

# ROCKBUSTER

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## Introduction

Rock buster Stealth is poised to leverage its extensive library of movie licenses to initiate an online video rental service, aiming to maintain a competitive edge in the evolving streaming market.

## Analysis

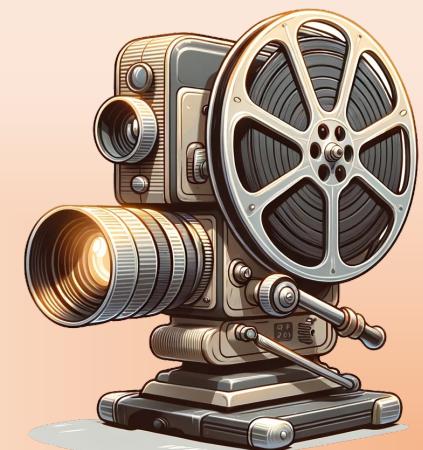
- This analysis aims to provide a comprehensive review of Rock buster's existing portfolio, offering critical insights.
- The results of this study will be instrumental in shaping the strategic direction of the company going forward.

## Analysing Customer Geographic Distribution

## Top and Bottom Performing Movies in Terms of Revenue

- Manage inventory which has low or zero rental count
- Acquire new titles in key genres: sports, sci-fi, action, animation.
- Tailor film selections to each country's audience preferences.

title	total revenues	top rank	bottom rank
Oklahoma Jumanji	5.94	956	1
Duffel Apocalypse	5.94	956	1
Texas Watch	5.94	956	1
Freedom Cleopatra	5.95	955	4
Rebel Airport	6.93	953	5
Young Language	6.93	953	5
Hustler Party	190.78	5	954
Innocent Usual	191.74	4	955
Wife Turn	198.73	3	956
Zorro Ark	199.72	2	957
Telegraph Voyage	215.75	1	958



# Analysing Customer Geographic Distribution

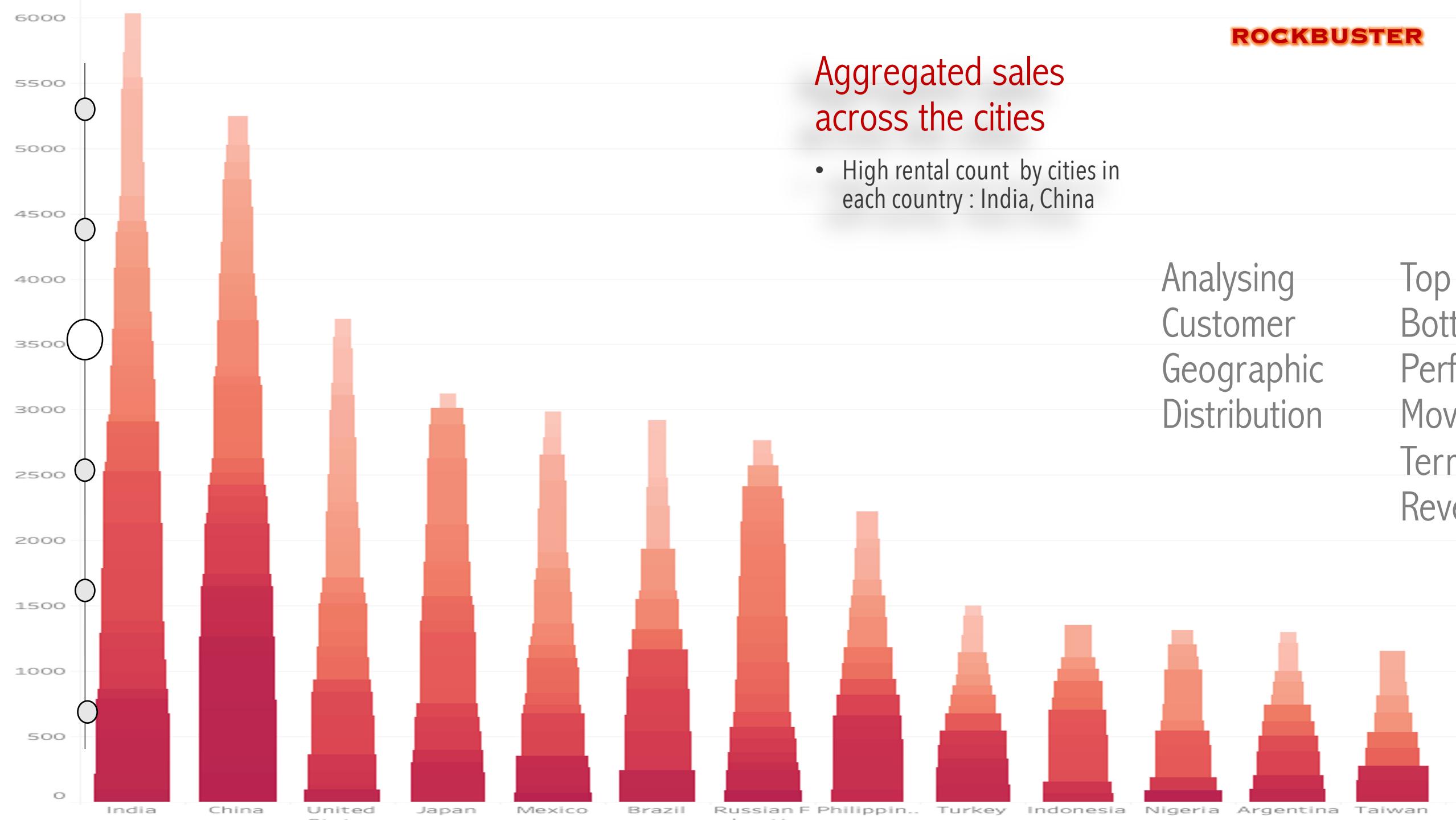
- Prioritize licensing films in local languages.
- Focus on key markets, especially India and China.
- Cater to regional preferences and tastes in film selection.
- Enhance cultural relevance and accessibility in film offerings.
- Strengthen market presence in regions with high demand for local language content..

