

Rockbuster Stealth LLC

Data Analysis Project

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Agenda

- Context
- Key Questions & Objectives
- Statistical Data
- Recommendation
- Closing



Context

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

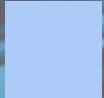
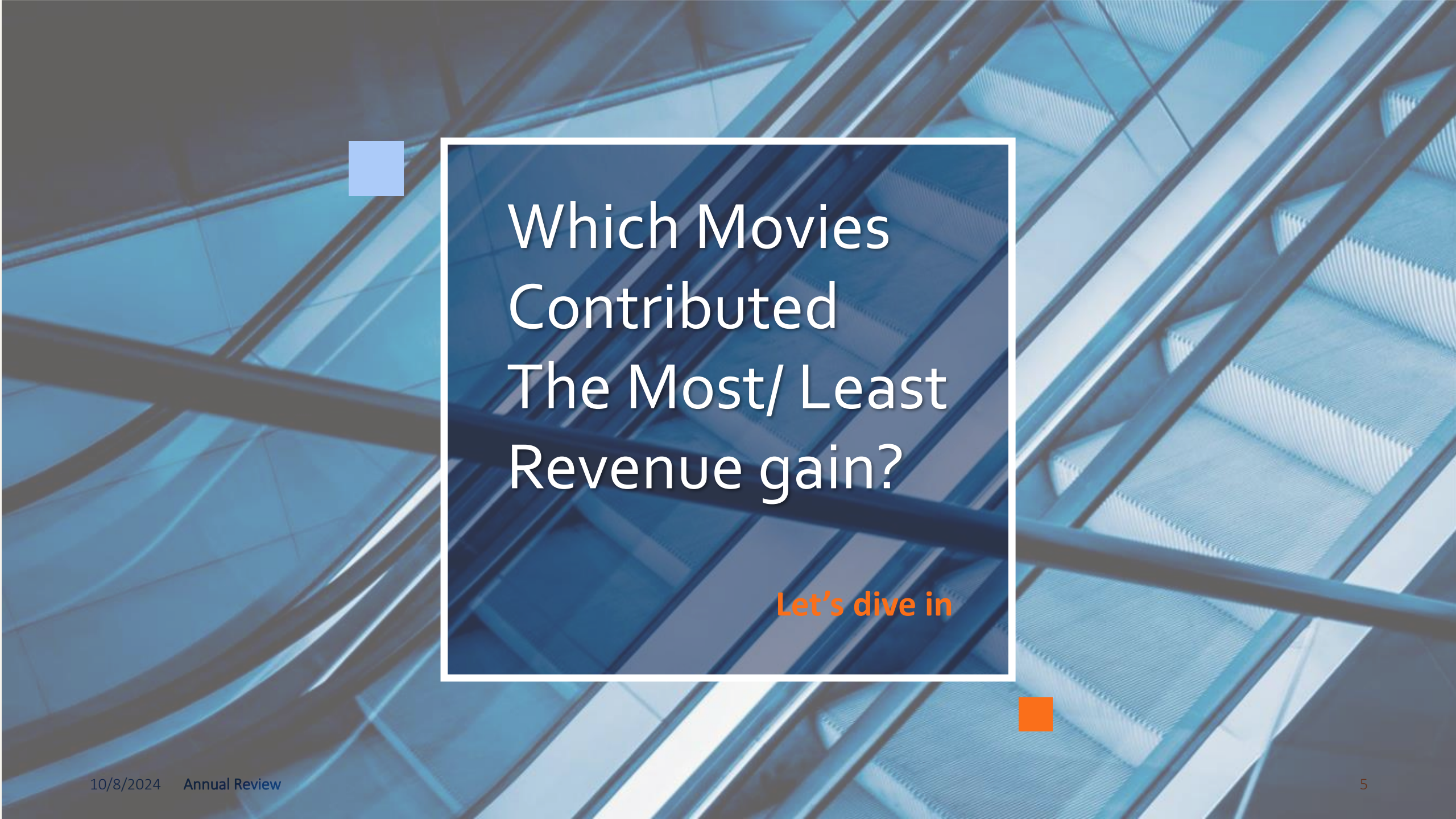
Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.





