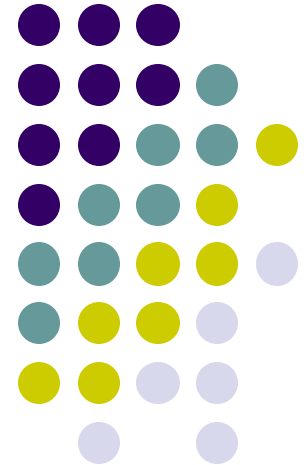


# Rockbuster Stealth LLC

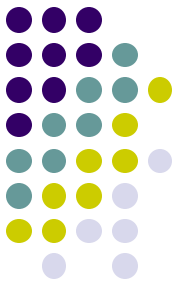
## Data Analysis Project

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Sreelakshmi Sreekala Devi  
May 14, 2024

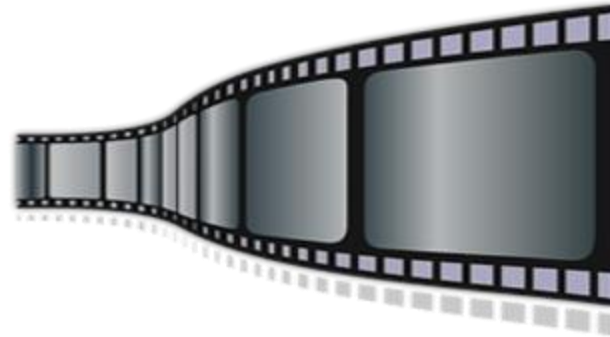


# Project overview



## Motivation

- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.
- In order to stay competitive, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service.

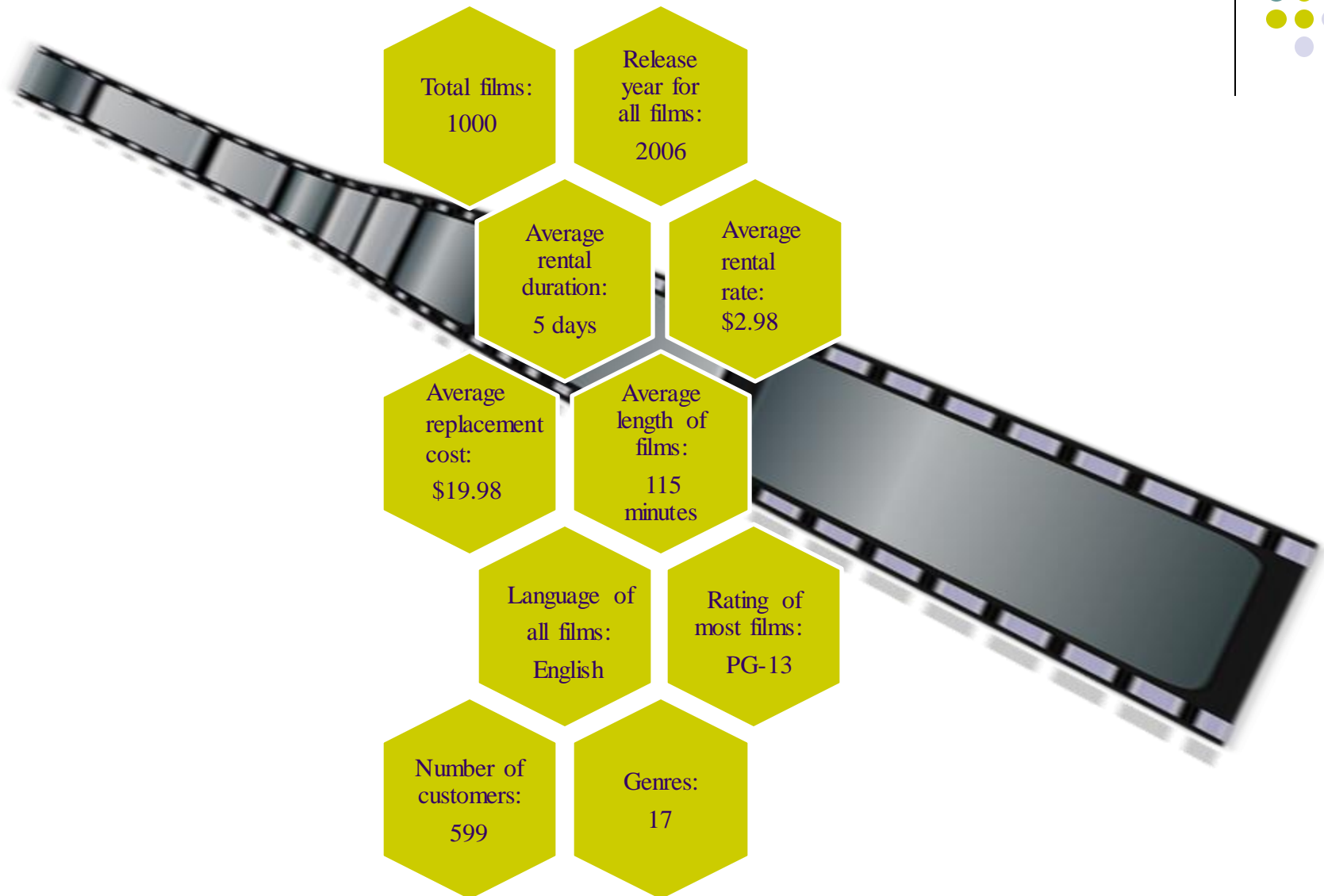
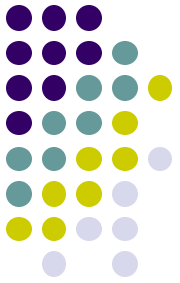


