

# ROCKBUSTER STEALTH

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Data Analysis Project  
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# Agenda

## What this report covers

- Project Introduction
- Key Questions & Objectives
- Data Overview
- Analysis
- Conclusions & Recommendations

# Project Introduction

Rockbuster Stealth LLC once a global leader in movie rentals, is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Under the leadership of Rockbuster Stealth's business intelligence (BI) department, this analysis has been conducted to support the launch strategy of the new online video service.

This analysis was obtained from the database management system (RDBMS) using SQL.

# Key Questions & Objectives

**Business questions guiding the following analysis are:**

- Which movies contributed the most/least to revenue gain?
- Which countries are Rockbuster customers based in?
- Do sales figures vary between geographic regions?
- Where are customers with a high lifetime value based?
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# Data Overview



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?

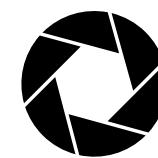
Do sales figures vary between geographic regions?

# Data Overview

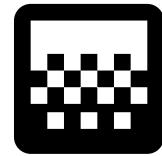
Current situation of the Rockbuster Steals company



number of films 1000



across the 108 countries



release year of all of them 2006



number of customers 599



in English language

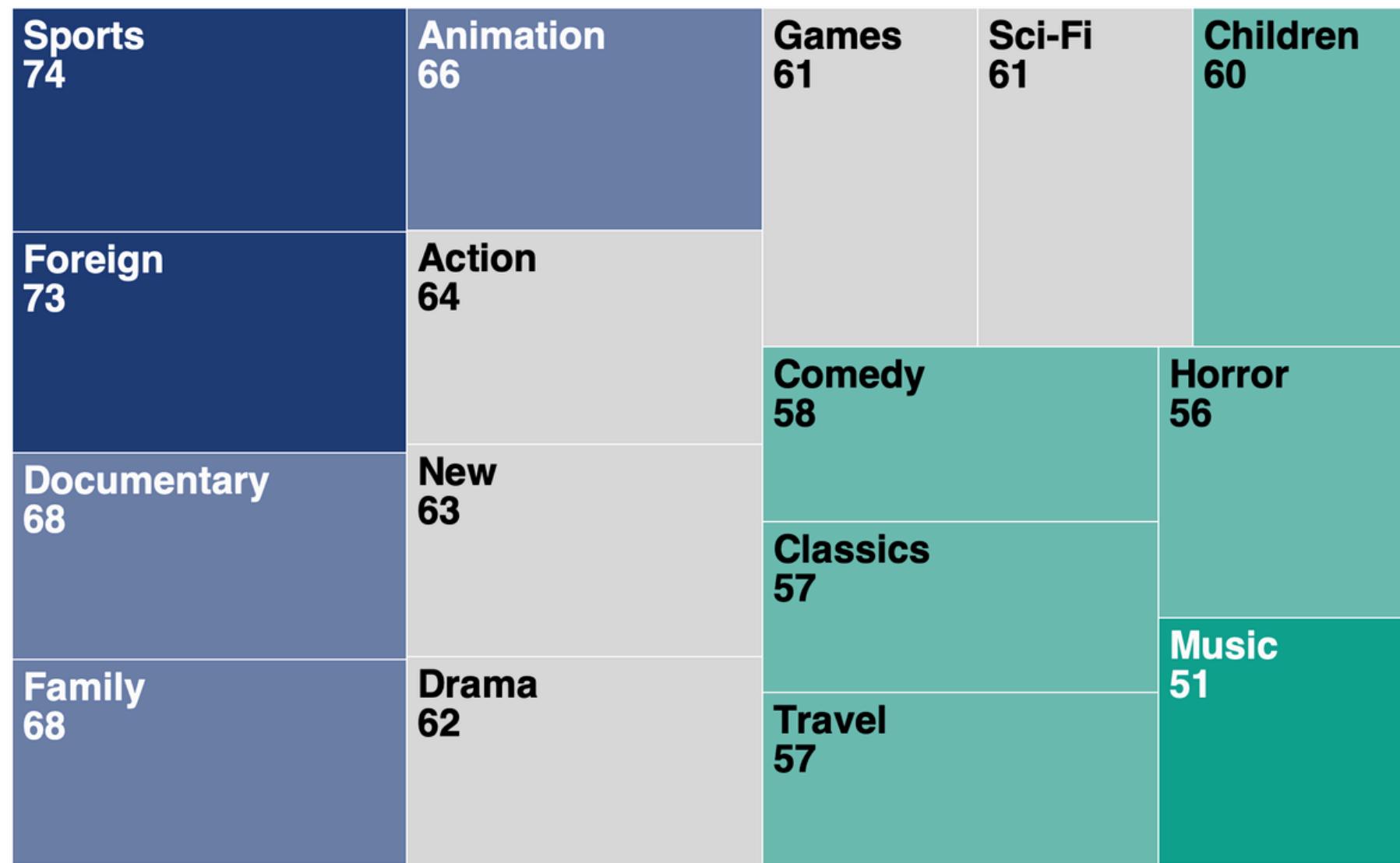
# Data Overview

	MIN	MAX	AVG
<b>rental duration</b>	3 days	7 days	4,99 days
<b>rental rate</b>	0,99\$	4,99\$	2,98\$
<b>film length</b>	46 minutes	185 minutes	115,27 minutes
<b>replacement costs</b>	9,99\$	29,99\$	19,98\$