Top and Bottom Performing Movies in Terms of Revenue

# Aggregated sales across the cities

- High rental count by cities in each country : India, China

# Analysing Customer Geographic Distribution



## High Lifetime Value Customers

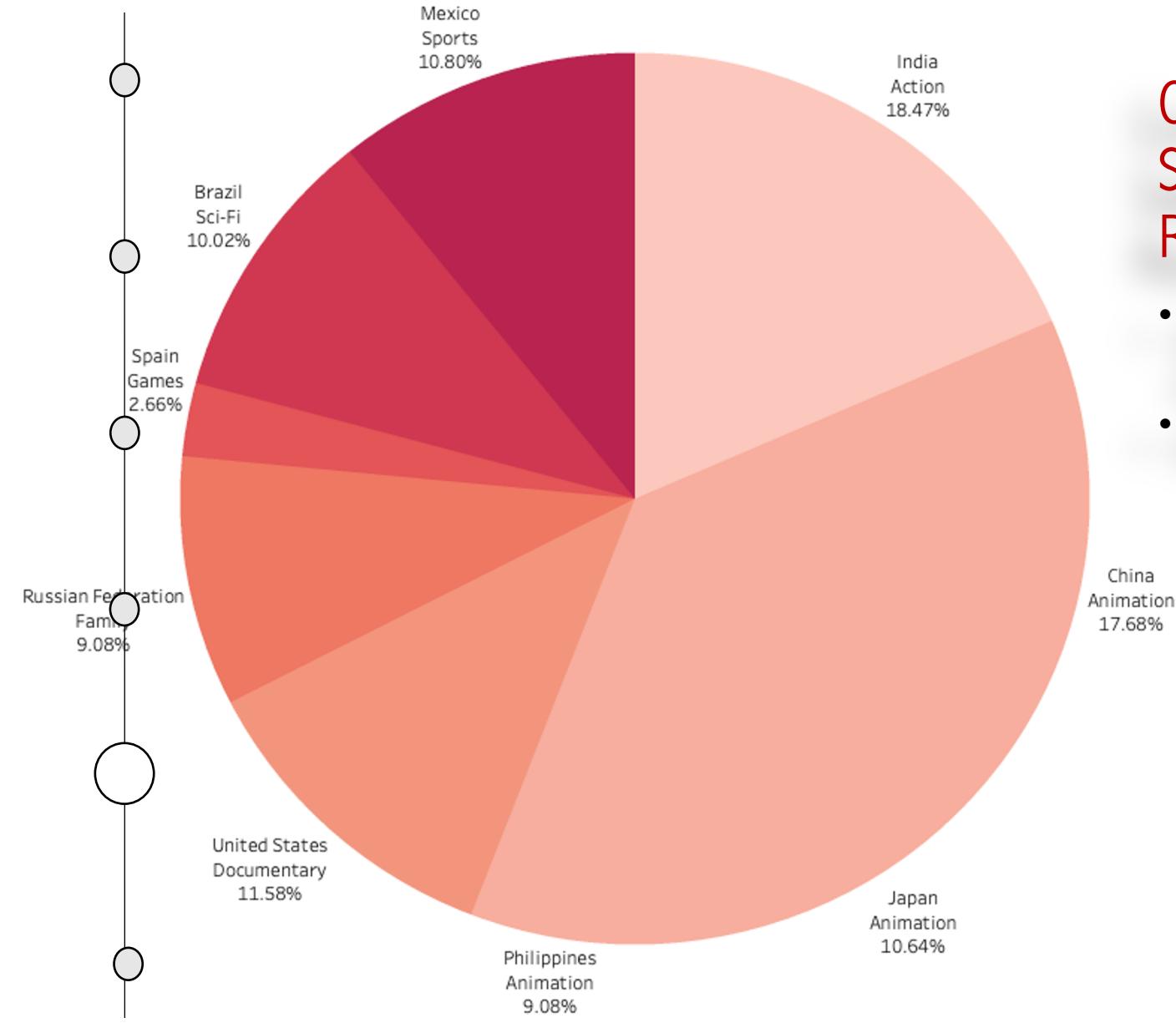
Highlight spending range  
(\$162.67 - \$211.55) among top  
customers

