

The background of the slide features a large, stylized Rockbuster logo in blue and yellow. The logo is set against a backdrop of a record store with shelves filled with vinyl records. The word 'ROCKBUSTER' is written in a large, blue, outlined font, underlined with a blue line.

ROCKBUSTER

Data Analysis

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Project Overview

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Tools Used: PostgreSQL, Tableau

URL to Tableau Public : [ROCKBUSTER | Tableau Public](#)



Key Questions and Objectives:



Revenue Impact by Movie: Identify the movies that have had the greatest and least impact on revenue generation. This includes examining factors contributing to their performance.



Rental Duration Insights: Determine the average rental duration across all video titles in our inventory, and identify any significant patterns or outliers in rental behavior.



Customer Geographic Distribution: Map out the geographic distribution of Rockbuster customers, pinpointing the countries where our customer base is concentrated.

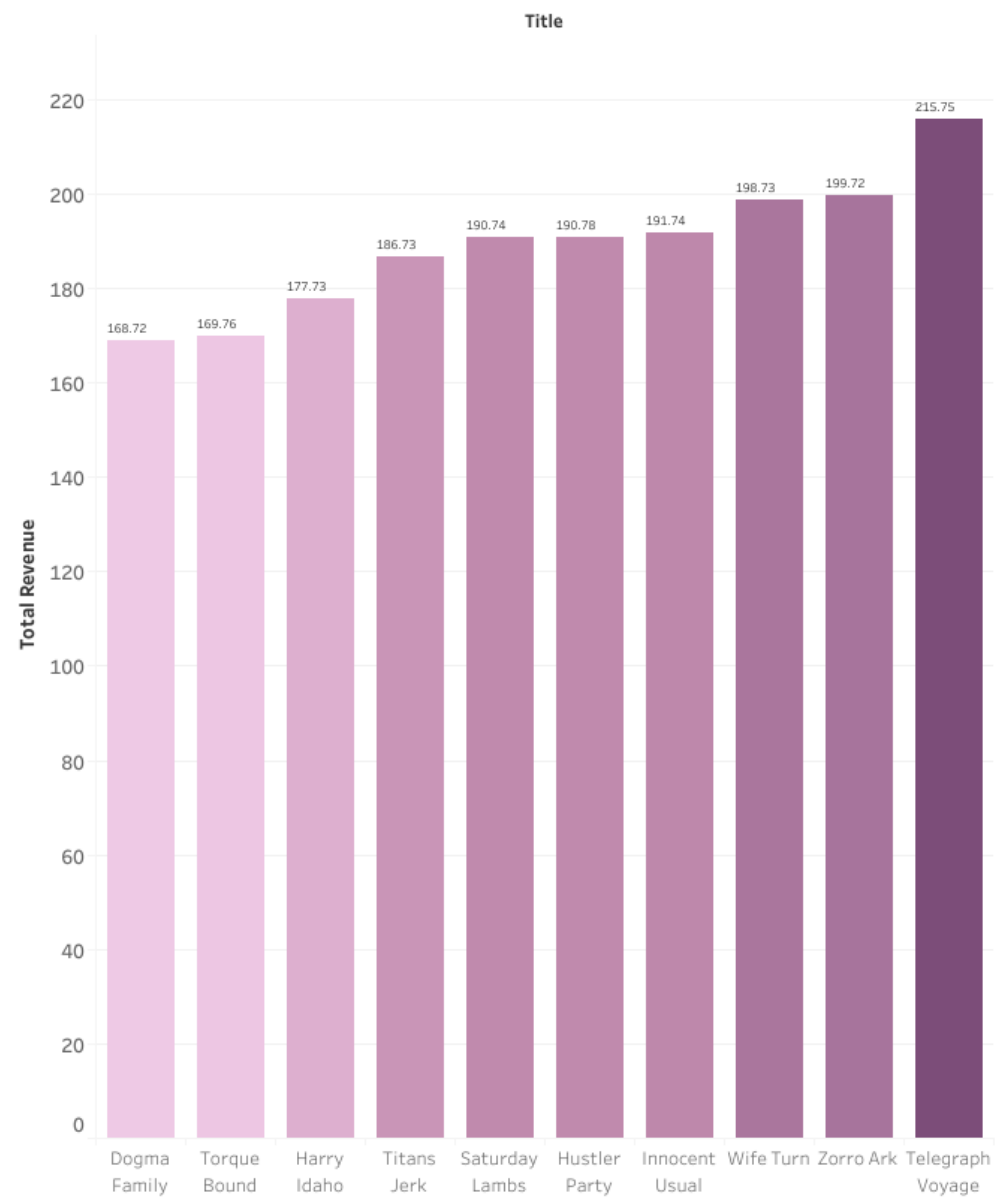


High-Value Customer Locations: Ascertain the geographic locations of customers who have demonstrated high lifetime value, focusing on identifying potential high-value market regions.



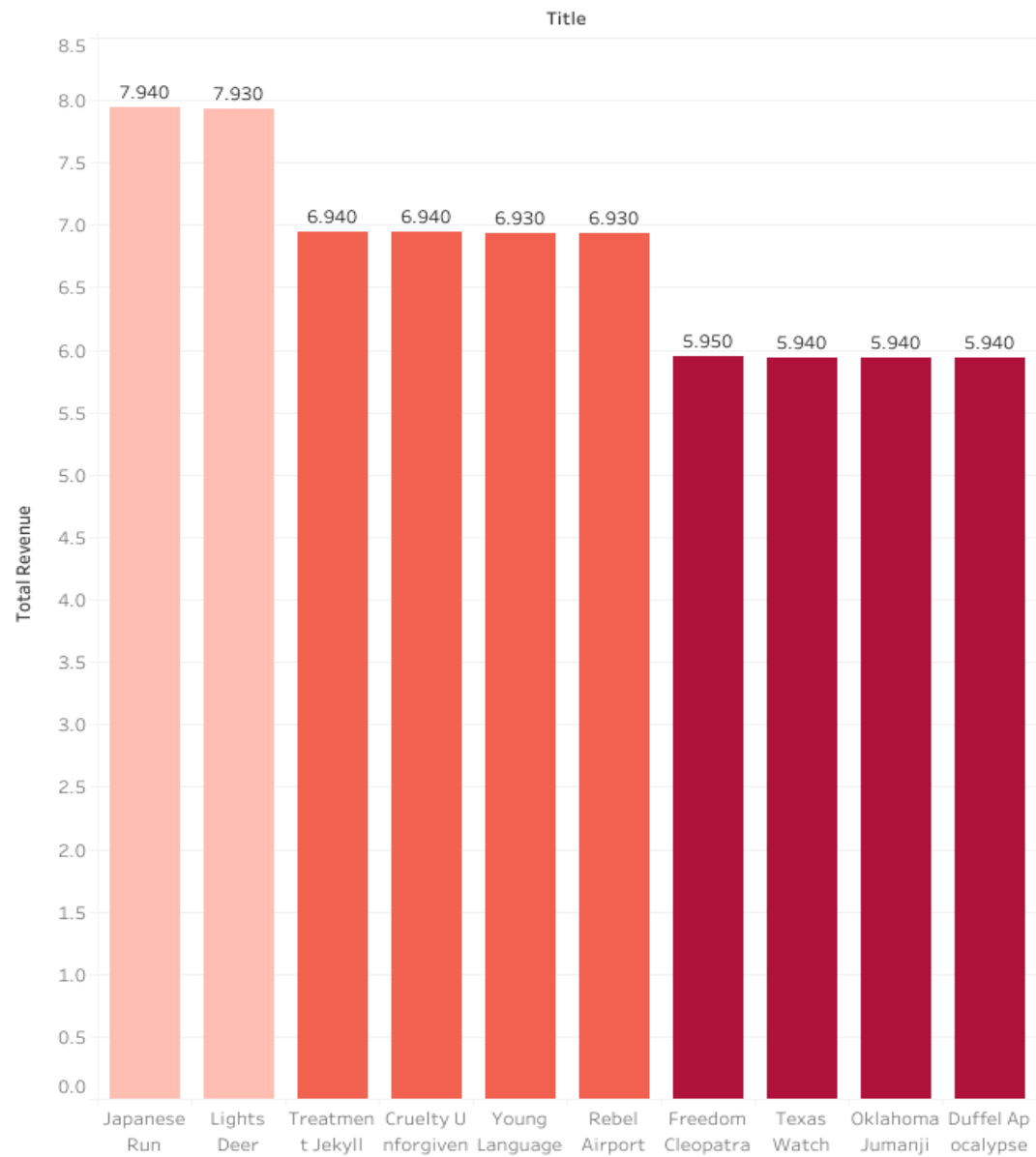
Geographic Sales Variation Analysis: Analyze how sales figures differ across various geographic regions, aiming to understand regional market dynamics and potential areas for strategic focus.

