

Rockbuster Stealth Data Analysis

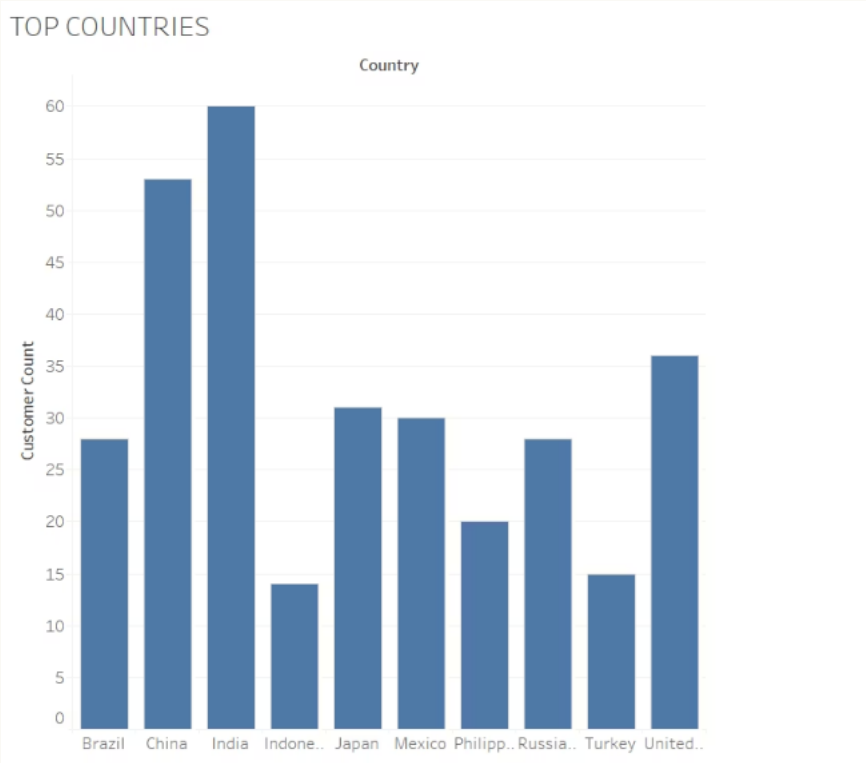


Rockbuster Stealth LLC is repositioning from physical rentals to online streaming against competitors like Netflix.

Project Goals:

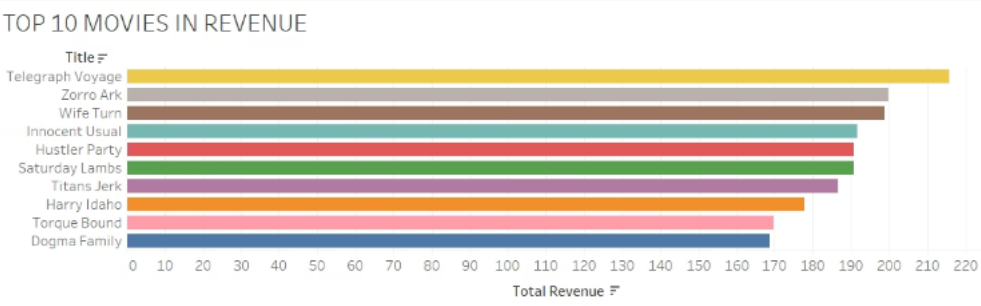
- Build data-informed streaming strategy
- Analyze regional viewing behaviors
- Identify high-performing genres
- Support online platform transition

Top Revenue Performers



Top Countries

Countries with larger populations and stronger economies generate more revenue.



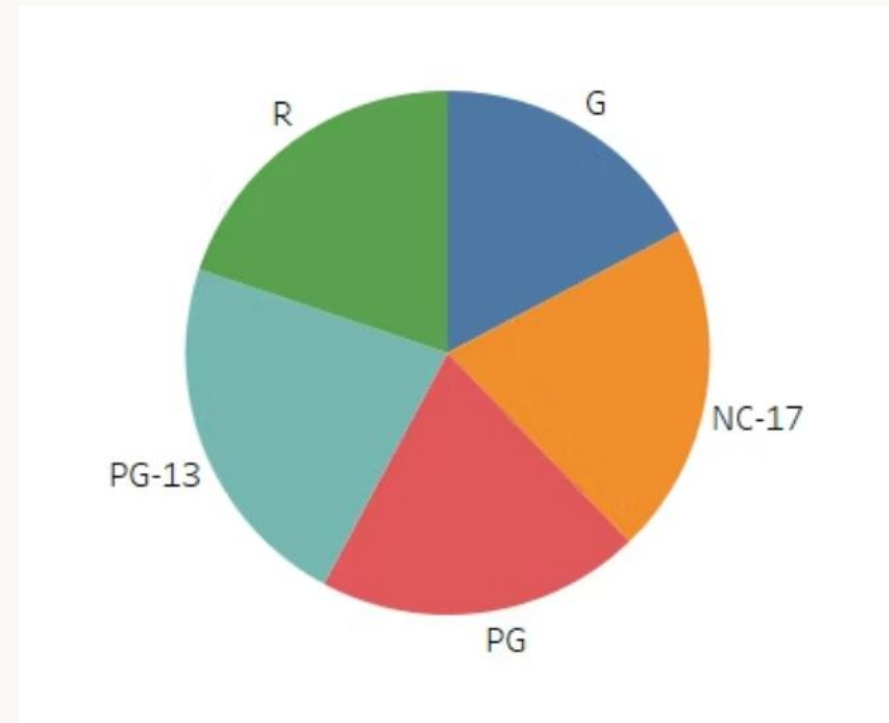
Top Movies

High-performing titles benefit from marketing, actors, or franchise appeal.

Audience Segmentation by Location & Content Rating



Geographic distribution of audience



Content rating distribution (PG: 22.4%, NC-17: 20.5%)

Rockbuster Insights & Recommendations



Content Strategy

Focus on high performers like
Telegraph Voyage and Zorro
Ark



Regional Approach

Localize UI and content for
India, China, and Mexico



Rating Balance

Maintain diverse content
across age-appropriate
categories



Local Campaigns

Leverage city-level data for
hyper-local marketing