DATA DRIVEN INSIGHT FOR ONLINE VIDEO SERVICES STRATEGY

RockBUSTER STEALTH LLC

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INTRODUCTION

Rockbuster Stealth LLC (Rockbuster) is a movie rental company with locations across the world. Due to increased competition from internet streaming services, Rockbuster plans to create an online video rental service to stay in business.

OBJECTIVE OF THE ANALYSIS

To provide necessary data-related analysis for Rockbuster's new online streaming/rental strategy
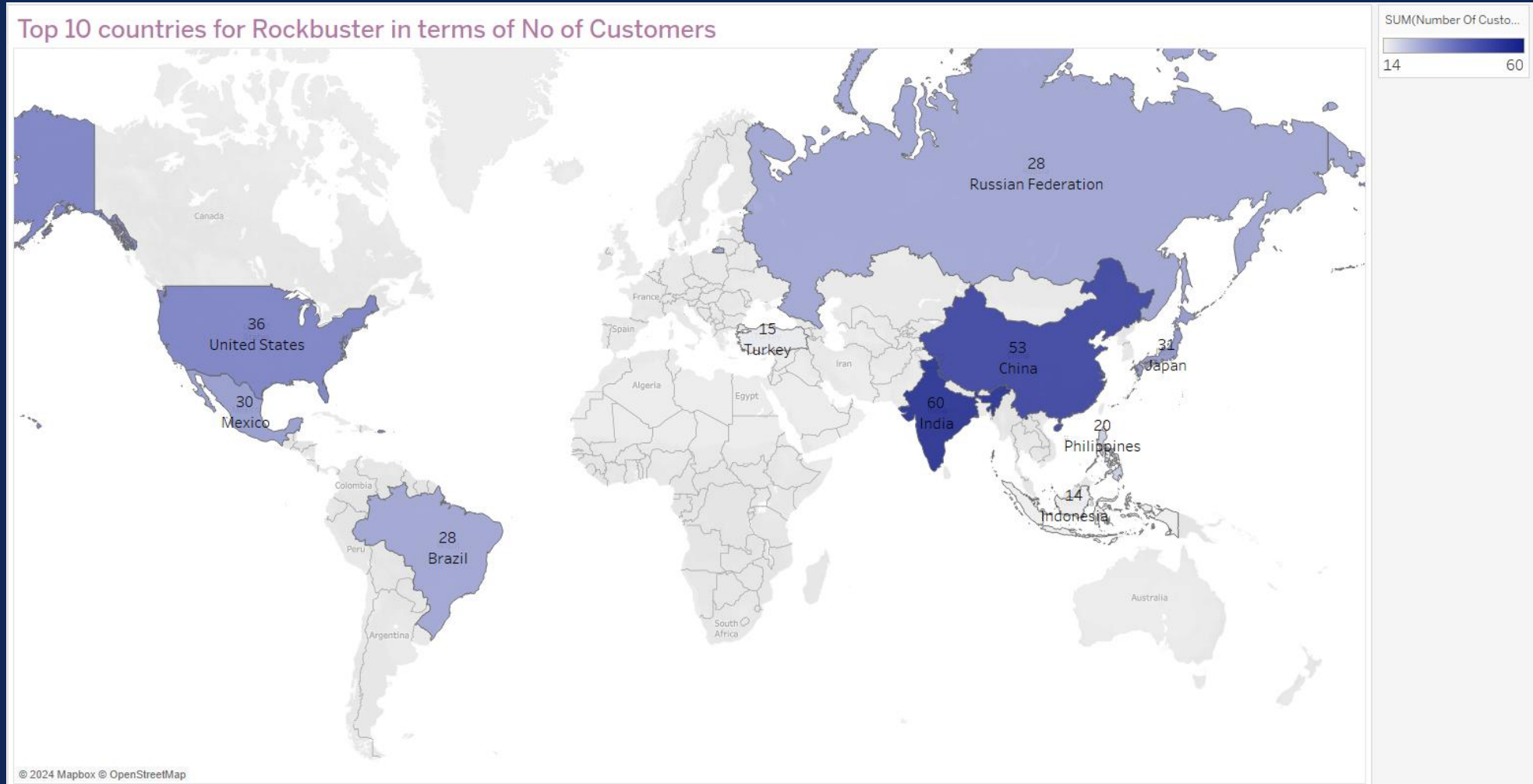
To face and stay ahead of the competition.

The analysis shows various data-related information concerning the geological distribution of Rockbuster's Income, customers, and information related to movies in the database.

