

Rockbuster Stealth Data Analysis

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01/11/2024

Key Questions and Objectives

- 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?

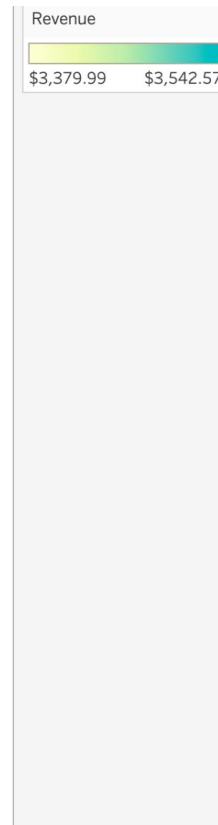
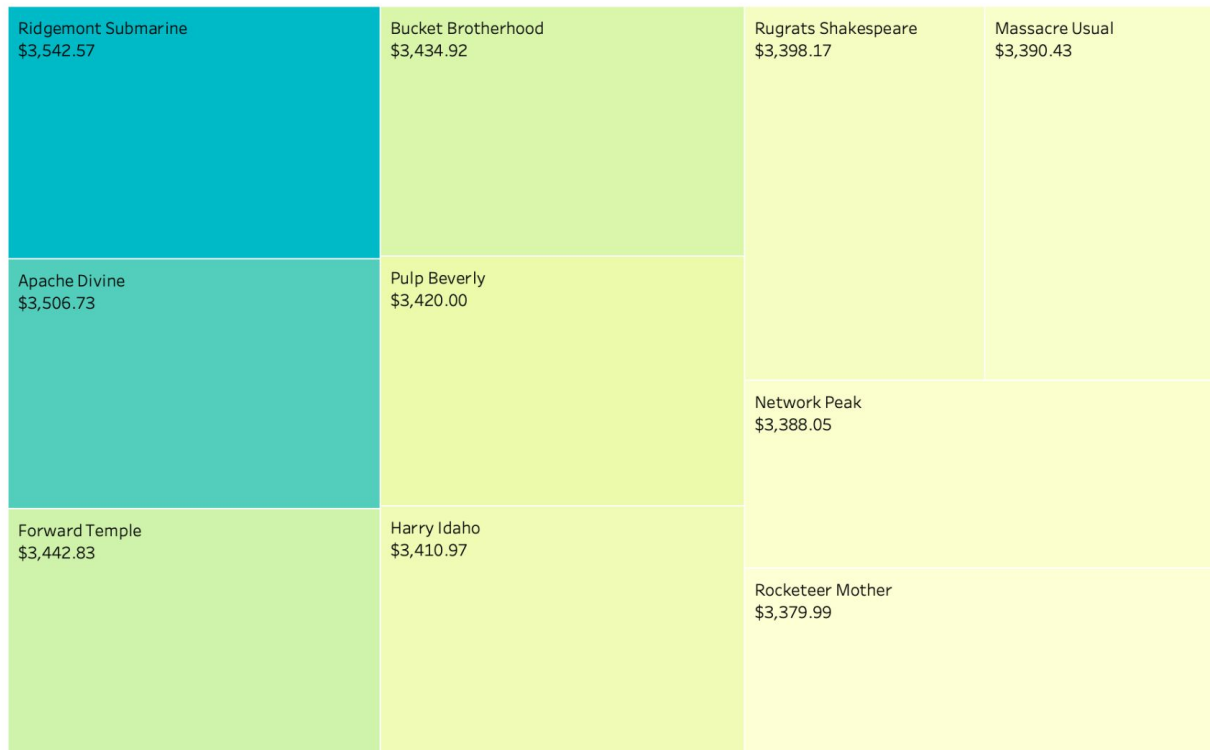
Why is this important?

By answering these questions, we can better plan and prepare the launch strategy of Rockbuster's new online video rental service.

Facing strong competition such as Netflix or Amazon Prime, we need to have as most data-driven insights as possible to stay ahead.

