

The background is an abstract geometric pattern composed of numerous overlapping triangles. The color gradient transitions from a warm orange on the left side to a cool blue on the right side, with a neutral white and light grey area at the top. The triangles vary in size and orientation, creating a complex, crystalline texture.

ROCKBUSTER STEALTH: DATA ANALYSIS PROJECT

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Agenda:



1. Introduction

2. Business Questions

3. Analysis

4. Recommendations

5. Q&A



Introduction

- ▶ Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Business questions



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?



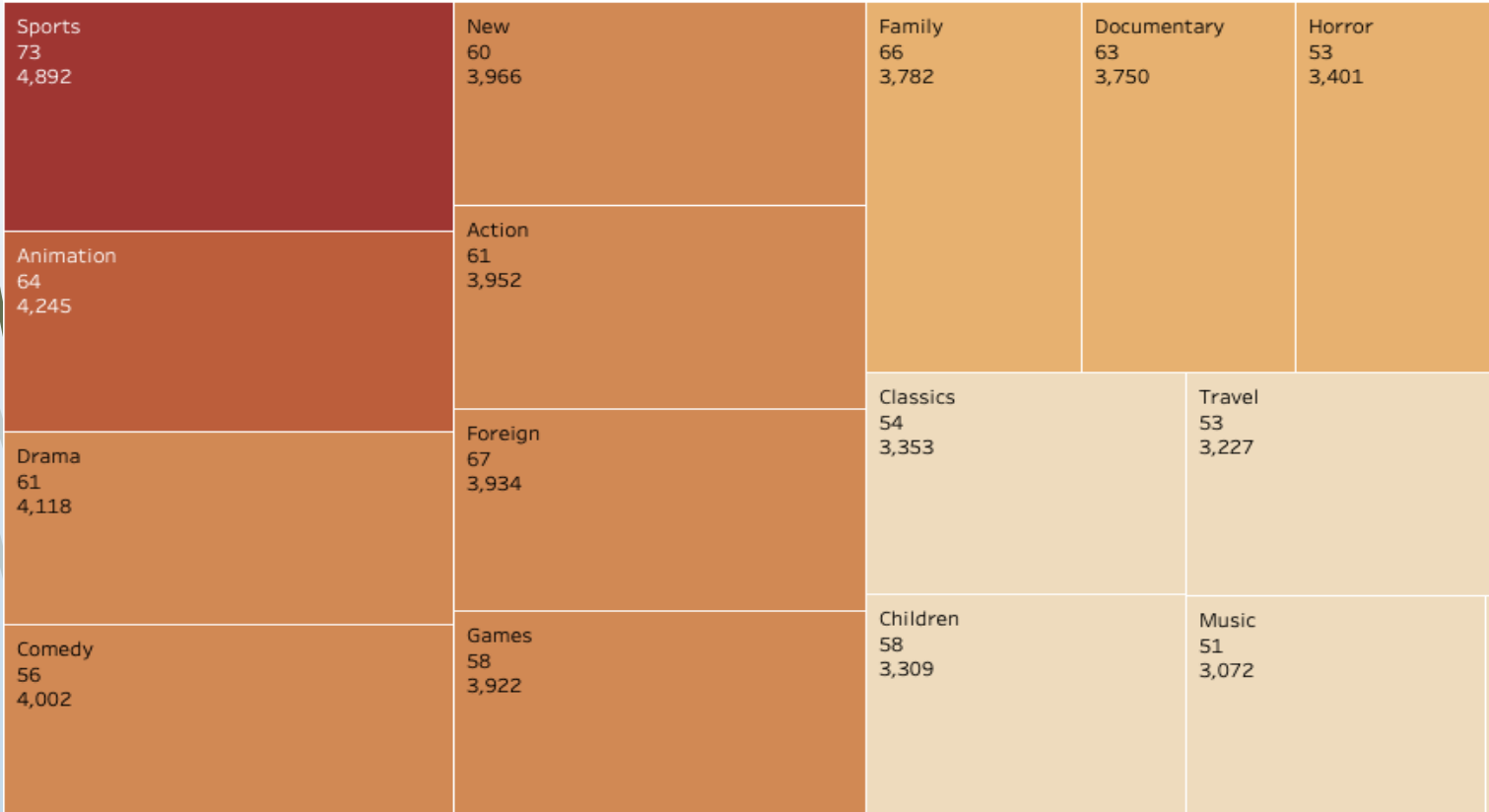
Do sales figures vary between geographic regions?

