

Abstract geometric lines in the top-left corner of the slide, consisting of several overlapping, irregular polygons and lines in black, creating a complex, layered effect.

ROCKBUSTER

STEALTH DATA ANALYSIS PROJECT

Tableau link:- [Rockbuster Analysis](#)

ANALYSIS OBJECTIVE

FOR

The analysis has been done for **Rockbuster LLC**, a movie rental company that has stores around the world.

MOTIVATION

Launch an online video rental service in order to stay competitive against online streaming services

KEY QUESTIONS
AND OBJECTIVES

Most preferred Genre

Average Rental Duration for the videos

Top 10 Countries in terms of numbers



ANALYSIS SUMMARY

1000

Movies Analysed

2006

Movie Data Year

17

Genres Available

Sports

Genre with Maximum
Movies

5

Average Rental Duration

2.98

Average Rental Rate

India

Country with Maximum
Customer Presence

115 minutes

Average Movie Length

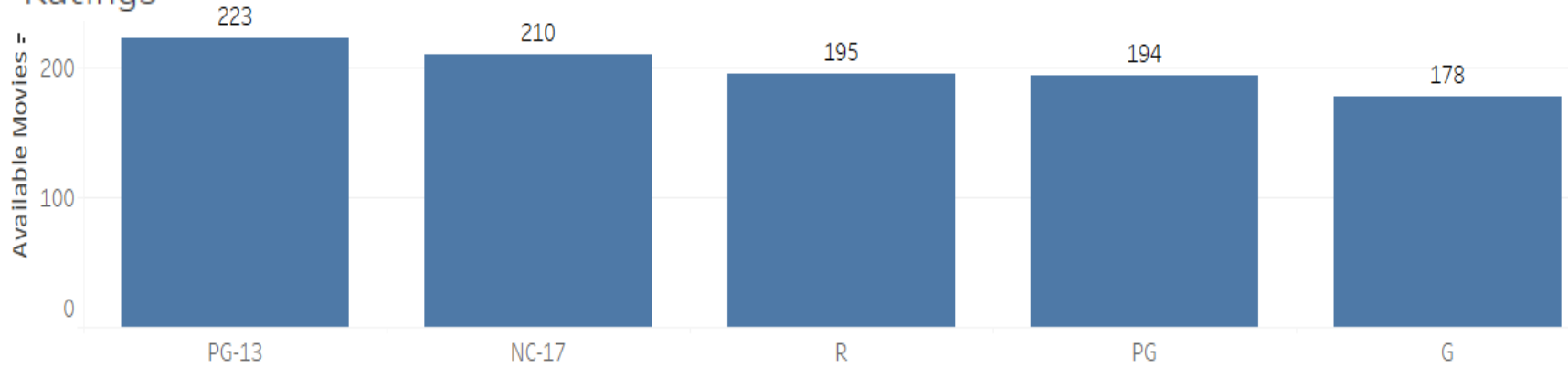


ROCKBUSTER PRESENCE

Rockbuster has a vast presence in **108 different countries** over the Globe with movies of **6 different languages**

These movies are divided into **17 different Genres**, which can be selected as per user's interests

