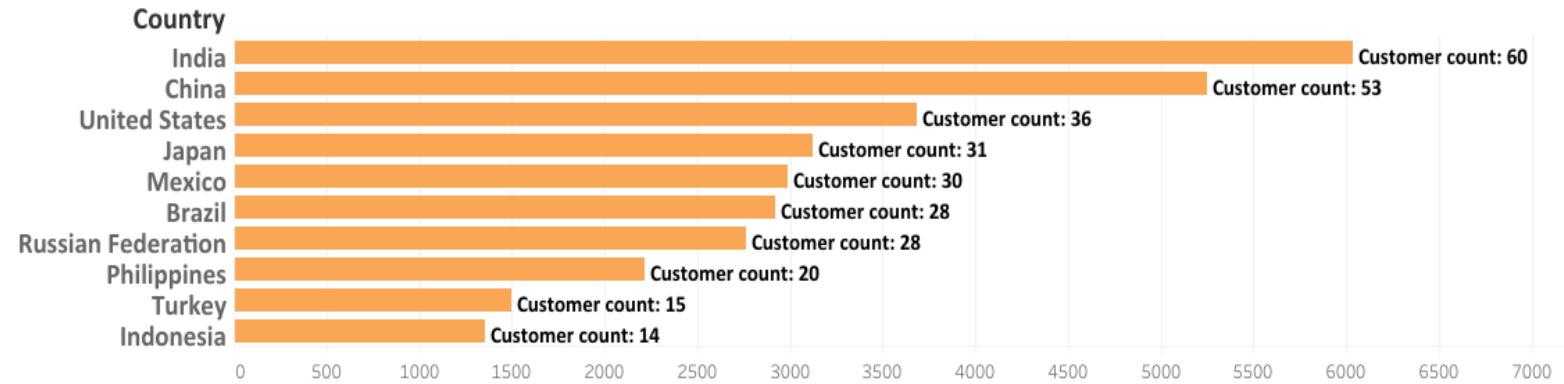


109 COUNTRIES,
ALL OVER THE WORLD

599 CUSTOMERS,
ALL OVER THE
WORLD

TOP 10 COUNTRIES

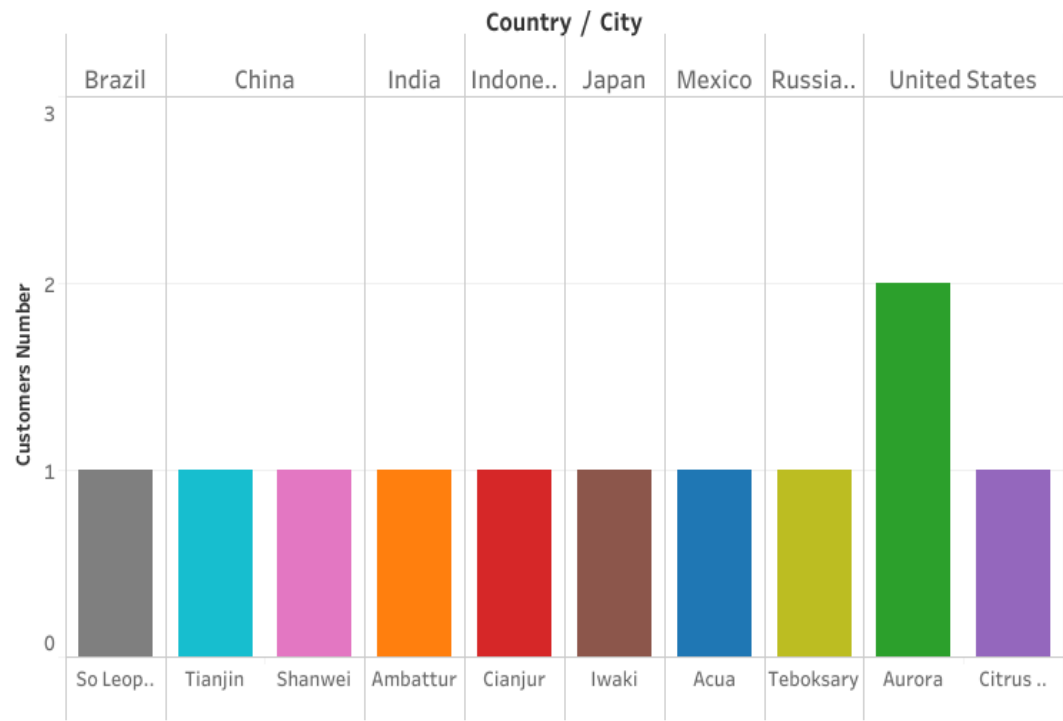
TOP 10 COUNTRIES



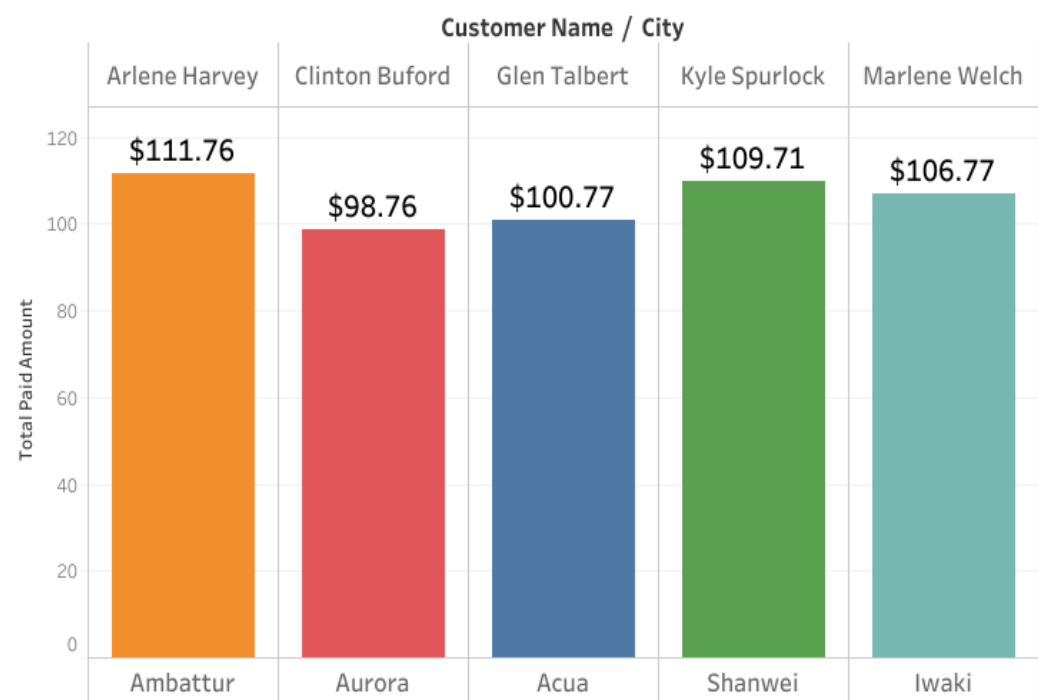
TOP 10 COUNTRIES:
56% OF CUSTOMERS;
52% REVENUE

TOP 10 CITIES & TOP 5 CUSTOMERS

TOP 10 CITIES

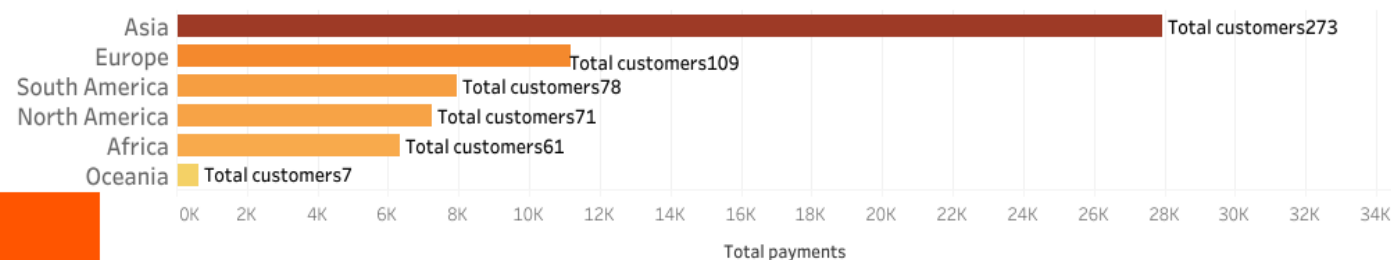


TOP 5 CUSTOMERS



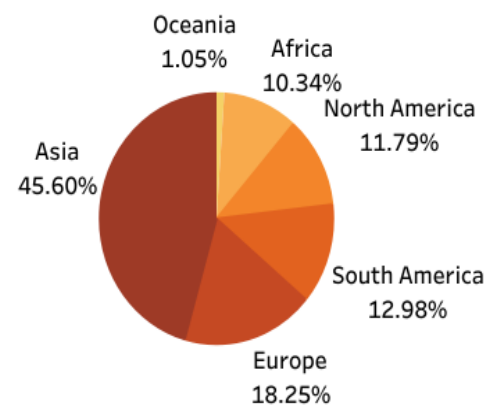
REVENUE BY GEO - REGIONS

REVENUE BY GEO-REGIONS



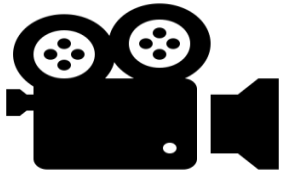
**ASIA IS THE TOP CONTINENT:
WITH 48 % GLOBAL REVENUE & CUSTOMER COUNT**

**EUROPA HOLDS SECOND PLACE:
WITH 16% GLOBAL REVENUE & CUSTOMER COUNT**

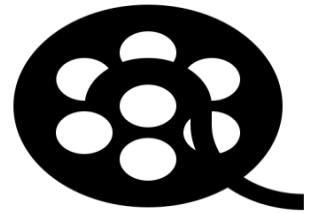


RECOMENDATIONS

- **INVENTORY** - Invest in more movies in categories like Sport, Animation, Action, Family and Sci-Fi
- **RENTAL DURATION** - Create a better rental experience by ensuring availability in popular categories and offering a diverse selection to keep customers engaged and satisfied for longer periods
- **HIGH-REVENUE MARKETS** - Direct promotional efforts and marketing resources to the top 10 countries: India, China, USA, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey and Indonesia
- **CUSTOMER LOYALTY** - Introduce Customer Loyalty Program and Top Customer Rewards
- **GLOBAL FOCUS** - Develop European , American and African market for new customer acquisition



THANK YOU VERY MUCH!



IF YOU HAVE ANY QUESTIONS PLES REACH ME AT
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Link to Tableau dynamic presentation -
[https://public.tableau.com/authoring/RockbusterDataAnalysis
ProjectP_Kletnikoski/Story1#1](https://public.tableau.com/authoring/RockbusterDataAnalysisProjectP_Kletnikoski/Story1#1)