



Rockbuster Stealth Data Analysis Project

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Tableau Link:

<https://public.tableau.com/app/profile/dounia.el.youssoufi/viz/RockbusterStealthProjectVisualizations/Story1?publish=yes>

01

Introduction

Rockbuster Stealth: Data-Driven Insights for 2020 Strategy

1. Business Context:

Rockbuster Stealth LLC, a global movie rental company, is preparing to launch an online video rental service to compete with streaming giants like Netflix and Amazon Prime.

2. Purpose of Analysis:

This analysis provides data-driven insights to identify key revenue drivers, understand customer demographics, and evaluate geographic sales trends to optimize the success of the new service.



Business Questions

- What are the top and worst-performing films by revenue?
- What is the average rental duration for movies?
- Where are Rockbuster's customers located?
- Which countries contribute the most revenue?
- How do sales vary across geographic regions?



02

Film Inventory Insights

Statistics Overview of Films

Rental Duration

Highest: 7 days
Lowest: 3 days
Average: 5 days

Rental Rate

Highest: \$4.99
Lowest: \$0.99
Average: \$2.98

Film Length

Longest: 185 minutes
Shortest: 46 minutes
Average: 115 minutes

Language

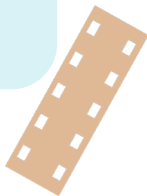
English (1,000 films,
100% of total)

Most Frequent Film Rating

PG-13

Release Year

All films released in
2006



Performance Analysis

Top 10 Films with the Highest Revenue Contribution

Film	Total Revenue	Total Rental Time	Rating
Telegraph Voyage	215.75 \$	75 Days	PG
Zorro Ark	199.72 \$	84 Days	NC-17
Wife Turn	198.73 \$	81 Days	NC-17
Innocent Usual	191.74 \$	78 Days	PG-13
Hustler Party	190.78 \$	66 Days	NC-17
Saturday Lambs	190.74 \$	78 Days	G
Titans Jerk	186.73 \$	108 Days	PG
Harry Idaho	177.73 \$	135 Days	PG-13
Torque Bound	169.76 \$	69 Days	G
Dogma Family	168.72 \$	140 Days	G

Performance Analysis

Worst 10 Films with the Lowest Revenue

Film	Total Revenue	Total Rental Time	Rating
Oklahoma Jumanji	5.94 \$	42 Days	PG
Duffel Apocalypse	5.94 \$	30 Days	G
Texas Watch	5.94 \$	42 Days	NC-17
Freedom Cleopatra	5.95 \$	25 Days	PG-13
Young Language	6.93 \$	42 Days	G
Rebel Airport	6.93 \$	49 Days	G
Treatment Jekyll	6.94 \$	18 Days	PG
Cruelty Unforgiven	6.94 \$	42 Days	G
Lights Deer	7.93 \$	49 Days	R
Japanese Run	7.94 \$	36 Days	G