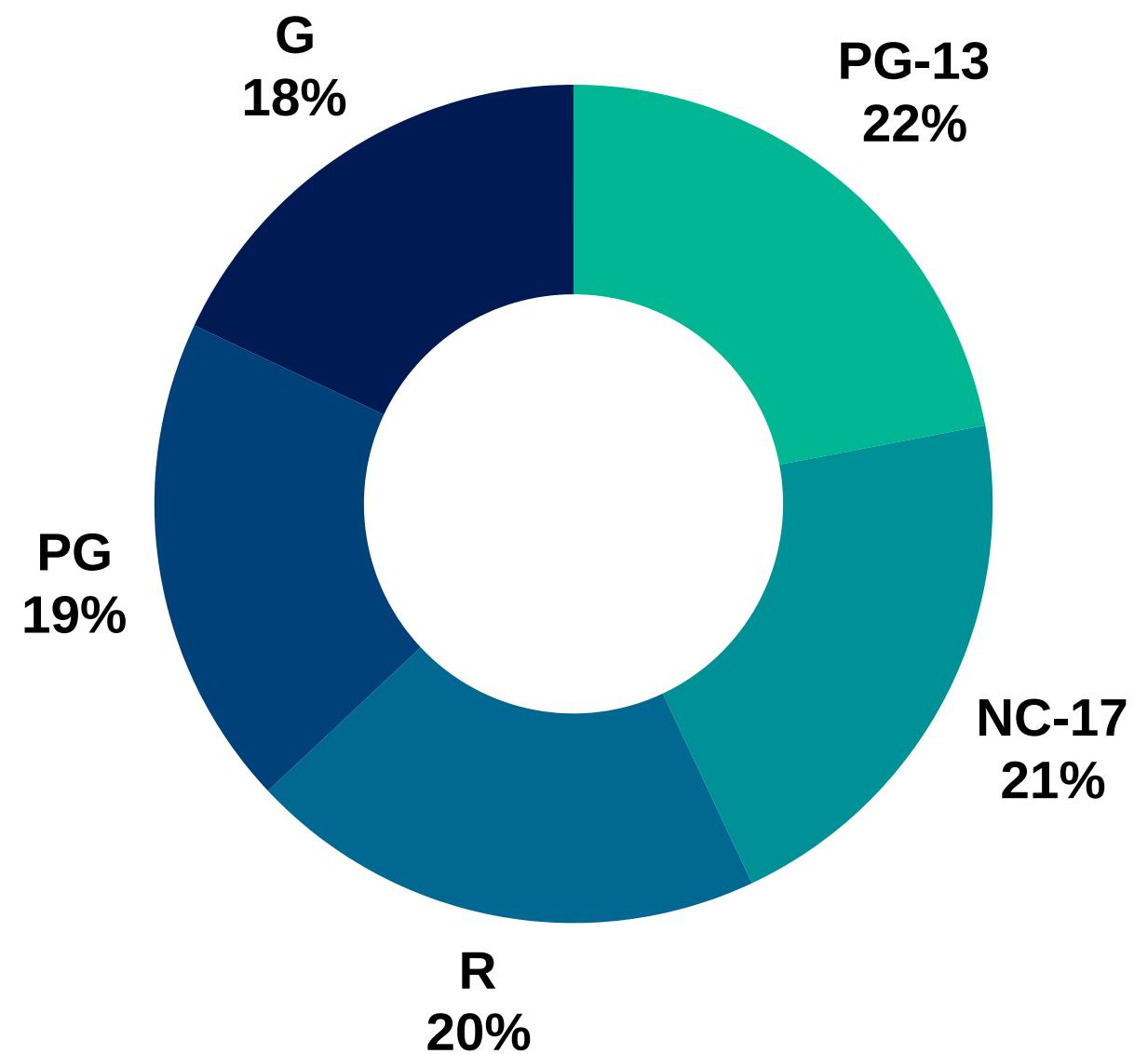
# Analysis

Which movies contributed the most/least to revenue gain?