Top 10 Movies with the Greatest Impact on Revenue Generation



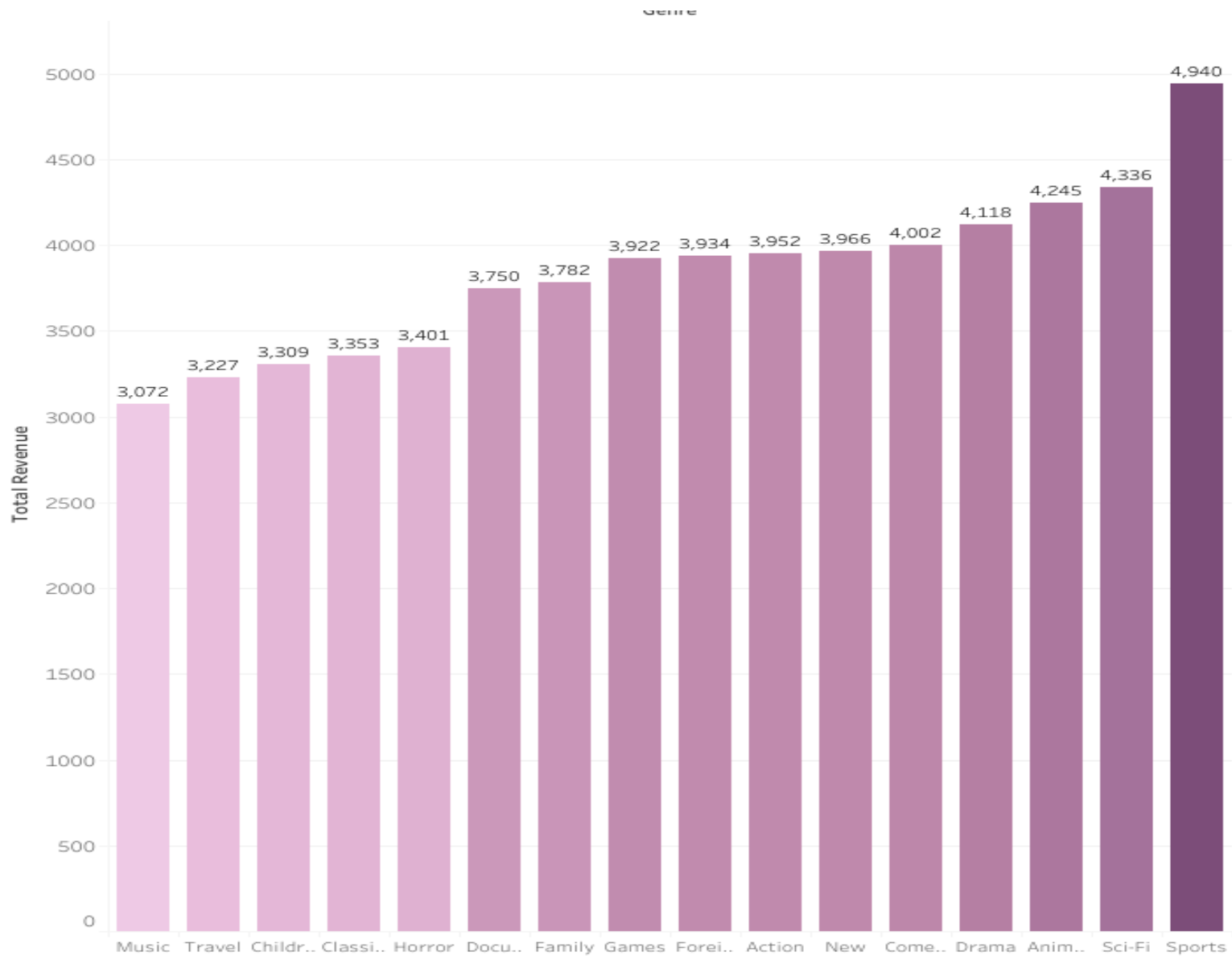
Title	Revenue
Telegraph Voyage	\$ 215.75
Zorro Ark	\$ 199.72
Wife Turn	\$ 198.73
Innocent Usual	\$ 191.74
Hustler Party	\$ 190.78
Saturday Lambs	\$ 190.74
Titans Jerk	\$ 186.73
Harry Idaho	\$ 177.73
Torque Bound	\$ 169.72
Dogma Family	\$ 168.72

