

# ROCKBUSTER STEALTH DATA ANALYSIS

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# PROJECT AGENDA



- ☐ **INTRODUCTION**
- ☐ **GOALS**
- ☐ **BUSINESS QUESTIONS**
- ☐ **FINDINGS & INSIGHTS**
- ☐ **RECOMMENDATIONS**
- ☐ **Q&A**





## **INTRODUCTION**

**ROCKBUSTER STEALTH LLC IS A MOVIE RENTAL COMPANY THAT USED TO HAVE STORES AROUND THE WORLD. FACING STIFF COMPETITION FROM STREAMING SERVICES, THE MANAGEMENT TEAM PLANS TO USE ITS EXISTING MOVIE LICENSES TO LAUNCH AN ONLINE VIDEO RENTAL SERVICE TO STAY COMPETITIVE.**



# GOALS

- ❑ **THE BUSINESS INTELLIGENCE (BI) DEPARTMENT NEEDS TO DEVELOP A LAUNCH STRATEGY FOR THE NEW ONLINE VIDEO SERVICE. THE COMPANY WANTS TO MAKE DATA DRIVEN DECISIONS ABOUT WHAT IS THE BEST APPROACH TO LAUNCH THIS NEW SERVICE.**

# BUSINESS QUESTIONS



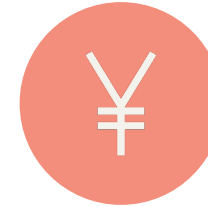
*Which movies contributed the most/least to revenue gain?*