Ratings



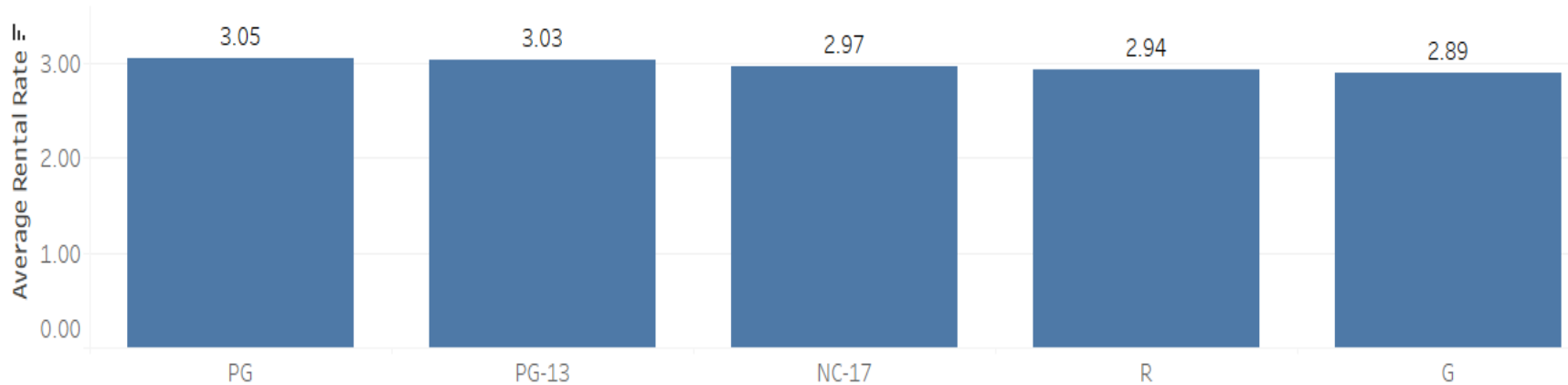
RATINGS & RENTALS

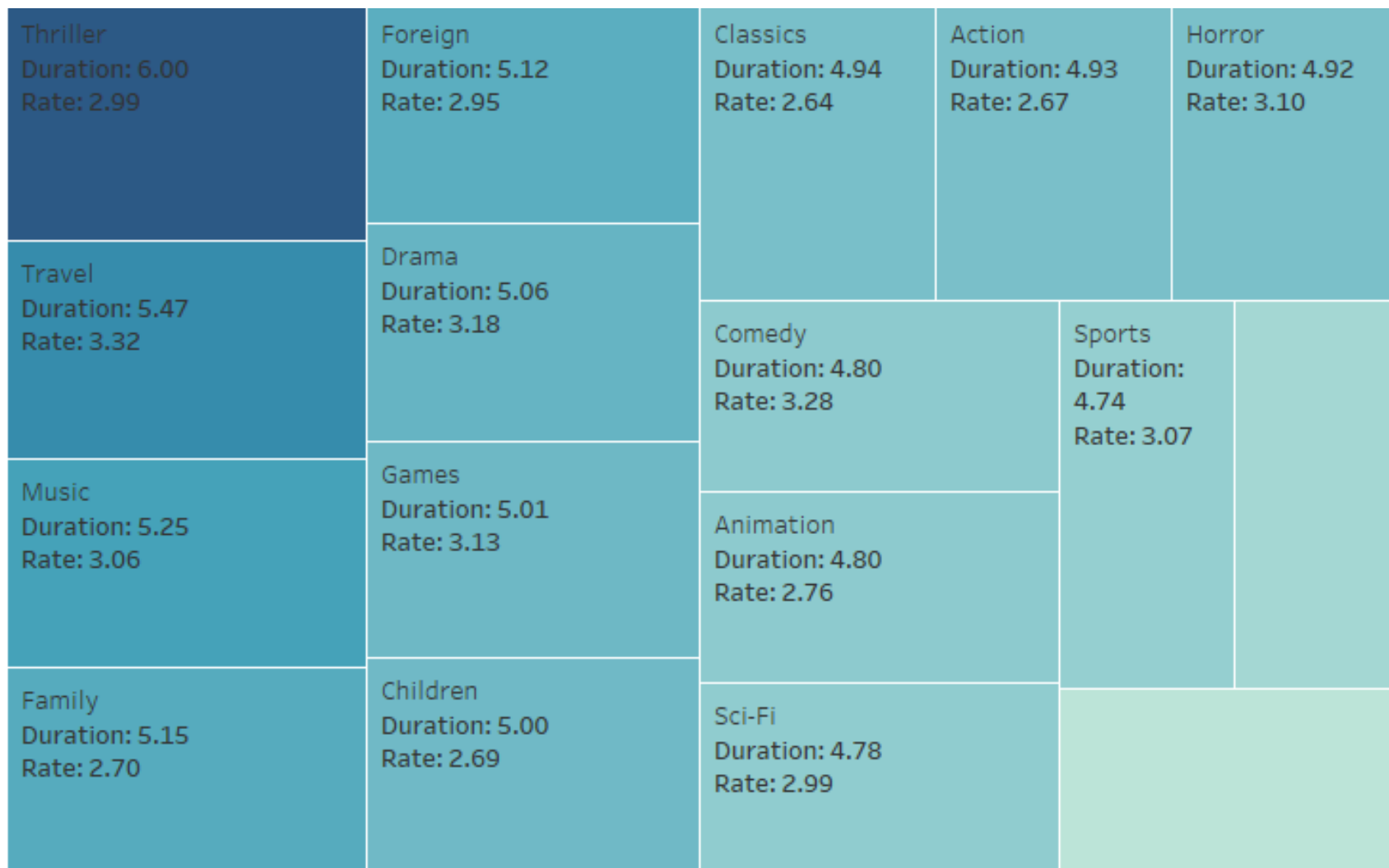
The movie database comprises movies of different ratings like