## Key Questions/Objectives

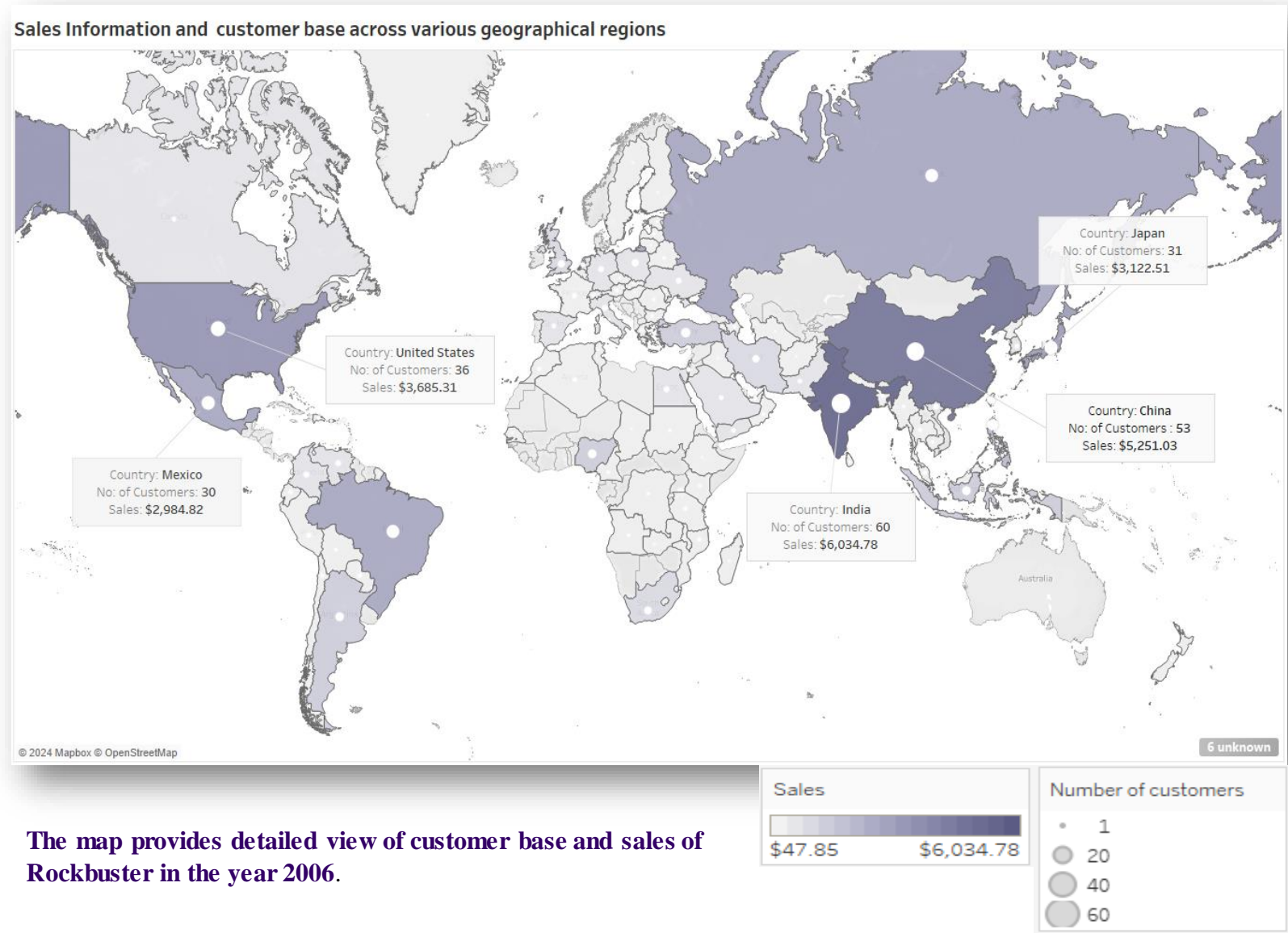
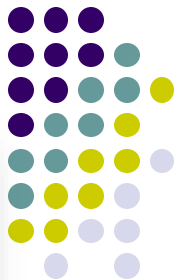
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

