Rockbuster Stealth Data Analysis Project

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Tableau visualizations can be found here:

https://public.tableau.com/shared/WBTHS9N8X?:display_count=n&:origin=viz_share_link

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Introduction

- Facing stiff competition from streaming services like Netflix and Amazon Prime, the Rockbuster Stealth management team plans to leverage its existing movie licenses to launch an online video rental service and remain competitive

- This report has been prepared by the Business Intelligence (BI) department to support the launch strategy for this new online video service

Our analysis was driven by the key business questions raised by the Rockbuster Stealth Management Board concerning their evolving strategy for 2020

What is 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?

Film inventory analysis

| MINIMUM	AVERAGE	MAXIMUM
Rental Rate – $0.99	Rental Rate – $2.9	Rental Rate – $4.99
Rental Duration – 3 days	Rental Duration – 5 days	Rental Duration – 7 days
Film length - 46 min	Film Length – 115.3 min	Film Length – 185 min
Replacement Cost - $9.99	Replacement Cost – $19.98	Replacement Cost - $29.99

Rockbuster currently offers a collection of 1,000 films exclusively in English, spanning 17 categories and available in 109 countries

CUSTOMER ANALYSIS
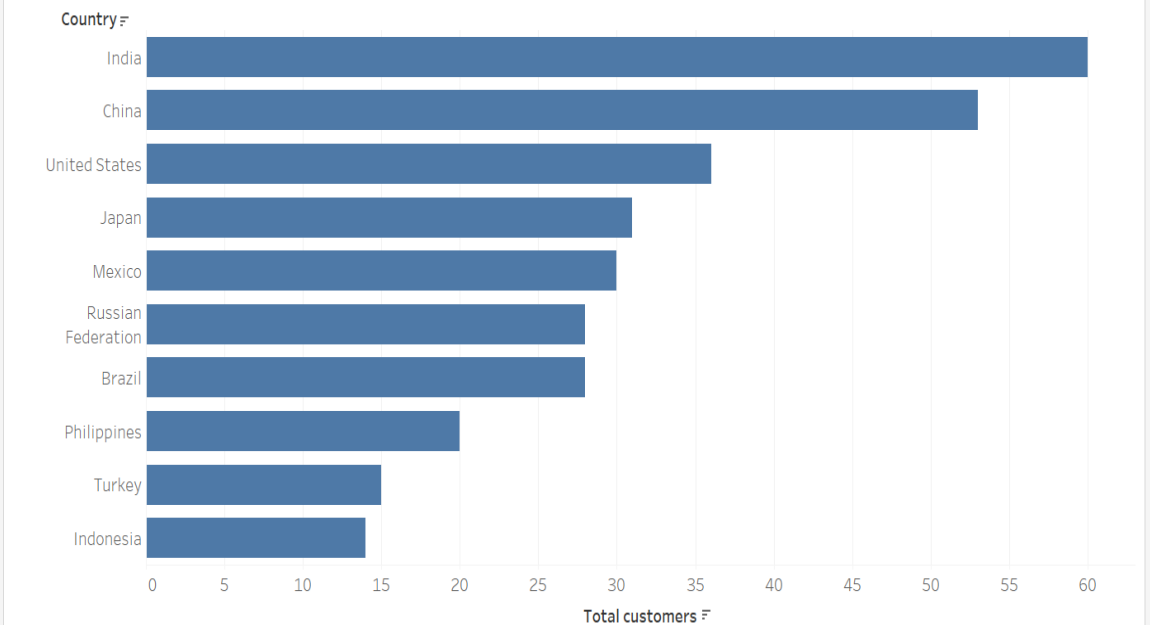
India currently has the largest customer base for Rockbuster, with 60 customers, followed by China and the United States, with 53 and 36 customers, respectively

Recommendations

- A deeper analysis of popular categories and ratings is necessary to gain better insights into customer behavior and preferences.

- We recommend launching the digital platform initially in markets where Rockbuster already has a strong customer base, specifically India, China, and the United States

Any questions?