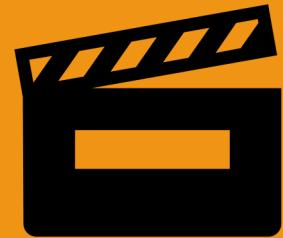


Data Analysis Project



Rockbuster Stealth



Project Introduction

- ❖ Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.
- ❖ This analysis has been conducted to support the launch strategy of the new online video service.



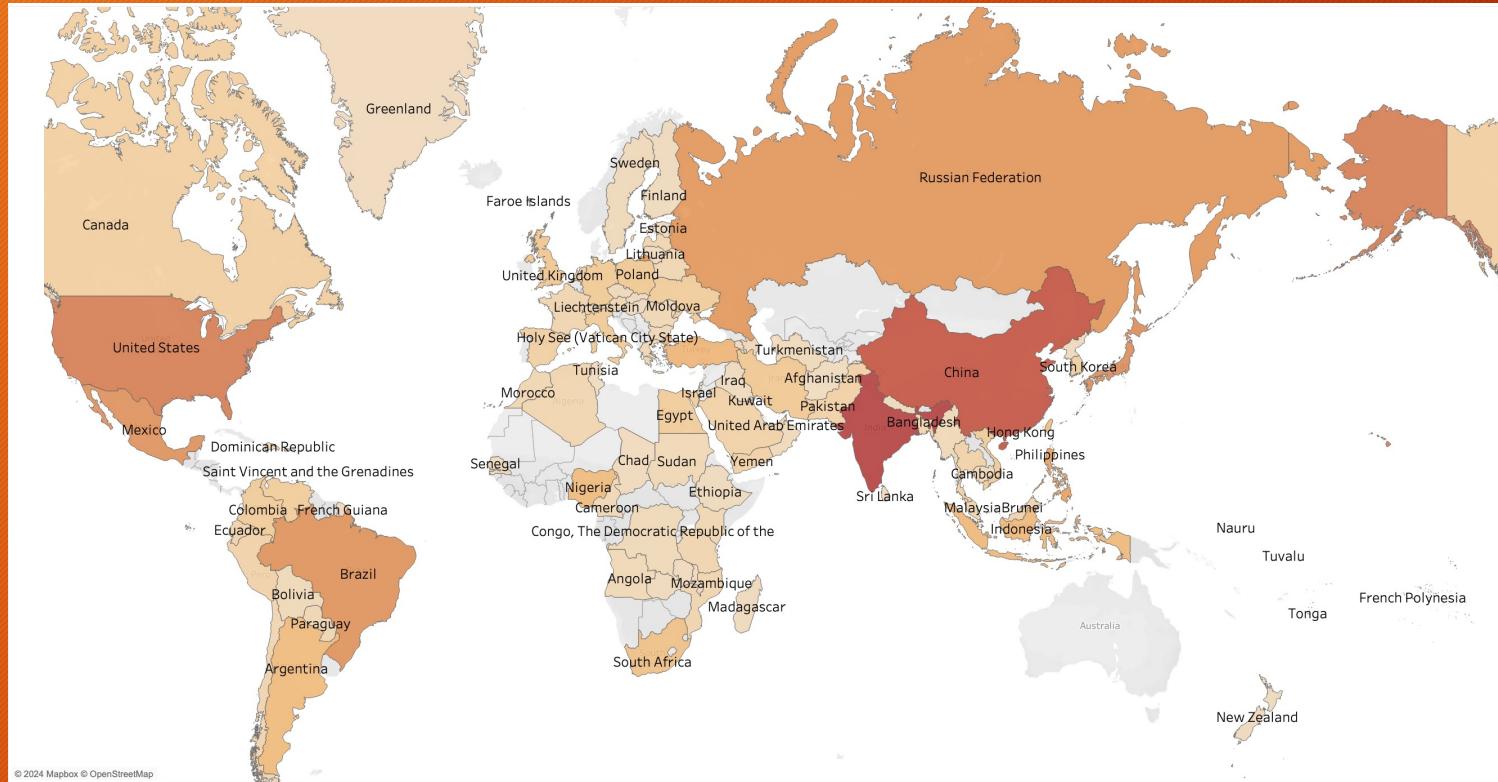
Content:

- Regional Sales Performance Worldwide
- Top/Flop movies contributed to revenue gain
- Top movie genres contributed to revenue gain
- Top countries and cities in terms of customer numbers
- Customer Rental Behavior

[Access to Tableau Dashboard](#)



