

ROCKBUSTER ONLINE VIDEO SERVICE STRATEGY

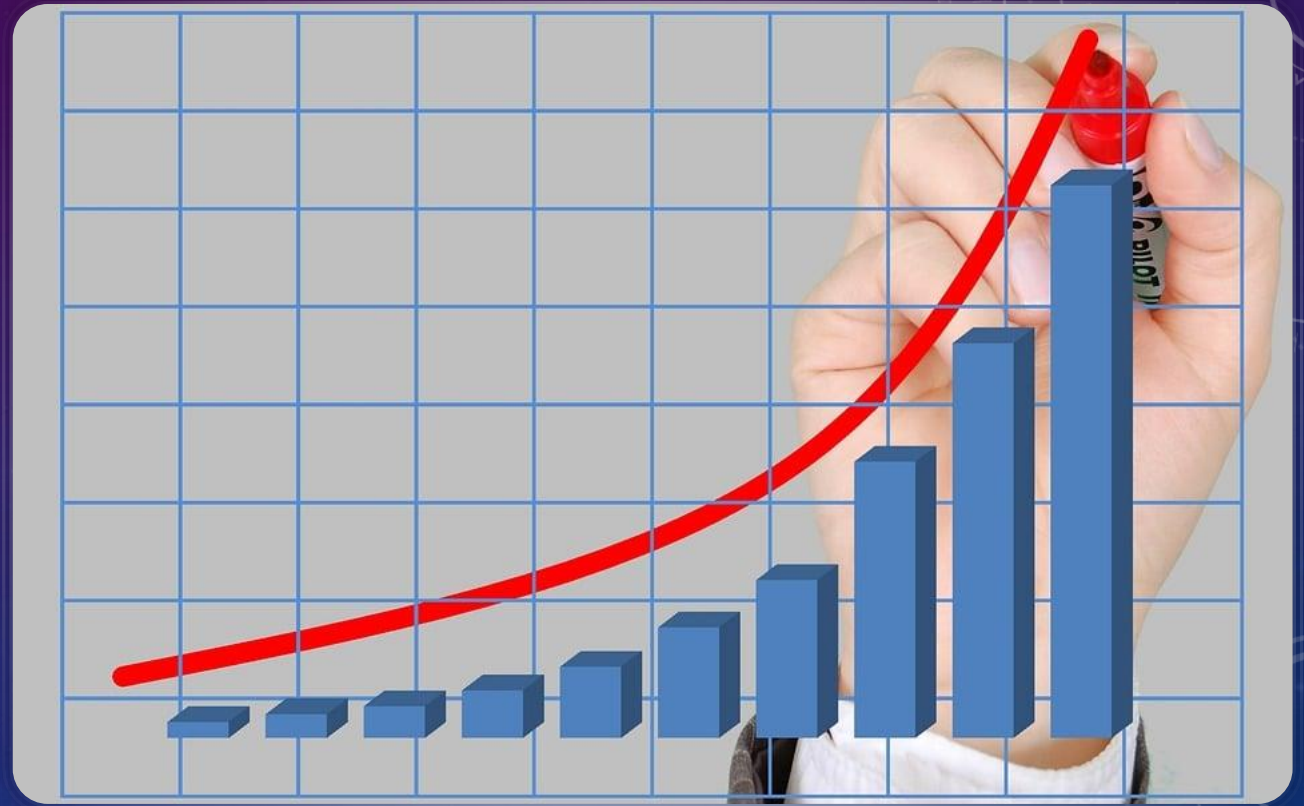
JAMES NANTHIKATTU



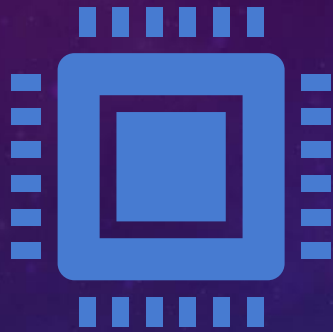
This Photo by Unknown Author is licensed under [CC BY-NC](#)

KEY OBJECTIVES

- Identify high-performing regions and key customer segments.
- Gain insights into customer behavior and preferences.
- Develop targeted strategies to drive growth and maximize profitability.



