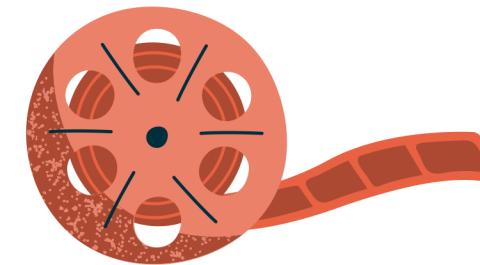




ROCKBUSTER STEALTH LLC

Presented by Dat, 20 March 2024

Project Overview



Rockbuster's movie rental business is facing a significant challenge in the digital age.



Rockbuster operates traditional video rental stores with a customer base across six continents.



It has to pivot to compete with Netflix & others who offer on-demand access to a vast library of movies.

Key Questions

What are the average rental duration for all videos?

Where are the Rockbuster customers based?

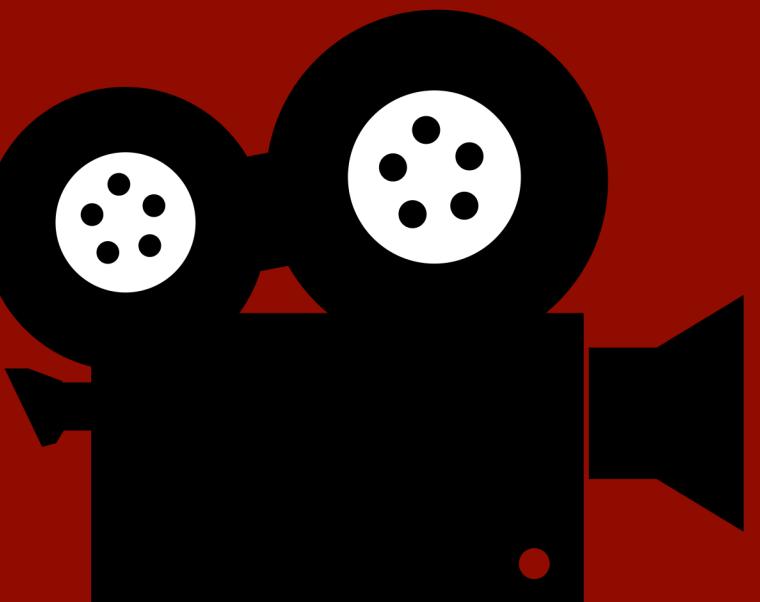
Which countries have higher revenue?

In which cities do the customers live?

Who are the top customers?

Which genres are the most representative?

What are the next steps for Rockbuster?