03

Customer Insights



Customer Overview



599 Customers



584 Active Customers



All Customers Acquired
on 14-Feb-2006

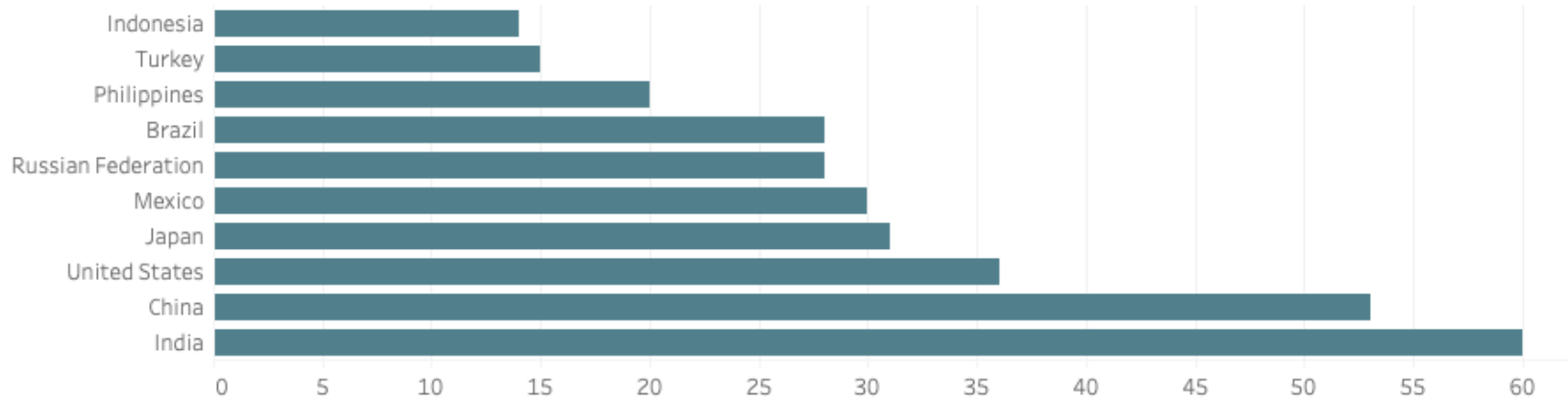


326 Customers

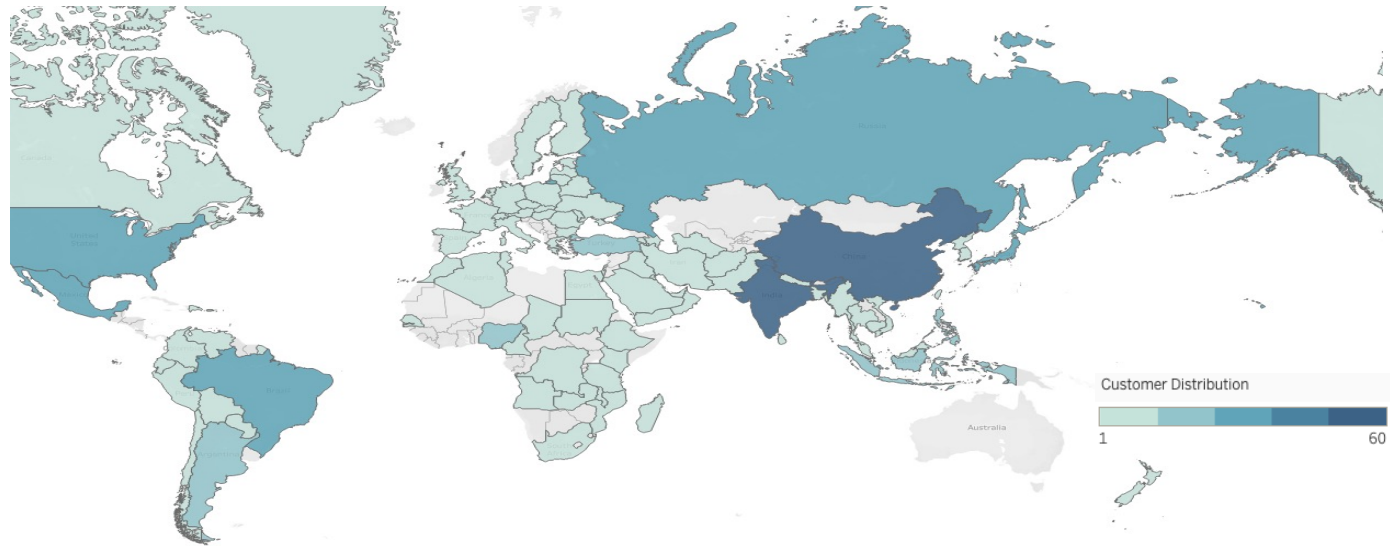


273 Customers

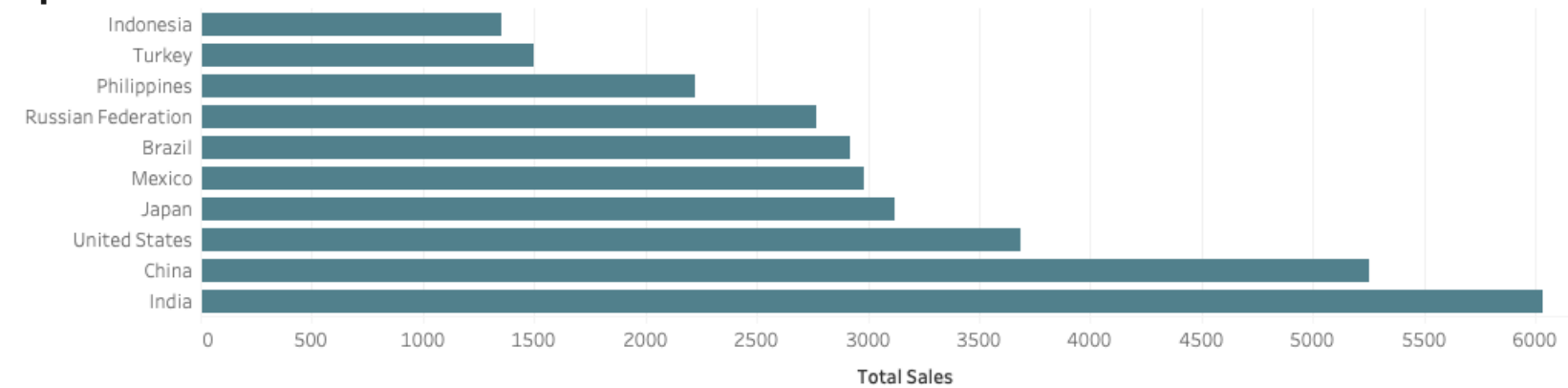
Top 10 Country by Customers



Customer Distribution by Country



Top 10 Countries in Sales Distribution



Top 5 Geographic Areas of High Lifetime Value Customers



04

Conclusion

Strategic Recommendations

1. Focus marketing efforts on top-performing countries.
2. Optimize inventory by reducing low-performing films.
3. Expand catalog of high-demand genres.
4. Implement loyalty programs targeting high-value customers.
5. Explore growth opportunities in underperforming regions.

THANK YOU!

Do you have any questions?