RESOURCES



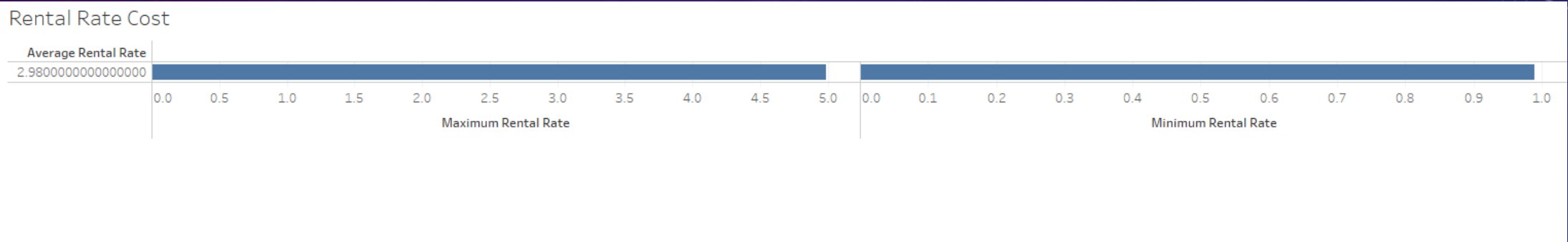
We compiled a dataset comprising customer, film, rental, payment, and geographic information.



SQL was utilized for data analysis, while Tableau was employed for creating visualizations.

