ROCKBUSTER STEALTH LLC
Data analytics project

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May 2024, by Laurine Tuchagues

Project Overview

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.

The Rockbuster Stealth Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy. Here are the main questions they'd like to answer
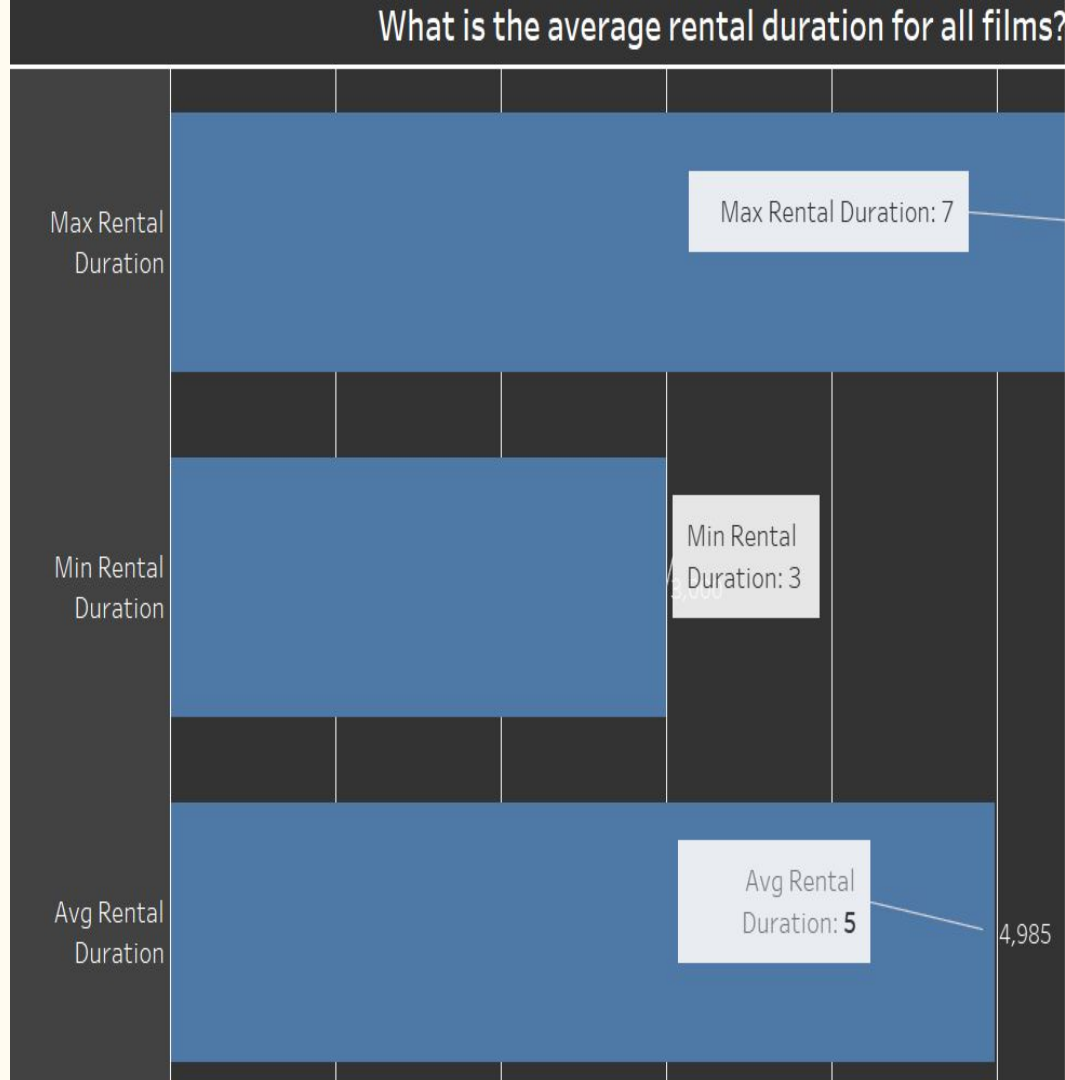
Questions:

- Which movies contributed the most/least to revenue gain?