ROCKBUSTER INVENTORY & DATA SET

**1000 unique
films**

17 Genres

Rental Duration

Average 5 days
Minimum 3 days
Maximum 7 days

Length

Average 115 minutes
Minimum 46 minutes
Maximum 186 minutes

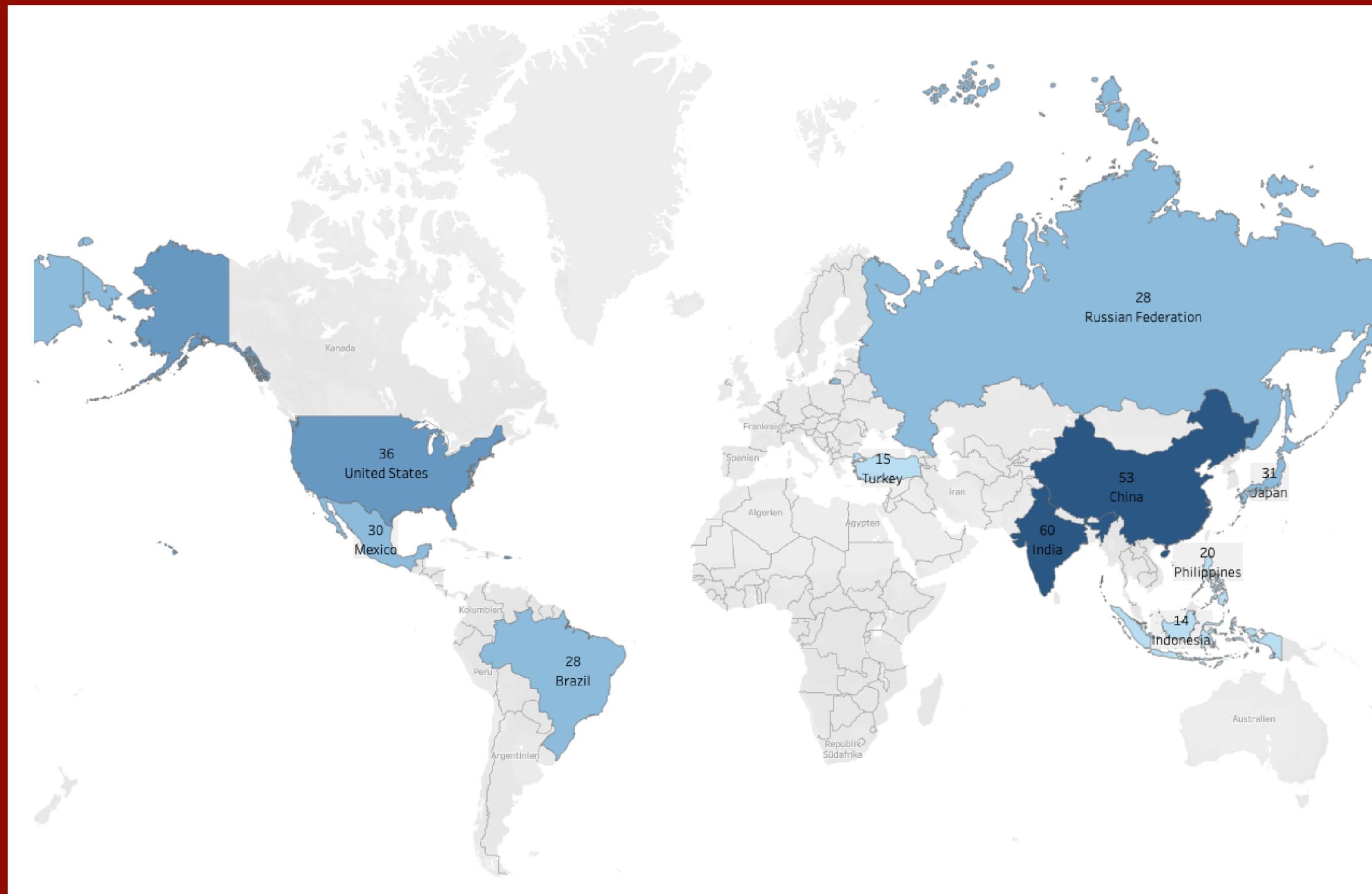
599 customers

Replacement Cost

Average \$ 19,98
Minimum \$ 9,99
Maximum \$ 29,99

Rockbuster

Where are the Customers based?



[Tableau Link](#)

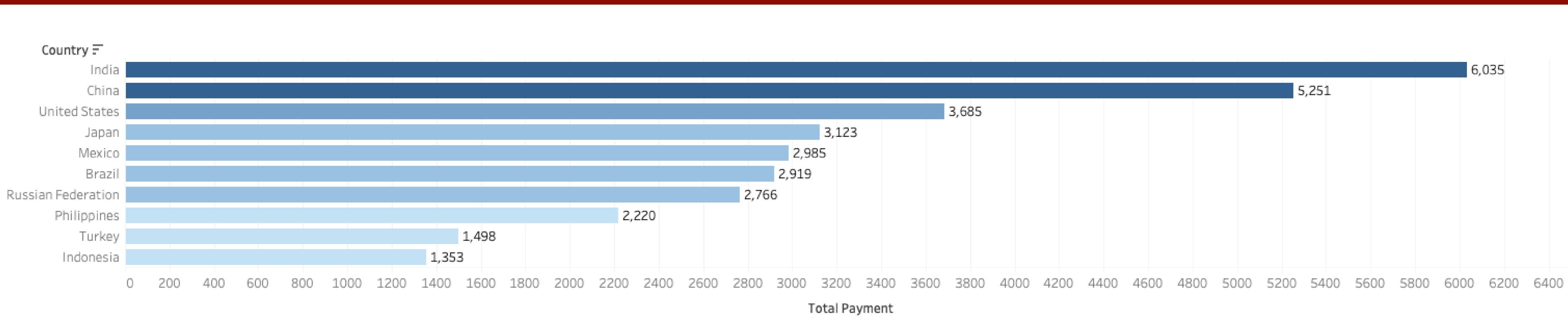
Rockbuster customers are spread around the world in **108 distinct countries**. These are the **Top 10 countries** in terms of number of customers:

Data Output Messages Notifications

	country character varying (50)	nr_customers bigint
1	India	60
2	China	53
3	United States	36
4	Japan	31
5	Mexico	30
6	Brazil	28
7	Russian Federation	28
8	Philippines	20
9	Turkey	15
10	Indonesia	14

Rockbuster

Which countries have higher revenue?



