

The background features a light green film strip pattern. There are three yellow stars: one above the 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 on the left, holding a light blue folder. Two film reels are also visible on the left.

# Rockbuster Stealth LLC

## Data Analysis Project



Sanja Ilin | 21.08.2023

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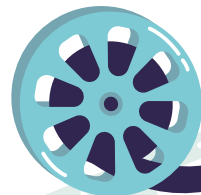
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# INTRODUCTION

# 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



**599**

Customers



**2006**

Release year  
of movies

**English**

Language  
occurring  
most often

**PG -13**

Film rating  
occurring  
most often



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

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

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

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

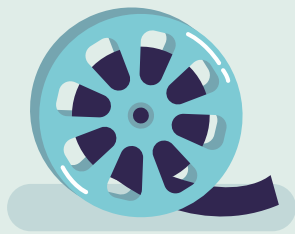
**AVG = 2.98\$;  
[0.99-4.99]\$**

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

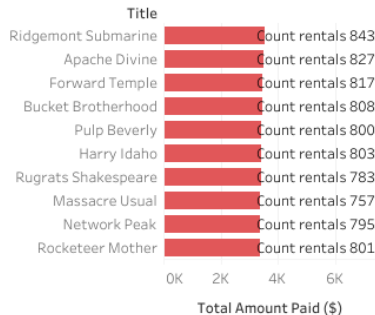
## TOP 5 Movie categories:

SPORTS  
ANIMATION  
ACTION  
FAMILY  
Sci-Fi

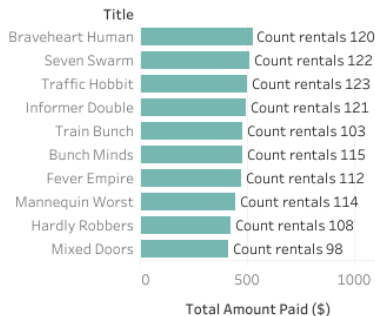
## BOTTOM 3 Movie categories:

