



ROCKBUSTER STEALTH LLC

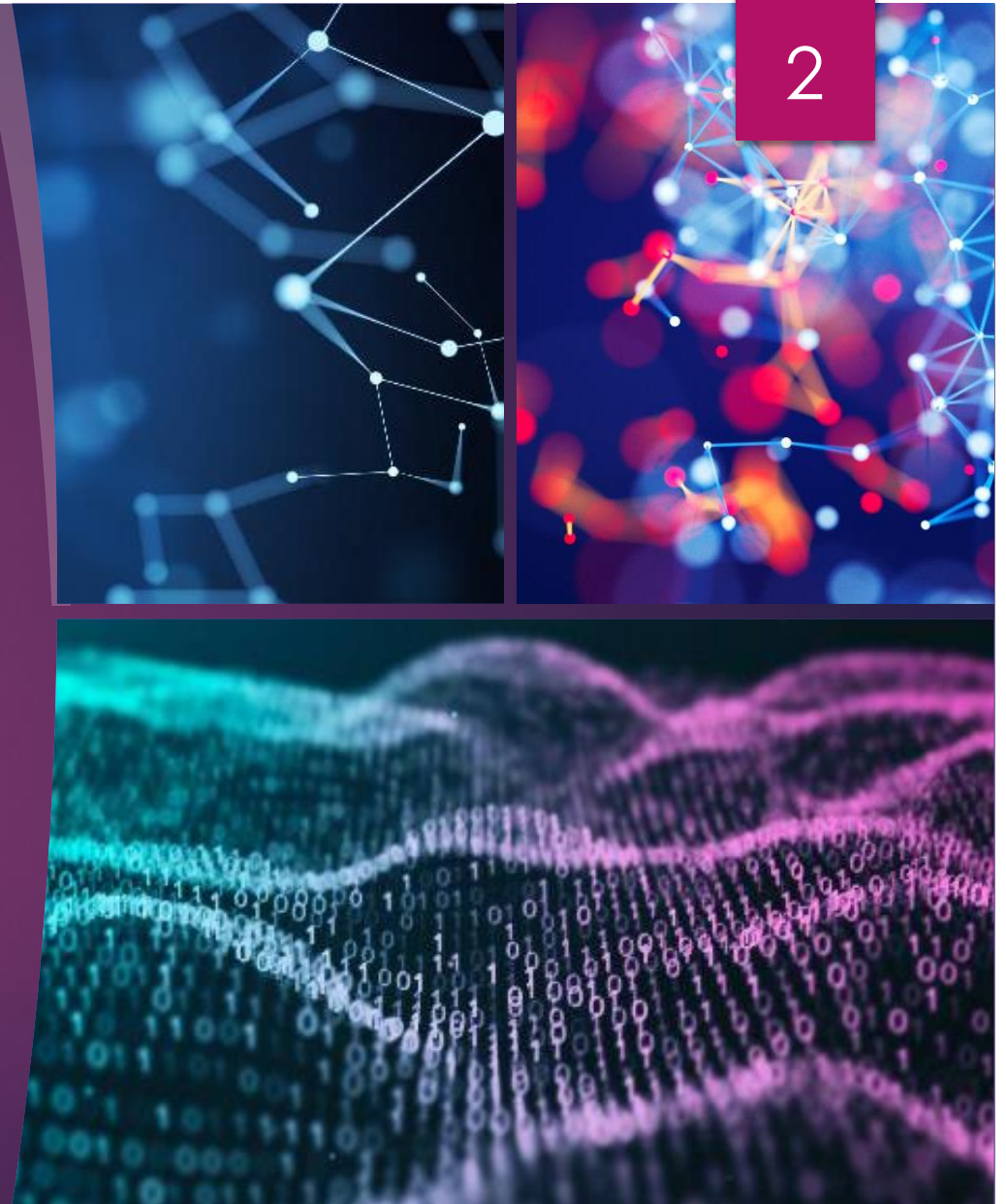
DATA-DRIVEN INSIGHTS FOR ONLINE VIDEO SERVICE STRATEGY

INESHA PALLAGE_30.01.2024

Agenda

- ▶ Introduction
- ▶ Data Analysis
 - ▶ Exploratory Data Analysis (EDA)
 - ▶ Key findings of Data Analysis
- ▶ Recommendations

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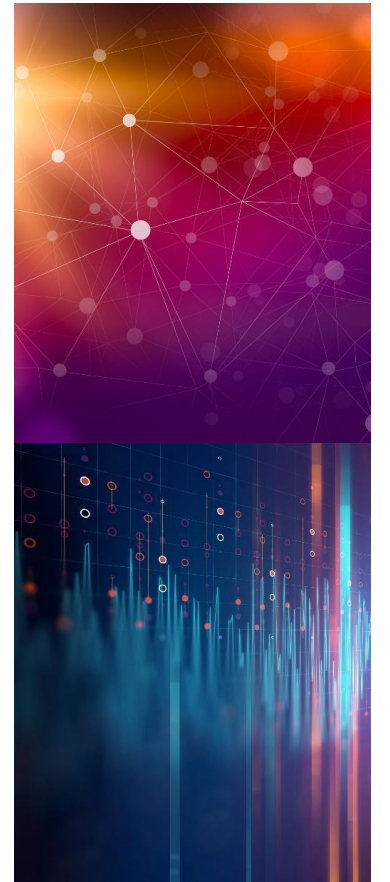


Introduction

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Rockbuster Stealth LLC

Rockbuster Stealth LLC (Rockbuster) is a movie rental company that have stores around the world. Due to the increasing competition from online streaming services, Rockbuster company is planning to launch online video rental service to keep up with the competition and stay in business.