Key Questions & Objectives

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

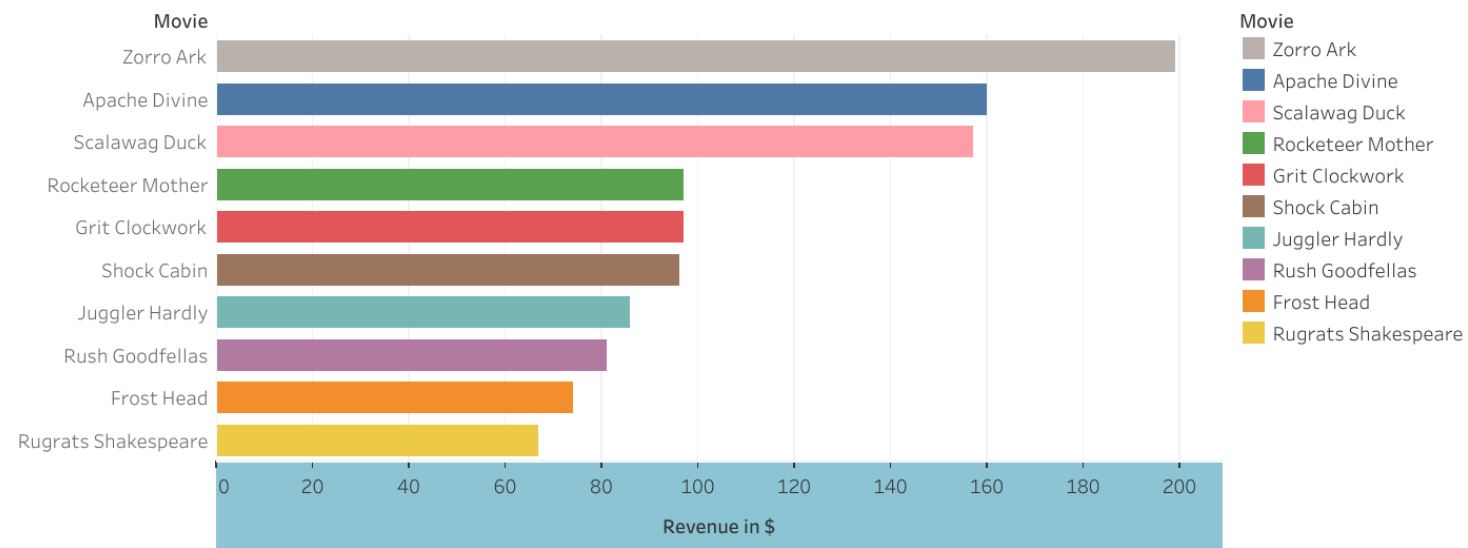


Which Movies Contributed The Most/ Least Revenue gain?

Let's dive in

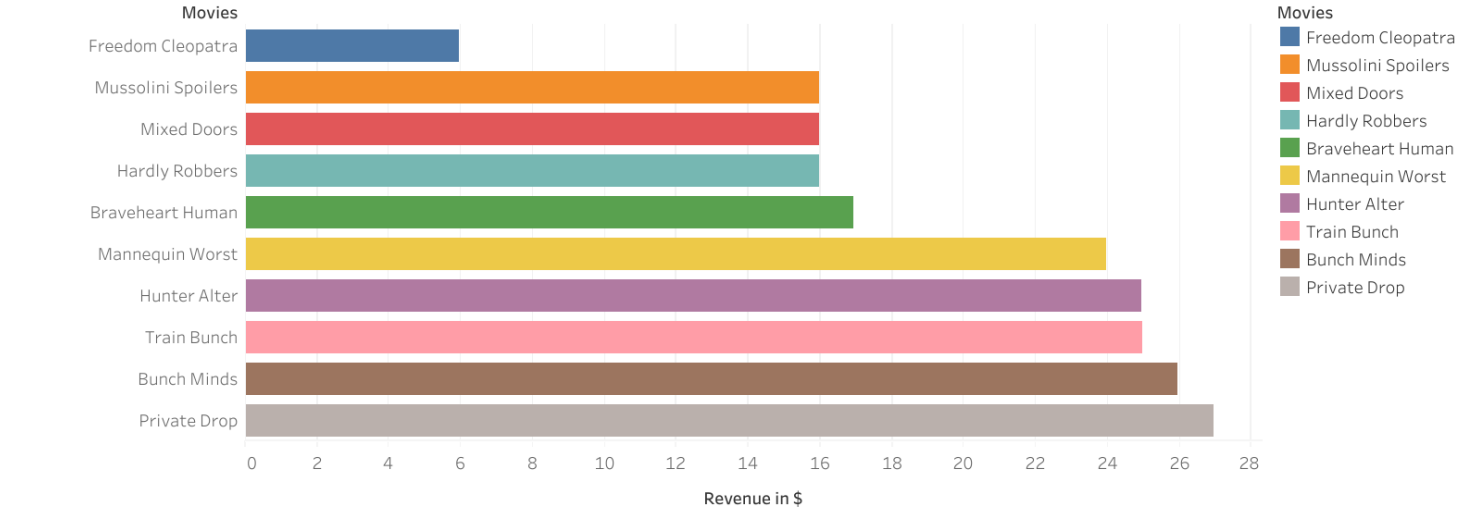


Top 10 Movies by Revenue



The three most lucrative movies are Zorro Ark (Comedy), Apache Divine (Family) and Scalawag Duck (Music)

