

# Rockbuster Stealth

Data Analysis Project

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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 objective is to obtain data- driven answers to use for future company strategy.



## Business Questions

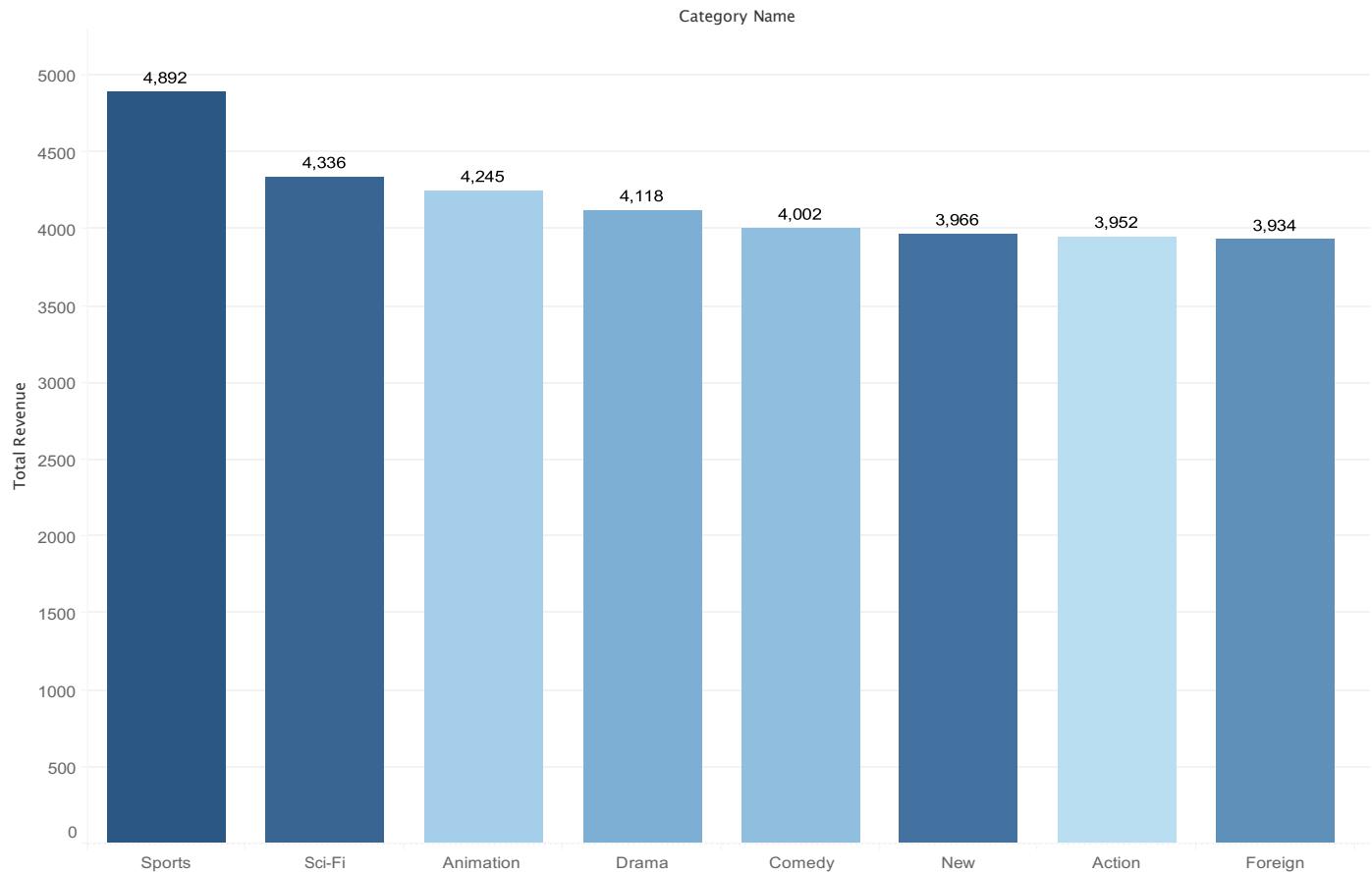
- What are top categories and movies are in Rockbuster?
- Which countries are Rockbuster customers based in?
- Which movies contributed the most revenue gain?
- Where are customers with a high lifetime value based?

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The most important Category for Rock buster's business is Sports, which contributes around the highest percent of the total revenue is followed by Sci-Fi, Animation and Drama for each category. Across each category, participation rate is homogenous except for the Thriller, which has a participation rate that is less.