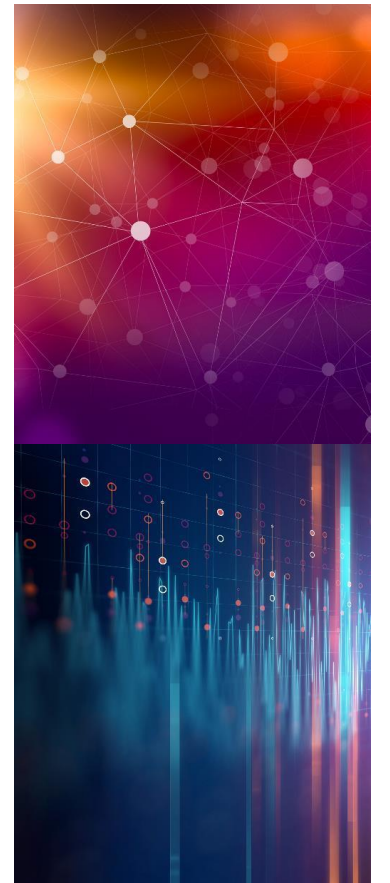
Introduction

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Objectives of Data Analysis

Provide data-driven answers to questions related to 2020 - online streaming services Strategy

- What was the average rental duration for all videos?
- Top 10 countries for Rockbuster in terms of number of customers
- Cities of Rockbuster top 10 customers
- Top 5 customers from the top 10 cities who've paid the highest total amounts to Rockbuster
- Which movies contributed the most/least to revenue gain?





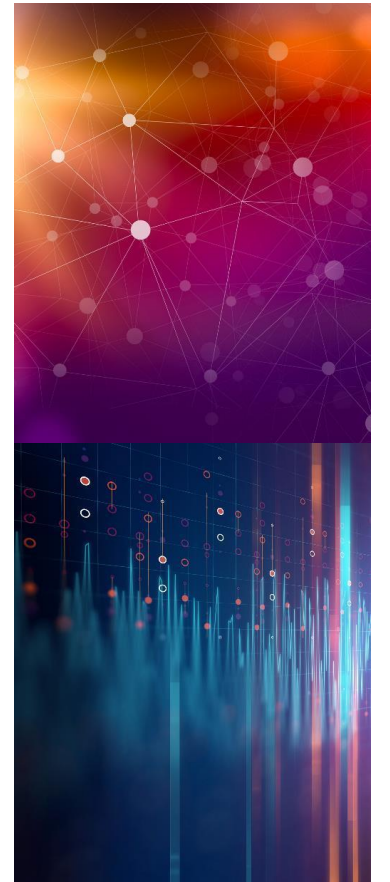
Data Analysis

Data Analysis

Data set

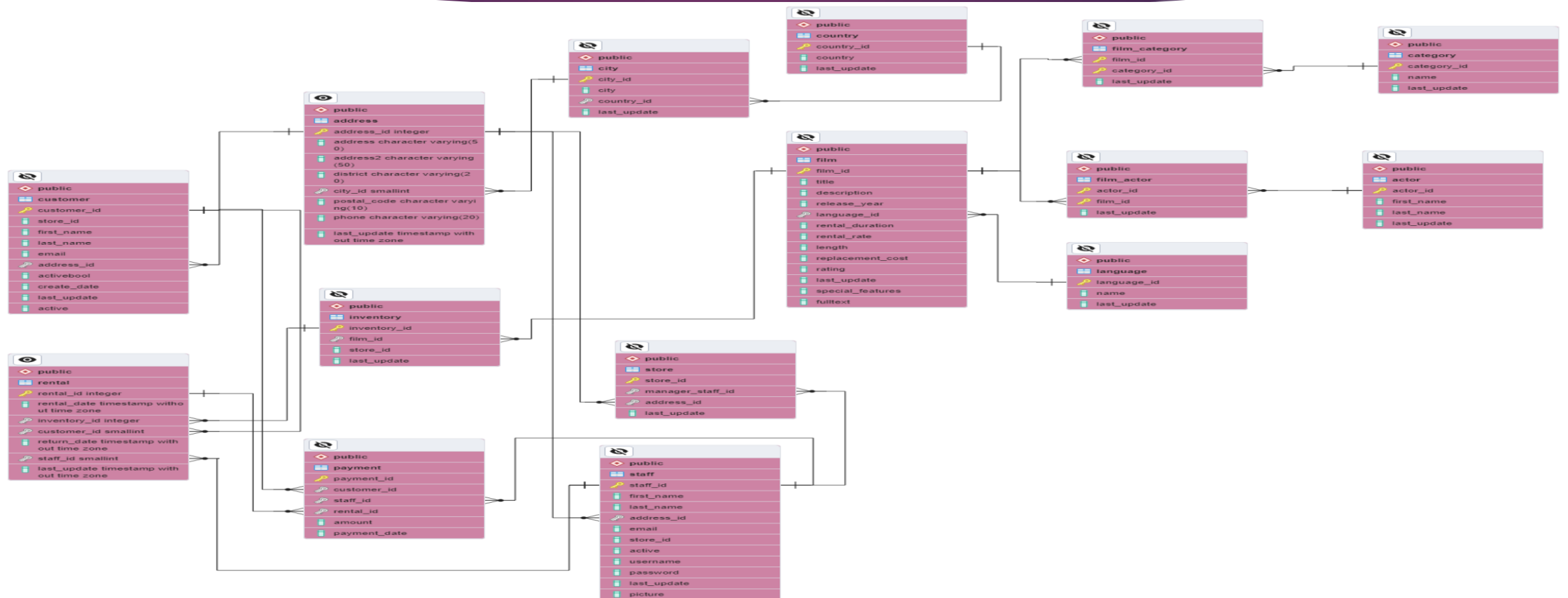
Data from Rockbuster relational database system which contains data about Customer, Films, rental, payments, stores, staff, inventory