Bottom10 Movies by Revenue

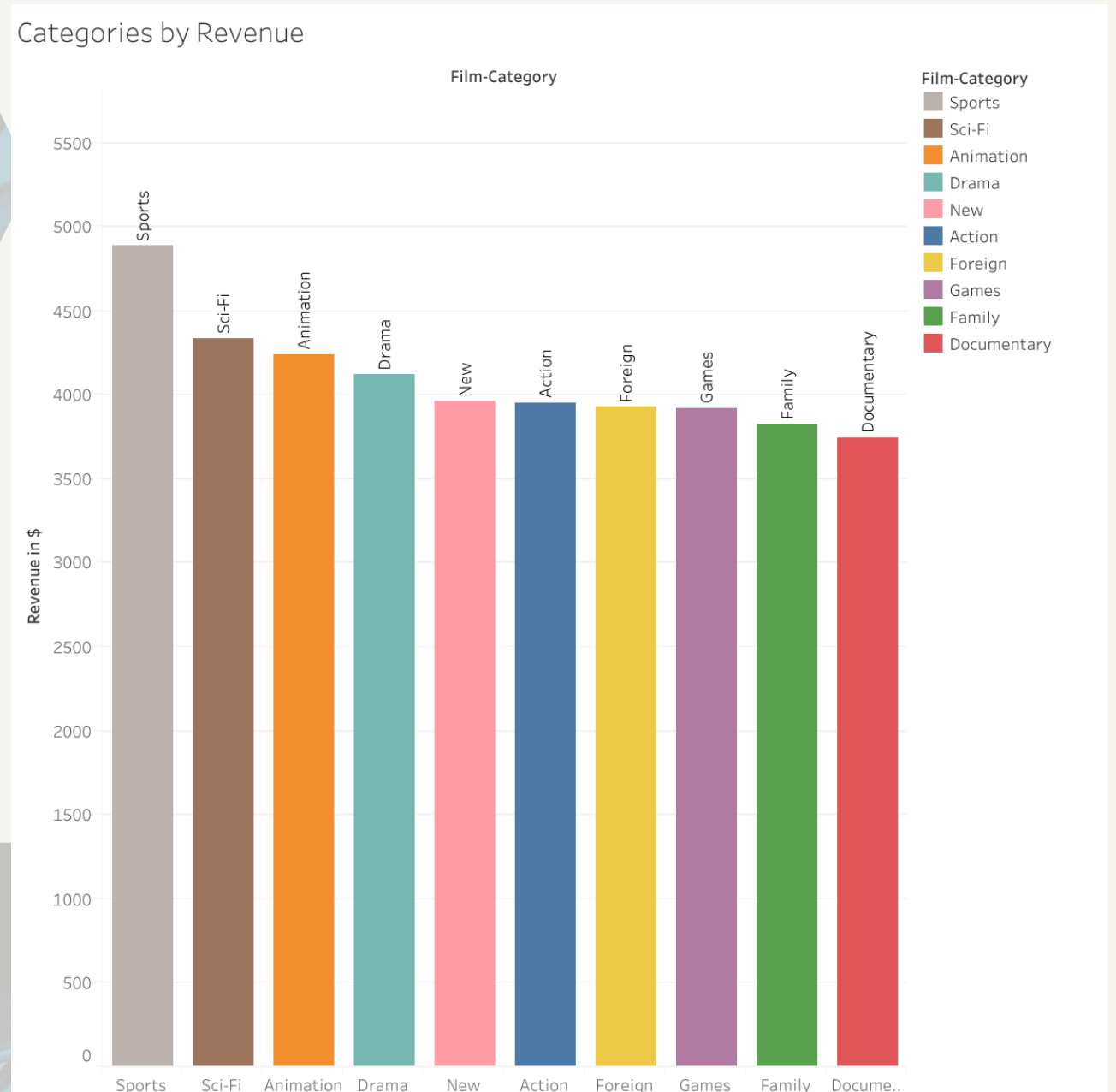


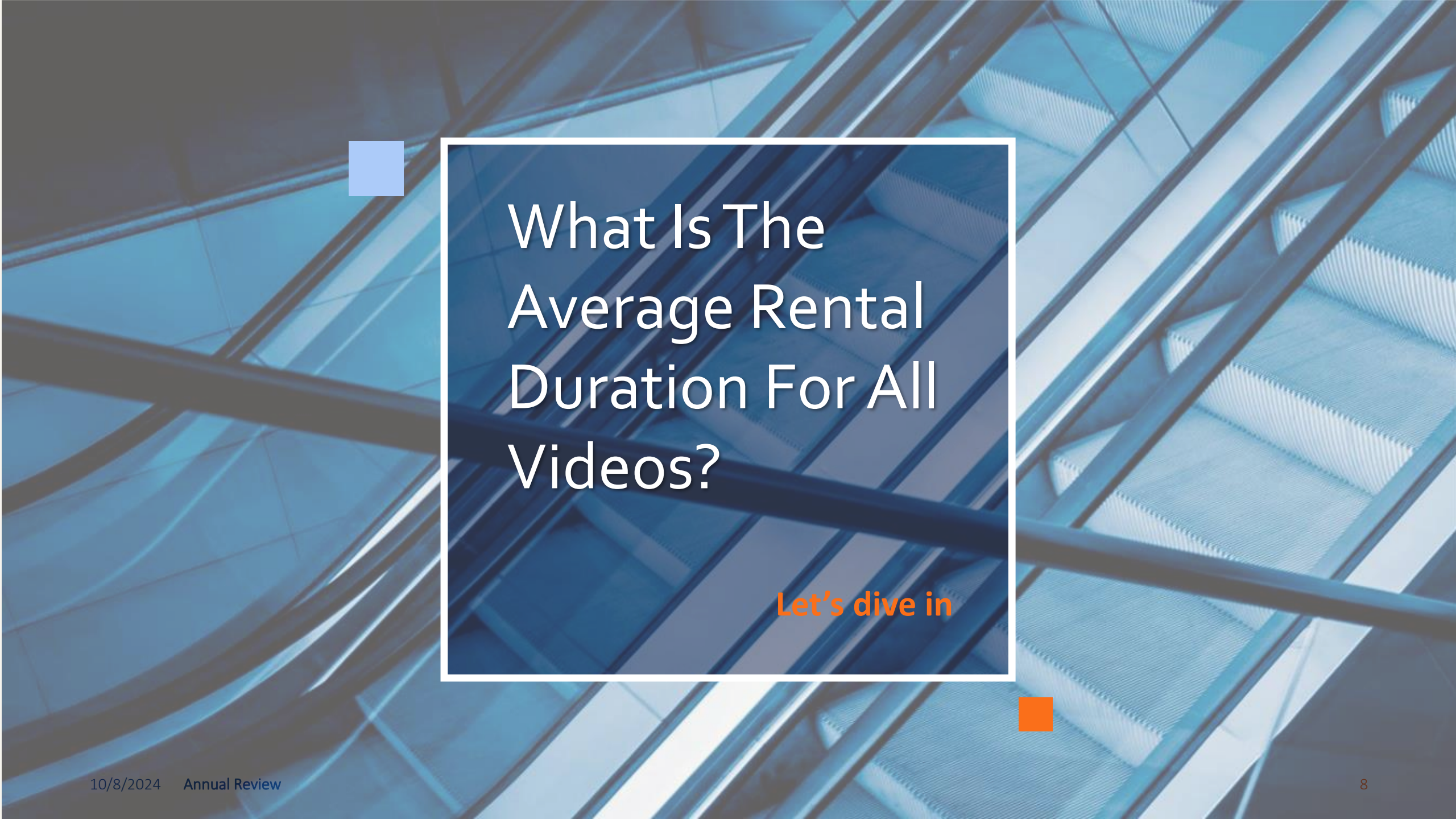
The three least lucrative movies are Freedom Cleopatra (Comedy), Mussolini Spoilers (Sports) and Hardly Robbers (Documentary).

