

Rockbuster Stealth Data Analysis Project

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Agenda

Rockbuster's Comeback: Data-Driven Strategy for the Streaming Wars

To compete with giants like Netflix and Amazon Prime, Rockbuster Stealth LLC is leveraging data insights to launch a smarter online rental service. By analyzing customer preferences, regional demand, and viewing trends, we'll tailor our platform to meet unmet needs—whether through niche film libraries, flexible pricing, or personalized recommendations.

Data isn't just our tool; it's our advantage in carving out a space in the crowded streaming market.



Key Objectives

- Identifying top-performing regions and customer groups.
- Understanding customer behavior and preferences.
- Recommending targeted strategies for growth and profitability.

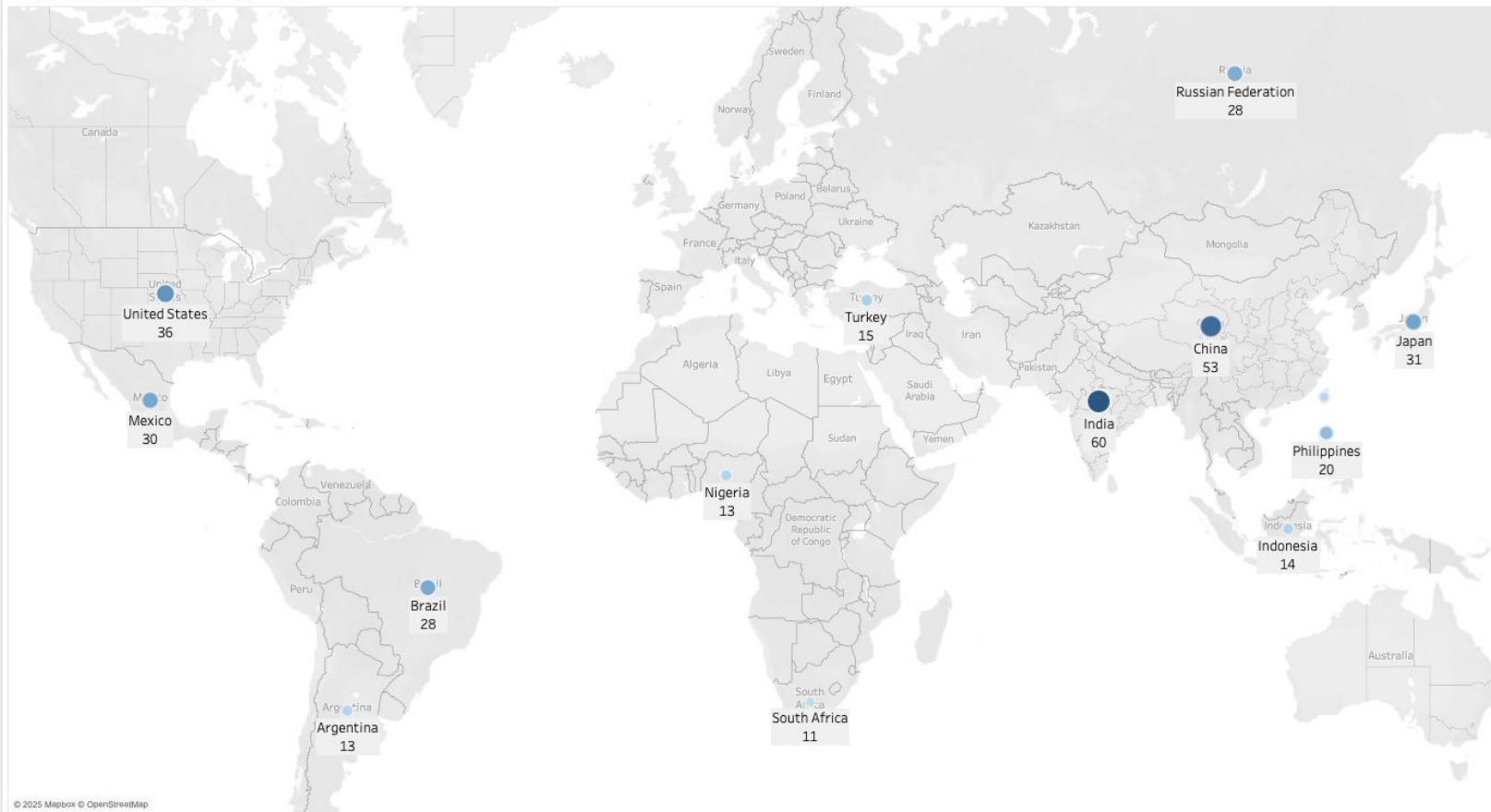


Analysis



Countries with most customers

(count from 10 customers and above)



SUM(Total Payment)

1,069 6,035

SUM(Customer Count)

- 10
- 20
- 30
- 40
- 50
- 60

Top 10 cities in the top countries



[Tableau Link](#)



Key Insights

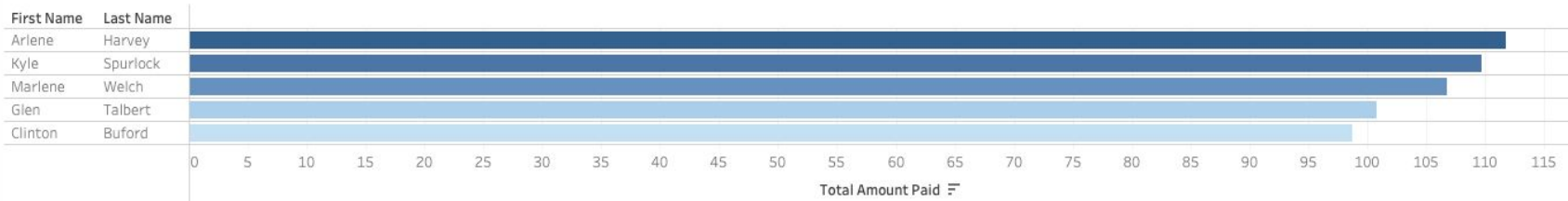
Based on the geographical analysis, India, China, the United States, and Japan emerge as the leading countries with the highest number of customers.

By studying the viewing patterns of users in these regions, similar services can be effectively promoted in nearby cities to boost overall revenue within each country.

This approach also offers valuable insights into regional content preferences, while maintaining user anonymity to uphold data privacy and confidentiality.



Top 5 customer payments



[Tableau Link](#)



Recommendation

To solidify Rockbuster's market presence and drive sustainable growth, we recommend the following strategic initiatives aimed at leveraging key opportunities and deepening customer loyalty:

Prioritize High-Value Markets:

Focus marketing efforts on high-performing regions, particularly India, China, and the United States. Expanding our presence in cities with high customer engagement will strengthen our market foothold and support continued growth of our customer base.

Boost Customer Engagement Through Direct Feedback:

Implement structured interviews with top-tier customers to gain meaningful insights into their preferences, behaviors, and expectations. These insights will inform our strategy, improve customer satisfaction, and cultivate lasting brand loyalty.



Conclusion

Focusing on high-value markets and actively engaging with top customers will position Rockbuster for stronger market penetration and long-term loyalty. We recommend prioritizing these strategic actions to maximize growth potential and elevate the customer experience.



Q&A

Thank you