



Rockbuster Stealth LLC

Data Driven Company Strategy
By Bazilla Imran

[https://public.tableau.com/app/profile/bazilla.imran/viz/
RockbusterCustomerBase_17016213176520/
CustomerBaseWorldWide](https://public.tableau.com/app/profile/bazilla.imran/viz/RockbusterCustomerBase_17016213176520/)

Objective

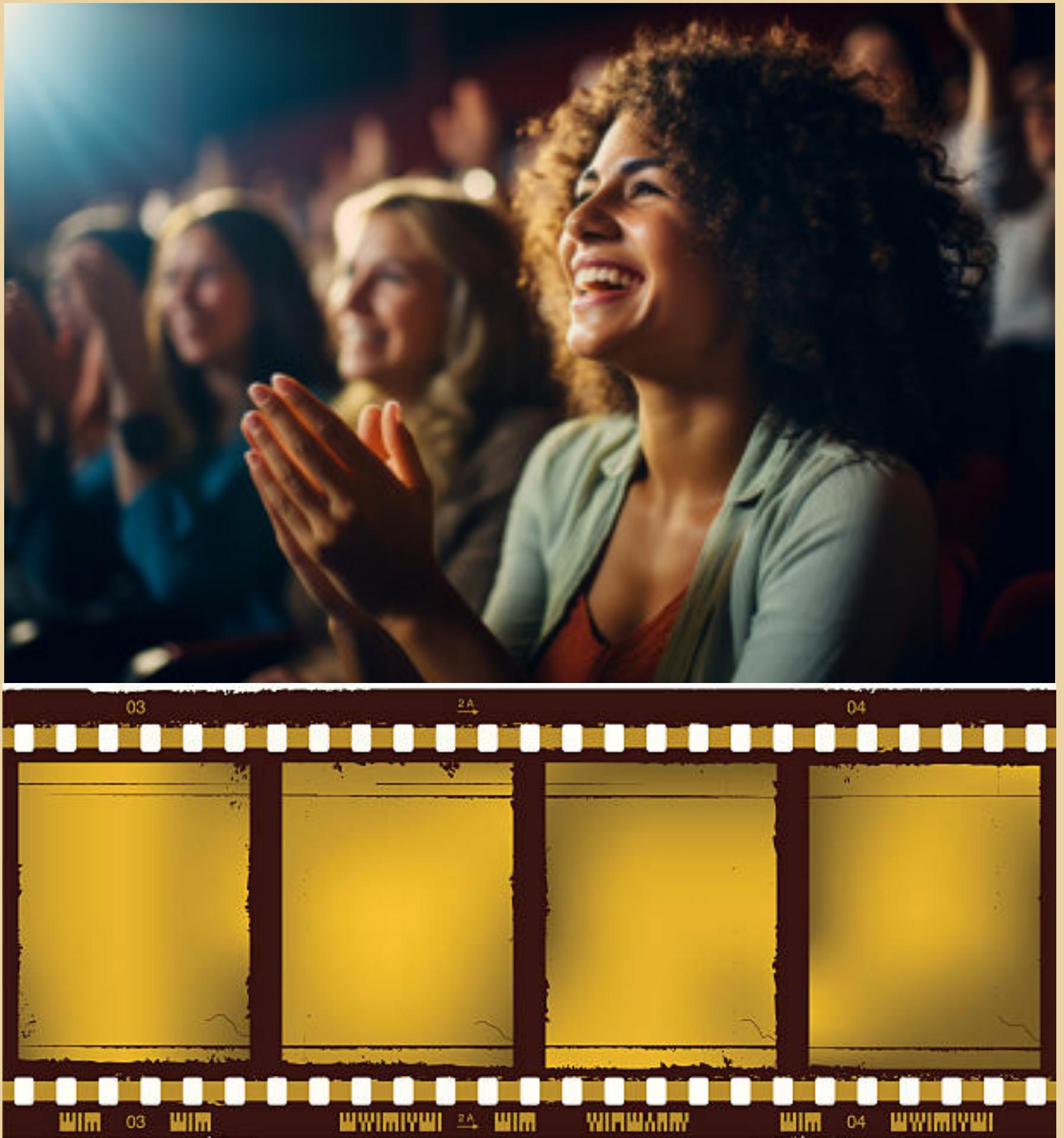
Rockbuster Stealth LLC, previously a global brick-and-mortar movie rental service, is adapting to market changes. With a strategic aim of maintaining its competitive edge, the management team is leveraging their existing movie licenses to establish an online video rental platform. This innovative approach is designed to become more competitive and enhance service to their current clientele while simultaneously exploring opportunities for customer base expansion.