Film popularity by category and title

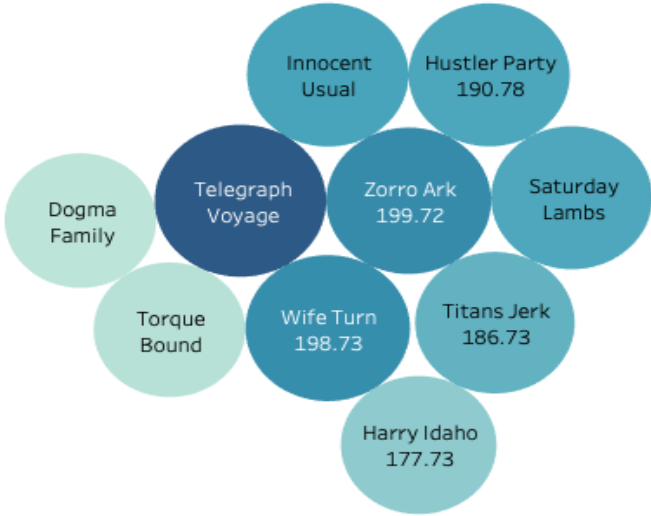
The most popular film categories by Sales are: Sports, Sci-fi, Animation.

The most popular films are: Telegraph Voyage, Zorro Ark and Wife Turn.

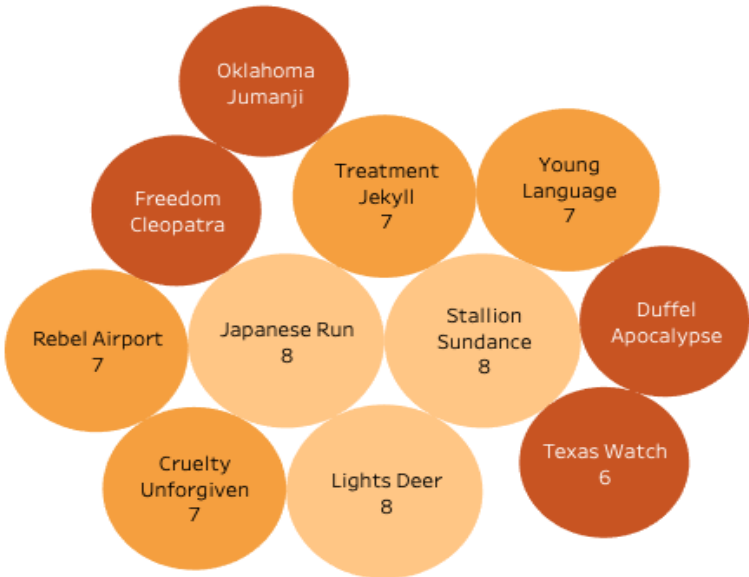
Popularity per film category



Top 10 films by revenue



Least popular films by revenue





What was the average rental duration for all videos?