# Data Overview

Key information identified from the Rockbuster Data.



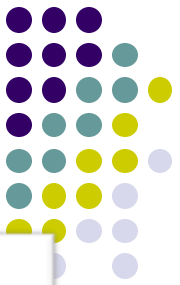
# Spatial analysis of Rockbuster Data



- Top 5 Countries:
- India
  - China
  - US
  - Japan
  - Mexico

The map provides detailed view of customer base and sales of Rockbuster in the year 2006.

# Key locations of highly valued customers of Rockbuster



## Top 5 Customer locations with a high lifetime value

Sara Perry  
City: Atlixco in Mexico  
Amount Paid: \$128.70



Sergio Stanfield  
City: Celaya in Mexico  
Amount Paid: \$102.76



Clinton Buford  
City: Aurora in United States  
Amount Paid: \$98.76



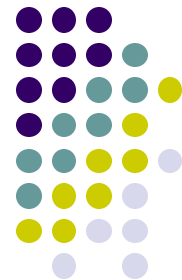
Gabriel Harder  
City: Sivas in Turkey  
Amount Paid: \$108.75



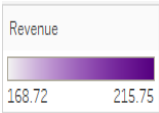
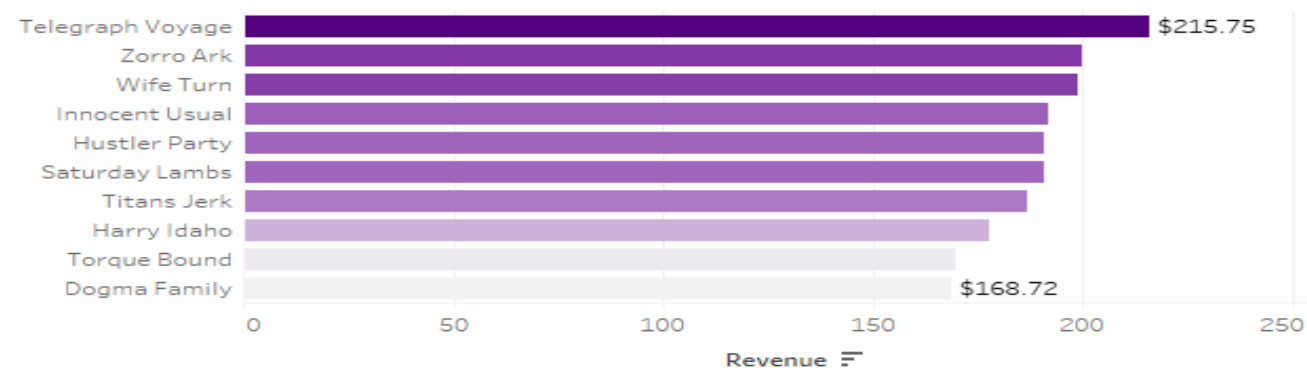
Adam Gooch  
City: Adoni in India  
Amount Paid: \$97.80