[Tableau-Link on Image](#)

Categories by Revenue

This graph shows which categories are most liked among the customers. Sport made the most revenue, followed by Sci-Fi and Animation movies.





What Is The Average Rental Duration For All Videos?

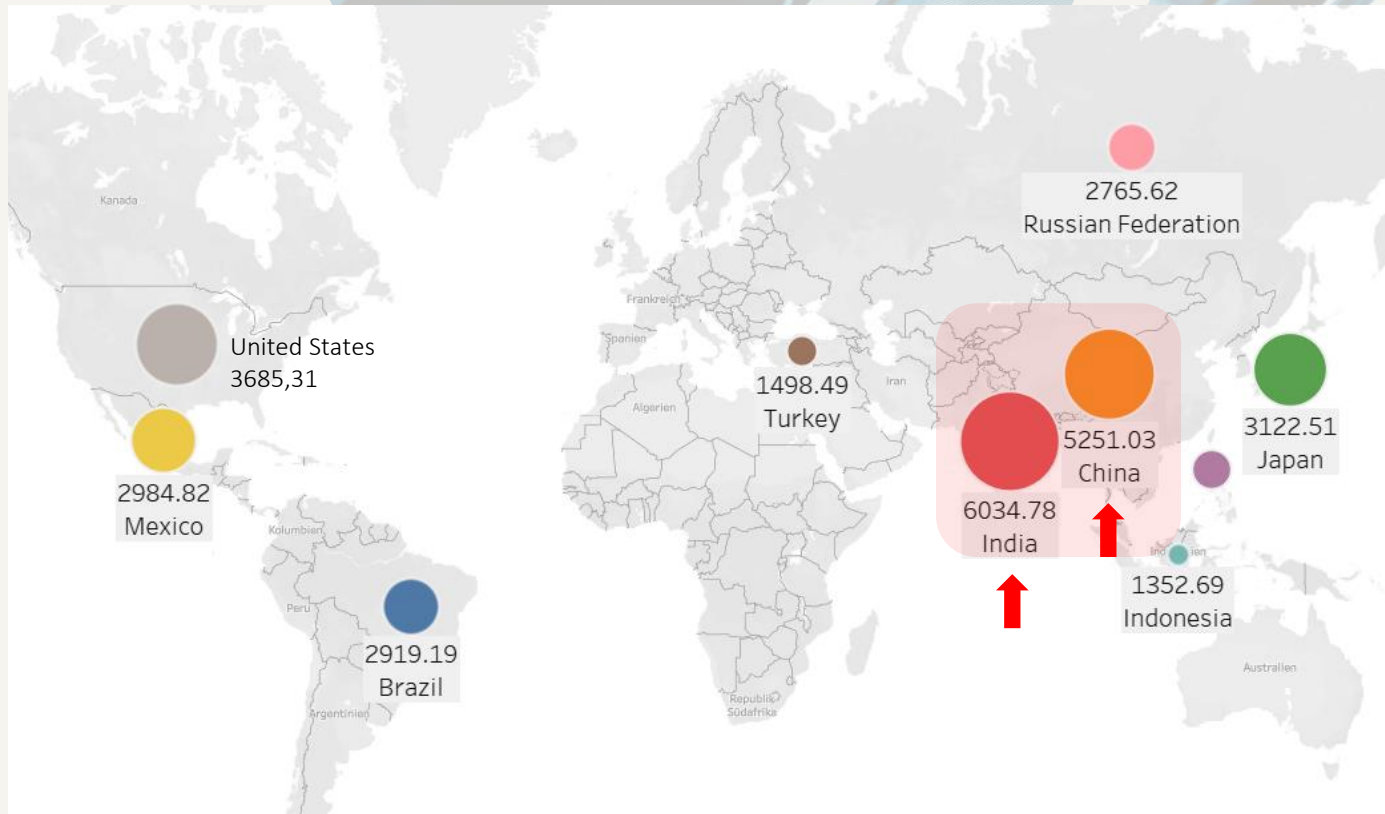
Let's dive in

Key Statistical Data

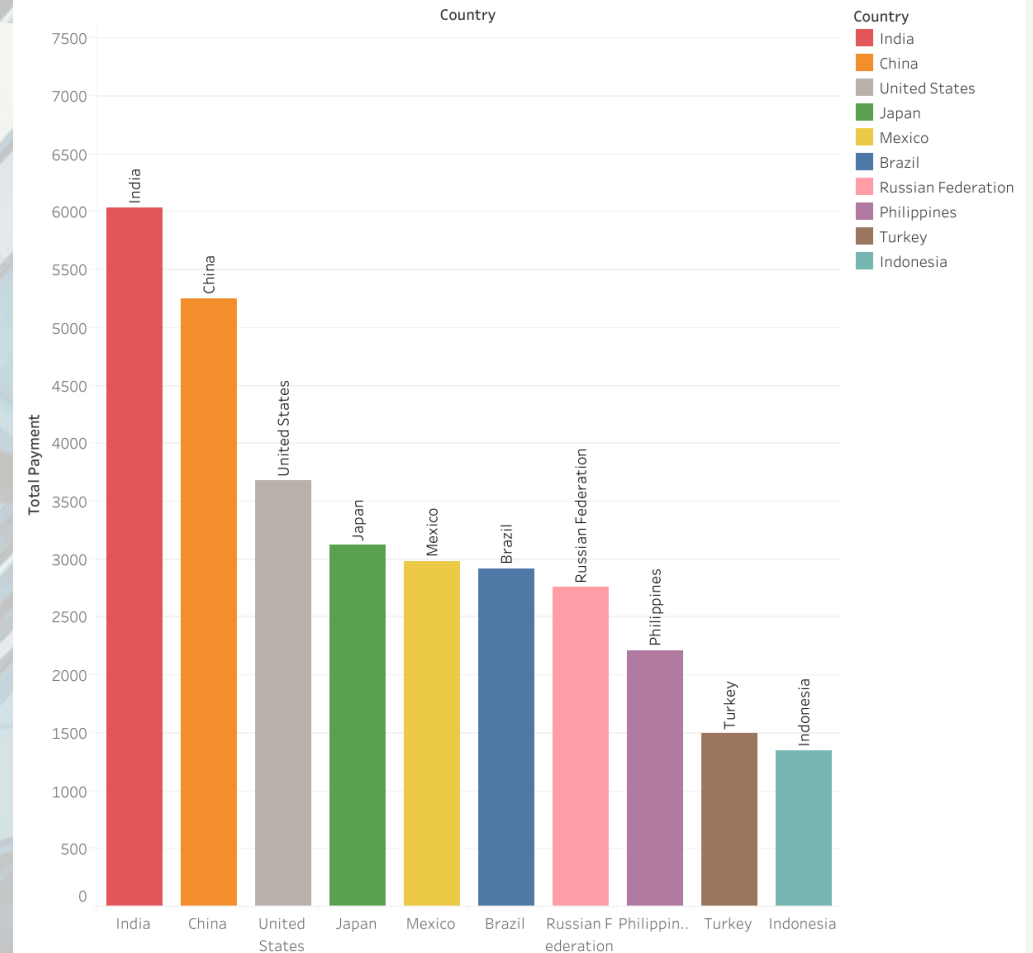
- Average Rental Duration for all Videos: approximately **5 Days**
- The Database includes **599 Customers & 1000 Movies**
- **Sports** tends to be the most popular Film-Category
- Average Rental Rate: **2.98 \$**
- Customers from **109** different countries

Which Countries
Are The
Rockbusters
Customers
Based In?