MUSIC  
TRAVEL  
HORROR

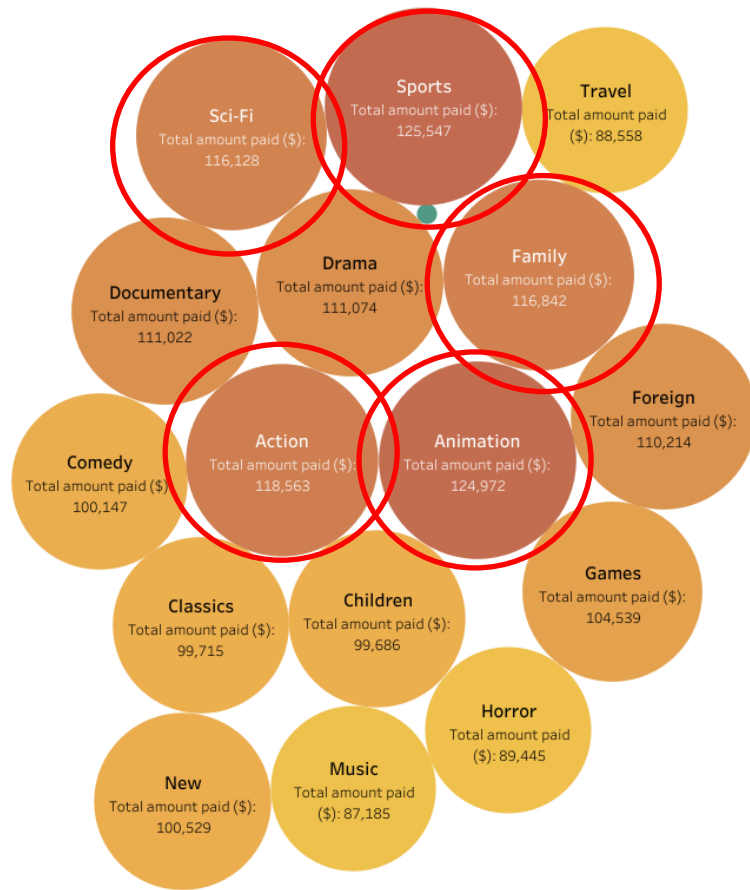
TOP 10 Movies



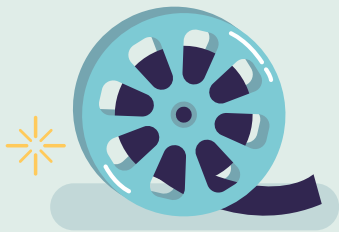
BOTTOM 10 Movies



Total Amount Paid per Movie Category





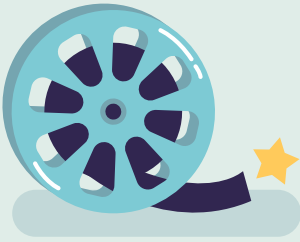


**BQ 2**

**AVERAGE RENTAL DURATION  
FOR ALL VIDEOS**

**AVG = 5 days**

Rental Duration range [3-7] days



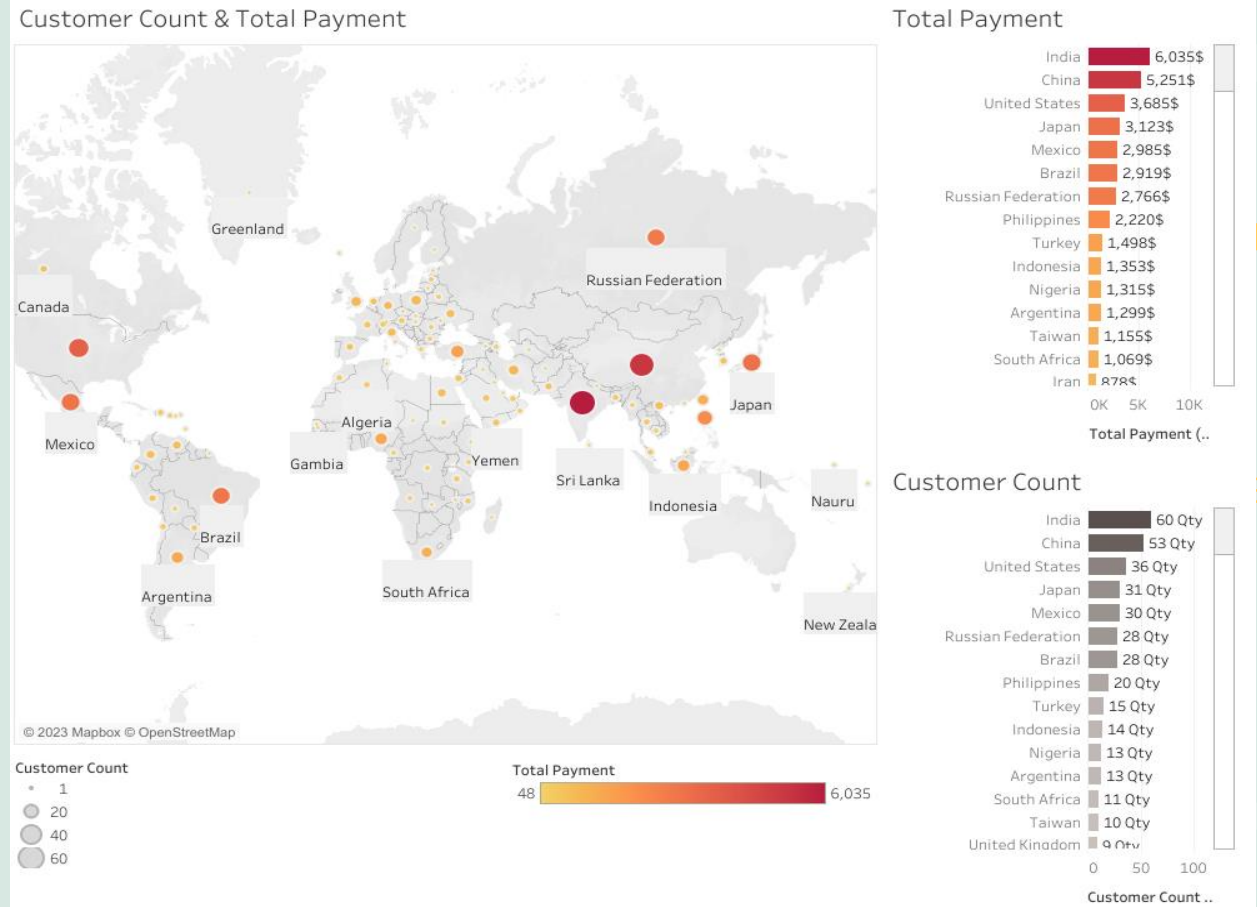
**BQ 3**

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

# CUSTOMER COUNT & TOTAL PAYMENT

109  
COUNTRIES;  
ALL OVER THE  
WORLD

599  
CUSTOMERS





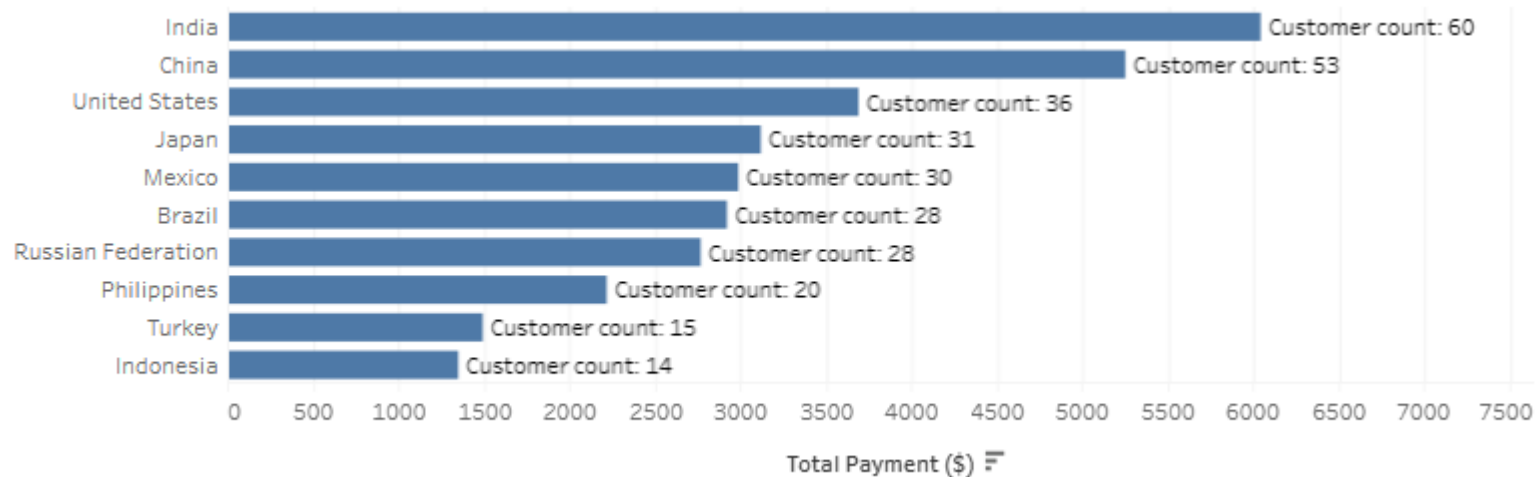
**BQ 4**

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

# TOP 10 COUNTRIES

## TOP 10 COUNTRIES:

56% OF CUSTOMERS;  
52% REVENUE



# TOP 5 CUSTOMERS

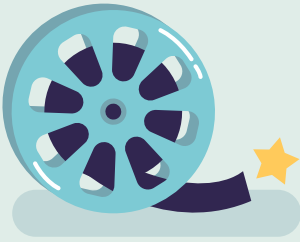