	Minimum	Maximum	Average
Rental Duration, days	3,00	7,00	4,99
Rental Rate, USD	0,99	4,99	2,98

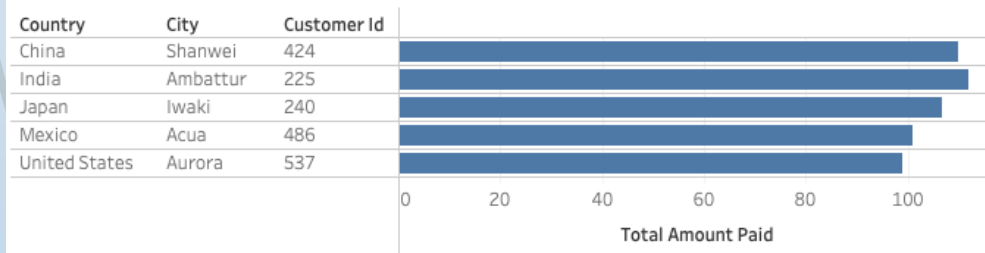
Which countries are Rockbuster customers based in?

Sales Spread geographically

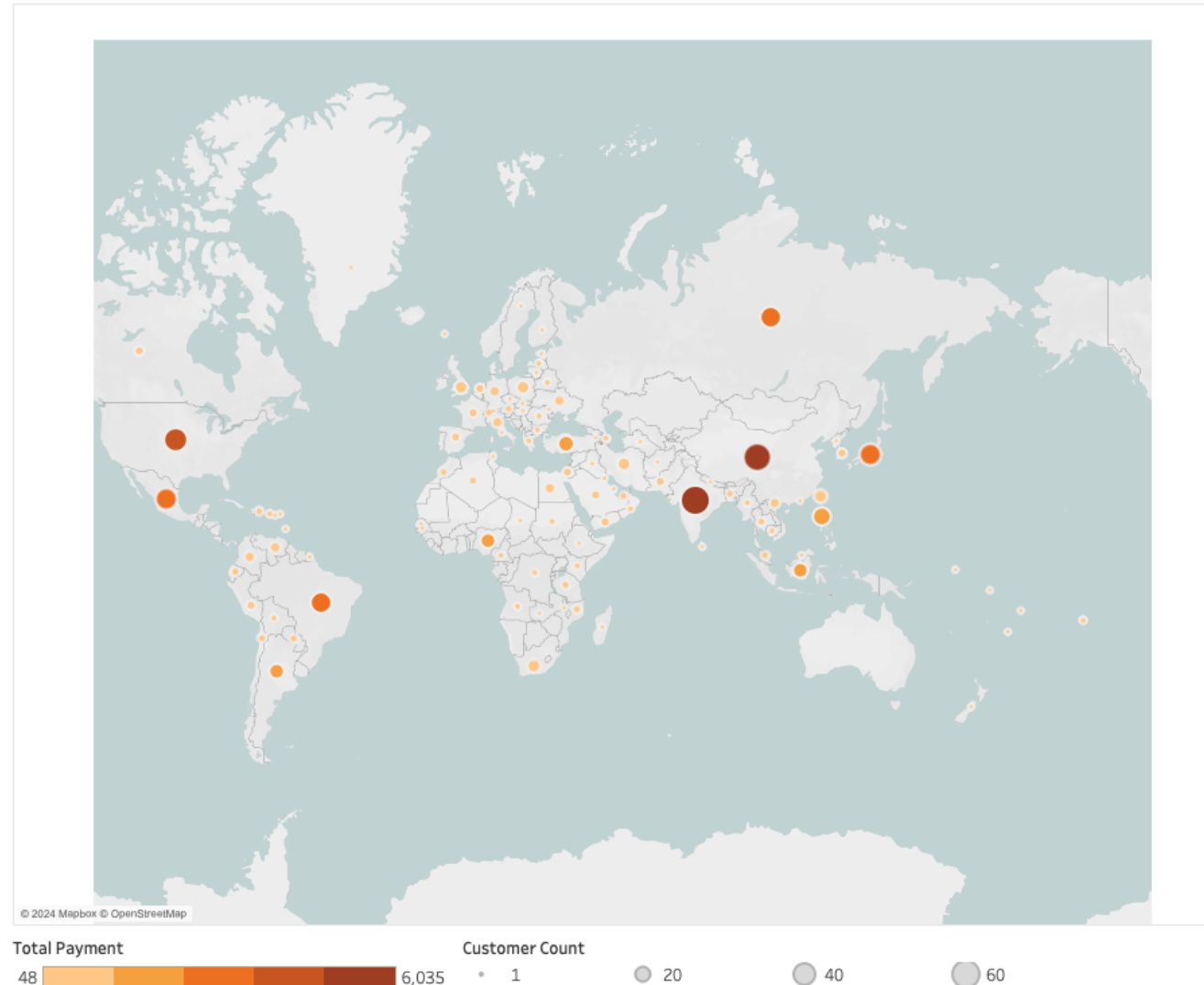
Sales figures vary from region to region.
The highest sales we can see in China, India and the US.