Most Profitable Customers Sorted By Countries



Top 10 Countries



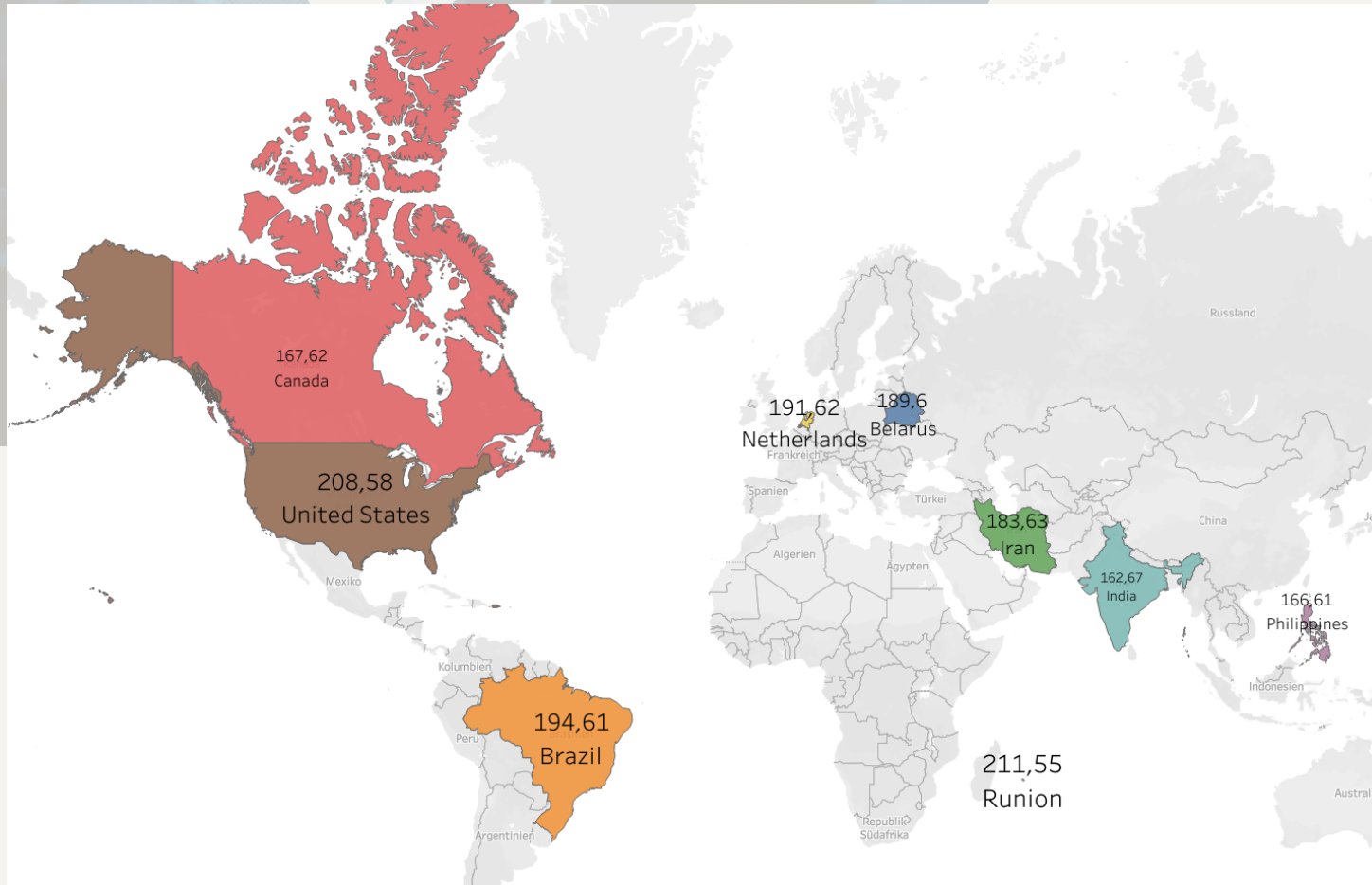


Where Are Customers With High Lifetime Value Based?