Bottom 10 Movies with the **Least** Impact on Revenue Generation



Title	Revenue
Duffel Apocalypse	\$ 5.94
Oklahoma Jumanji	\$ 5.94
Texas Watch	\$ 5.94
Freedom Cleopatra	\$ 5.95
Young Language	\$ 6.93
Rebel Airport	\$ 6.93
Treatment Jekyll	\$ 6.94
Cruelty Unforgiven	\$ 6.94
Lights Deer	\$ 7.93
Japanese Run	\$ 7.94

Total Revenue Grouped by Category



Top 5

Sports

Sci- Fi

Animation

Drama

Comedy

New

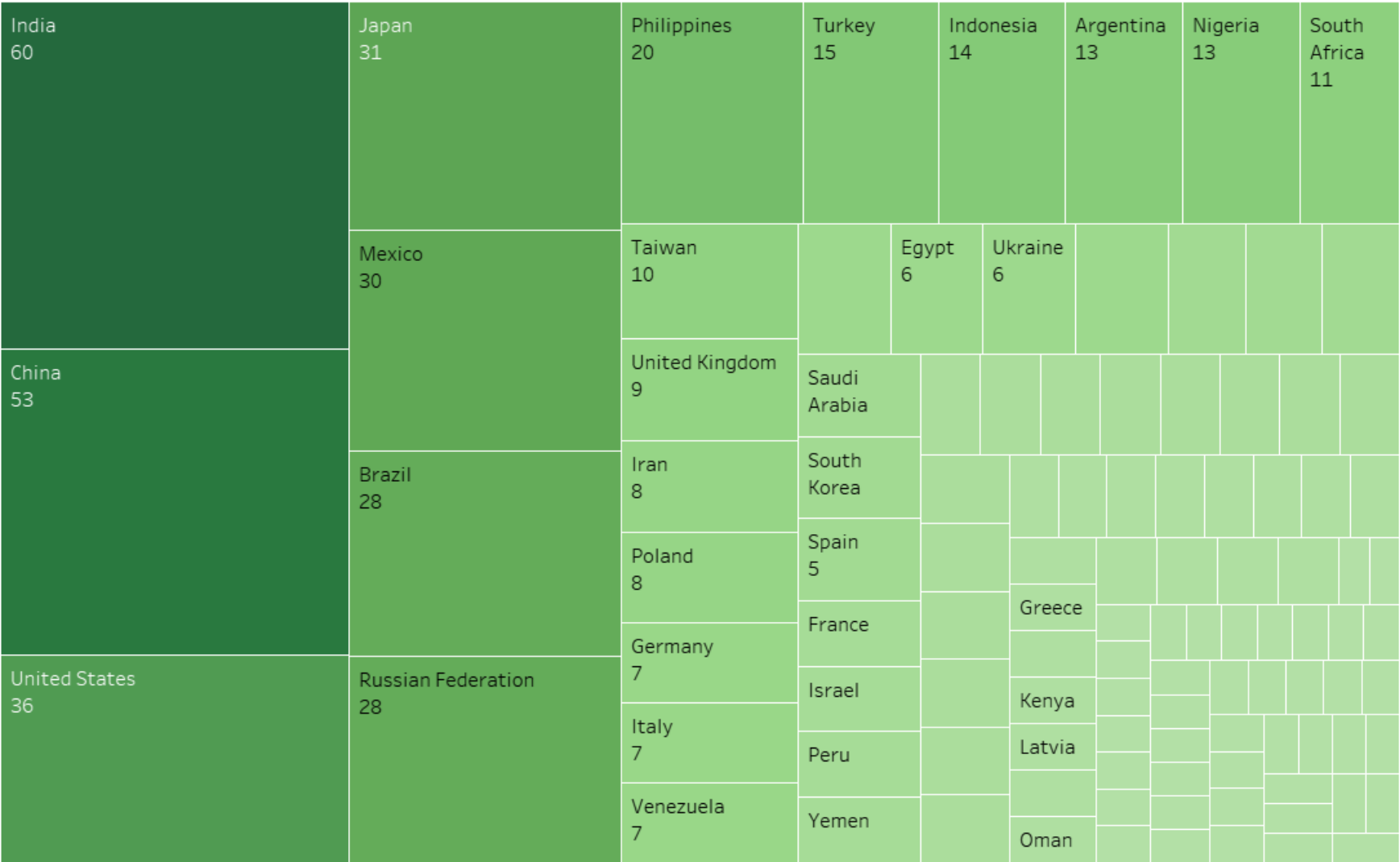
Action

Average, Maximum, and Minimum

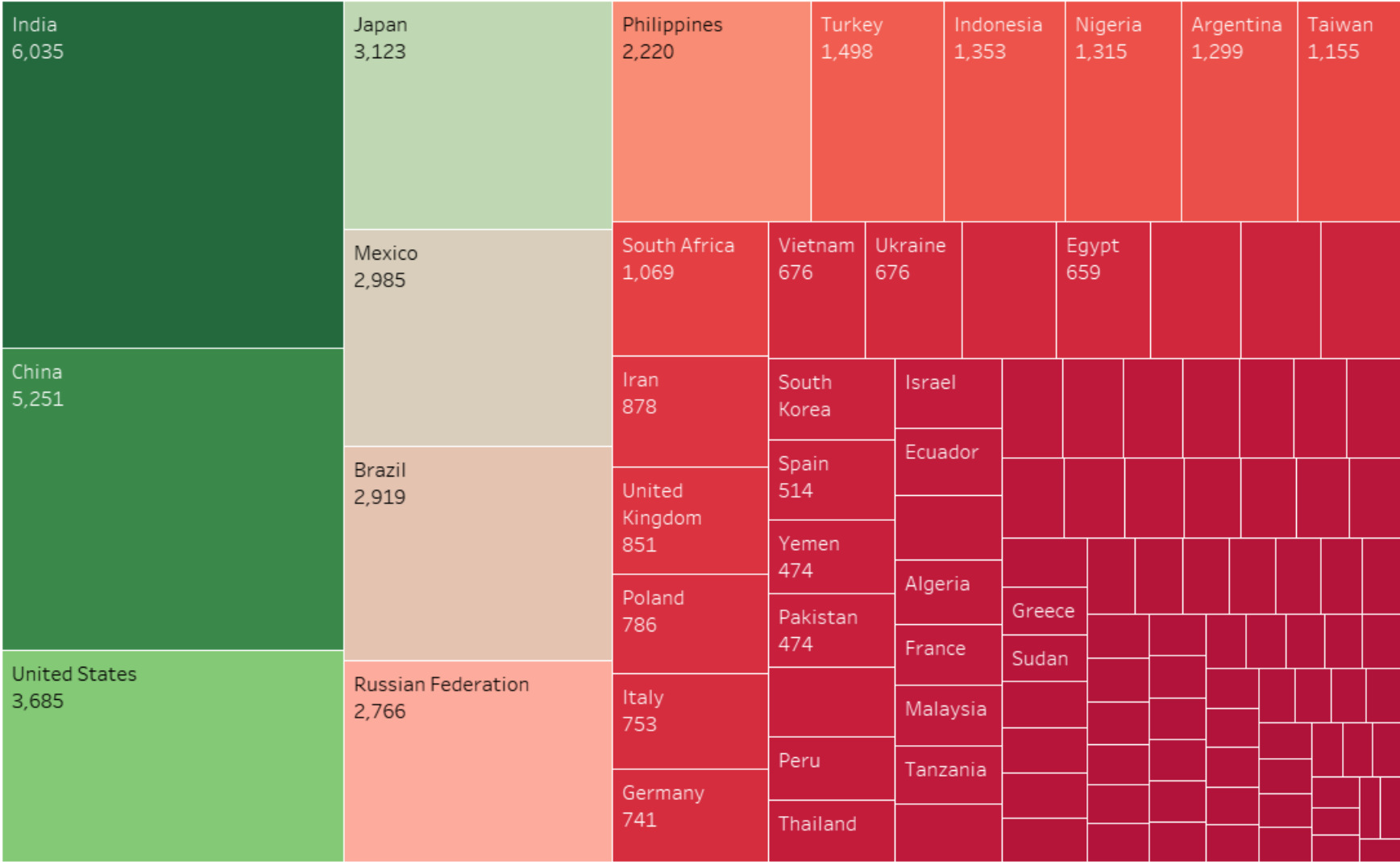
Avg rental duration	5 Days
Avg rental rate	\$ 2.98
Avg length	115.27
Avg replacement cost	\$ 19.98
Min rental duration	3 Days
Min rental rate	\$ 0.99
Max rental duration	7 Days
Max rental rate	\$ 4.99

Countries ranked by Number of customers

Country	Number of Customers
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14