See more details : [Data Dictionary For SQL database of ROCKBUSTER STEALTH LLC](#)



Data Analysis - Exploratory Data Analysis (EDA)













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Data Analysis - Exploratory Data Analysis (EDA)

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Business Question: What was the average rental duration for all videos?

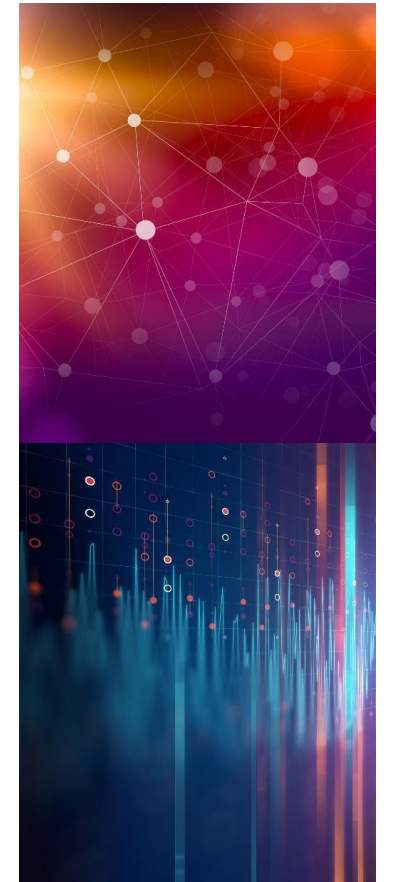
Descriptive statistics for Films		
maximum_rental_duration		7
minimum_rental_duration		3
average_rental_duration		4.985
maximum_rental_rate		4.99
minimum_rental_rate		0.99
average_rental_rate		2.98
maximum_replacement_cost		29.99
minimum_replacement_cost		9.99
average_replacement_cost		19.984
maximum_length		185
minimum_length		46
average_length		115.272