Regional Sales Performance

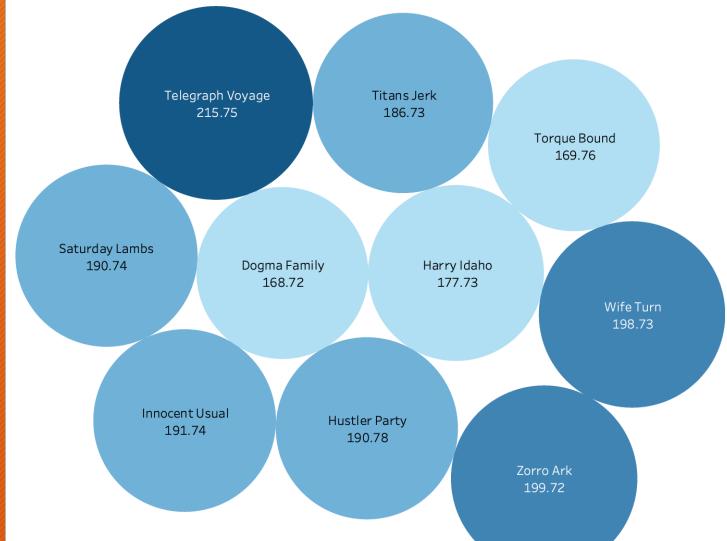


- Sales are concentrated in Asia and North America, particularly India and China, with other significant countries including the United States and Brazil.

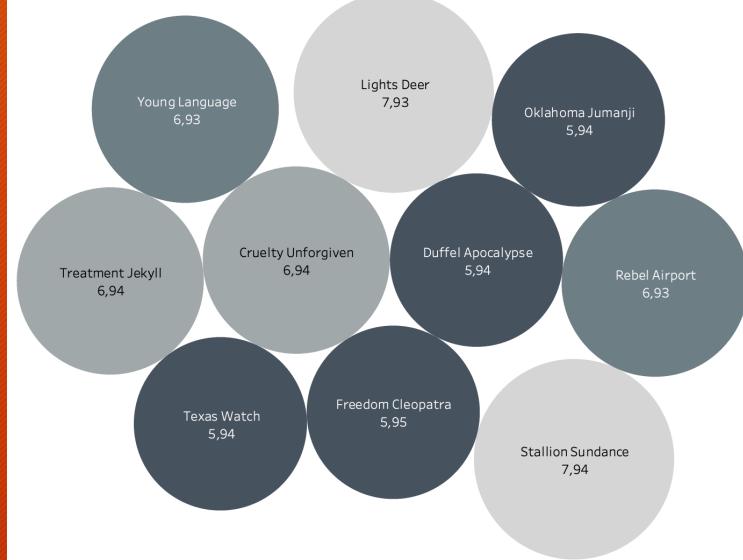


Which movies contributed the most/least to revenue gain?

Top 10 Movies with the Highest Revenue

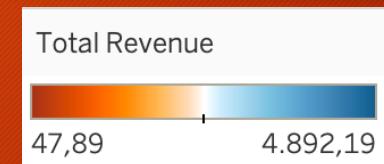
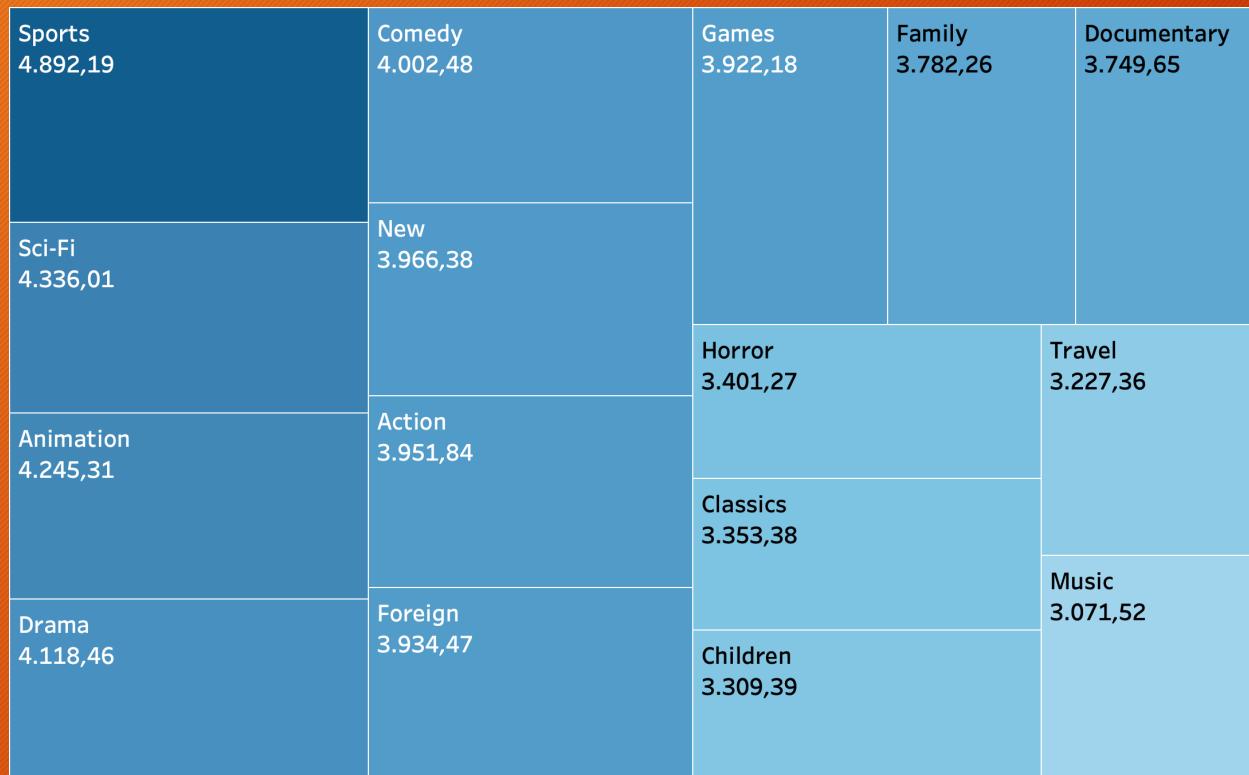