Countries ranked by Total Revenue

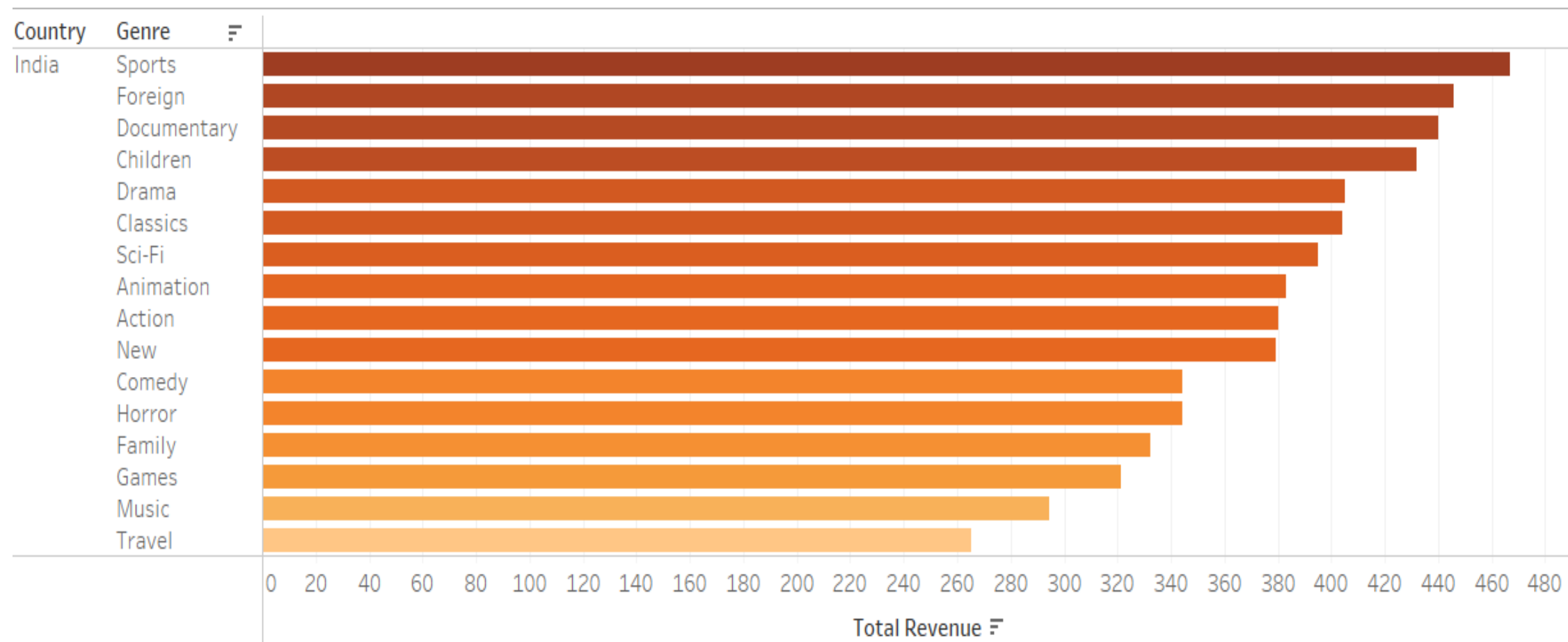


Country	Revenue
India	6,035
China	5,251
United States	3,685
Japan	3,123
Mexico	2,985
Brazil	2,919
