

The background features a light green film strip pattern. There are three yellow stars: one above the main title, one to the left of the subtitle, and one below the subtitle. A stylized robot with a dark blue body and light blue limbs is positioned on the left side, holding a light blue folder. Two film reels are floating above the robot. The main title 'Rockbuster Stealth LLC' is in a large, bold, dark blue font. The subtitle 'Data Analysis Project' is in a similar bold, dark blue font but smaller. A red rectangular box in the bottom right contains the text 'Sanja Ilin | 21.08.2023' in white.

Rockbuster Stealth LLC

Data Analysis Project

Sanja Ilin | 21.08.2023

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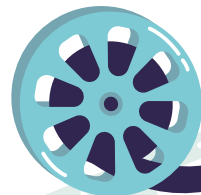
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INTRODUCTION

INTRODUCTION

THE COMPANY - Rockbuster Stealth LLC

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.

PROJECT GOAL

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



BUSINESS QUESTION 1:

Which movies contributed the most/least to revenue gain?

BUSINESS QUESTION 2:

What was the average rental duration for all videos?



BUSINESS QUESTION 3:

Which countries are Rockbuster customers based in?



BUSINESS QUESTION 4:

Where are customers with a high lifetime value based?

BUSINESS QUESTION 5:

Do sales figures vary between geographic regions?



DATA OVERVIEW



1000

Films in the database

English

Language
occurring
most often



599

Customers

PG -13

Film rating
occurring
most often



2006

Release year
of movies



**AVG = 5 days;
[3-7]**

Rental Duration:
- Average & range [min-max]

**AVG = 115 min;
[46-185]**

Film length:
- Average & range [min-max]

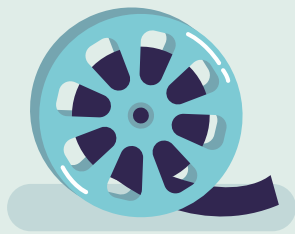
**AVG = 2.98\$;
[0.99-4.99]\$**

Rental rate
- Average & range [min-max]



**AVG = 19.98\$;
[9.99-29.99]\$**

Replacement cost
- Average & range [min-max]



Which movies contributed the
most/least to revenue gain? ✨

MOVIES & REVENUE

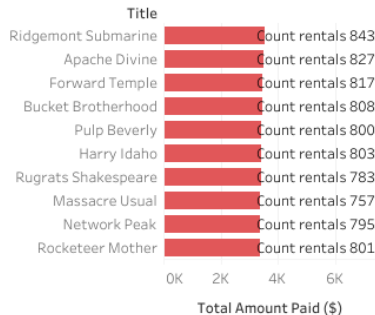
TOP 5 Movie categories:

SPORTS
ANIMATION
ACTION
FAMILY
Sci-Fi

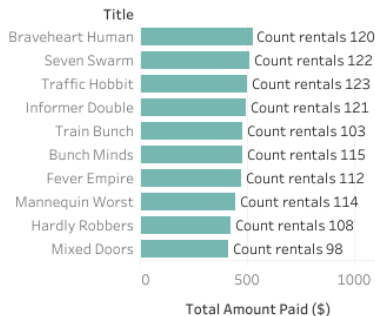
BOTTOM 3 Movie categories:

MUSIC
TRAVEL
HORROR

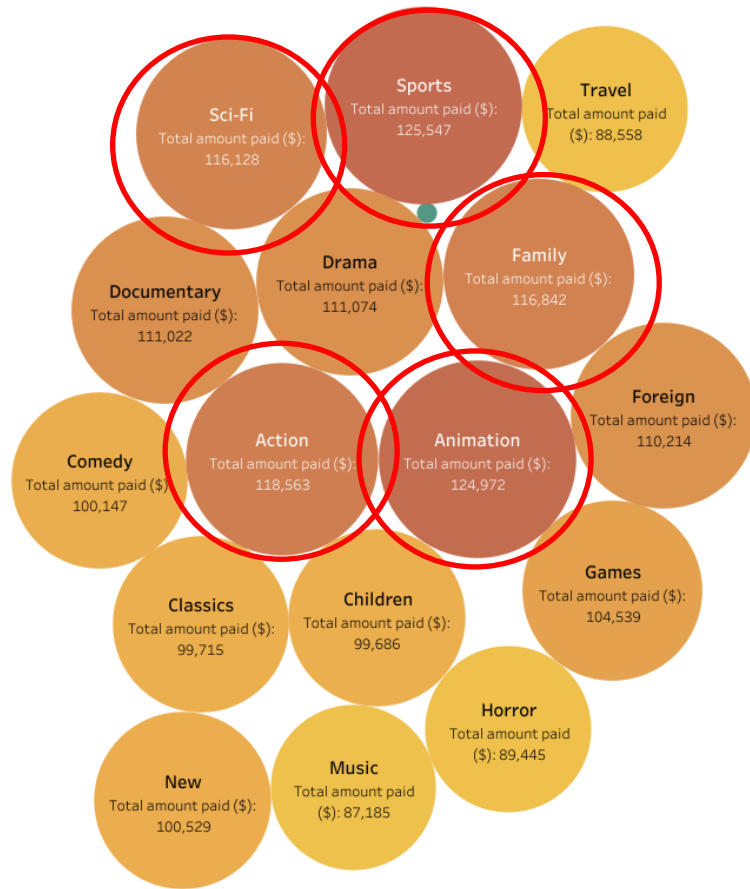
TOP 10 Movies

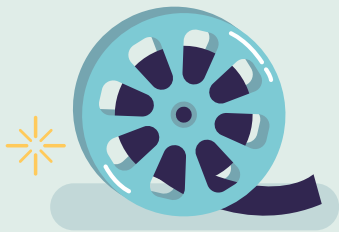


BOTTOM 10 Movies



Total Amount Paid per Movie Category



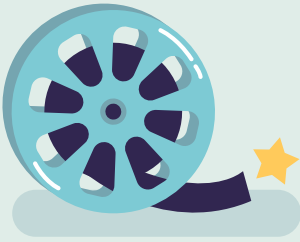


BQ 2

**AVERAGE RENTAL DURATION
FOR ALL VIDEOS**

AVG = 5 days

Rental Duration range [3-7] days