- What was the average rental duration for all videos?

- Which countries are Rockbuster customers based in?

- Where are customers with a high lifetime value based?

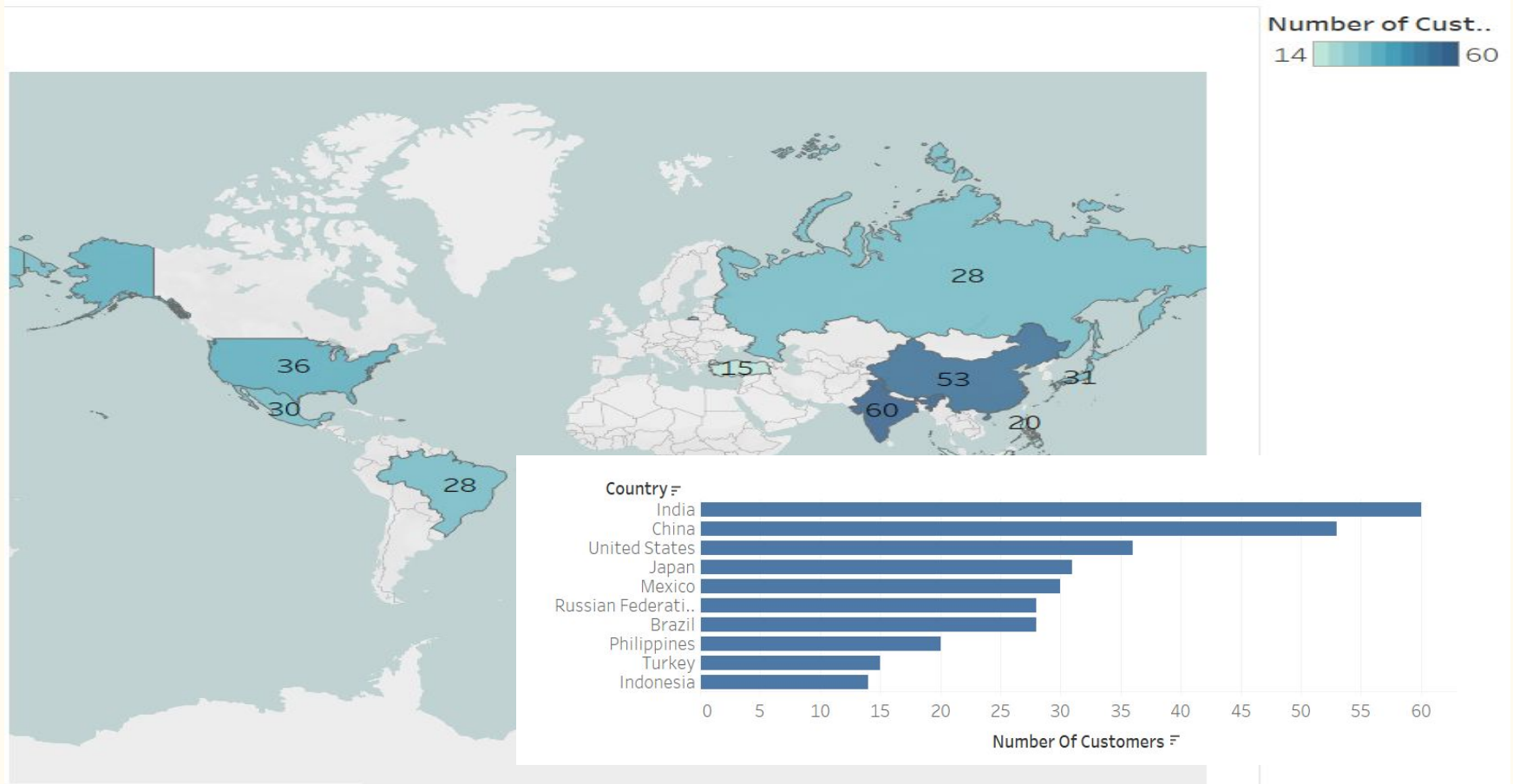- Do sales figures vary between geographic regions?