Biggest Competitors: Netflix and Amazon



Key Questions

- ★ In which countries are Rockbuster customers based?
- ★ Where are the customers with high lifetime value located?
- ★ Which are the top 10 countries and their top 10 cities that have the most customers?
- ★ Who are our top 5 highest-paying loyal customers?
- ★ What are the most popular genres?
- ★ Who are the most popular actors among the customers?
- ★ What are the highest-selling movie rating among customers?

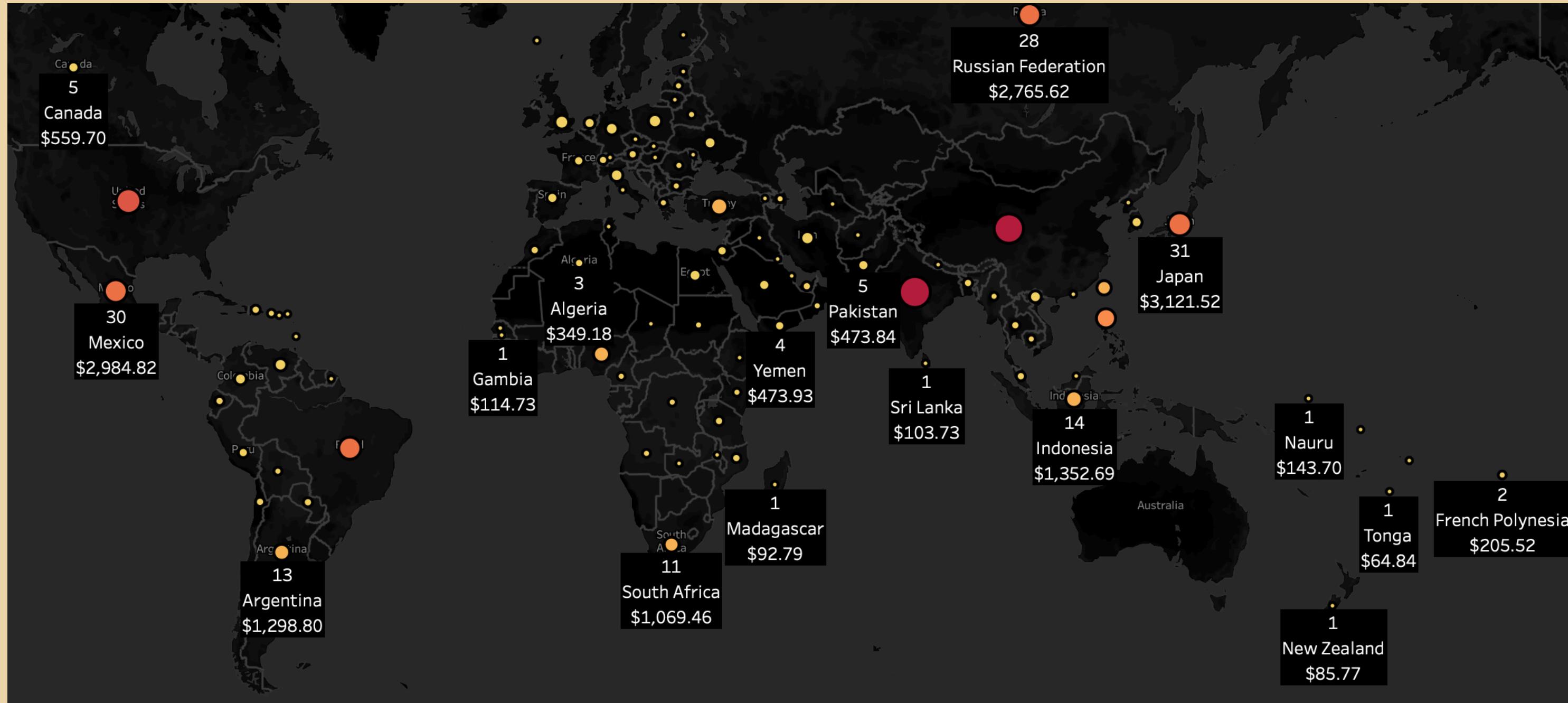


Data Overview