High Performing genres and possibly evaluating the offerings in the Thriller category could be necessary as a next step. e.g. A potential portfolio clean-up could involve the other categories shown below.

Top Categories and Movies



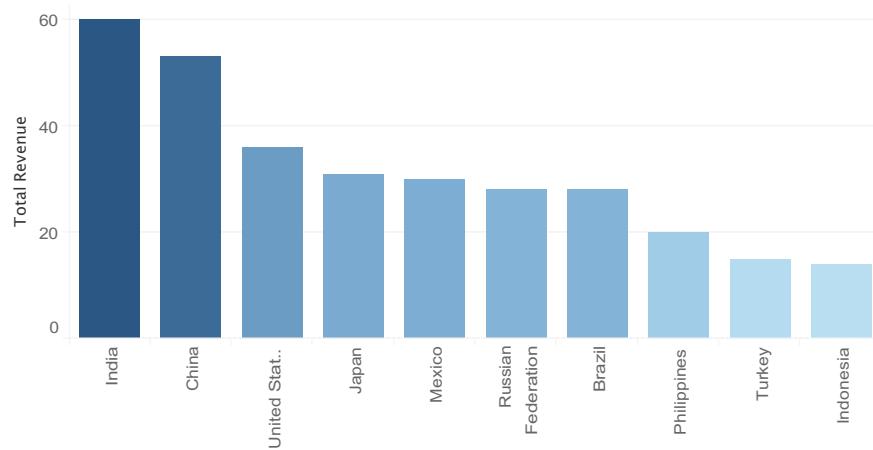
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The Most major market including India, China, the USA and Japan with a total percentage that indicates a high potential region for focused marketing as part of a new streaming platform. The Secondary market like Mexico, Russia and Brazil also showing a demand that could benefit from tailored promotion efforts...



The graph below shows a ranking of top 10 markets by revenue and customer, reinforcing the importance of specific regions and high customer concentration in these markets that suggest opportunities for regionalize.

Top 10 Biggest Market



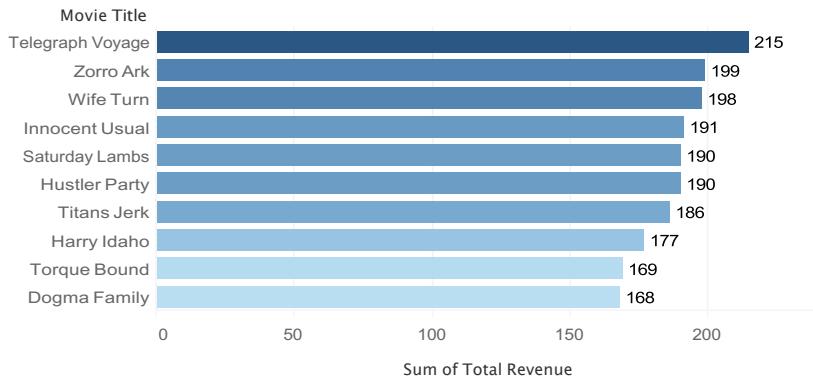
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The bottom Movies contributed a total revenue with "Telegraph Voyage" contributing the most revenue while the least revenue is" Torque bond and Dogma family "and difference between the other genres is not significant.

Sum of Total Revenue  
168 215

Telegraph Voyage carries Music, Comedy has 3 of top 10.

#### Top 10 Movies by Revenue



#### Treemap - Genre: Movies Revenue Hierarchy



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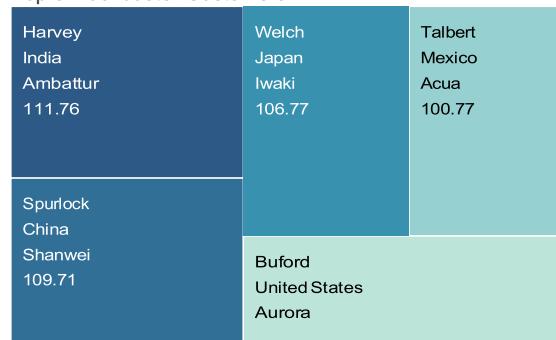
The Top 5 customers, led by Harvey and Spurlock, contribute a disproportionate share of Revenue.