Customer_id	first name	last name	total spent
148	Eleanor	Hunt	211.55
526	Karl	Seal	208.58
178	Marion	Snyder	194.61
137	Rhonda	Kennedy	191.62
144	Clara	Shaw	189.6
459	Tommy	Collazo	183.63
181	Ana	Bradley	167.67
410	Curtis	Irby	167.62
236	Marcia	Dean	166.61
403	Mike	Way	162.67

Aggregated  
sales across  
the cities



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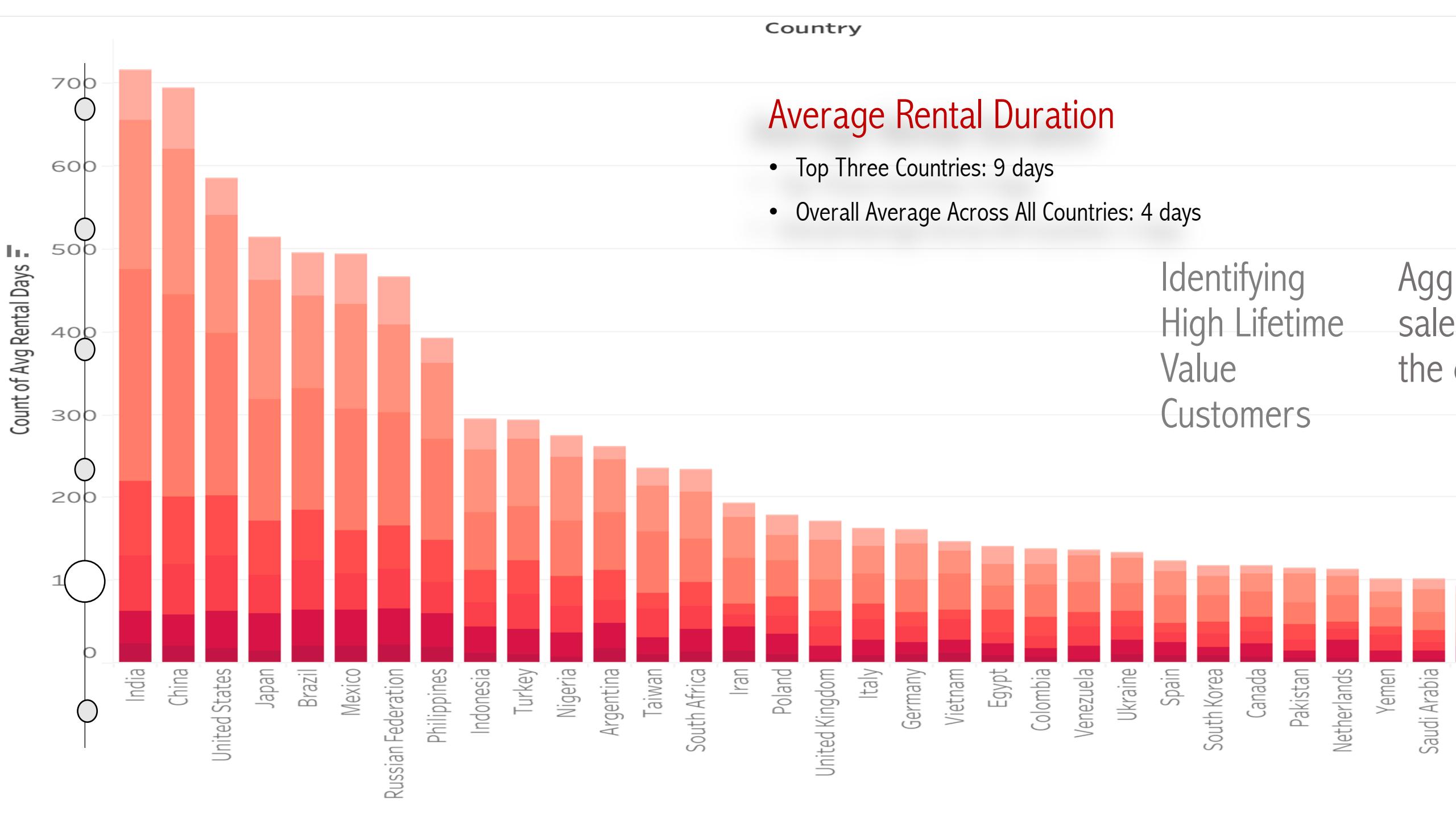
## Comparing genre Sales Figures Across Regions

- Japan, China Philippines : animation with 38%
- India : action with 18%

Identifying High Lifetime Value Customers



Agg  
sale  
the e



country	customer count	rental count	rental_rate_l
Russian Fed.	28	713	25.4642857
Indonesia	14	367	26.2142857
Japan	31	825	26.6129032
Mexico	30	796	26.5333333
Turkey	15	388	25.8666667
Philippines	20	568	28.4
India	60	1572	26.2
United State	36	968	26.8888889
Brazil	28	748	26.7142857
China	53	1426	26.9056604

## Engagement level of the customer

- Highest rental rate per customer: Philippines
- Highest customer rental count : India
- Consistent Rental Rates Across Countries: ranging 25 to 28 rentals per customer

Comparing  
Sales Figures  
Across  
Regions

Identify  
High  
Value  
Customer

## Recommendations

- ✓ Genre-Specific Inventory Enhancement
- ✓ Localized Film Licensing
- ✓ License Optimization
- ✓ Data-Driven Inventory Management
- ✓ Customer Feedback Integration
- ✓ Referral Program Development

### Inventory management:

Investigate factors for longer rental periods in top countries. Align rental durations and policies across all regions.

Discontinue licenses for films with lower audience appeal. Optimize film inventory to enhance overall audience engagement and satisfaction

### High-Value Customer Insights:

Highlight spending range (\$162.67 - \$211.55) among top customers, emphasizing their significant contribution to revenue and potential for targeted marketing and personalized services.

### Loyalty and Engagement Opportunities:

customers for loyalty programs and feedback initiatives, leveraging their engagement for insights and retention strategies.

### Strategic Customer Segmentation:

Advocate for customer segmentation based on spending patterns, aiding in predictive analysis for future trends and tailored approaches for different customer groups.

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## Business insights

- ✓ Genre-Specific Inventory  
Enhancement: : animation, action
- ✓ Localized Film Licensing & License  
Optimization: Regional languages film titles rental schemes
- ✓ Data-Driven Inventory Management
- ✓ Countries: India, China, Japan, Philippines

THANK YOU

[My Tableau link](#) for Rock buster stealth LLC company.

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