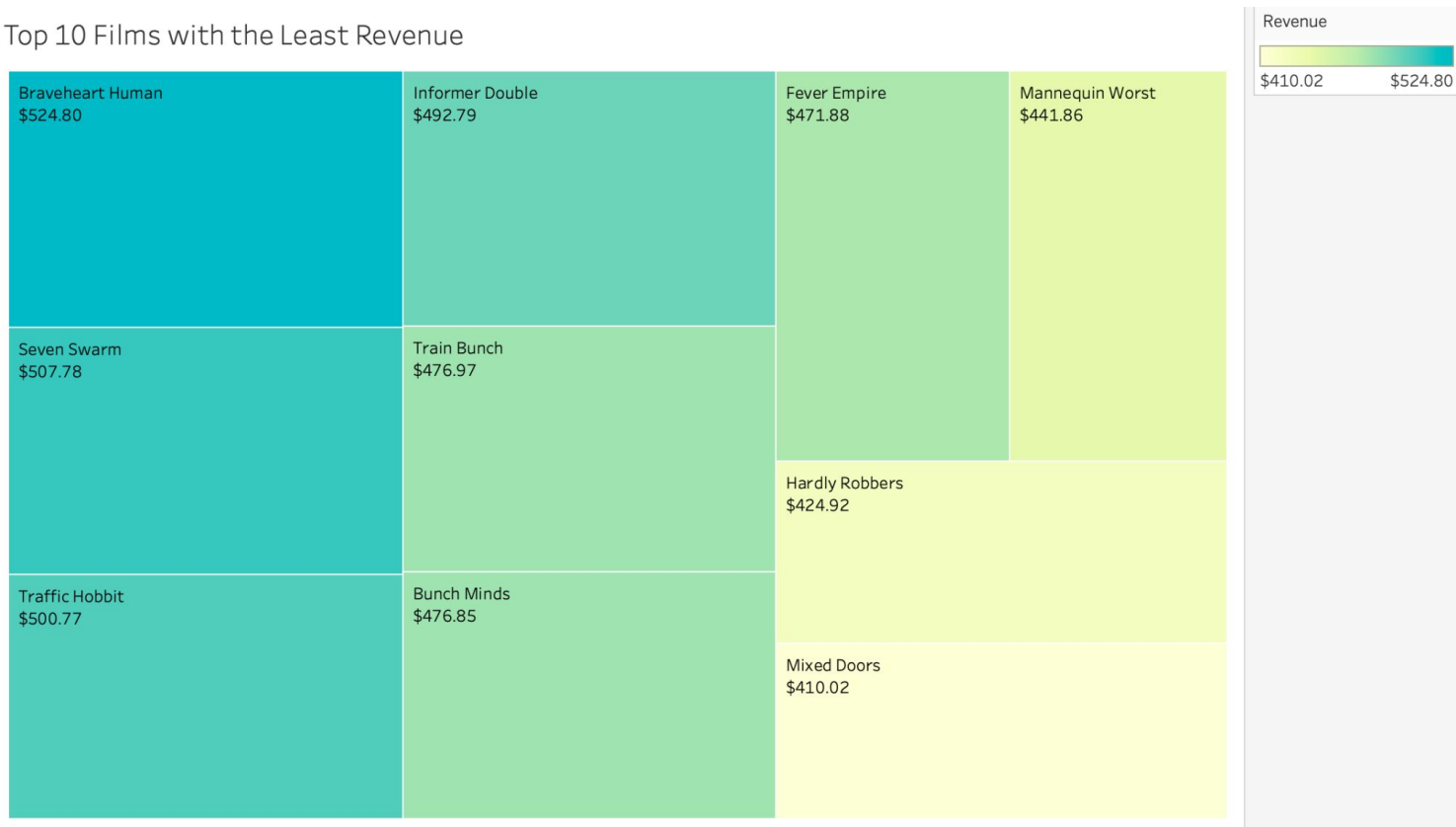
Which movies contributed the most to revenue gain?

