

Rockbuster Stealth

Data Analysis Project

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Content

Introduction

Business Questions

Market Analysis

Recommendations

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.

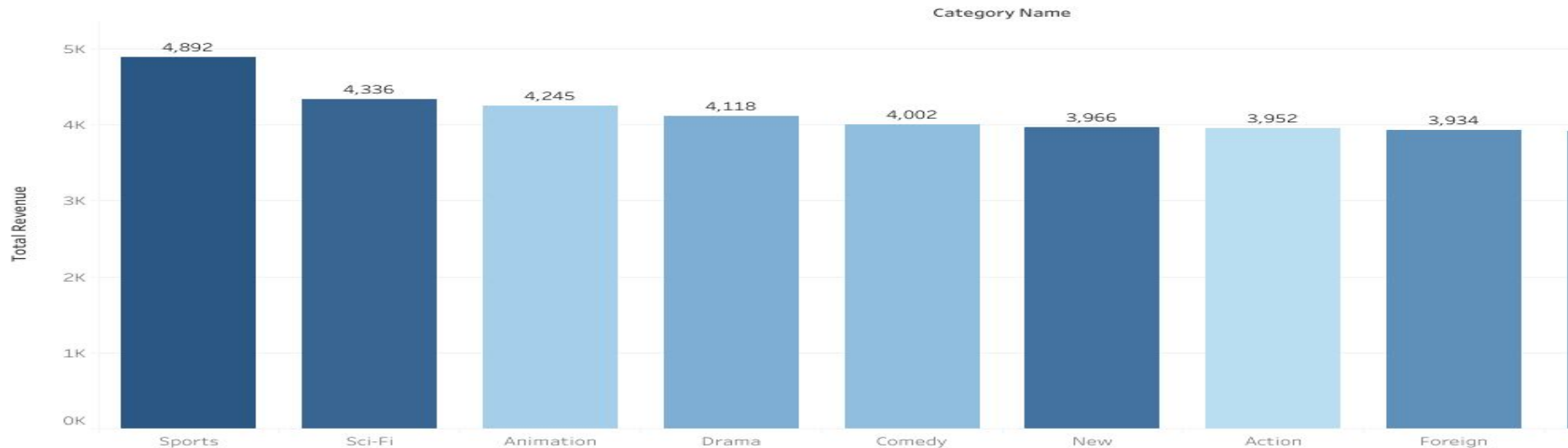


Top Categories and Movies

The most important Category for Rockbuster's business is Sports, which countries around the percent of the total revenue is followed by Sci-Fi, Animation and Drama for each revenue across each category is fairly 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 the figure below.

Top Categories and Movies



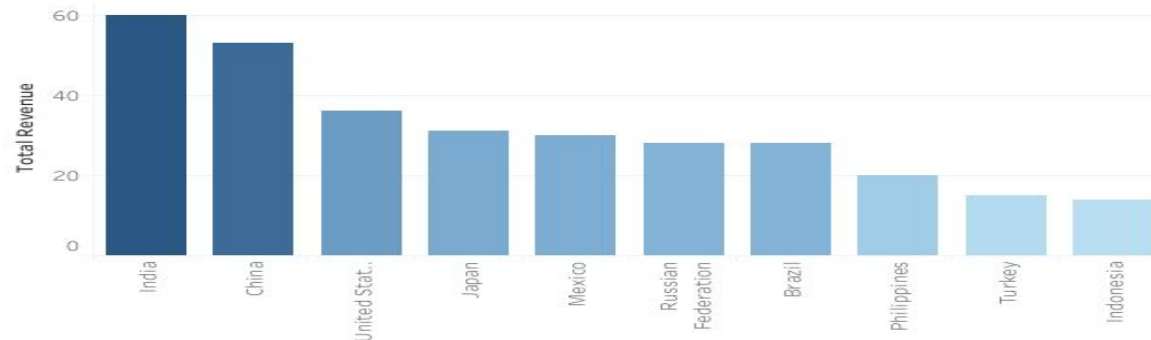
REGIONAL SALES

The Most major market including India,China, the USA and Japan with a total percentage tha indicates a high potential regions 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 regionalized promotions to further boost the market.