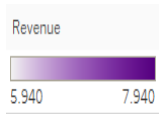
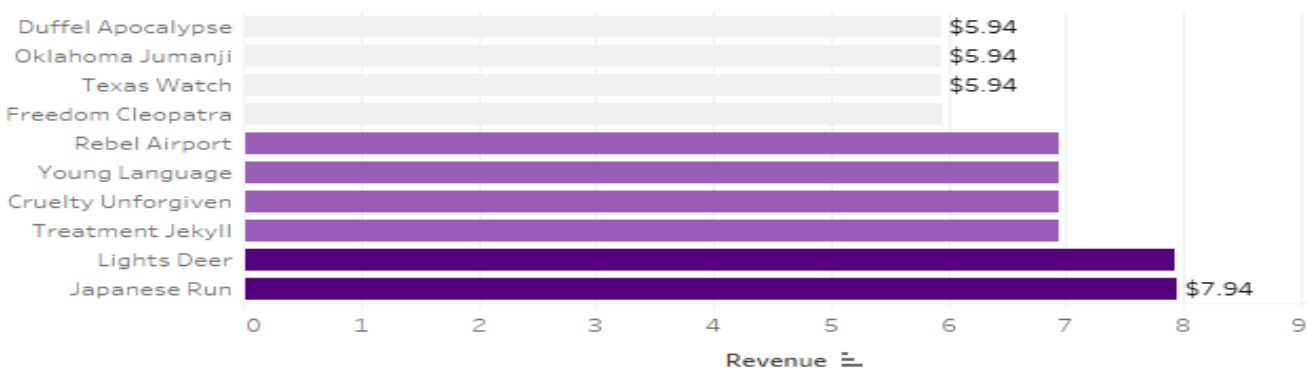
# Movies contributed the most/least to revenue gain



Top 10 films having most revenue

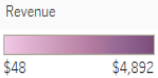
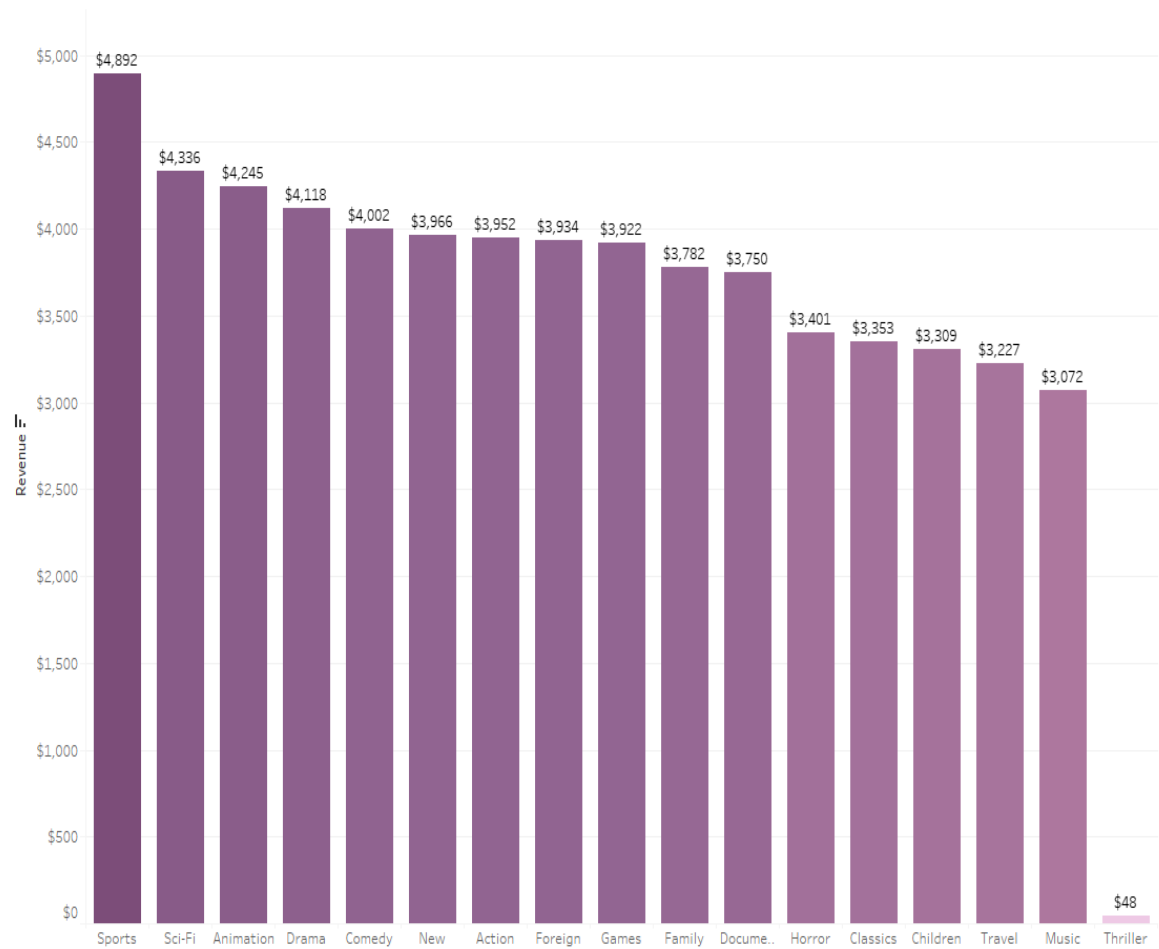