Understanding the market

Average rental

Max Rental Duration

Max Rental Duration: 7

Min Rental Duration

Min Rental Duration: 3

Avg Rental Duration

Avg Rental Duration: 5

4,985

Which countries are Rockbuster customers based in?

Where are customers with a high lifetime value based?

India 111,76$

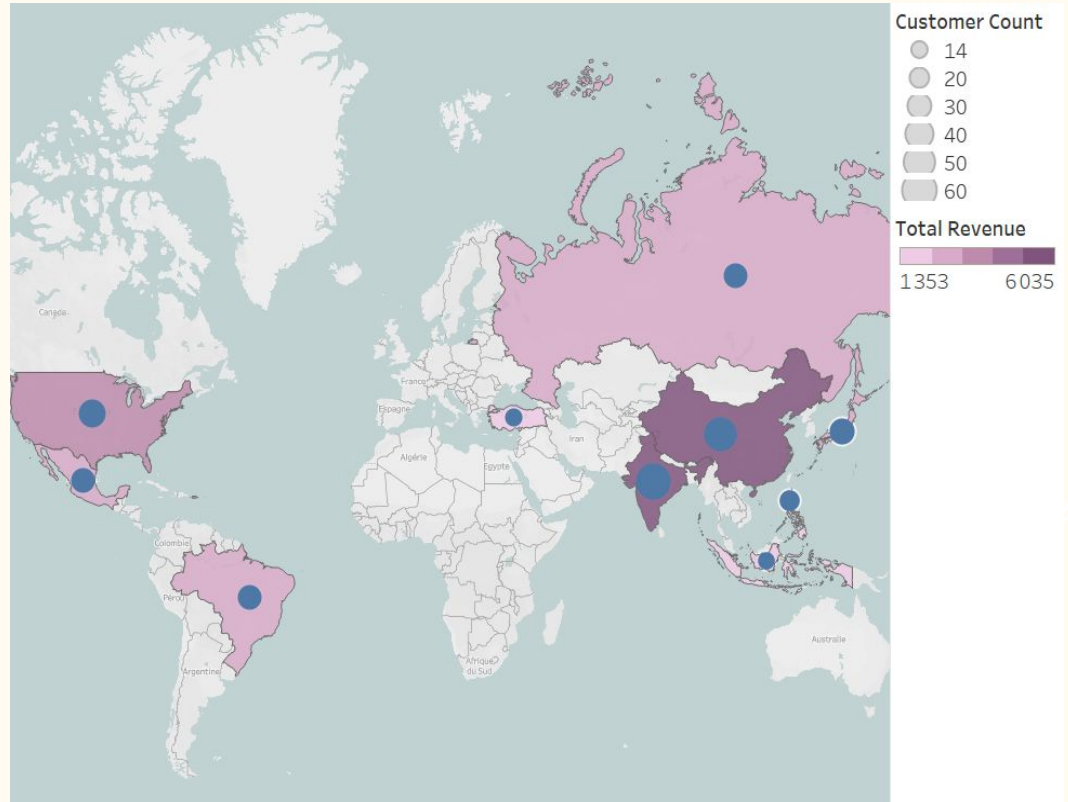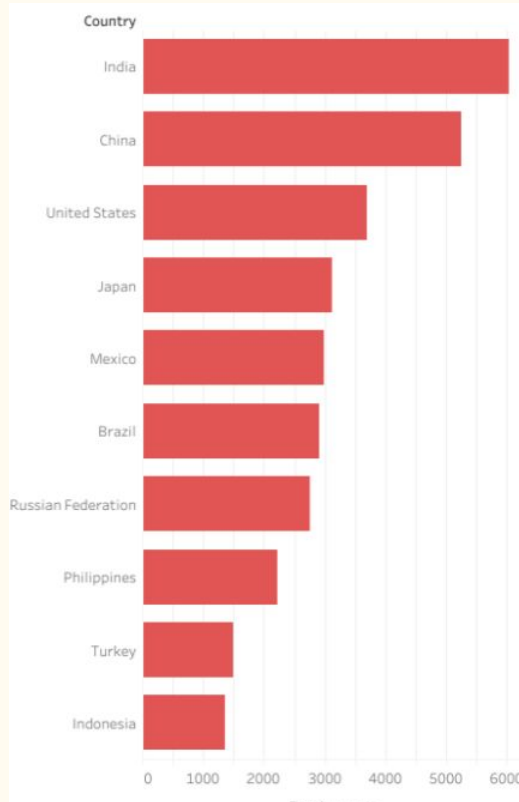**China 109,71$**