Apart from these 3 leading countries, top 5 clients are also located in Japan and Mexico.

TOP 5 Clients by Sales, USD



Geographical spread of the Customers and Sales

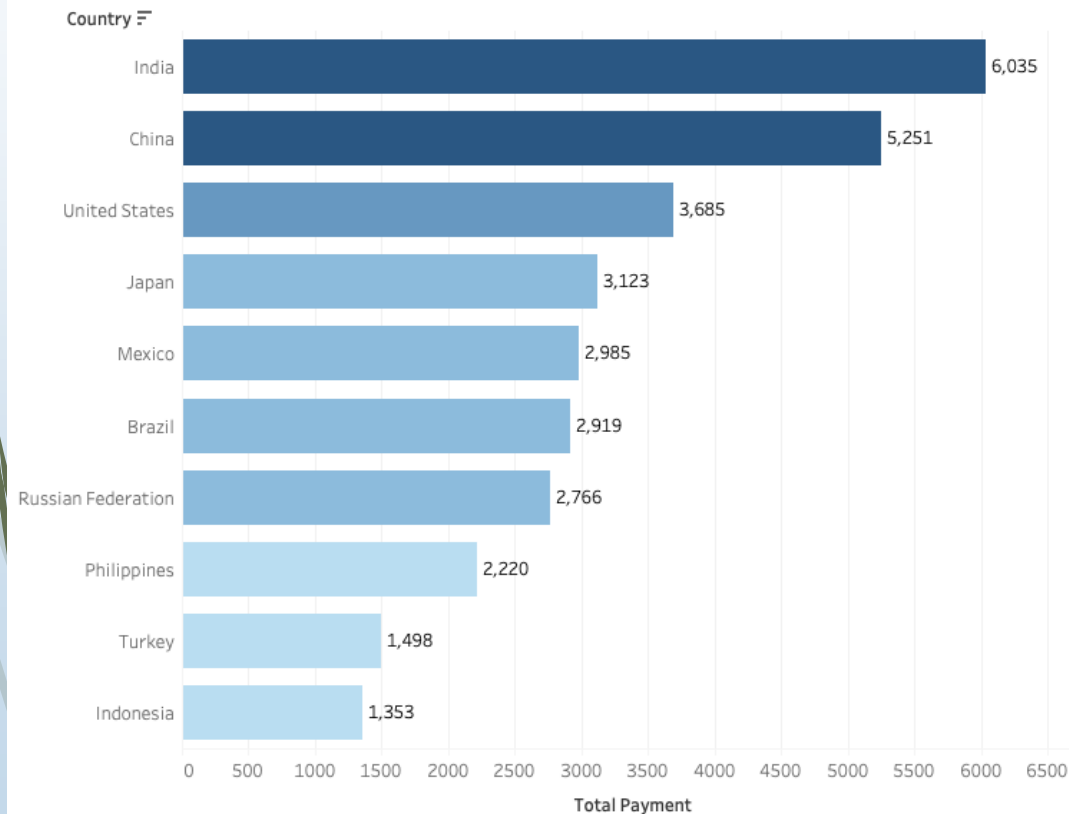


Where are customers with a high lifetime value based?