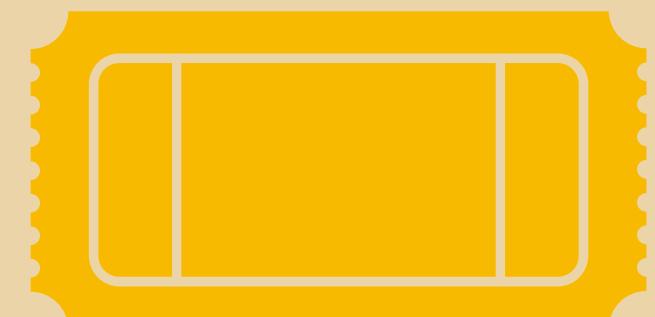
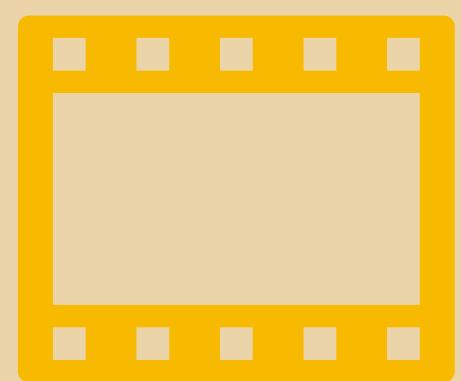
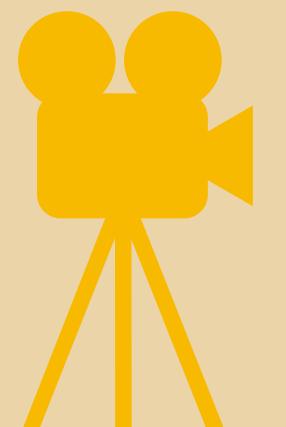
- ★ Total Customers: 599
- ★ Total Countries with Customer base: 108
- ★ Total Revenue: \$61,312
- ★ Movies in Inventory: 1000
- ★ Number of Film categories: 20
- ★ Number of Languages: 6 (all current movie inventory in English)

Descriptive Statistical Summary			
	Minimum	Maximum	Average
Rental Duration	3 days	7 days	5 days
Movie Length	46 mins	185 mins	115 mins
Rental Rate	\$0.99	\$4.99	\$2.98
Replacement Cost	\$9.99	\$29.99	\$19.98