Sales by film category



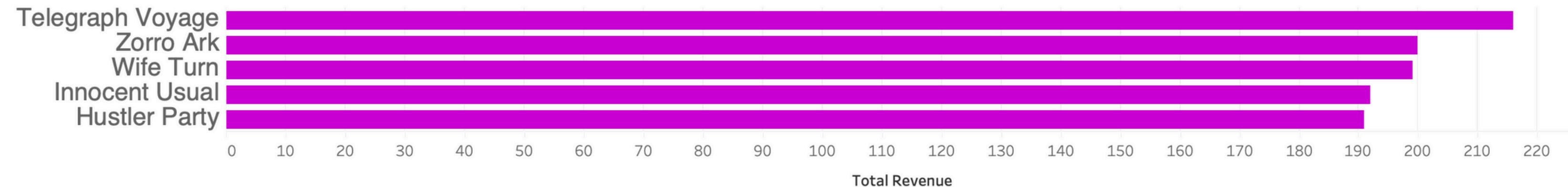
Sales by rating



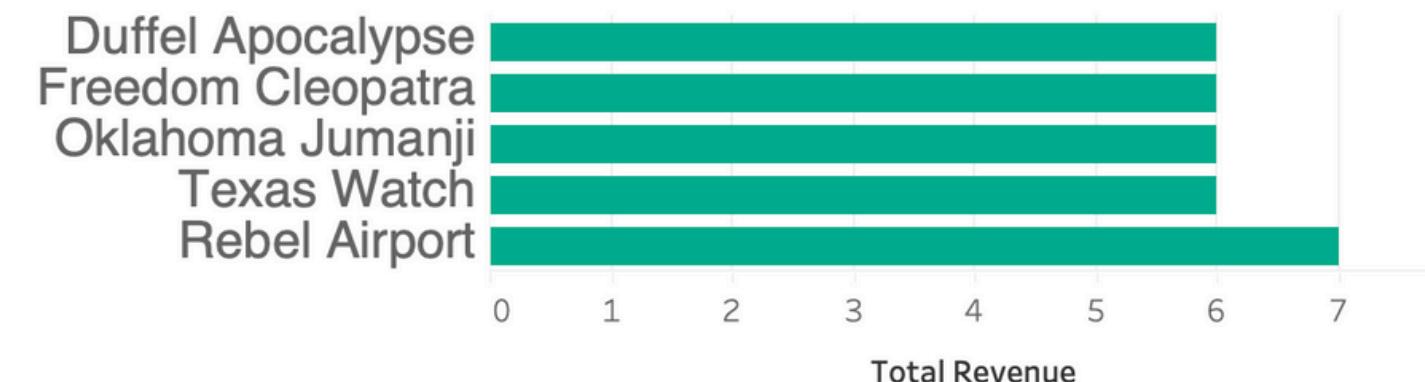
# Analysis

Which movies contributed the most/least to revenue gain?