[Tableau Link](#)

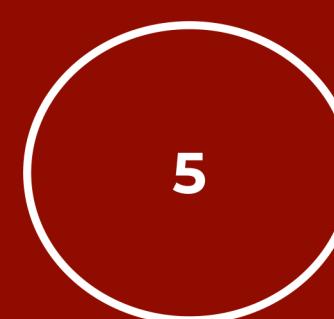
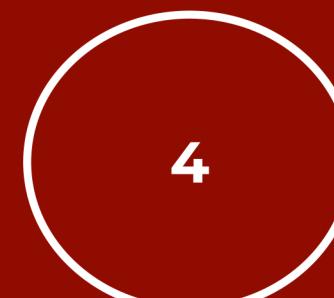
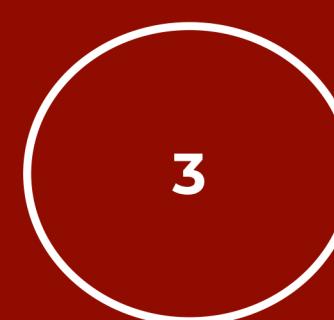
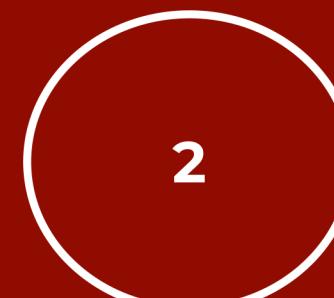
14 countries have revenue greater than 1.000. The top 10 countries in terms of customers are the same top 10 countries with higher revenue.

In which cities do the customers live?

Top 10 cities within the Top 10 countries

	country character varying (50) 	city character varying (50) 	nr_customers bigint 
1	United States	Aurora	2
2	Indonesia	Cianjur	1
3	Mexico	Acua	1
4	Brazil	So Leopoldo	1
5	Japan	Iwaki	1
6	India	Ambattur	1
7	China	Shanwei	1
8	United States	Citrus Heights	1
9	Russian Federation	Teboksary	1
10	China	Tianjin	1