Top 10 Films with the Most Revenue



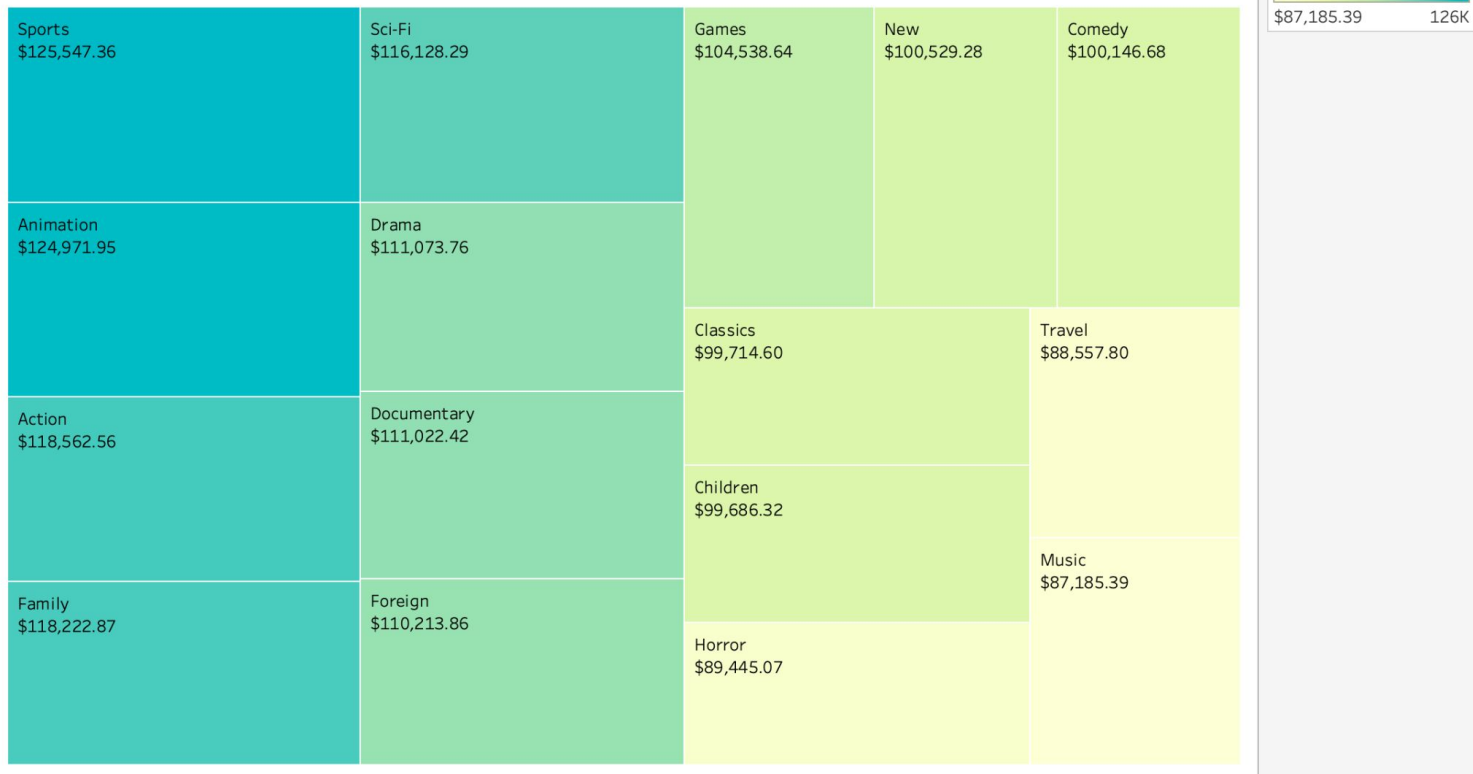
Which movies contributed the least to revenue gain?