## Top 5 films by revenue



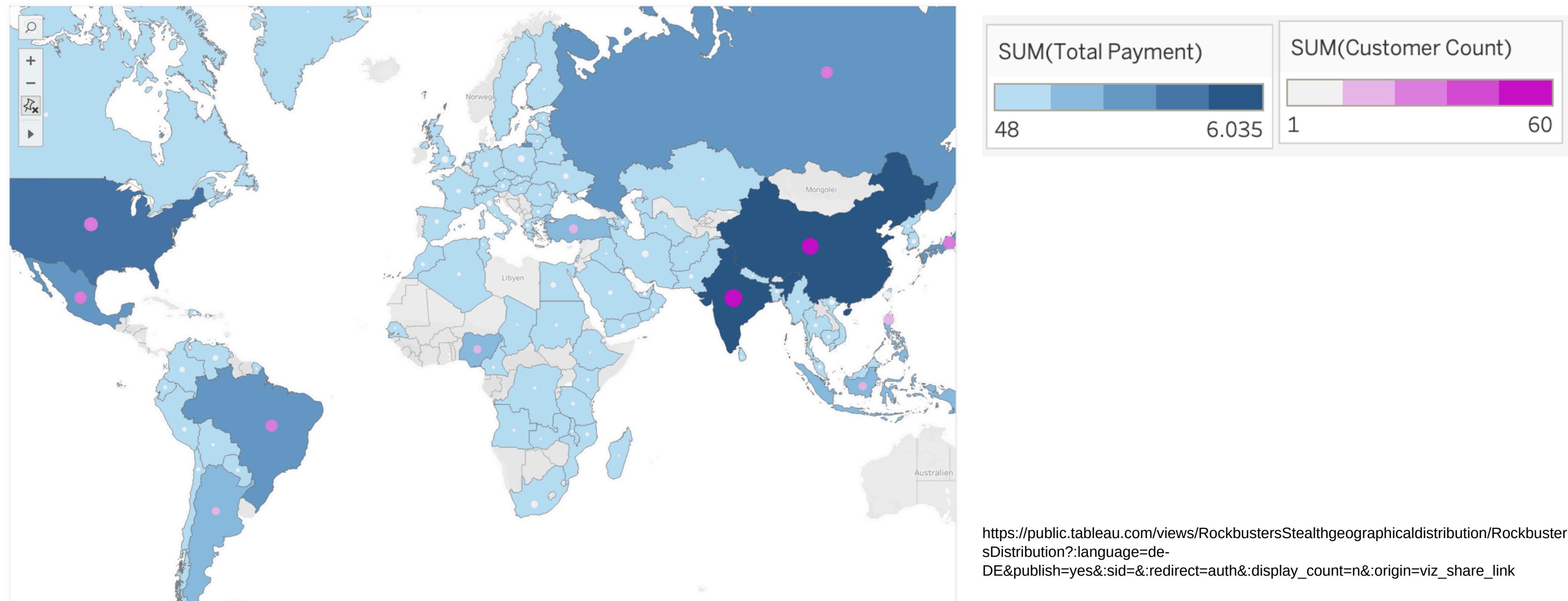
## Flop 5 films by revenue



# Analysis

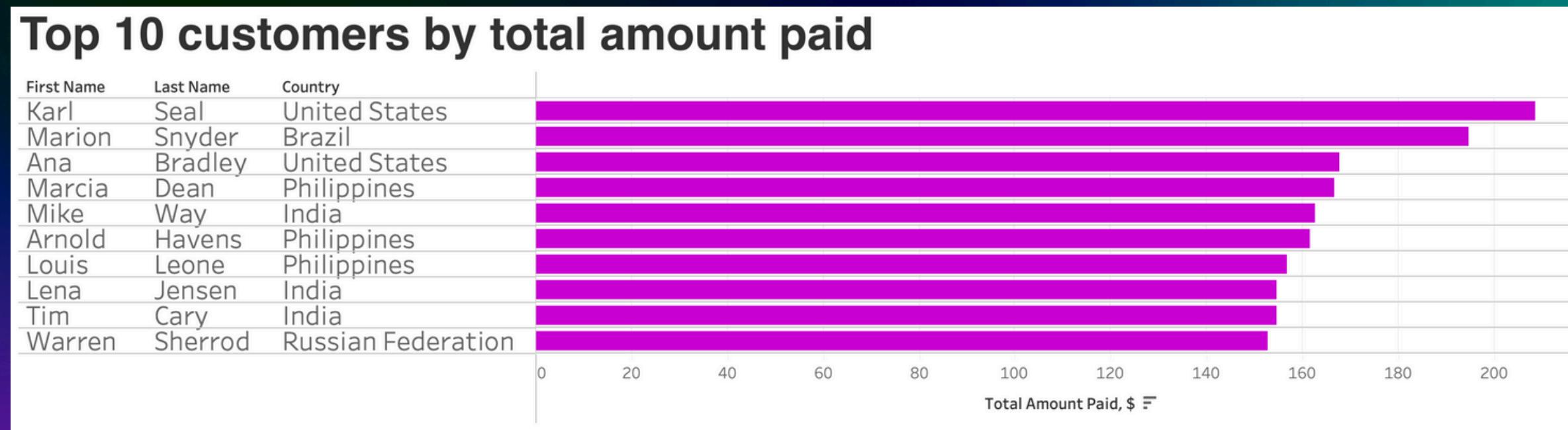
Which countries are Rockbuster customers based in?

**Rockbusters current geographical distribution of customers**

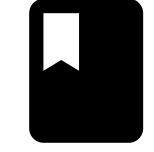
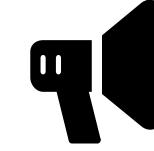


# Analysis

## Top 10 customer by total amount paid



# Conclusions

-  India, China and USA are the biggest markets  
Marketing Focus on this countries
-  Sports, Foreign, Documentary, Family and Animation and drama brings the most revenue popular film categories.  
This categories movies should be increase in portfolio.
-  Not big difference in revenue by movie rating.  
Film assortment should be retained in all ratings
-  Check movies with non/profit under license costs.  
To reduce costs on movie licenses, discontinuing current movies with minimal or no rental history. And invest in to new modern movies in high demand categories and ratings.

# Recommendations



## Loyalty and Retention Program

To reduce costs on movie licenses, discontinuing current movies with minimal or no rental history. And invest in to modern movies in high demand categories and ratings.



## Evaluating of regional performance

Regularly evaluate regional performance data to refine the platform's features, content library, and marketing efforts.



## Monitoring of customer behavior

Constantly monitoring customer behavior and preferences to optimize the film offer.

# Q&A

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for any further questions,  
please contact:  
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Thank you!