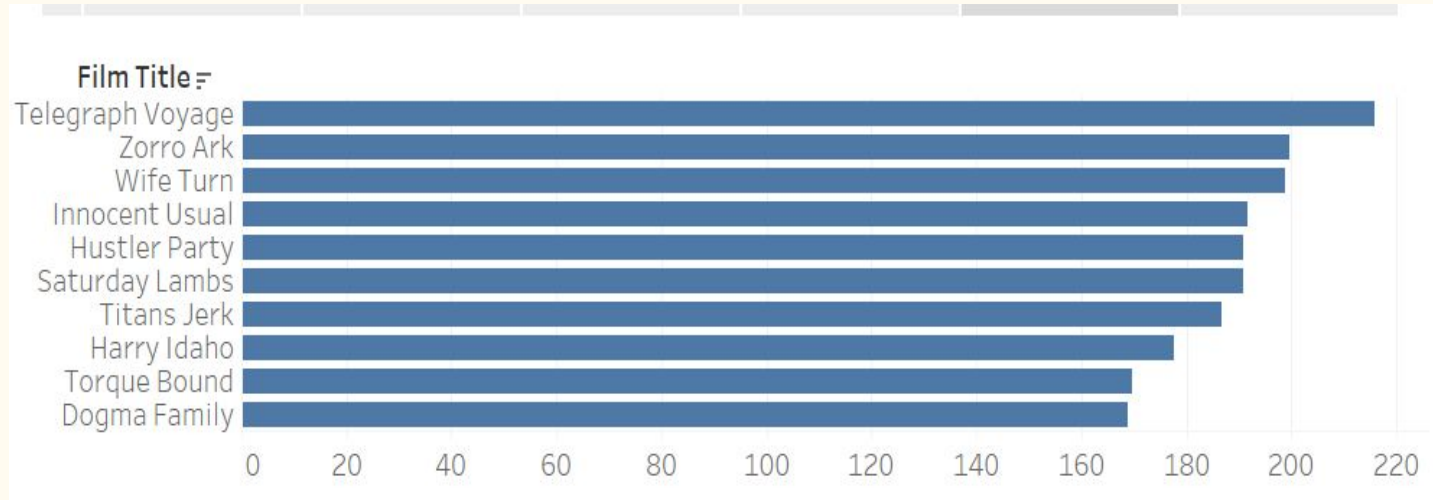**Japan 06,77$**

Mexico 100,77$
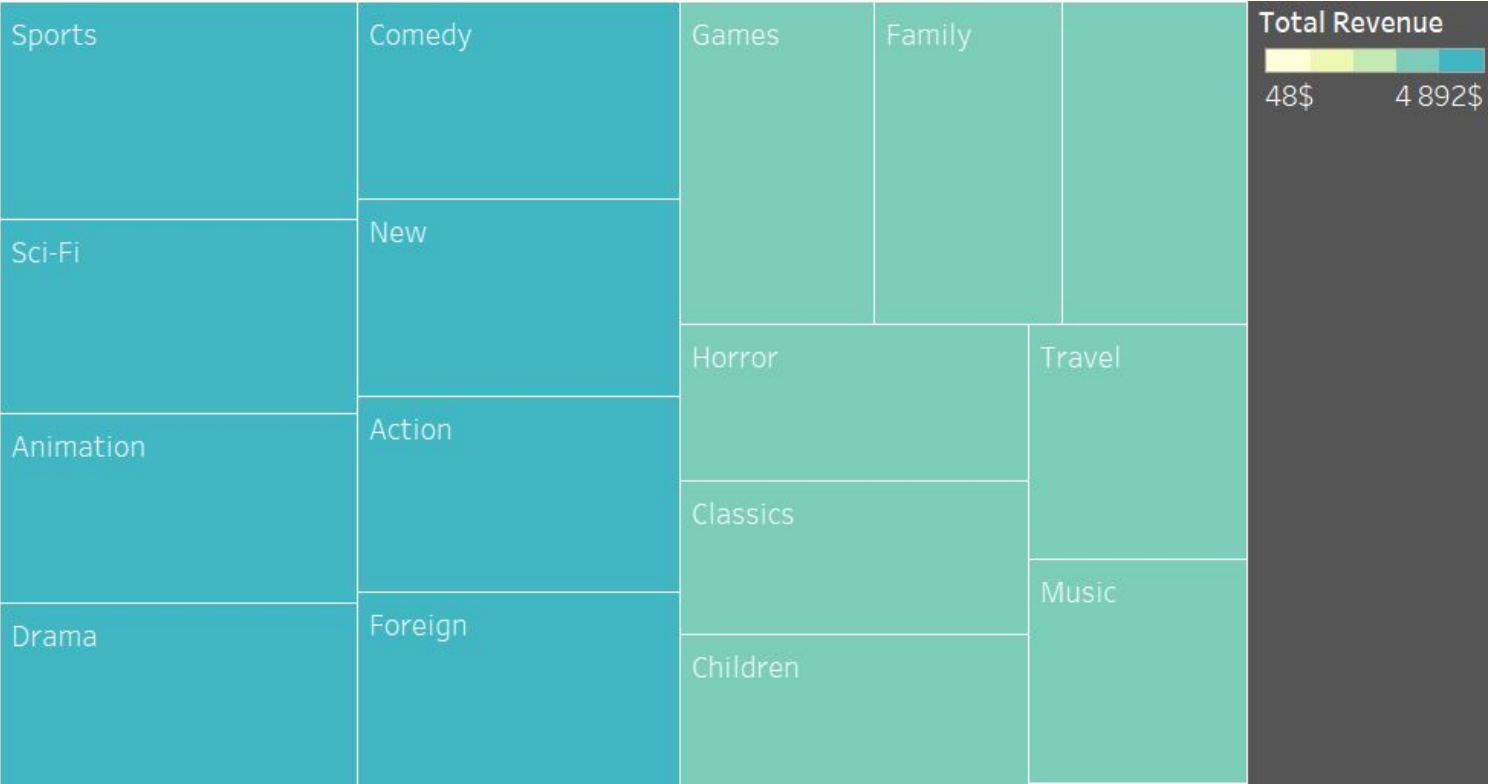