Customer Base Around the World



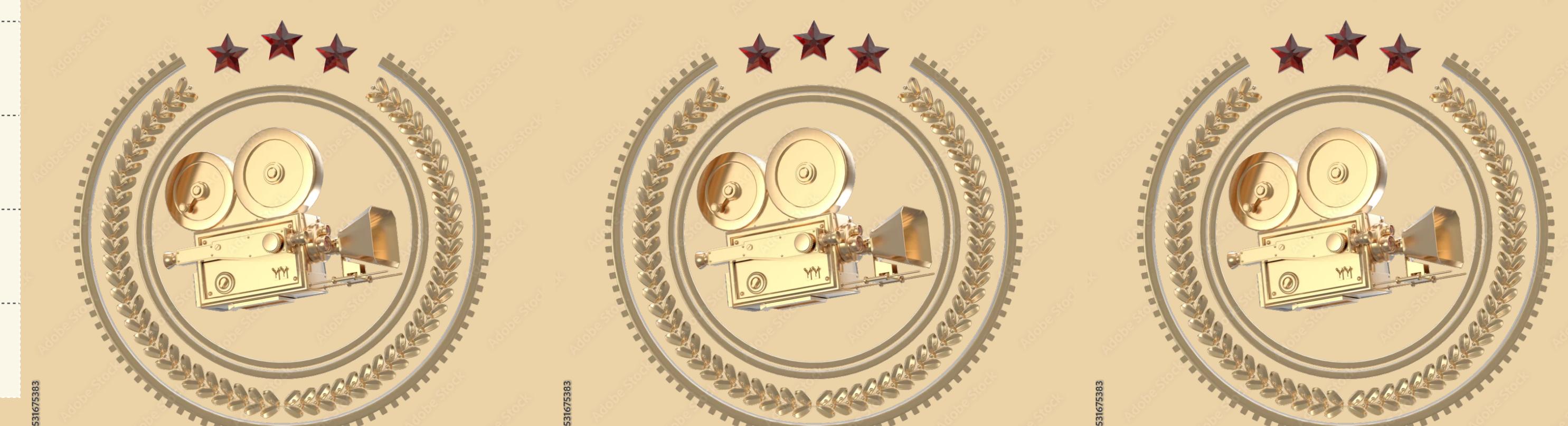
Top 10 Countries with Highest Customer base & Revenue		
Country	Customer Count	Revenue
India	60	\$6,034.78
China	53	\$5,251.03
United States	36	\$3,685.31
Japan	31	\$3,122.51
Mexico	30	\$2,984.82
Brazil	28	\$2,919.19
Russian Federation	28	\$2,765.62
Philippines	20	\$2,219.7
Turkey	15	\$1,498.49
Indonesia	14	\$1,352.69



Top 5 Highest Paying Customers in the Cities with the Largest Customer Base

Top 10 Cities from Top 10 Countries with the Highest Customer base		
Country	City	Customers
United States	Auora	2
Mexico	Acua	1
United States	Citrus Heights	1
Japan	Iwaki	1
India	Ambattur	1
China	Shanwei	1
Brazil	So Leopoldo	1
Russian Federation	Teboksary	1
China	Tianjin	1
Indonesia	Cianjur	1

Top 5 Highest Paying Customers from the Top 10 Cities				
Name	customer_id	Country	City	Total Payment
Arlene Harvey	225	India	Ambattur	\$111.76
Kyle Spurlock	424	China	Shanwei	\$109.71
Marlene Welch	240	Japan	Iwaki	\$106.77
Glen Tablbert	486	Mexico	Acua	\$100.77
Clinton Buford	537	United States	Aurora	\$98.76