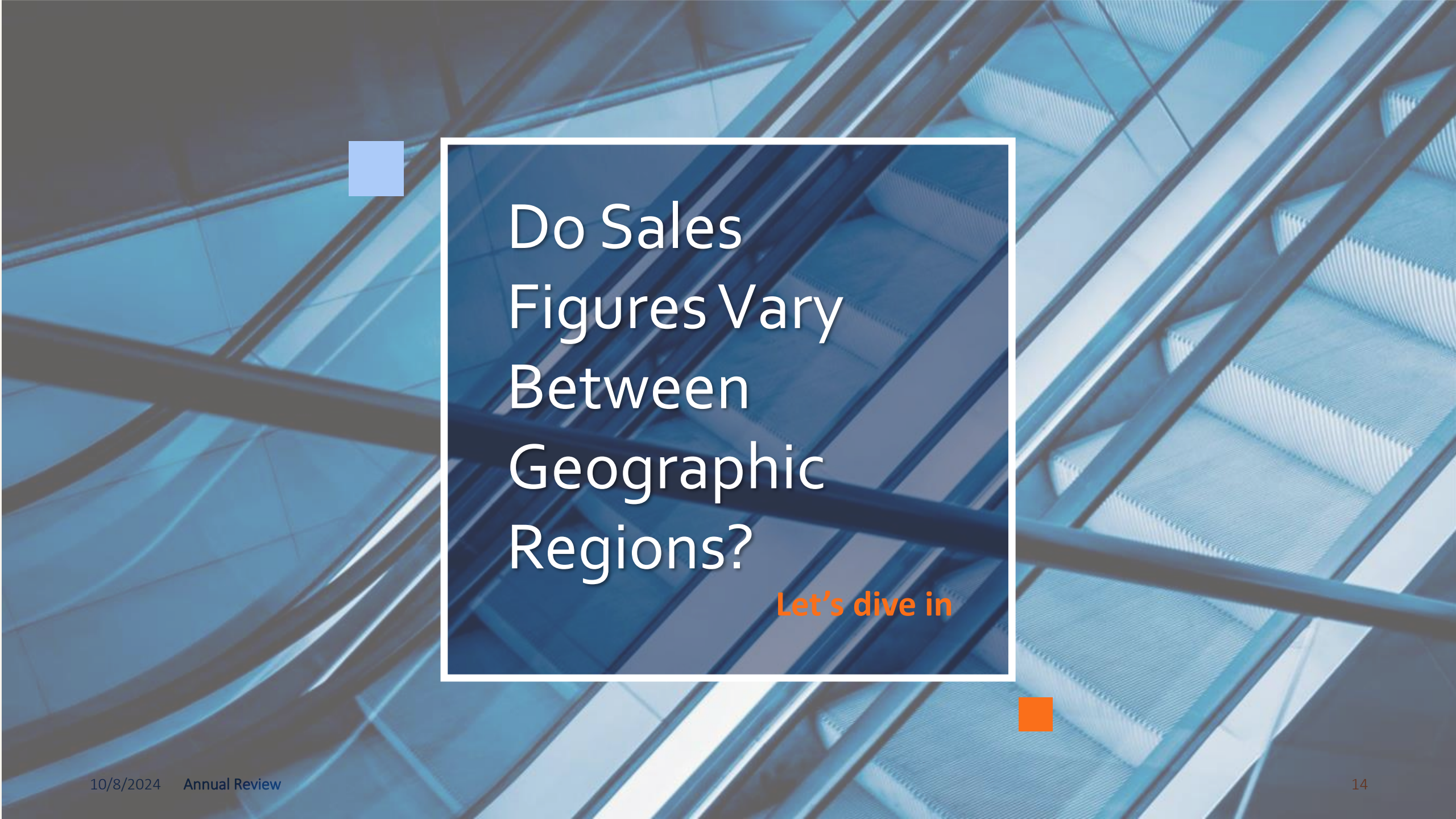
Let's dive in



Customers With The Highest Lifetime Value



The map shows where