TOP 5 CUSTOMERS



Arlene Harvey

From Ambattur, India
\$ 111,76

Kyle Spurlock

From Shanwei, China
\$ 109,71

Marlene Welch

From Iwaki, Japan
\$ 10677

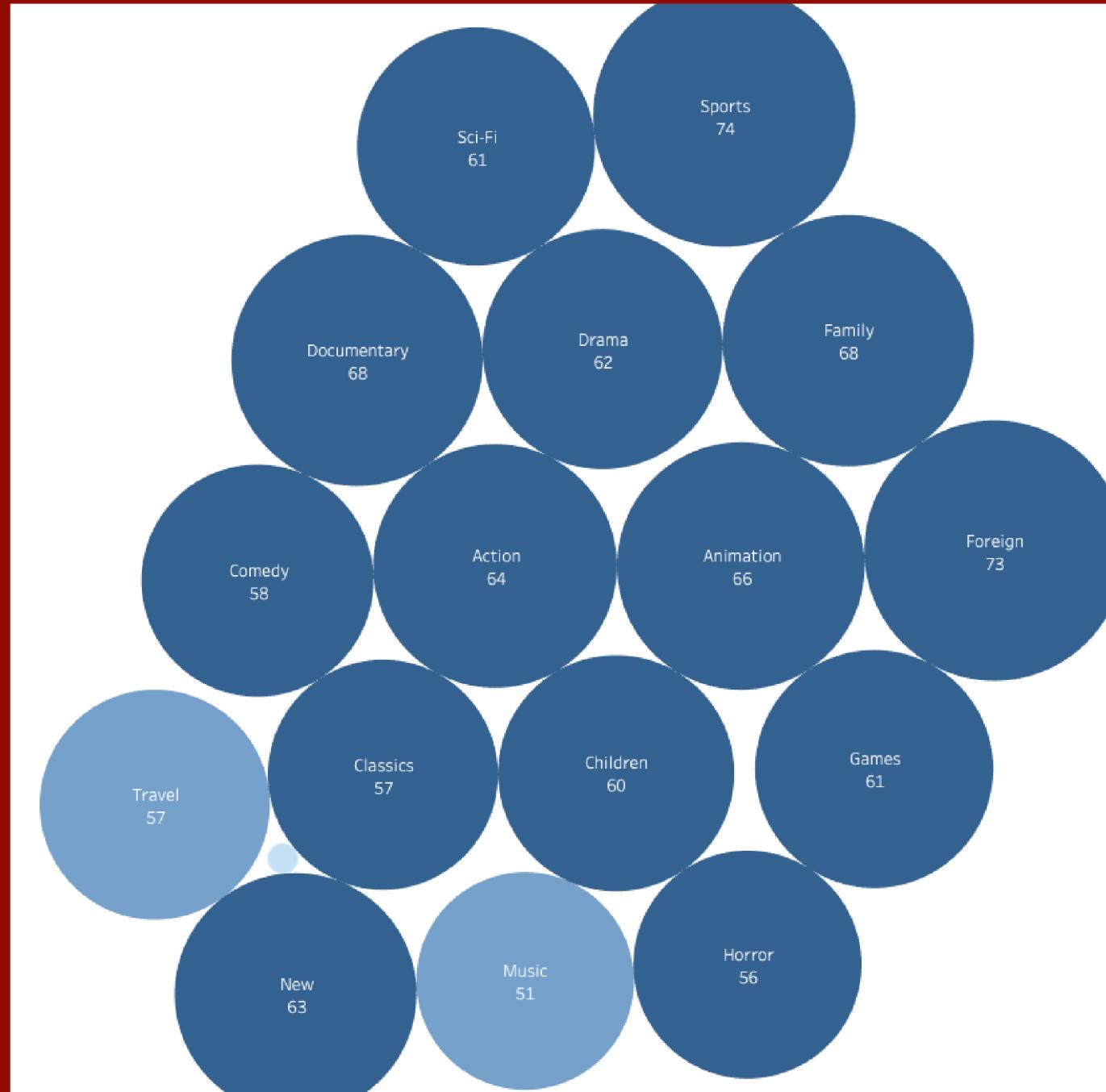
Glen Talbert

From Acua, Mexico
\$ 100,77

Clinton Buford

From Aurora, United States
\$ 98,76

Which Genres are most representative?



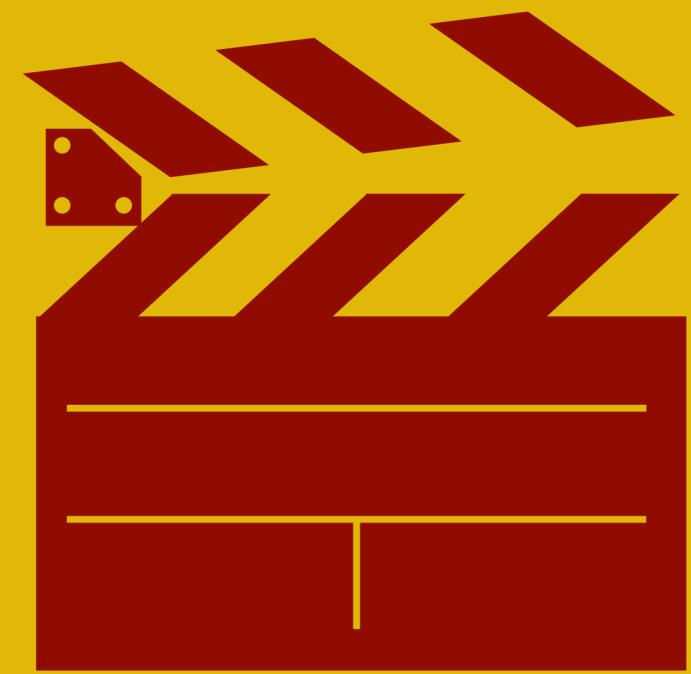
The top 6 genres in terms of number of films and revenue are:

Sports
Foreign
Family
Documentary
Animation
Action

[Tableau link](#)

Recommendations

- Increase offer in terms of:
 - Number of films
 - Genre
 - Language
- Pricing
 - Differentiate the price according to the duration of the rental
 - Create a loyalty scheme
- Working together with the top clients and promoting them as Rockbuster Ambassadors, the goal is to increase customers and rentals
- After implementing the new strategy, continue analyzing insights and communicating new recommendations based on what data says



**THANK YOU FOR
WATCHING**

Additional questions please reach out:
dat@rockbusters.com