United States 98,76$
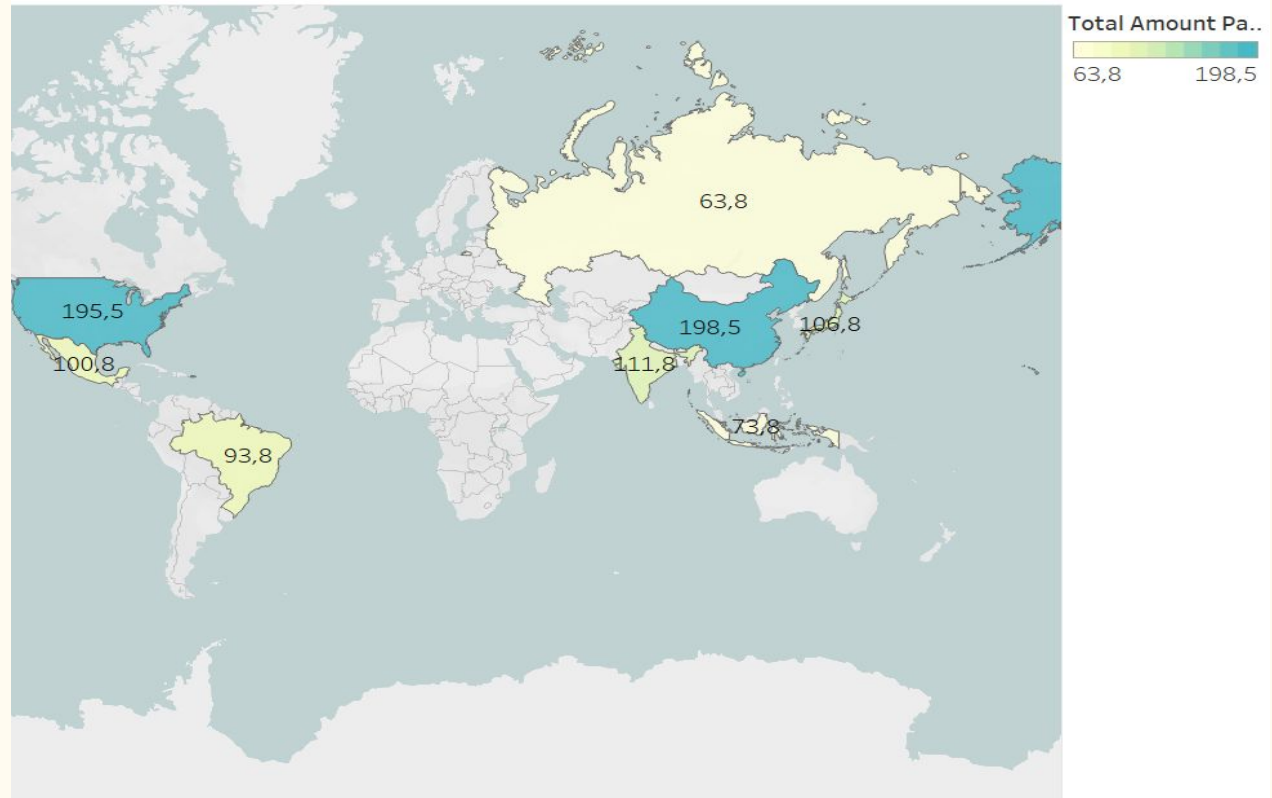
Do sales figures vary between geographic regions?