DATA ANALYSIS

o Data Set

Data from Rockbuster relational database system which contains data about Customer, Films, rental, payments, stores, staff, inventory

CUSTOMER BASE ANALYSIS OF ROCKBUSTERS

Top 10 countries for Rockbuster in terms of No of Customers
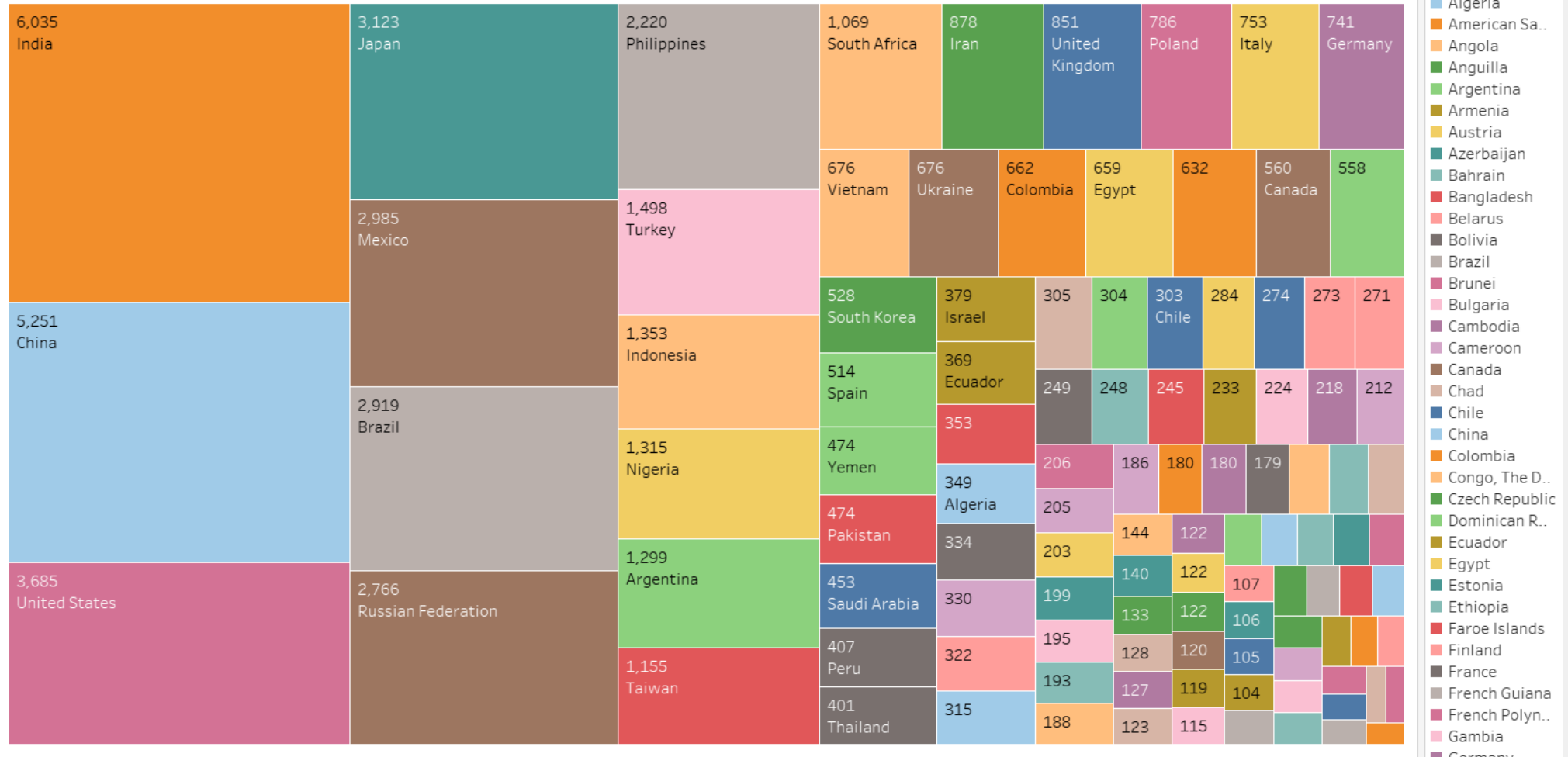
CUSTOMER BASE ANALYSIS OF ROCKBUSTERS