the most valued customers come from.

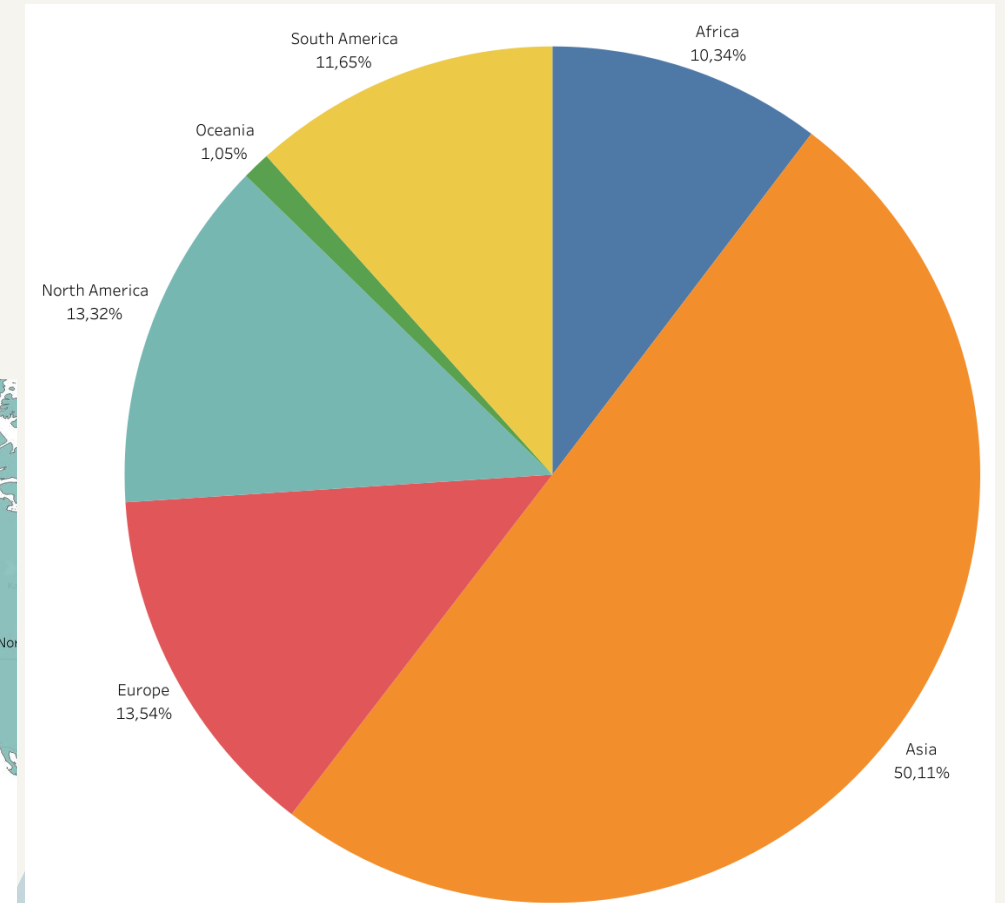
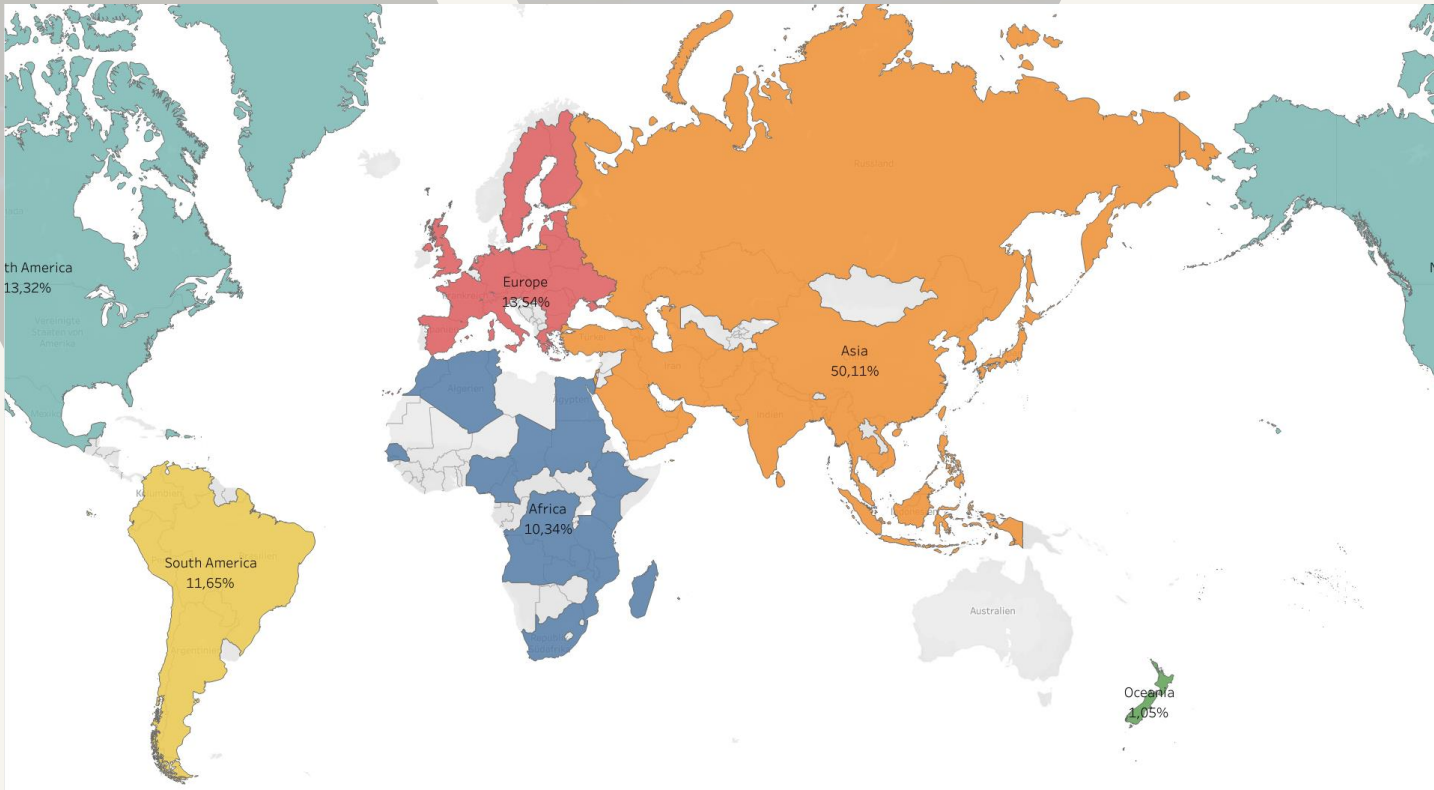