\* In the TOP 10 Countries

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



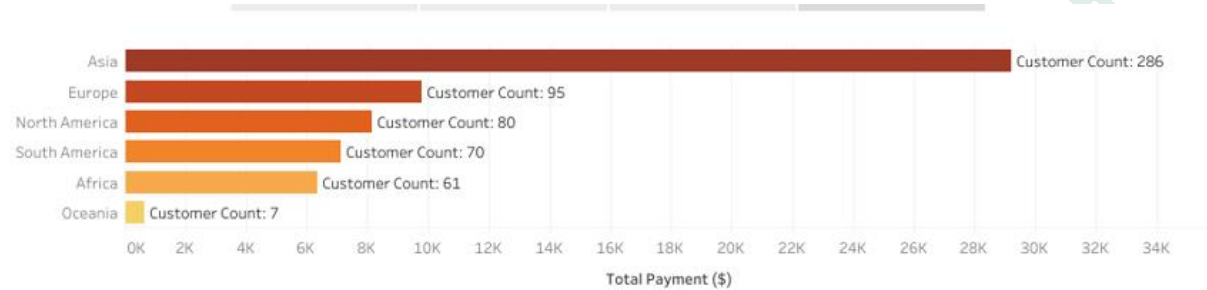
# BQ 5

Do sales figures vary between  
geographic regions?

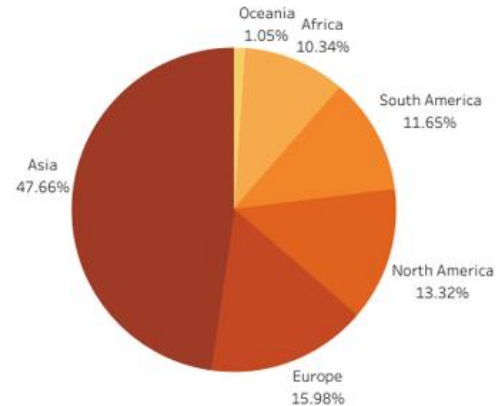
# REVENUE & CUSTOMER COUNT by GEO-REGIONS

**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

## CUSTOMER LOYALTY

Introduce Customer Loyalty Program and Top Customer Rewards

## 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

## GLOBAL FOCUS

Develop European , American and African market for new customer acquisition


## 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

# THANKS!

## DO YOU HAVE ANY QUESTIONS?

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

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