*What was 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?*



# *Which movies contributed the most/least to revenue gain?*

**Tableau Public Link**





*What was the average rental duration for all videos?*

	RENTAL DURATION (IN DAYS)	RENTAL RATE (\$)
AVERAGE	5 DAYS	\$2.98
MINIMUM	3 DAYS	\$0.99
MAXIMUM	7 DAYS	\$4.99

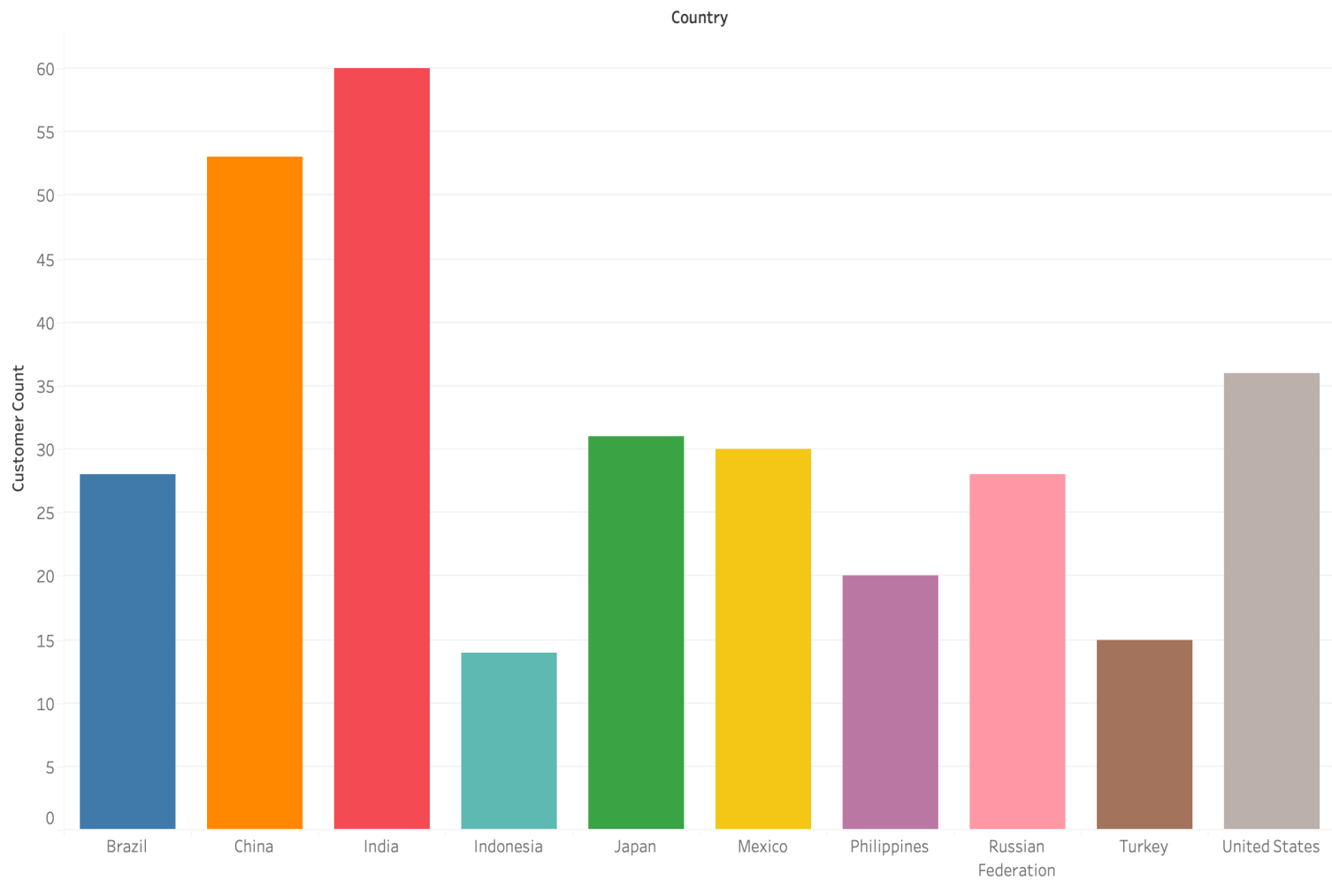




*Which top 10 countries are Rockbuster customers based in?*

*Tableau Public Link*  
*For Top customers*

*Which top 10 countries are Rockbuster customers based in?*





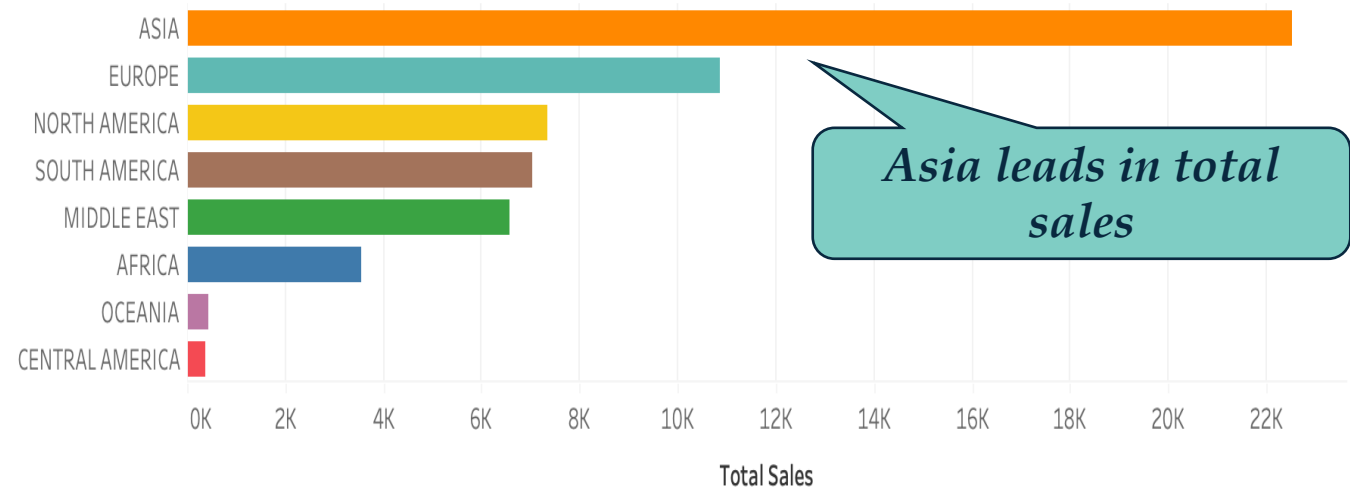


*Where are customers with a high lifetime value based?*

*Tableau Public*  
*Link For Map*



*Do sales figures vary between geographic regions?*



# HIGHEST LIFETIME CUSTOMERS

<i>customer_id</i>	<i>first_name</i>	<i>last_name</i>	<i>city</i>	<i>country</i>	<i>total_amount_paid</i>
148	Eleanor	Hunt	Saint-Denis	Runion	211.55
526	Karl	Seal	Cape Coral	United States	208.58
178	Marion	Snyder	Santa Brbara dOeste	Brazil	194.61
137	Rhonda	Kennedy	Apeldoorn	Netherlands	191.62
144	Clara	Shaw	Molodetno	Belarus	189.6
459	Tommy	Collazo	Qomsheh	Iran	183.63
181	Ana	Bradley	Memphis	United States	167.67
410	Curtis	Irby	Richmond Hill	Canada	167.62
236	Marcia	Dean	Tanza	Philippines	166.61
403	Mike	Way	Valparai	India	162.67

# FINDINGS & INSIGHTS

- ❑ *The Rockbuster franchise has 599 in 108 countries. There are registered customers in 599 cities so far. The company also has 2 staff members based in 2 stores worldwide.*
- ❑ *43% of customers and revenue are from Asia; Europe follows with 20%.*
- ❑ *The top genres are Sports, Sci-Fi, Animation, Drama & Comedy*
- ❑ *India, China and the United States have the most Rockbuster customers and generate the most revenue.*
- ❑ *The top 10 revenue generating countries are contributed to over half of the total revenue. Movies with 'PG-13' or 'NC-17' ratings generated higher revenue. Lowest earning genres: Music, Travel, Thriller.*

A circular inset on the left side of the slide shows a blurred financial chart with various data series, including a prominent blue line and a red line, set against a background of faint numbers and grid lines.

# RECOMMENDATIONS

- ❑ *Focus marketing on top revenue-generating markets (India, China, and the USA).*
- ❑ *Emphasize popular genres and ratings specific to each market.*
- ❑ *Consider price adjustments for high-demand movies and genres.*
- ❑ *Develop loyalty programs for high-value customers by rewarding them to initiate the business growth.*



# Q & A

FOR FURTHER INQUIRIES, PLEASE  
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# THANK YOU