Total amo.. 98.76

111.76

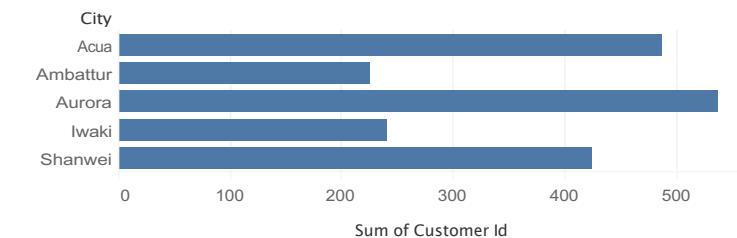
This dashboard highlights Rockbuster's top 5 customers by total payment, with Harvey leading at \$ 111.76, showcasing their significant contribution to the revenue.

Top 5 Rockbuster Customers



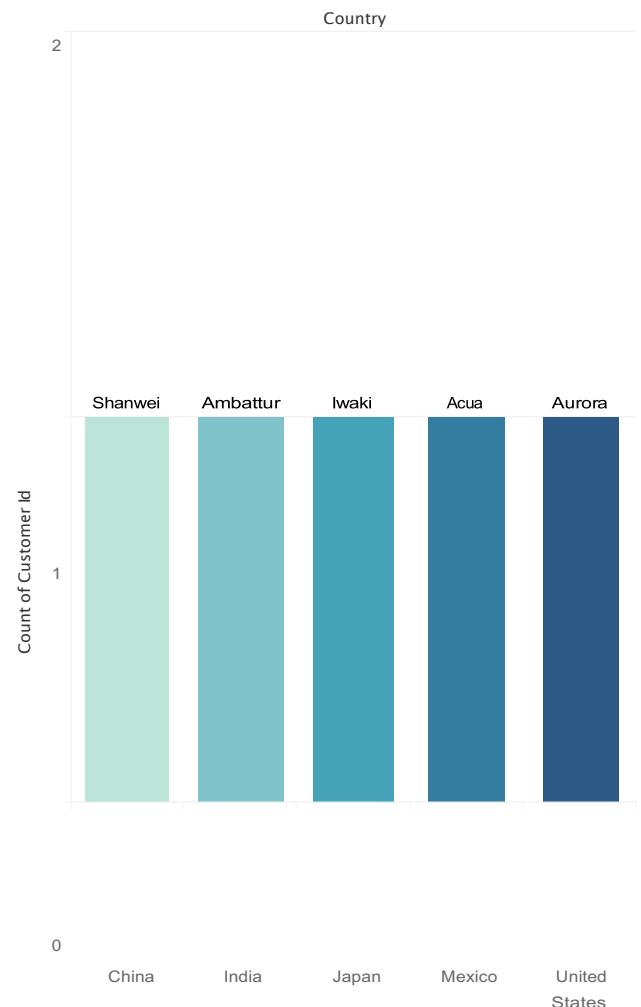
These customers are concentrated in urban hubs like Ambattur and Shanwei, therefore the urban areas with high paying customers present opportunities for targeted campaigns.

Customers per City



The bar chart displays the top 5 cities by customer count, with Aurora taking the lead, and emphasizing key engagement areas. Aurora in United States which is heavy on Comedy Ambattur in India that leans to Documentary.

Top 5 Cities by Customer





## Recommendations

1. India and China have the highest payments customers and the highest demand existence value from India and China have the highest payments customers and the highest demand existence value from the Rockbuster stealth which focus on this market.

EX. Like boosting animation in India and show more cartoon movies to Indian customers – they love sports, now add fun cartoons.

2. Long-term customers should be rewarded by gift codes, which means the customer can easily use it for online account.

For example: Give VIP Club for top fans and free upgrades and early movie access to the 5 biggest spenders.

3. We need to reach out our top customers and gain more insights into their preferences which will allow us to develop more effective strategies to keep them satisfied and loyal and send extra drama films from quiet cities to busy comedy cities.

4. Offer discounts or adjust rental prices for shorter rental durations to encourage customers to rent more often by offering short drama movies at a cheap price deal in countries like Brazil and Russia.

5. Consider removing low revenue movies and prioritize movies with higher audience demands.

### TABLEAU LINK

[https://public.tableau.com/app/profile/umukunzi.liliane/viz/3\\_10Rockbusterstorybook/RockbusterStealth?publish=yes](https://public.tableau.com/app/profile/umukunzi.liliane/viz/3_10Rockbusterstorybook/RockbusterStealth?publish=yes)