Bottom 10 films having least revenue



# Revenue generated based on genres

Genres based on their revenues

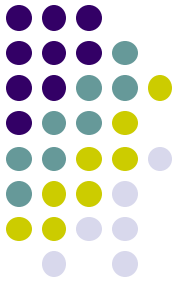


Top 5 genres:  
Sports  
Sci-Fi  
Animation  
Drama  
Comedy



Thriller movies are less in demand

# Conclusions



## **Customer Distribution:**

The customers are primarily based on non-speaking English regions which necessitates the need for localized contents and marketing strategies.

## **Revenue Distribution:**

Certain countries contribute to a large extent to Rockbuster's revenue, making them apply tailored marketing strategies.

## **Film selection and rentals:**

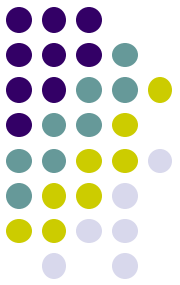
The film library, solely comprised of English-language films from 2006, this will limit the appeal to a broader audience. Average rental duration is around 5 days, but flexibility could enhance customer satisfaction and engagement.

## **Genre preferences:**

Specific genres, like Sports, Sci-fi, and Animation, are key revenue drivers, while less popular genres indicate opportunities for pricing adjustments.



# Recommendations



## **Diversify content offering:**

- Expand the film library to include different languages and titles from various years.
- Develop tailored marketing strategies which includes localized contents and language support.
- Promoting region specific genres that align with cultural preferences.

## **Improve rental policies:**

- Implement flexible rental duration for customer satisfaction.
- Adjustments in the rental pricing based on popularity, with premium pricing for high-demand films and discounts for lesser-viewed films.

## **Market research and Surveys:**

- Conduct surveys and market analysis to understand customer preferences and viewing habits, thereby improving user experience and increased customer acquisition.

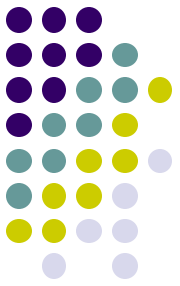
## **Genre and language support:**

- Increase offerings in the highest revenue-generating genres to meet customer demand.
- Providing subtitles in local languages, particularly in markets like India, Japan and China, to enhance user experience.

## **Customer Engagement and Loyalty:**

- Implement loyalty programs to reward high-value customers and increase retention.
- Provide personalized recommendations for boosting customer satisfaction and engagement.

# Questions or Feedback?



## *Contact Information*

**Sreelakshmi Sreekala Devi**  
**s.devi@rockbusterstealth.com**

**Tableau Link**

[here](#)