Russian Federation	2,766
Philippines	2,220
Turkey	1,498
Indonesia	1,353

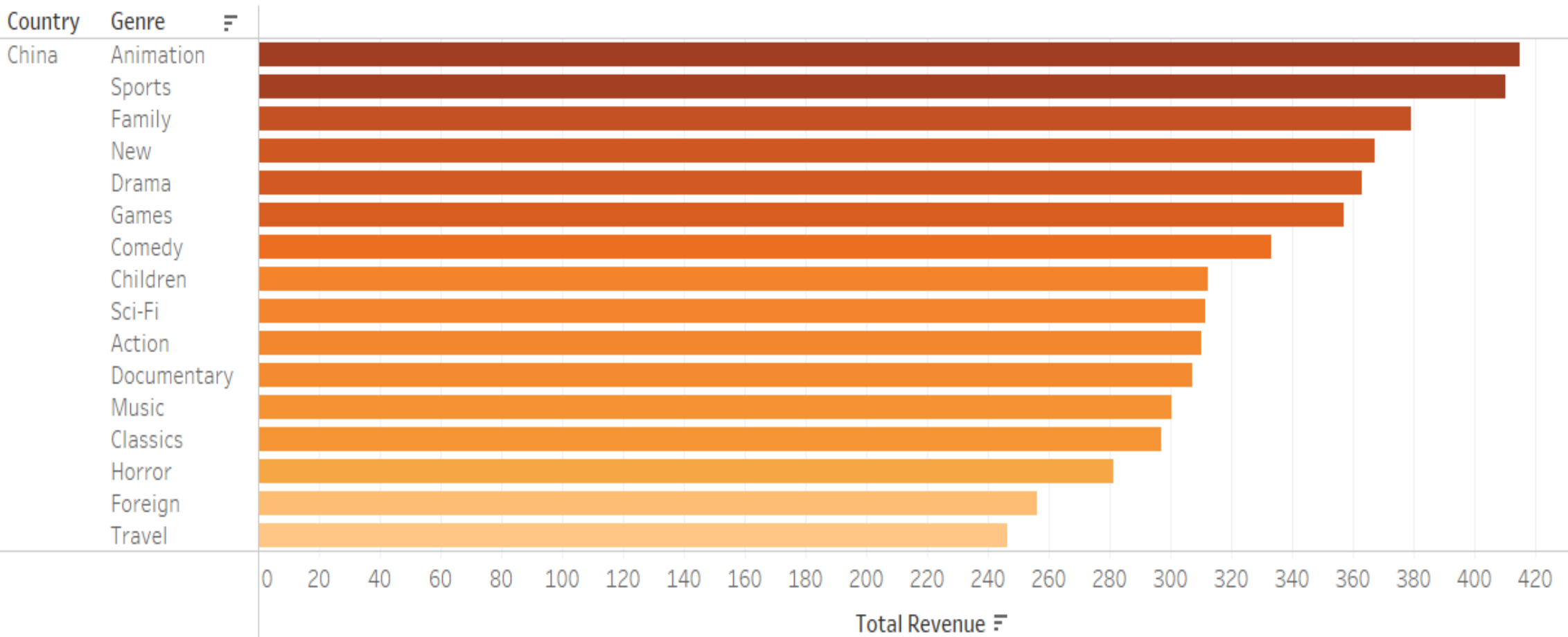
Top Customers from the Top 10 Cities, Sorted by Payment Amount