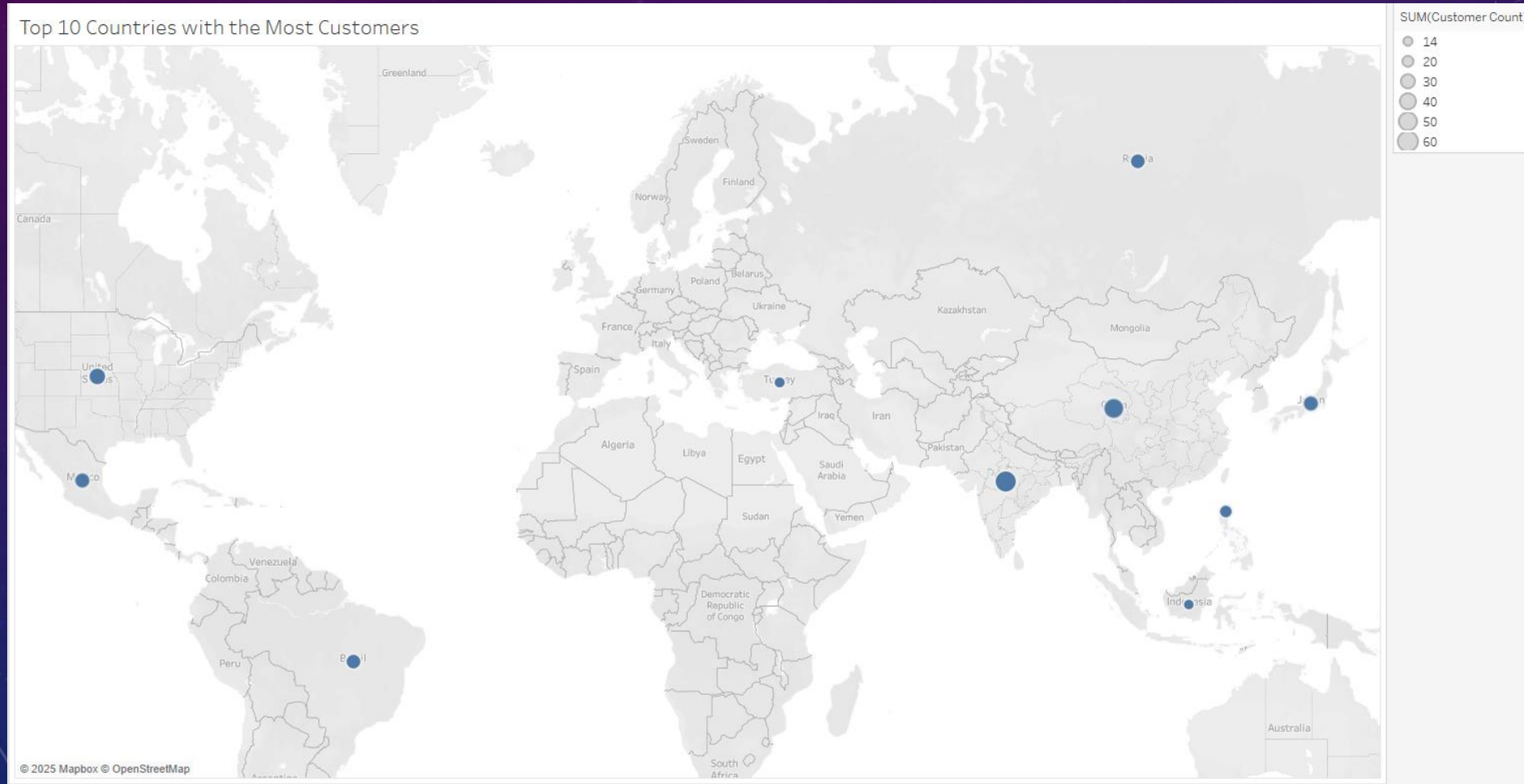
RENTAL RATES

[Rental Rate | Tableau Public](#)



- This Chart gives the average rental rate cost and the minimum and maximum rates to rent at Rockbuster

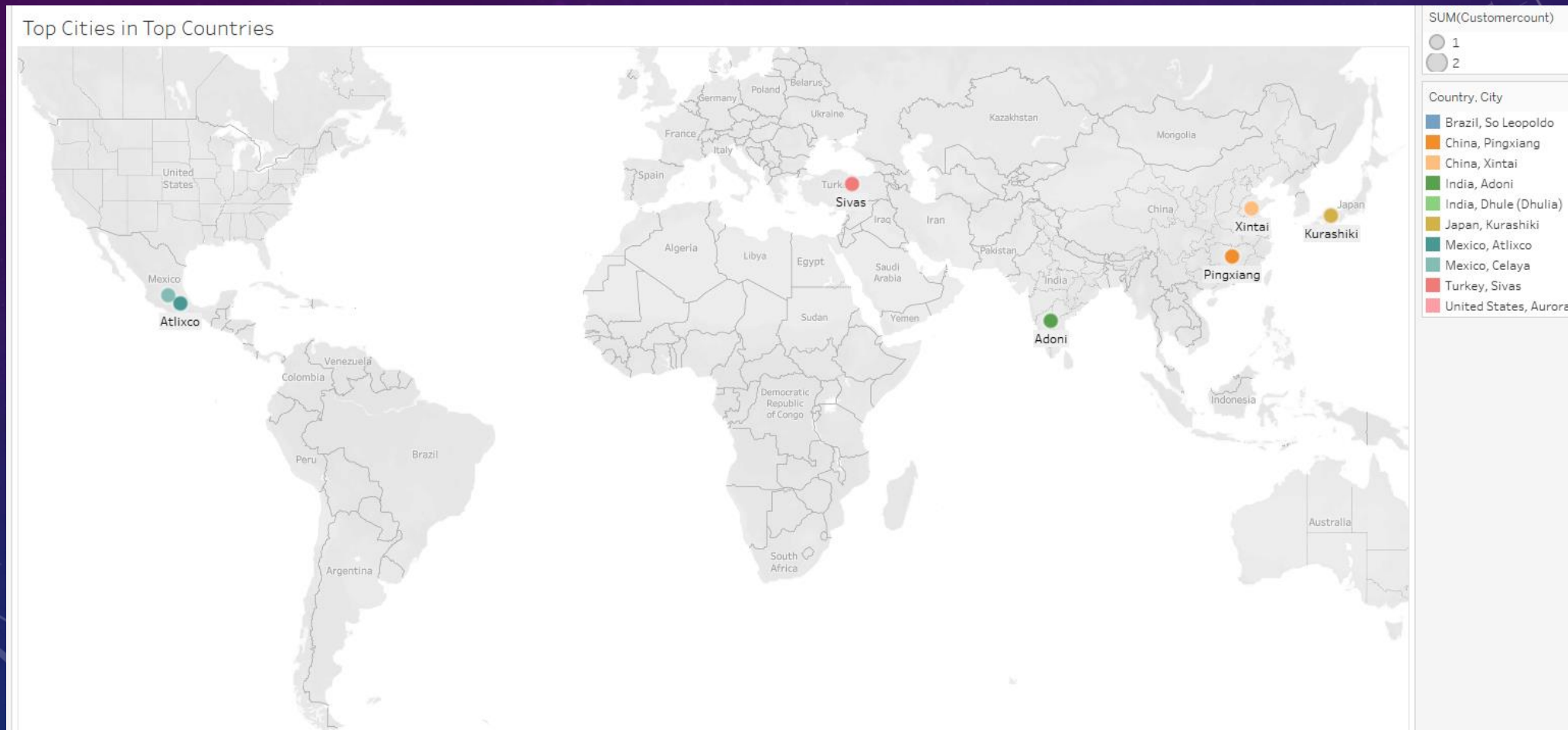
TOP 10 COUNTRIES WITH THE MOST CUSTOMERS