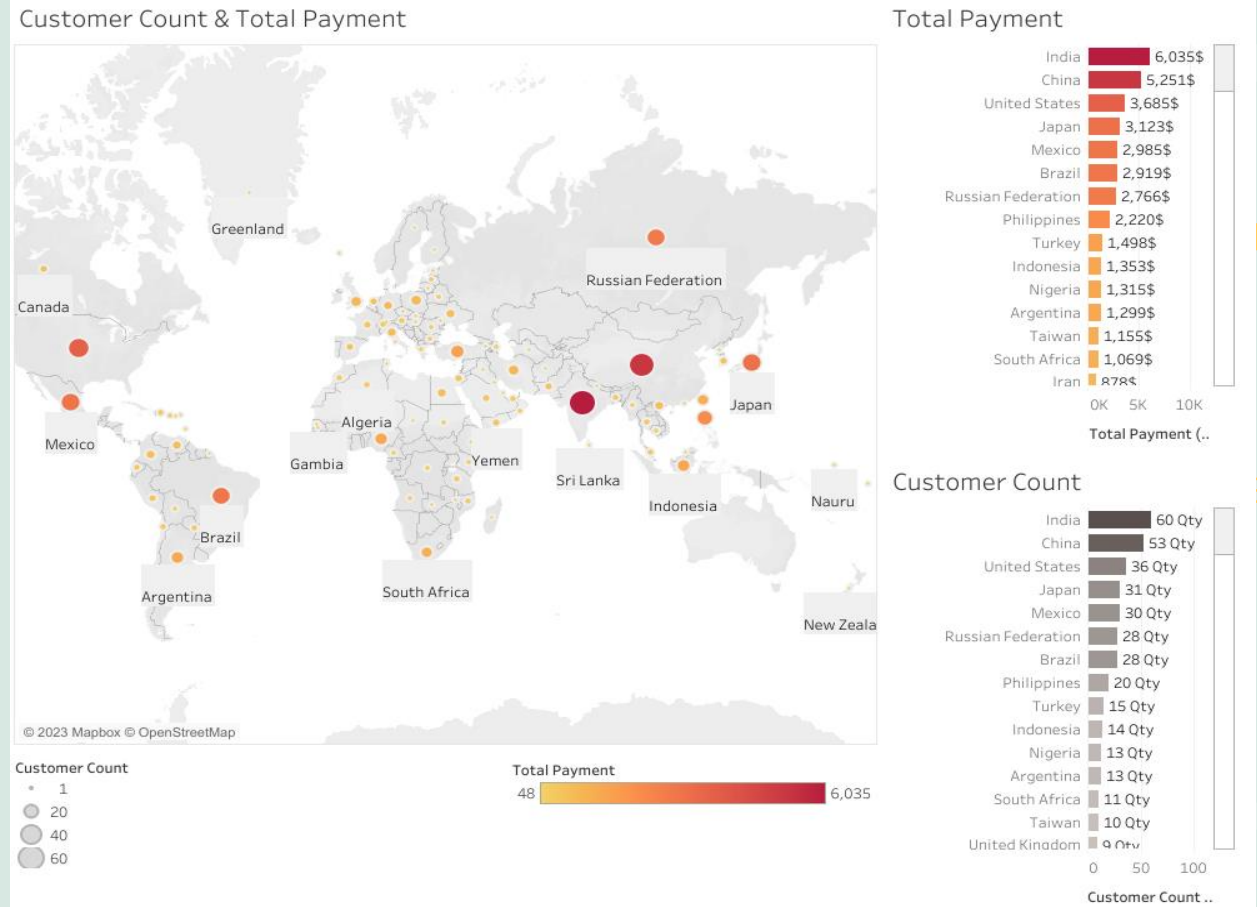
BQ 3

**Which countries are Rockbuster
customers based in?**

CUSTOMER COUNT & TOTAL PAYMENT

109
COUNTRIES;
ALL OVER THE
WORLD

599
CUSTOMERS





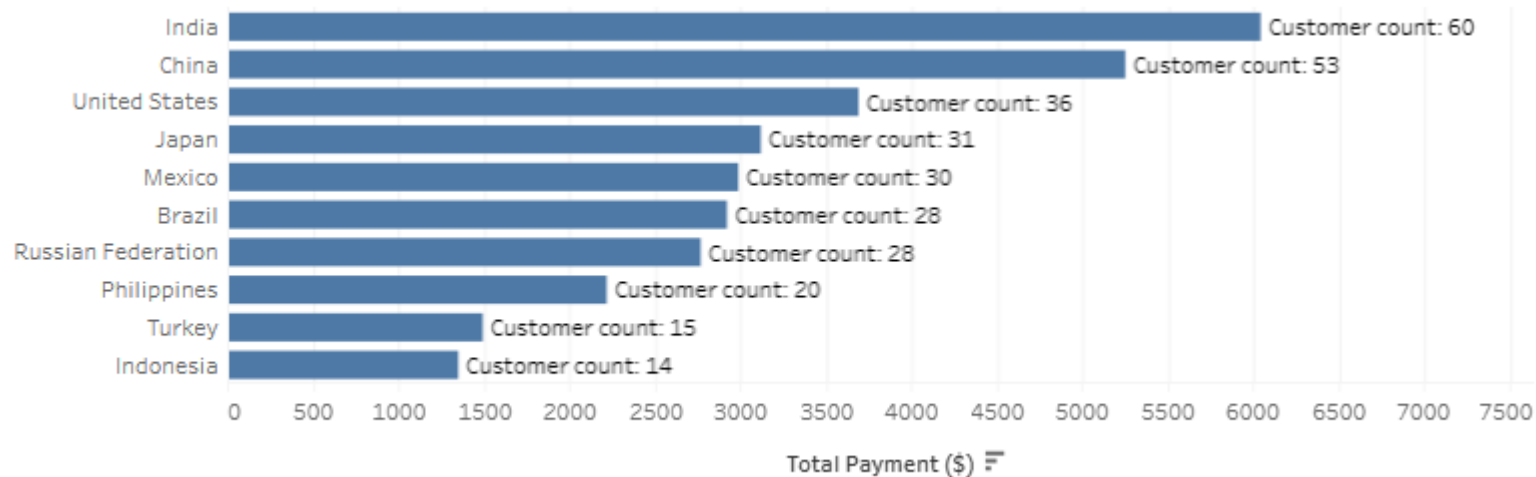
BQ 4

**Which countries are Rockbuster
customers based in?**

TOP 10 COUNTRIES

TOP 10 COUNTRIES:

56% OF CUSTOMERS;
52% REVENUE



TOP 5 CUSTOMERS

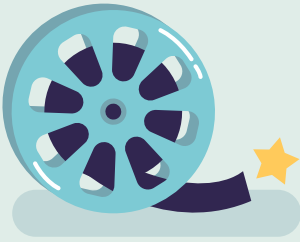
* In the TOP 10 Countries

Customer_ID	Country	City	Total Amount Paid
225	India	Ambattur	\$111,76
424	China	Shanwei	\$109,71
240	Japan	Iwaki	\$106,77
486	Mexico	Acua	\$100,77
537	United States	Aurora	\$98,76

* globally

Customer_ID	Country	City	Total Amount Paid
148	Runion	Saint-Denis	\$211,55
526	United States	Cape Coral	\$208,58
178	Brazil	Santa Brbara	\$194,61
137	Netherlands	Apeldoorn	\$191,62
144	Belarus	Molodetno	\$189,60

NOT ALL TOP CUSTOMERS LOCATED IN TOP 10 COUNTRIES



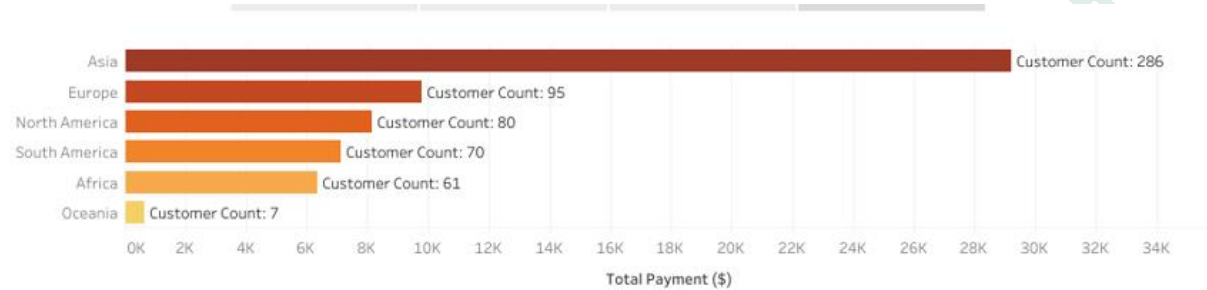
BQ 5

Do sales figures vary between
geographic regions?

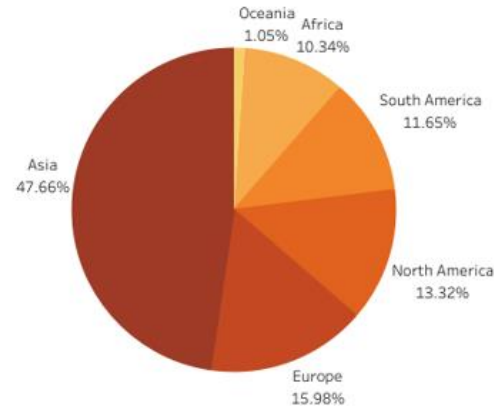
REVENUE & CUSTOMER COUNT by GEO-REGIONS

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

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



Revenue by Geographic Regions





RECOMMENDATION

RECOMMENDATIONS

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- New Customers

Develop European , American and African market for new customer acquisition


SPECIAL PROMOTIONS

Create tailored promotions for the Asian market to leverage its high revenue contribution.

THANKS!

DO YOU HAVE ANY QUESTIONS?

spirovskasanja@gmail.com

 [Link to dynamic visualization on Tableau Public](#)

CREDITS: This presentation template was created by [Slidesgo](#), and includes icons by [Flaticon](#), and infographics & images by [Freepik](#)