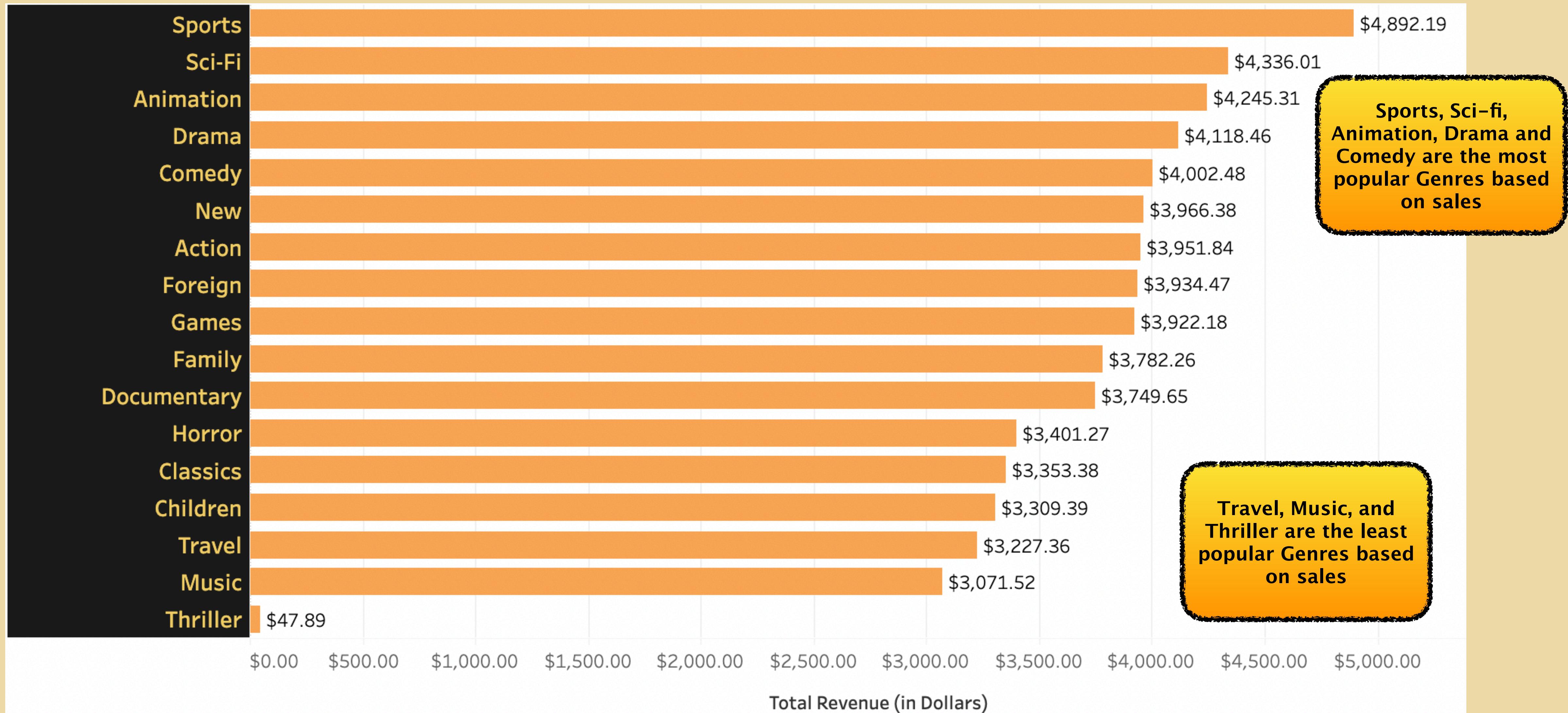


Top 10 Customers with the Highest Lifetime Value

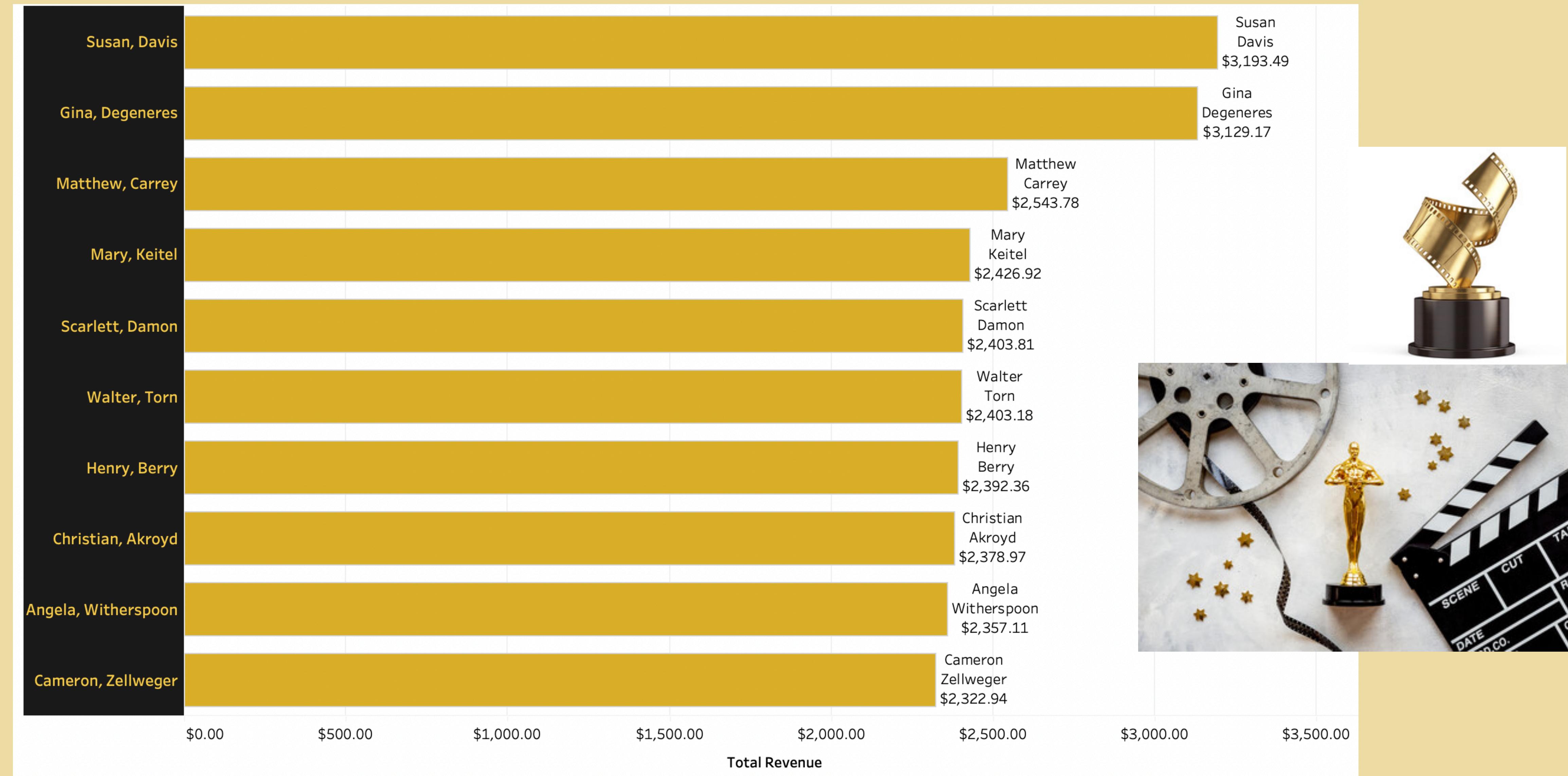
Customers with High Lifetime Value			
Customer Name	Country	City	Revenue
Eleanor Hunt	Runion	Saint-Denis	\$211.55
Karl Seal	United States	Cape Coral	\$208.58
Marion Snyder	Brazil	Santa Brbara dOeste	\$194.61
Rhonda Kennedy	Netherlands	Apeldoorn	\$191.62
Clara Shaw	Belarus	Molodetno	\$189.6
Tommy Collazo	Iran	Qomsheh	\$183.63
Ana Bradley	United States	Memphis	\$167.67
Curtis Irby	Canada	Richmond Hill	\$167.62
Marcia Dean	Philippines	Tanza	\$166.61
Mike Way	India	Valparai	\$162.67