PG-13, NC-17, R, PG & G

PG movies have a **highest rental** rates closely followed by **PG-13 & NC-17**

Rating - Rentals



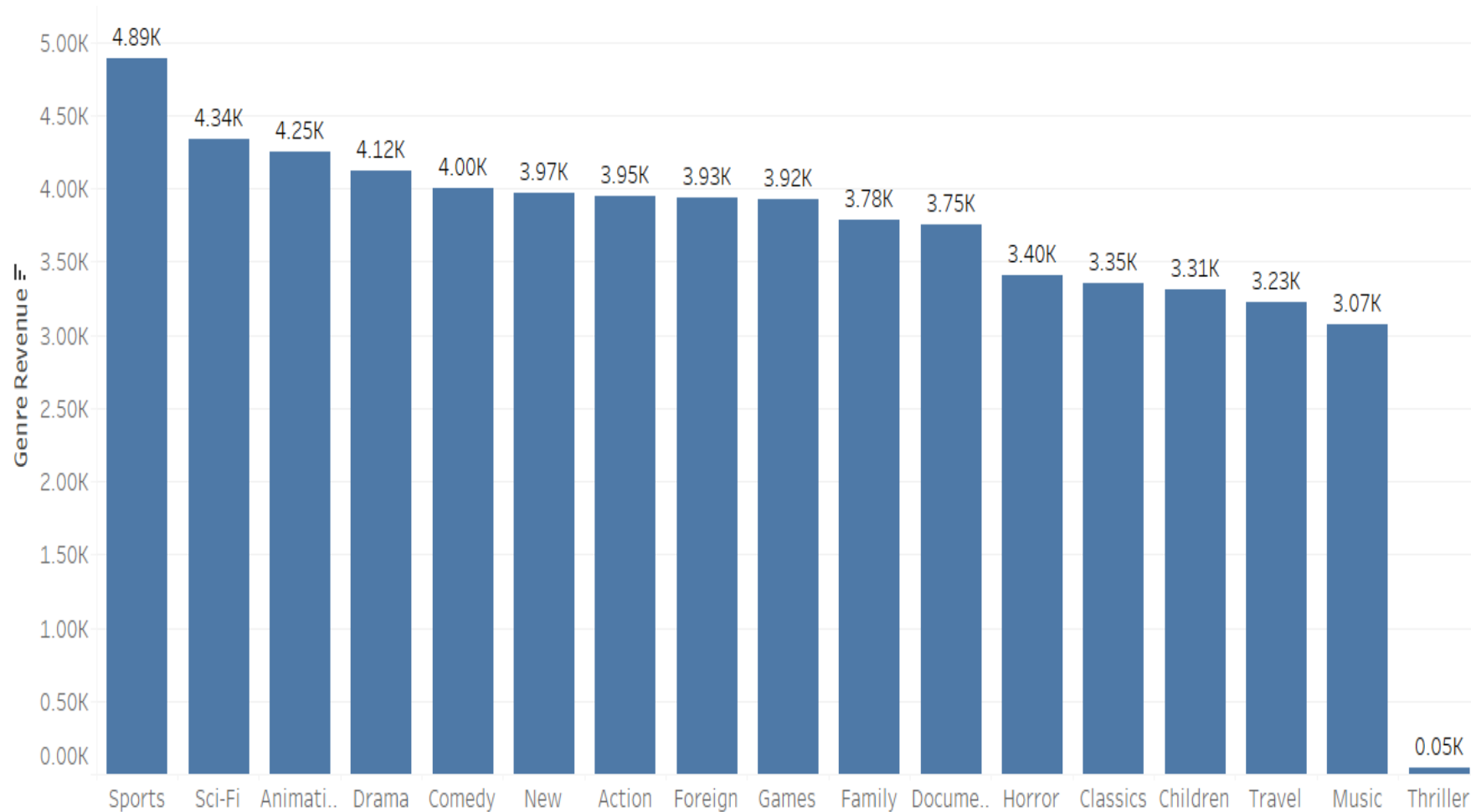


GENRE DURATIONS & RENTALS

Travel & Music Genre
have the highest average
rental duration and rates

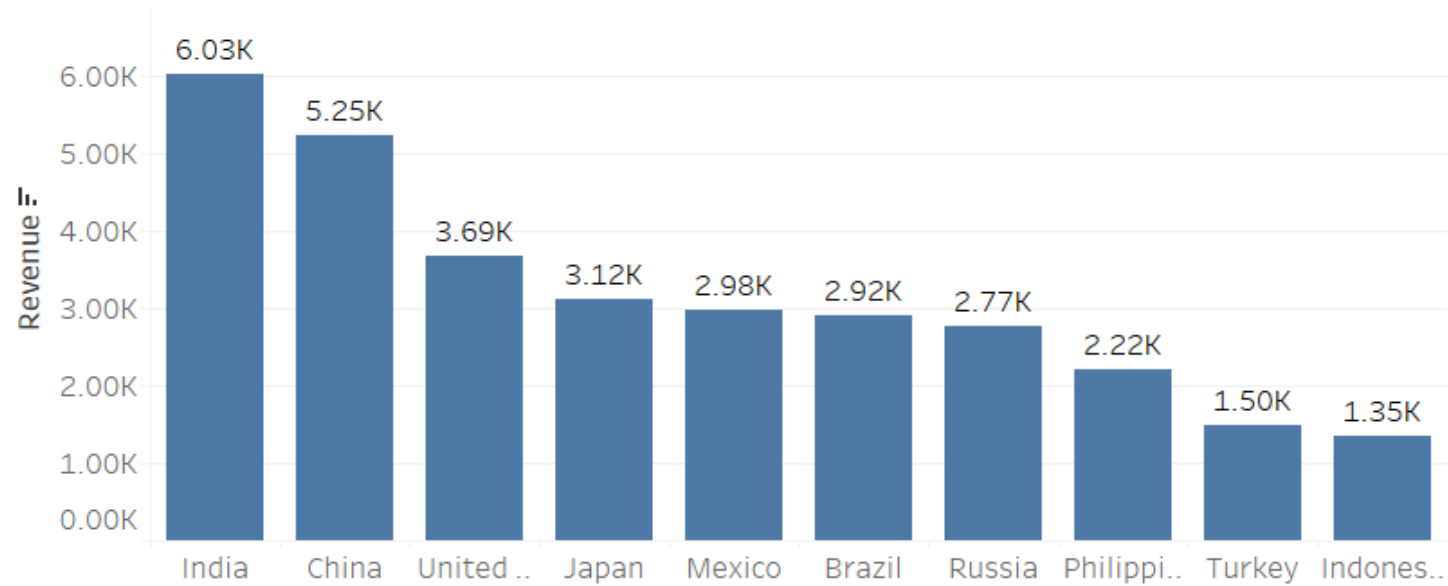
Sports & Foreign Genre
has the highest number
of films among the data
studied

GENRE REVENUE



SPORTS & SCI-FI Genre generated the **maximum revenue**

Even though Travel, Music & Thriller share the max rental duration, they have contributed least to the Revenue, this may be due to the least number of movies available in the database



REVENUE BY TOP 10 COUNTRIES

ASIAN region shares the highest revenue among the countries

Loyal Customers

Countries	City	First Na..	Last Na..	
India	Adoni	Adam	Gooch	97.80
Mexico	Atlixco	Sara	Perry	128.70
	Celaya	Sergio	Stanfield	102.76
Turkey	Sivas	Gabriel	Harder	108.75
United States	Aurora	Clinton	Buford	98.76

Rockbuster should plan to incentivize the Top customers that have been loyal to its rental business

RECOMMENDATION

RATINGS

Add more movies with PG-13 ratings as they have higher rental rates and returns especially in countries like India and US

GENRE RATING

Movies with Sports, Sci-Fi Genre should be promoted further more in numbers in order to generate more revenues

Further, add more movies in the Thriller Genre

TARGET AUDIENCE

Apart from focusing on key markets like India, China & US. Focused marketing should be done in high transaction markets of Brazil, Mexico & Russia

PROMOTION & INCENTIVE PROGRAM

Conduct promotional and incentive programs for countries such as India, China for customer addition and retainership

A series of white, overlapping geometric lines and polygons on a black background, located on the left side of the slide.

FOR FURTHER QUERIES,
CONTACT:

Keshav Dewan

keshavdewan1990@gmail.com

THANK YOU