Do Sales Figures Vary Between Geographic Regions?

Let's dive in

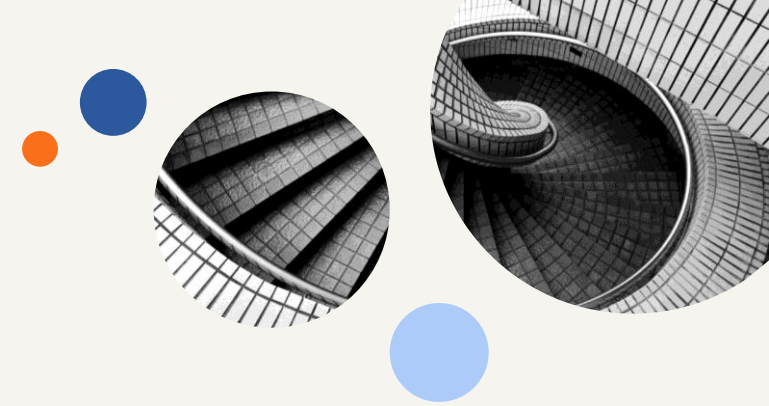


Regional Revenue Distribution



With 50% in total sales, asia is very dominant, while Oceania contributes the least.

Recommendations



- **Prioritize High-Performing Genres:**

To drive rental growth, focus on expanding offerings in high-demand categories, such as Sports, Sci-Fi and Animation. These genres have demonstrated strong sales performance, making them pivotal in increasing overall rentals.

- **Enhance User Experience:**

Tailor the film selection and user interface to align with regional preferences, ensuring content resonates with local standards and viewing habits. By focusing on high-demand regions, customer satisfaction and engagement can be significantly boosted.

- **Providing Long-Term Value for High Lifetime-Value Customers:**

Focus on delivering tailored, long-term benefits to customers with high lifetime value. This strategy fosters loyalty, enhances customer retention, and maximizes the overall profitability of these key segments.

- **Optimize Resource Allocation:**

Redirect resources from underperforming regions to those showing greater demand. For example, with Asia contributing 50% of total revenue, reallocating assets and marketing efforts to this region could yield substantial growth in rental performance.

Closing

Thank you for your attention.

If you have any further questions, feel free to ask me!

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