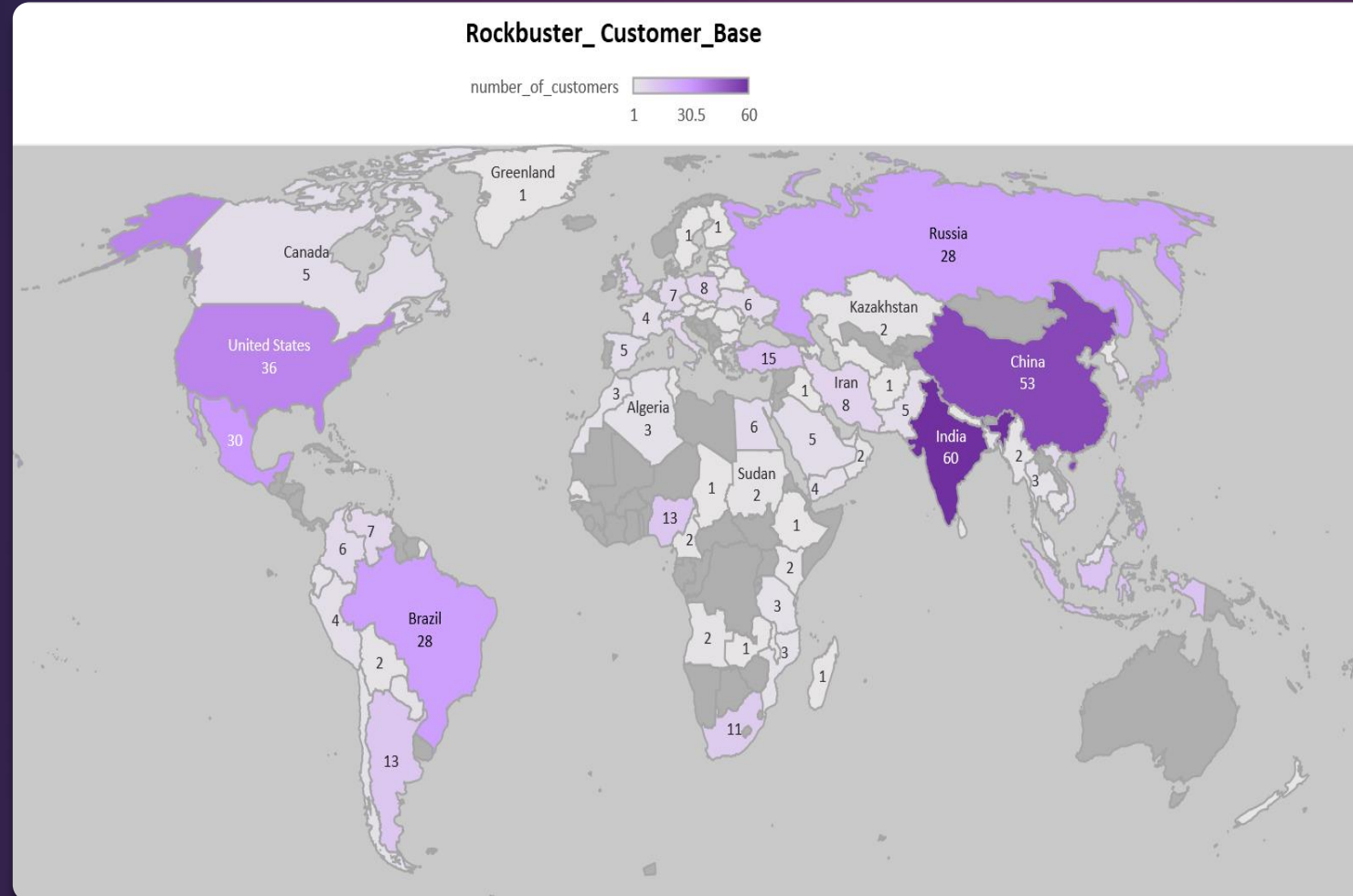
non-numerical columns_film	
film_id_mode	1
title_mode	Academy Dinosaur
release_year_mode	2006
language_id_mode	1
rating_mode	PG-13
last_update_mode	26/05/2013 14:50

Data Analysis - Exploratory Data Analysis (EDA)

Descriptive statistics for Customer_Table

customer_id_mode	1
store_id_mode	1
first_name_mode	Jamie
last_name_mode	Abney
email_mode	aaron.selby@sakilacustomer.org
address_id_mode	5
activebool_mode	TRUE
create_date_mode	14/02/2006
last_update_mode	26/05/2013 14:49
active_mode	1