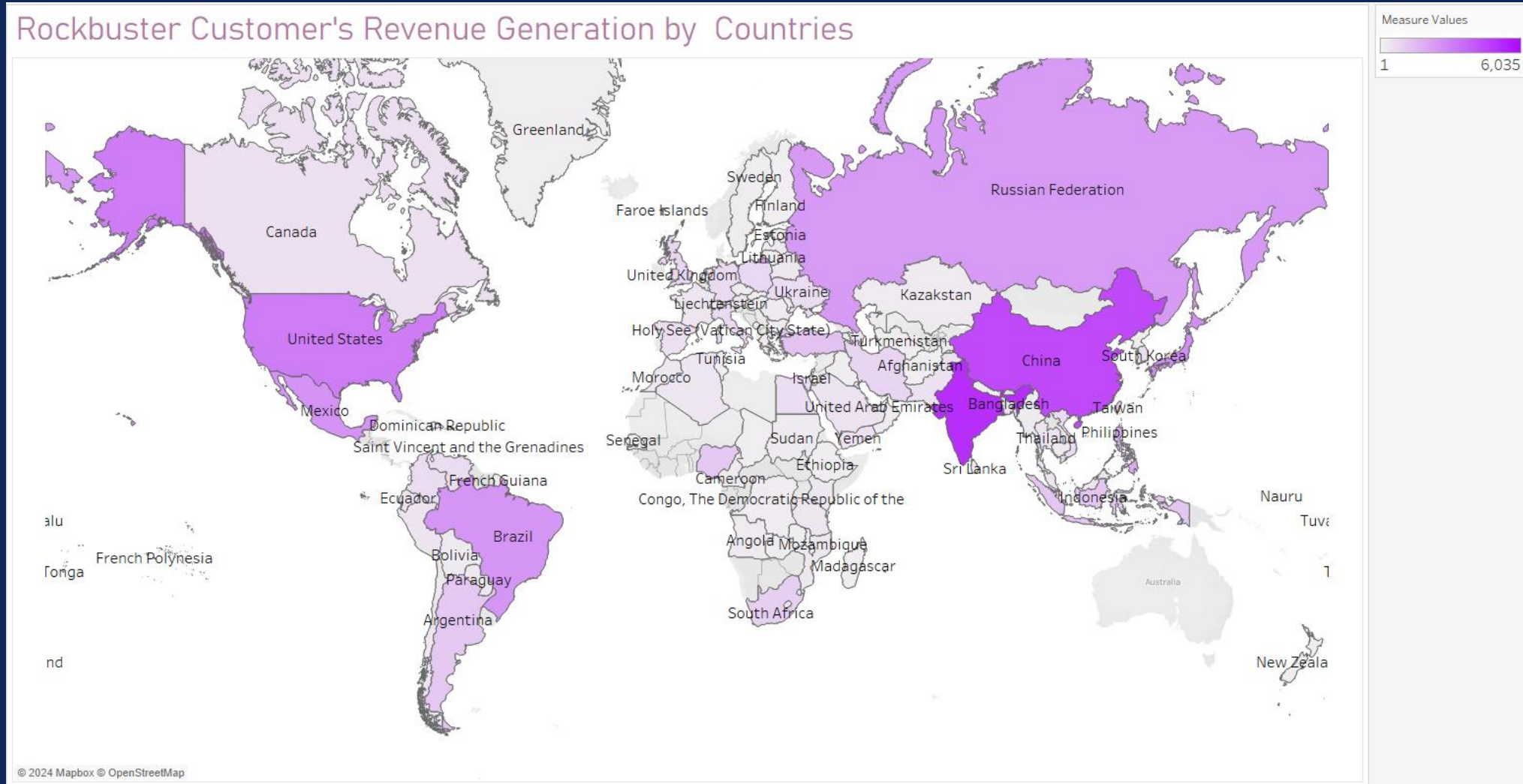Top 10 Cites of Rockbuster top 10 customers