city	country	Customer Name	Total payments
Apeldoorn	Netherlands	Rhonda Kennedy	\$ 191.62
Cape Coral	United States	Karl Seal	\$ 208.58
London	United Kingdom	Cecil Vines	\$ 115.74
London	United Kingdom	Mattie Hoffman	\$ 58.8
Memphis	United States	Ana Bradley	\$ 167.67
Molodetno	Belarus	Clara Shaw	\$ 189.6
Qomsheh	Iran	Tommy Collazo	\$ 183.63
Richmond Hill	Canada	Curtis Irby	\$ 167.62
Saint-Denis	Runion	Eleanor Hunt	\$ 211.55
Santa Brbara dOeste	Brazil	Marion Snyder	\$ 194.61
Tanza	Philippines	Marcia Dean	\$ 166.61

Top Genres in India



Top Genres in China



Recommendations

- **Targeted Marketing:** Use the data to focus marketing efforts on high-value customers or regions that show a higher payment volume.
- **Customer Relationship Management:** Develop personalized strategies for maintaining and enhancing relationships with top customers to ensure loyalty and continued business.
- **Expansion Opportunities:** Identify potential for growth in regions that have top customers with significant payment amounts.
- **Product and Service Development:** Understand customer preferences in terms of payments to tailor products and services accordingly.
- **Performance Benchmarks:** Set benchmarks for other cities or customers based on the performance of the top customers.

Recommendations

- **Market Focus and Investment:** Concentrate investment and marketing efforts in countries with the highest revenues, such as India and China, as they seem to be your biggest markets.
- **Competitive Analysis:** Perform a detailed competitive analysis in the top revenue-generating countries to understand your market position and to identify opportunities for gaining market share.
- **Local Partnerships:** In countries where local regulations or cultural nuances are significant, consider partnerships with local movies, and TV series to enhance market penetration.

Summary

- As Rockbuster Stealth LLC contends with the rise of streaming services, the company is pivoting from its traditional store-based movie rental model to launch an online video rental service. This strategic shift aims to leverage Rockbuster's extensive movie license library to tap into the growing demand for digital media consumption. The focus is on understanding customer behaviors and preferences, such as rental durations and preferred genres, especially in key markets like India and China, which have emerged as major customer hubs. Through data-driven insights, Rockbuster plans to refine its content offerings, tailor marketing approaches, and enhance user experiences to secure a competitive position in the online entertainment market.