TAKEAWAY

- The top five countries with the highest number of customers are India, China, the USA, Japan, and Mexico.
- The Countries that have the most customers are labeled with a blue circle. The bigger the circle represents the more customers they have.

TOP CITIES IN TOP COUNTRIES



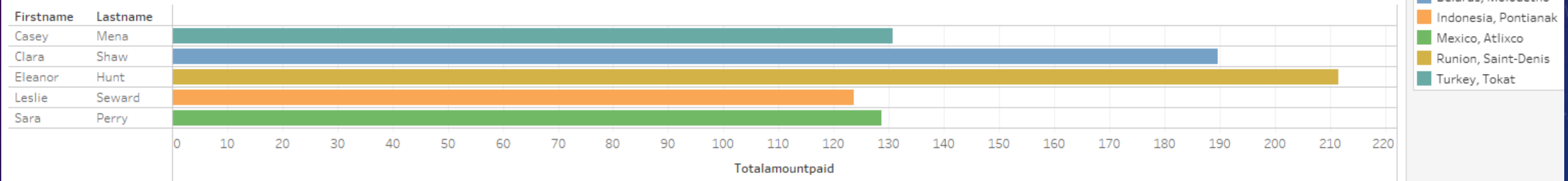
CLOSER LOOK INTO THE CITIES

- In the visualization describing top cities, we can see that all the cities reside in the top 10 countries with the most customers.
- Here we can gauge where the most profit and amount of customers will come from.
- Next we can identify Rockbuster's top-spending customers.



TOP 5 SPENDING CUSTOMERS

Top 5 Spending Customers



TAKEAWAYS FROM THE CUSTOMERS

- In the Visualization, we can see who the top 5 customers are and what their total amount paid is.
- We can also see what country and city the customer resides in.



FINAL TAKEAWAYS

- To strengthen Rockbuster's market position, these recommendations focus on leveraging growth opportunities and fostering customer loyalty:
- 1. Target Key Markets**
We should direct our marketing efforts toward high-performing countries such as India, China, and the USA. Expanding our presence in highly engaged cities will help us solidify and grow our existing customer base.
 - 2. Engage with Top Customers**
We need to connect with our most valuable customers and gather their insights. Understanding their preferences will enable us to develop more effective strategies to enhance satisfaction and build long-term loyalty.



This Photo by Unknown Author is licensed under [CC BY-NC-ND](#)