Top Countries and cities

India and China markets are the largest and make the highest revenue.

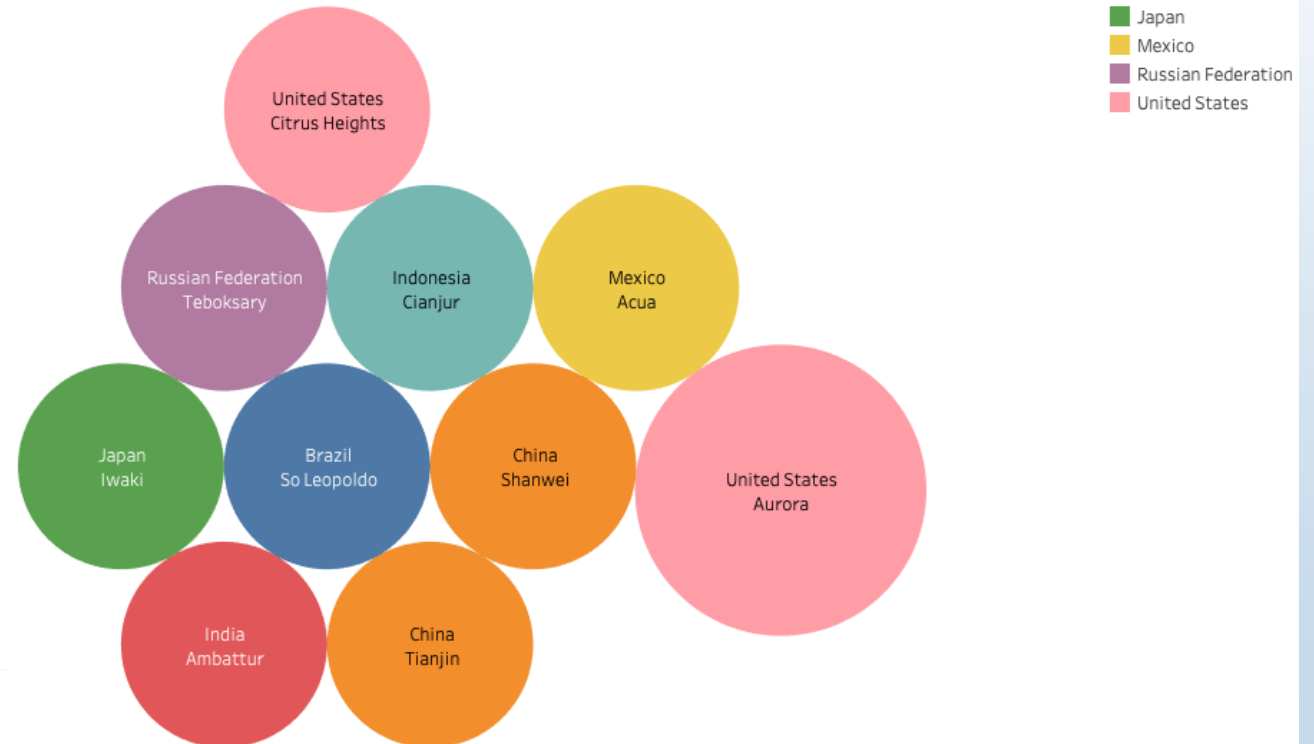
Top 10 countries by Sales, USD



Customer Count



Top 10 cities within top 10 countries by # of customers





Recommendations

Sports, Sci-Fi, Animation, and Drama are the most profitable genres. The company should consider increasing the production or acquisition of movies in these categories to maximize revenue growth.

India and China have the largest customer base and generate the highest lifetime value. Therefore, Rockbuster Stealth should prioritize these markets for future expansion and marketing efforts.

To enhance customer loyalty, initiatives such as **reward programs** or exclusive perks for loyal customers should be implemented.

Q&A



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