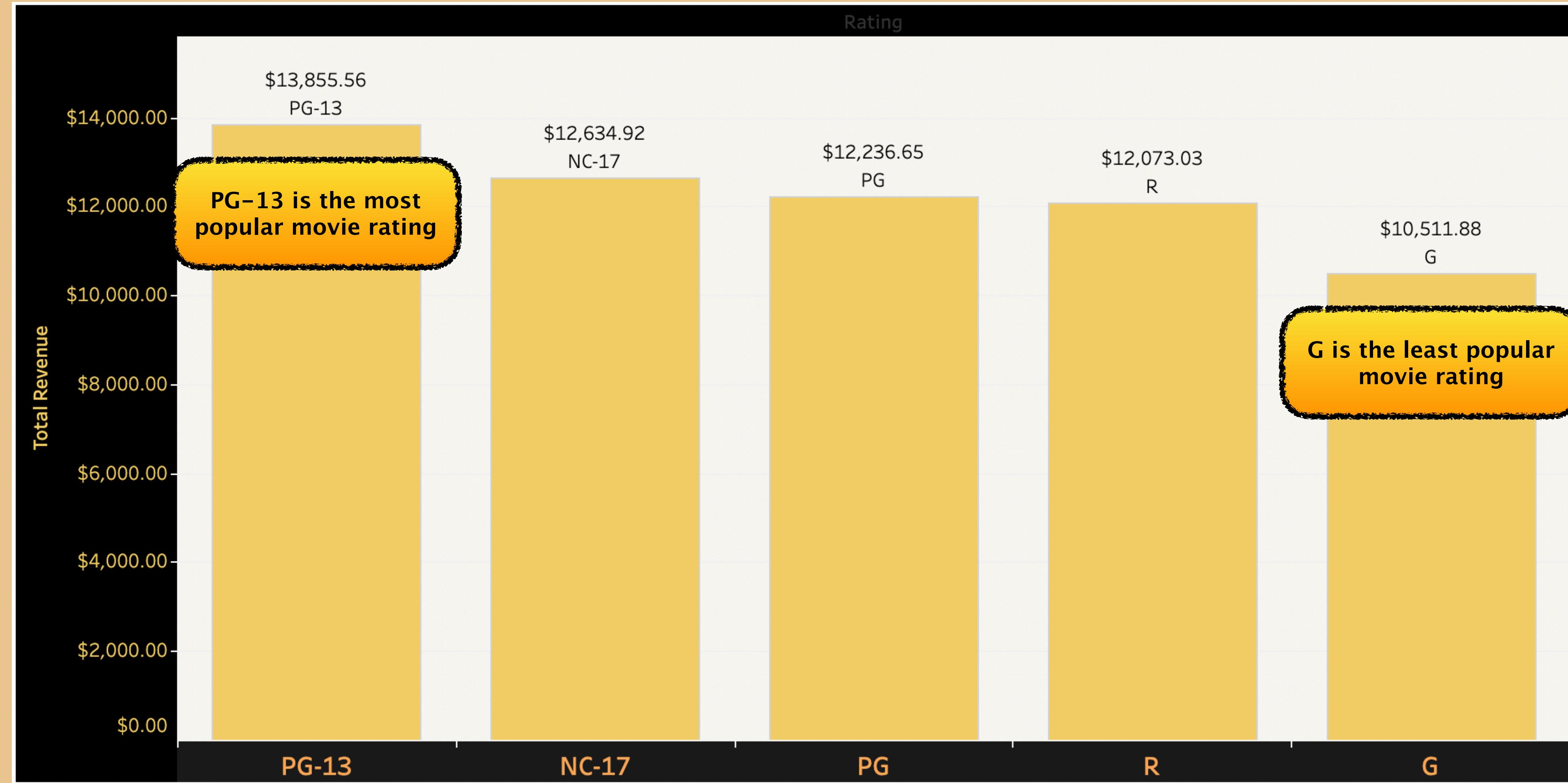
Most and Least Popular Movie Categories based on Total Sales



Top 10 Popular Actors based on Total Sales



Popular Movie Rating based on Total Sales



Recommendations

• Strategic Focus:

- Allocate resources to top 10 revenue-generating countries.
- Understand unique market needs for diverse movie inventory.

• Localization for Engagement:

- Offer movies in local languages for broader appeal.

• Membership and Rewards:

- Introduce personalized membership plans and rewards.
- Design these initiatives to provide the greatest benefits to our highest-paying and longest-standing customers, fostering loyalty and increasing customer lifetime value.

• Content Enhancement:

- Augment genres: Sports, Sci-fi, Animation, Drama, Comedy.
- Expand collection of films featuring top most popular actors.

• Content Rating Strategy:

- Prioritize the acquisition of more PG-13 rated movies, aligning with the popularity of this rating.

• Original Content Differentiation:

- Consider strategic investments in original content production, including movies and series. Exclusive content not only differentiates Rockbuster Stealth from competitors but also attracts a dedicated subscriber base seeking unique and compelling entertainment.

• Optimization and Accessibility:

- Optimize streaming platform for various devices and ensure accessibility features.

• Increase User Engagement, Feedback and Continuous Improvement:

- Introduce live quick and easy surveys/polls to gain customer feedback.
- Establish feedback mechanisms such as regular data analysis for informed decision making and customer feedback for continuous enhancement.





Thank you!