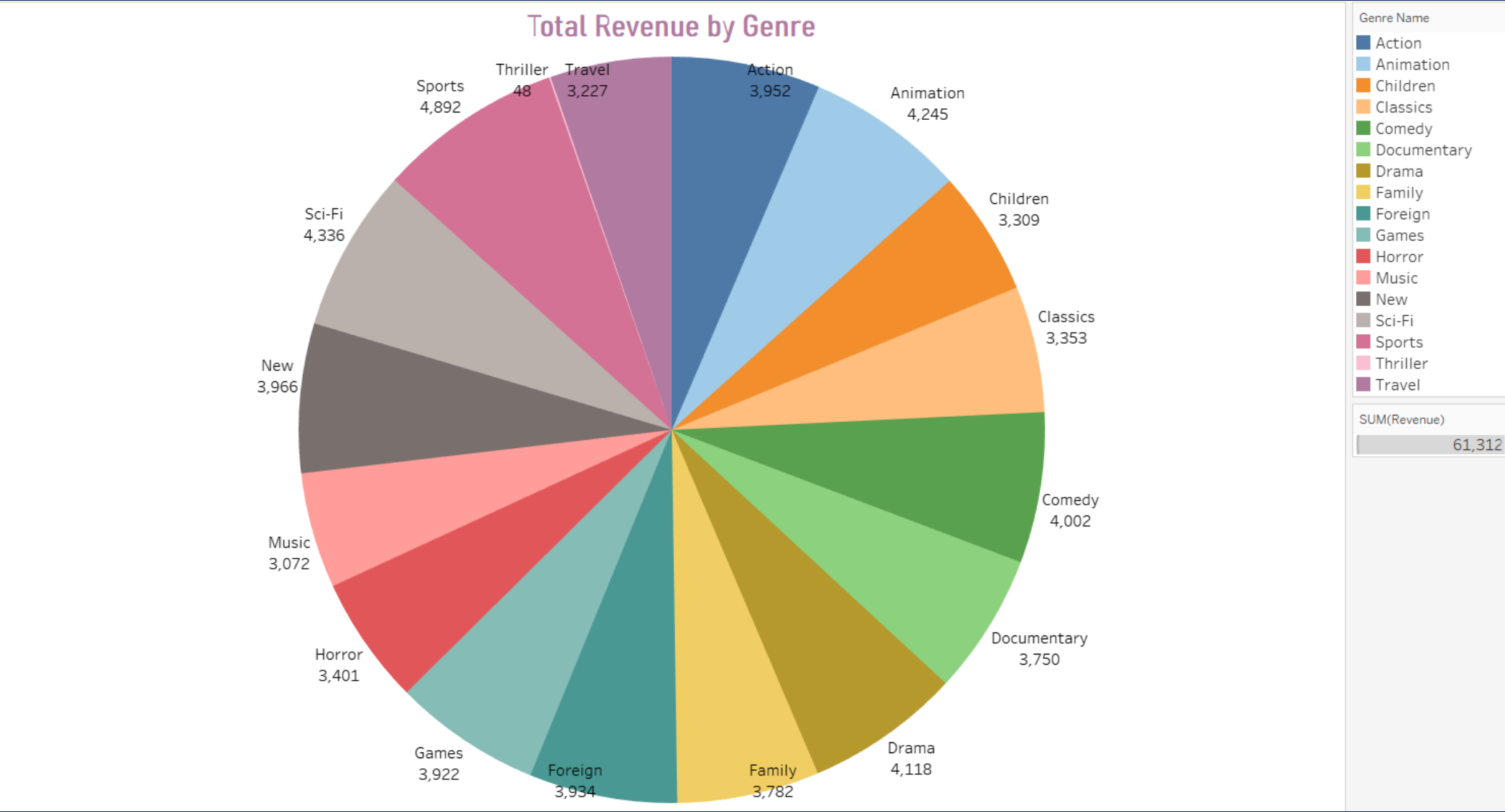# ROCKBUSTER CUSTOMER'S REVENUE GENERATION BY COUNTRIES

Rockbuster Customer's Revenue Generation by Countries

ROCKBUSTER CUSTOMER'S REVENUE GENERATION BY COUNTRIES

TOTAL REVENUE BY GENRE

Total Revenue by Genre

MOVIES WITH THE HIGHEST AND LOWEST REVENUE

Best 10

movie_name	total_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	169.76
Dogma Family	168.72

Worst 10

movie_name	total_revenue
Texas Watch	5.94
Oklahoma Jumanji	5.94
Duffel Apocalypse	5.94
Freedom Cleopatra	5.95
Young Language	6.93
Rebel Airport	6.93
Cruelty Unforgiven	6.94
Treatment Jekyll	6.94
Lights Deer	7.93
Stallion Sundance	7.94

RECOMMENDATIONS

o India and China are the ideal markets to establish online streaming services. Strategy for entering into massive markets.

o However, when launching online streaming services in India it is important to launch films in local languages addition to existing Langue's (existing languages English, Italian, Japanese, Mandarin, French, German)

o Focus on investing in high-revenue genres such as sports, animation, science, drama, and comedy. Consider rebranding or leaving the thriller category.

o Expand Movie Library with top-ranked genres.

o Optimize marketing process about worst revenue movies

THANK YOU

Thank you for your time and attention.

Should you have any questions or need further information, please don't hesitate to reach out.

Wishing you a wonderful day ahead!

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THANK YOU

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