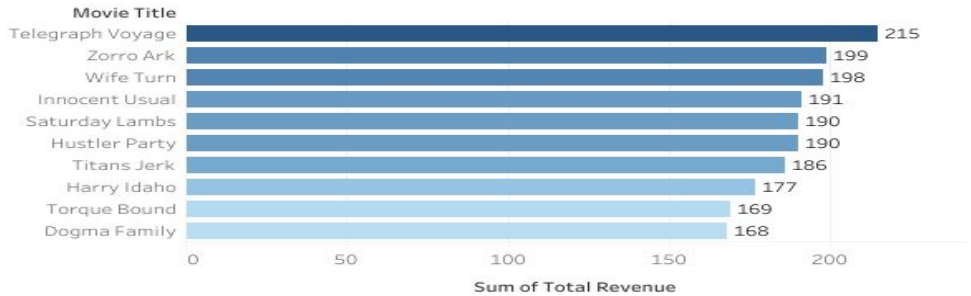
Top 10 Biggest Market



Movies by Revenue

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.

Top 10 Movies

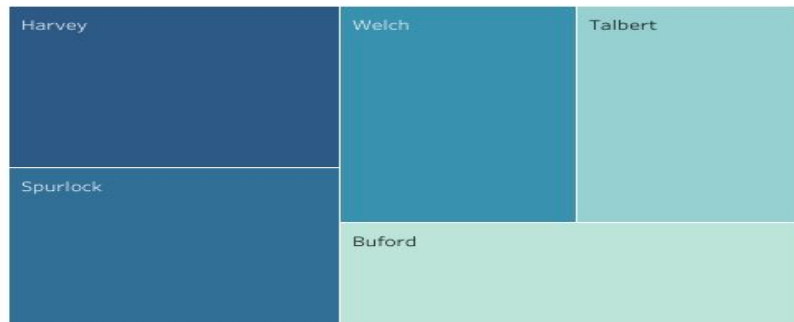


HIGH-VALUE CUSTOMERS

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

These customers are concentrated in urban hubs like Ambattur and Shanwei,theref..

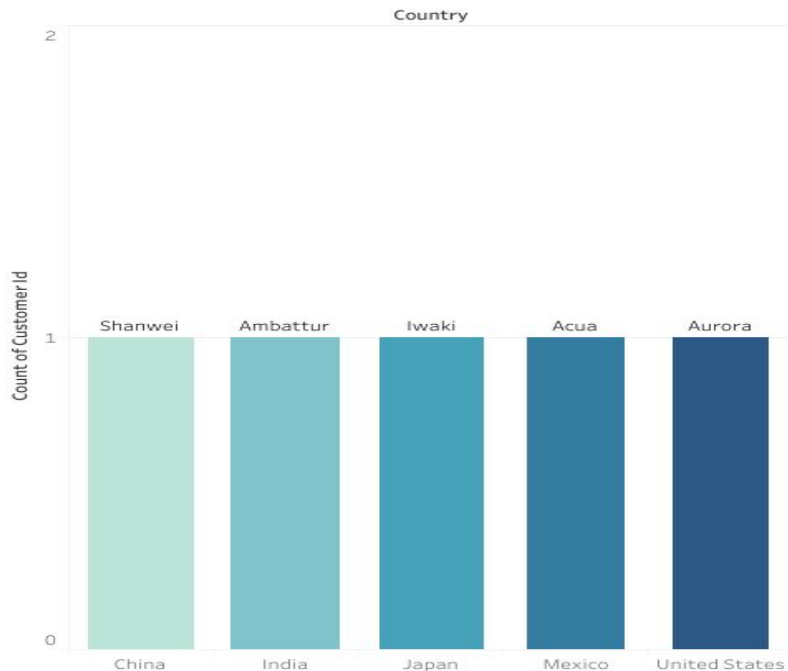
Top 5 Rockbuster Customers



Total_amo.. 98.76 111.76

This dashboard highlights Rockbuster's top 5 customers by total payment ,with harvey leading at \$ 111.76,showcasting their significant contribution to the revenue. The bar chart displays the top 5 cities by cudtomer count ,with Shanwei taking the lead, and emphasizing key engagement areas.

Top 5 Cities by Customer Count



Recommendations

- India and China have the highest payments customers and the most high demand existence value from the Rock buster Stealth which should focus on this market for the future as well.
- Long-term customers should be rewarded by gift codes,which means the customer can easily use it for online account.
- 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.
- Offer discounts or adjust rental prices for shorter rental durations to encourage customers to rent more often
- Consider removing low revenue movies and prioritize movies with higher audience demands.

Tableau Links

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