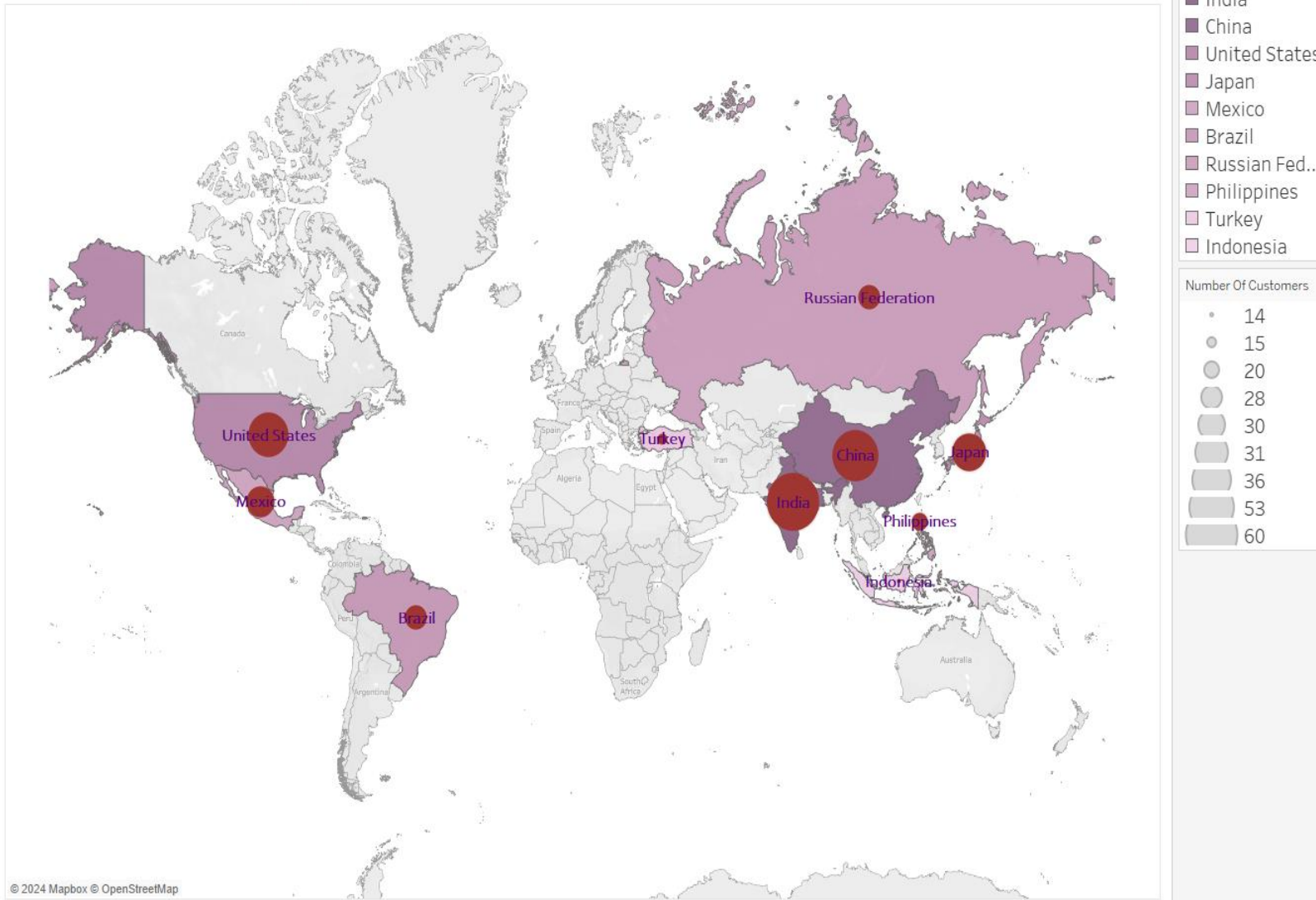


Data Analysis

- Key findings of Data Analysis

BUSINESS QUESTION:

Top 10 countries for Rockbuster (in terms of number of customers)

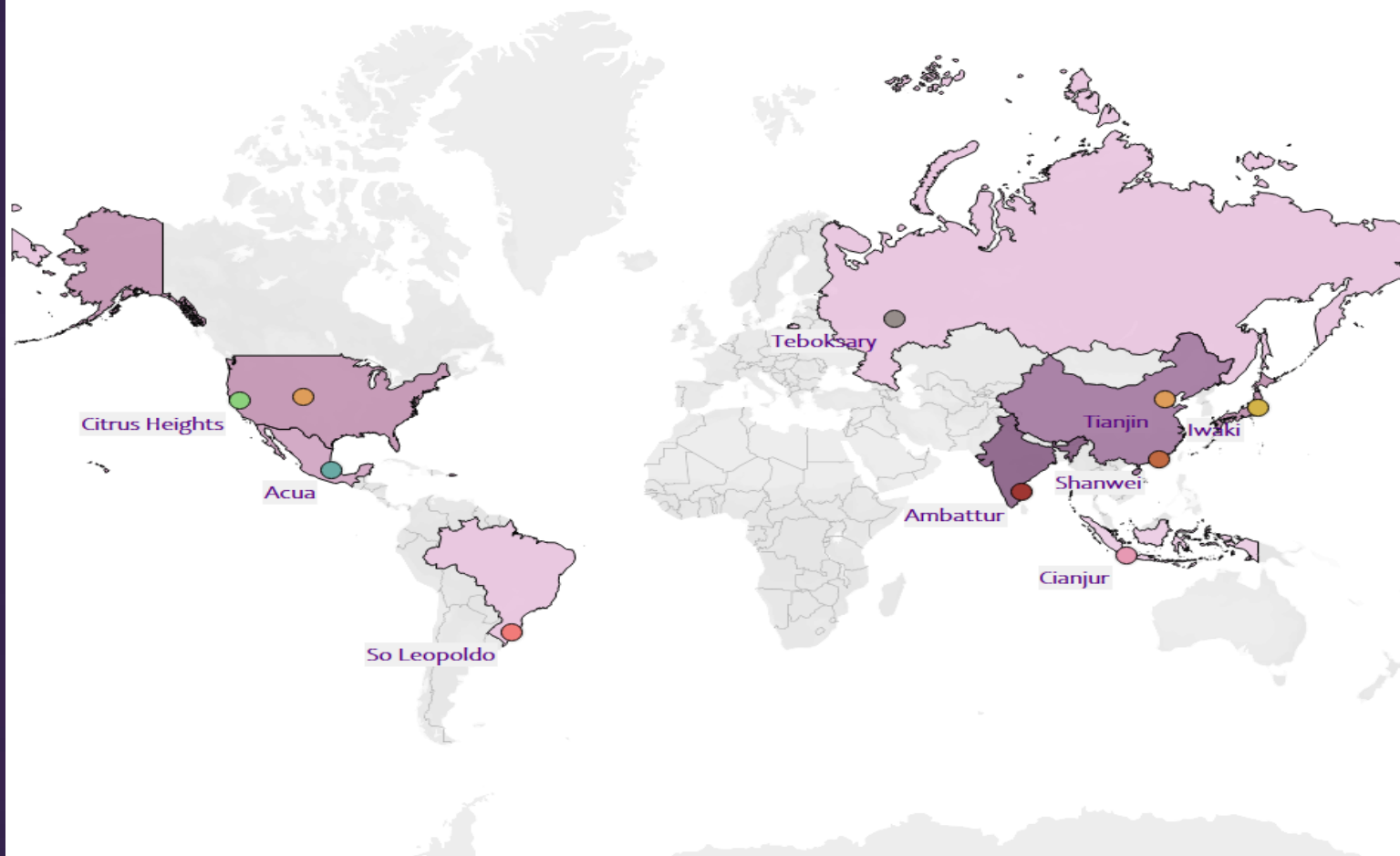


Data Analysis - Key findings of Data Analysis

BUSINESS QUESTION:

TOP 10 COUNTRIES
FOR ROCKBUSTER
IN TERMS OF
NUMBER OF
CUSTOMERS

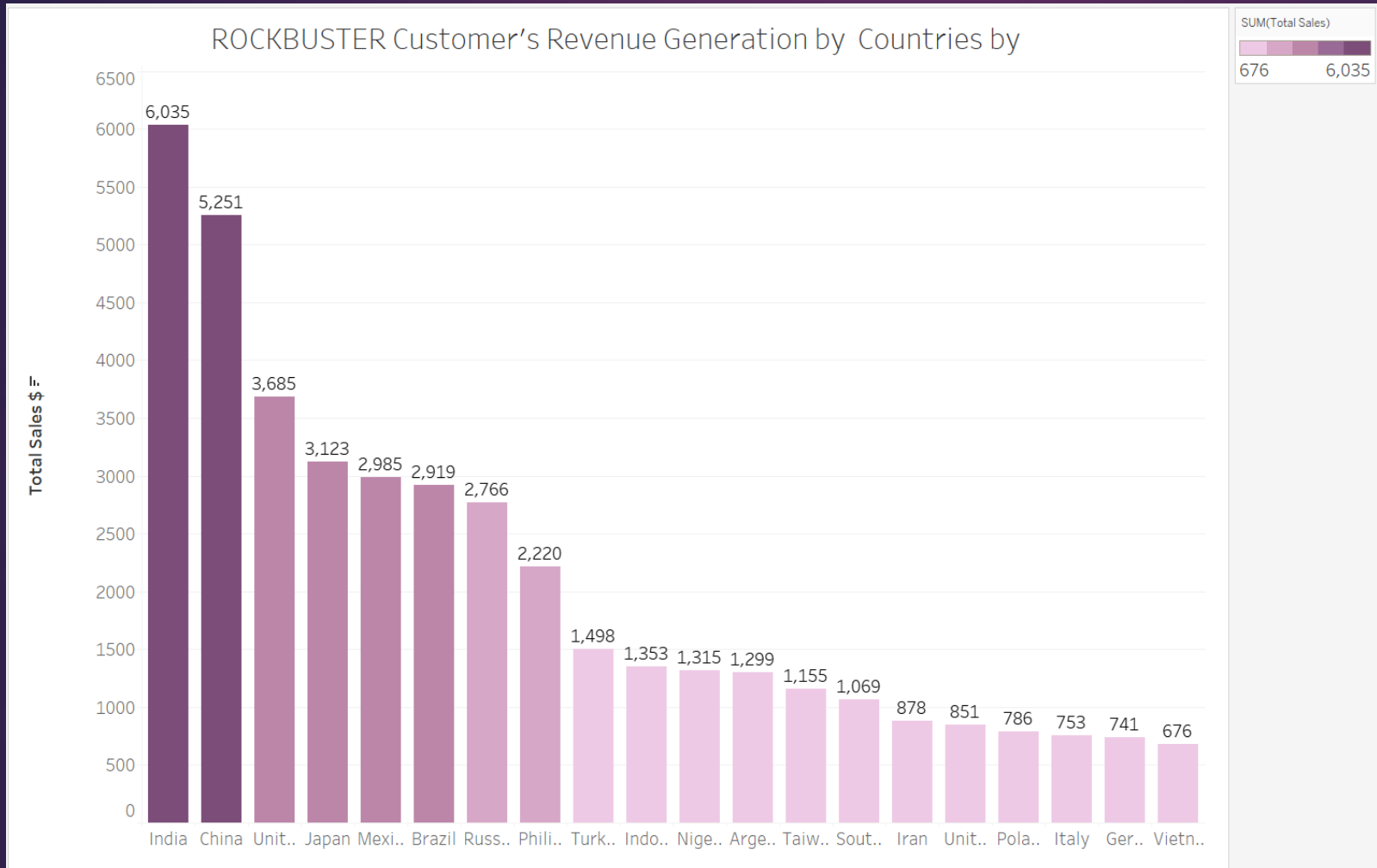
Top 10 Cites of Rockbuster top 10 customers



Data Analysis - Key findings of Data Analysis

BUSINESS QUESTION:

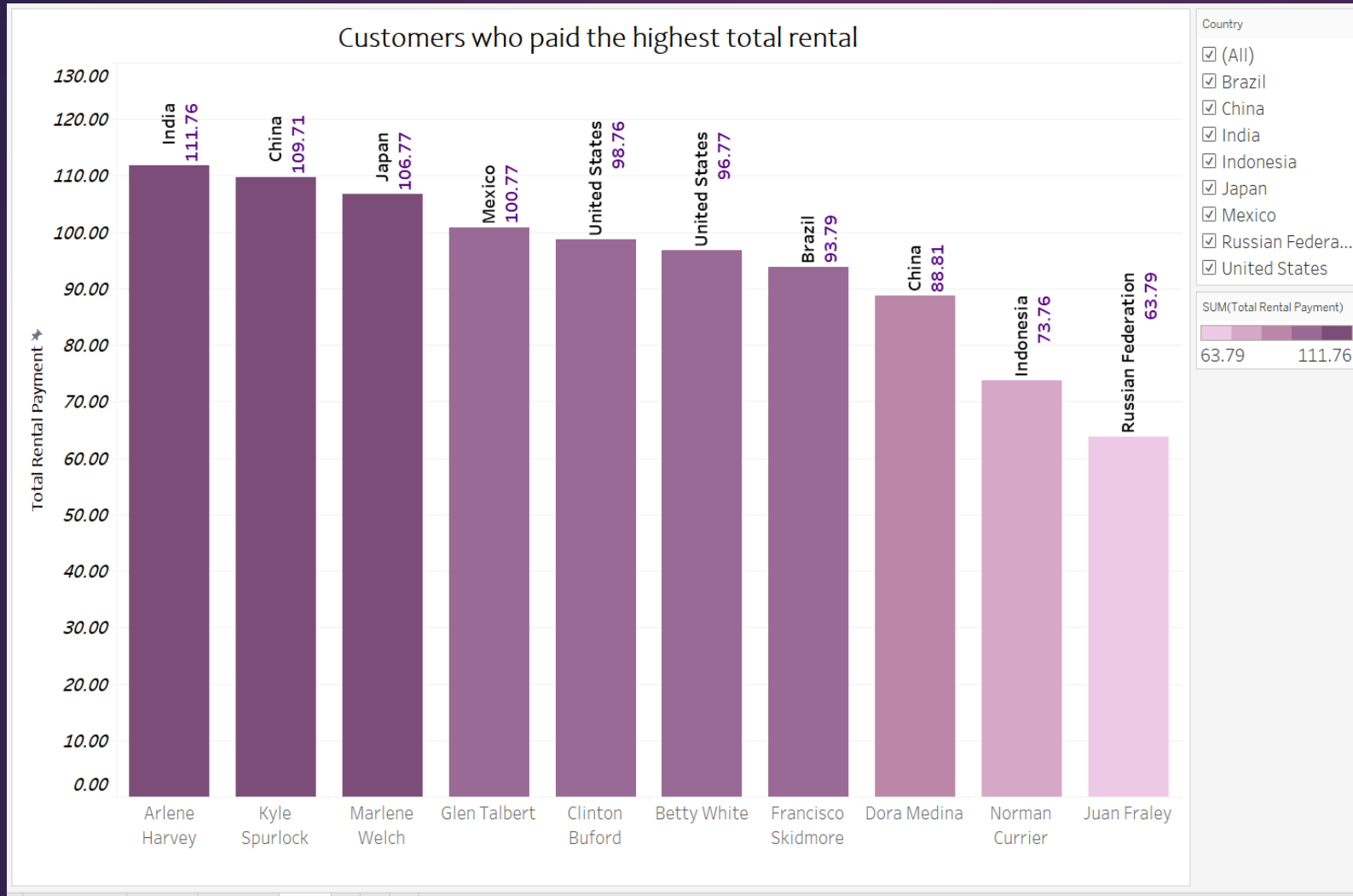
TOP 10 CITES OF
ROCKBUSTER TOP
10 CUSTOMERS



Data Analysis - Key findings of Data Analysis

BUSINESS QUESTION:

ROCKBUSTER
CUSTOMER'S REVENUE
GENERATION BY
COUNTRIES



Data Analysis - Key findings of Data Analysis

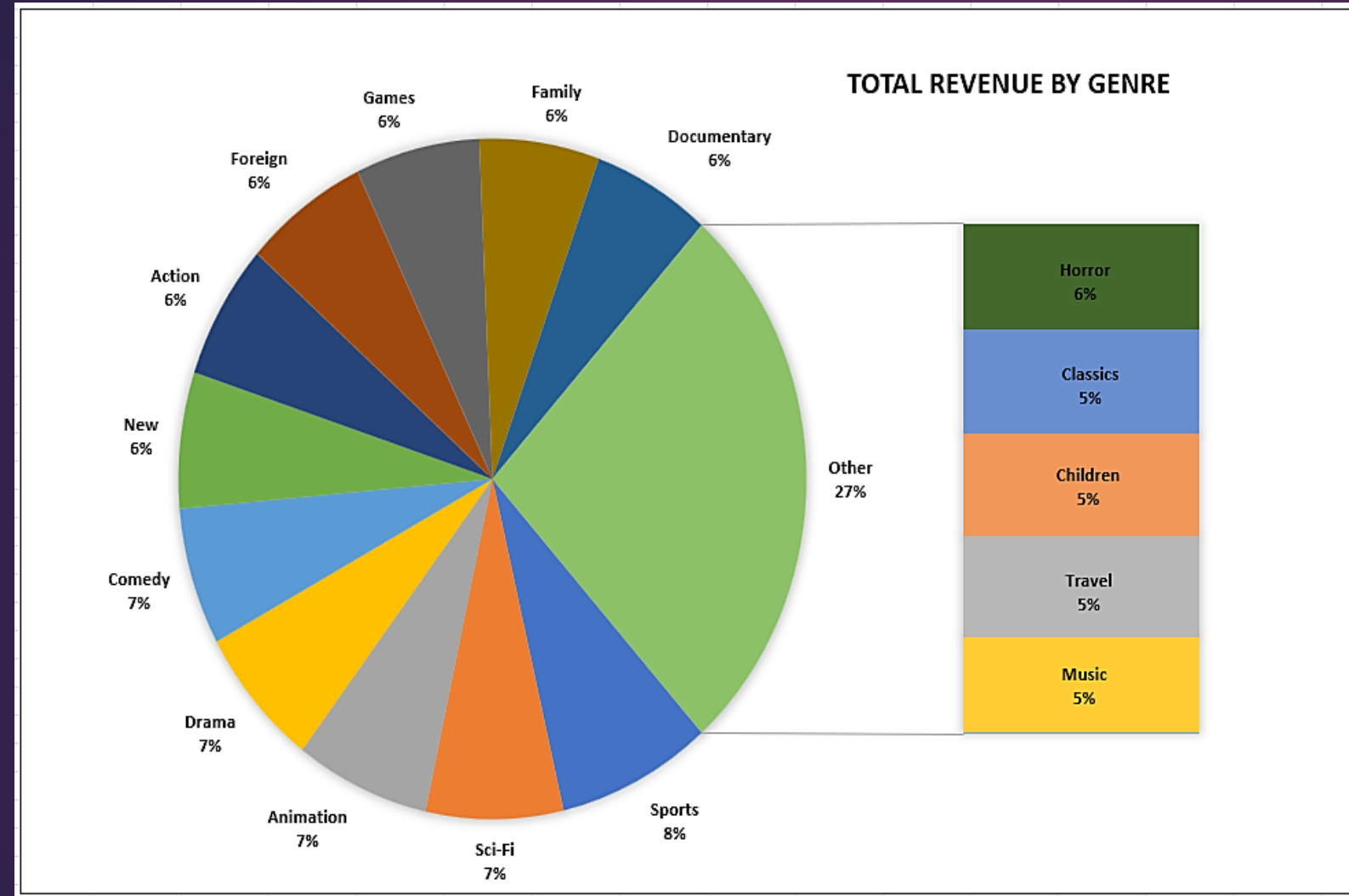
BUSINESS QUESTION:

TOP 5 CUSTOMERS FROM
THE TOP 10 CITIES
WHO'VE PAID THE
HIGHEST TOTAL
AMOUNTS TO
ROCKBUSTER

Data Analysis - Key findings of Data Analysis

Business Question: Which movies contributed the most/least to revenue gain?

country	number_of_customers	Highest Revenue VS Lowest Revenue by Movies	movie_name	total_revenue
India	60		Texas Watch	5.94
China	53		Oklahoma Jumanji	5.94
United States	36		Duffel Apocalypse	5.94
Japan	31		Freedom Cleopatra	5.95
Mexico	30		Young Language	6.93
Brazil	28		Rebel Airport	6.93
Russian Federation	28		Cruelty Unforgiven	6.94
Philippines	20		Treatment Jekyll	6.94
Turkey	15		Lights Deer	7.93
Indonesia	14		Stallion Sundance	7.94

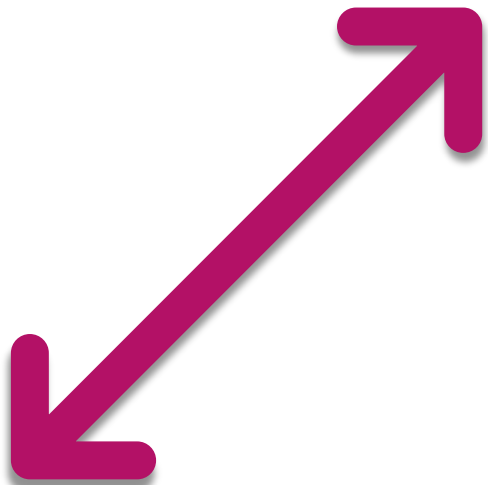


Data Analysis - Key findings of Data Analysis

BUSINESS QUESTION:

**DO TOTAL
REVENUE VARY
BY FILM GENRE?**

Recommendations



- ▶ **India** and **China** are the best market to launch online streaming services Strategy to tap into vast markets.
- ▶ 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)
- ▶ **Loyalty programme** should focus on building a better brand image in **Top 10 customer countries**.
- ▶ Expand Movie library with to **top-ranked genres**.
- ▶ **Terminate** movies licenses with **minimal rental revenue history** to optimize resources.



Please visit Tableau link to see Rockbuster Data Story

<https://public.tableau.com/app/profile/inesha.pallage/viz/RockbusterDataStory/RockbusterDataStory?publish=yes>

Thank You

For more details please contact:

Inesha Pallage

Inesha_u@rockbuster.com