Flop 10 Movies with the Lowest Revenue





Which movie genres contributed the most to revenue gain?

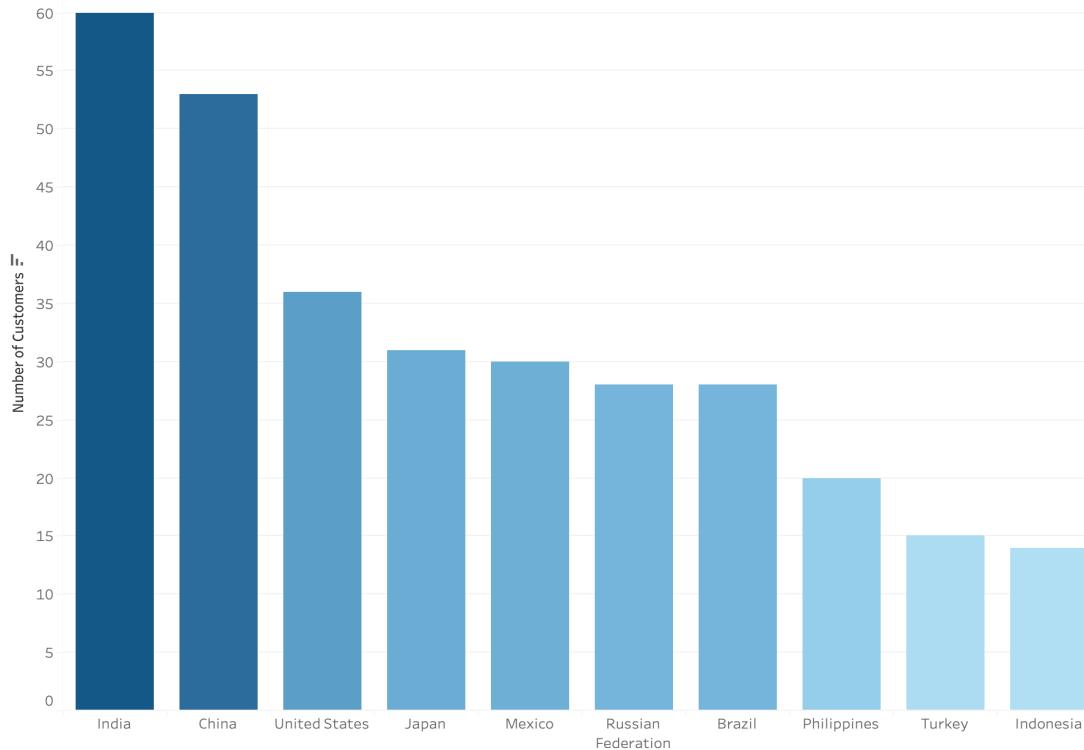


- The most important category for Rockbuster's business is Sports, followed by Sci-Fi, Animation, and Drama.
- Generally, the revenue across each genre is fairly homogeneous, except for the Thriller genre, which has only 47,89 revenue.



Which countries are Rockbuster customers based in?

Top 10 Countries with most customer numbers



- The current rental service has the highest number of customers in India and China.
- The rankings of customer numbers are largely consistent with the revenue rankings.



Customer Rental Behavior

	Rental Duration	Rental Rate	Film Length
Average	5	2,98	115
Minimum	3	0,99	46
Maximum	7	4,99	185

Rental data indicates an average duration of 5 days, with prices ranging from \$0.99 to \$4.99.



Recommendation

- ✓ **Primary Market:** India, China and the United States have the largest customer bases and generate the highest revenue, making them key markets for Rockbuster Stealth to prioritize in future growth strategies.
- ✓ **Invest in Top Genres:** Increase focus on Sports, Sci-Fi, Animation and Drama movies, which demonstrate strong performance in generating revenue. Regularly update the library with popular titles in these categories to attract and retain customers.
- ✓ **High-Value Customer Programs:** Develop loyalty programs and exclusive promotions for high-value customers to encourage sustained engagement.

Thank You
for Your Attention!

Haoyu Zhao