Which films have contributed the most/least to Rockbuster revenue?

What are the favorite genres?

Conclusions

1/The customer base predominantly resides in non-English-speaking regions, necessitating the adaptation of our content and strategies to align with diverse cultural contexts.

2/Certain key countries serve as primary revenue generators for our business, warranting concentrated marketing efforts tailored to their respective demographics and preferences.

3/The exclusive presence of English-language films from 2006 in our library may limit our appeal to a broader audience. While the average rental duration stands at approximately five days, exploring avenues for increased flexibility could enhance overall customer satisfaction and engagement.

Recommendations

1/Conduct surveys to grasp customer preferences and behaviors.

2/Refine content acquisition strategies accordingly.

3/Enhance Engagement and Loyalty:

4/Implement loyalty programs and personalized recommendations for retention.

5/Expand film library to include diverse languages and titles.

6/Prioritize popular non-English content for wider audience appeal.

7/Customize campaigns with localized content and language support.

8/Highlight region-specific genre preferences.

9/Introduce adaptable rental durations and dynamic pricing strategies.

10/Offer more content in top-grossing genres.

11/Provide subtitles in local languages for enhanced accessibility.

Thank you !

If you have any question, please contact me at
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My research is also available on Tableau Public :

https://public.tableau.com/app/profile/laurine.tuchagues/viz/RockbusterStealthProject_17151088285880/Histoire1?publish=yes