Top 10 Films with the Least Revenue



Which movies contributed the most/least to revenue gain?

Revenue by Film Genre



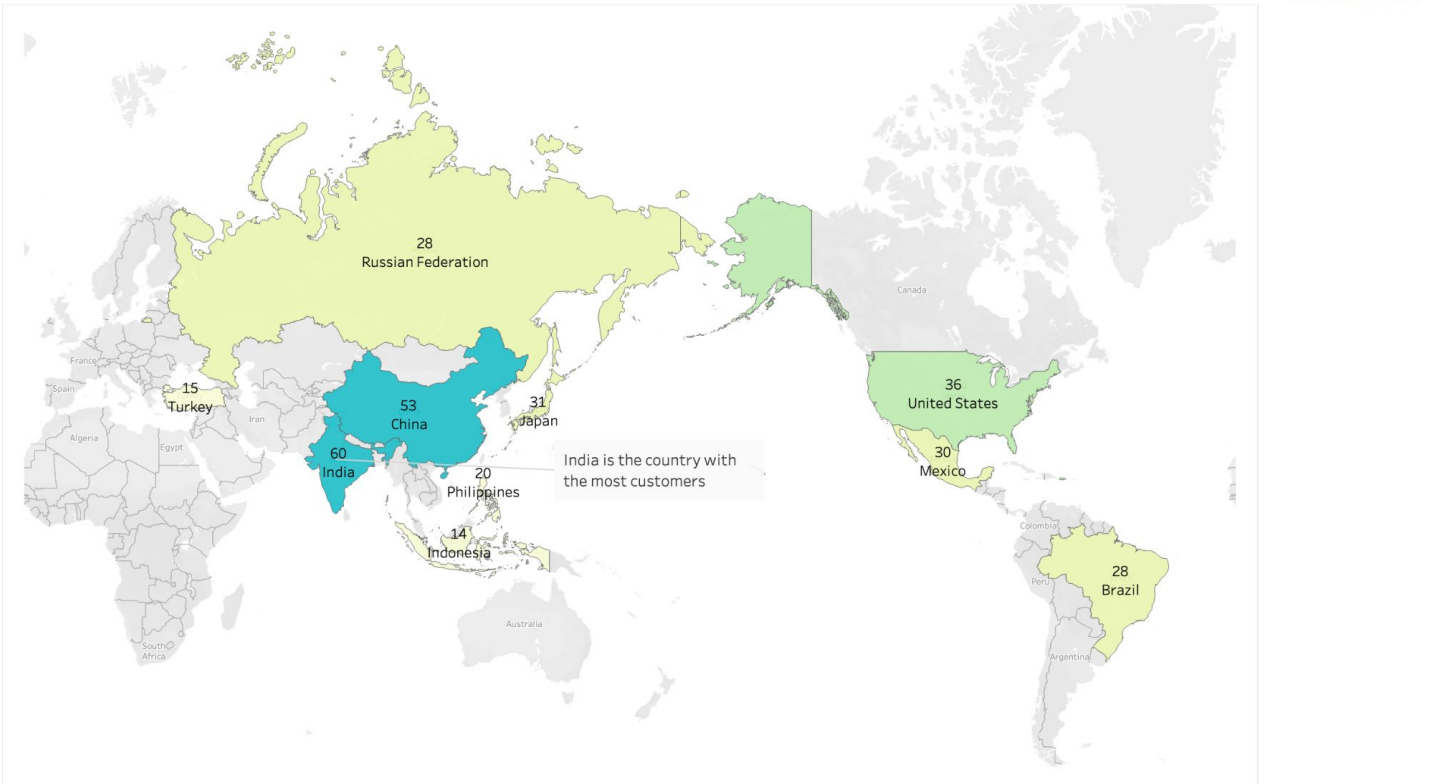
What was the average rental duration for all videos?



4,99 days

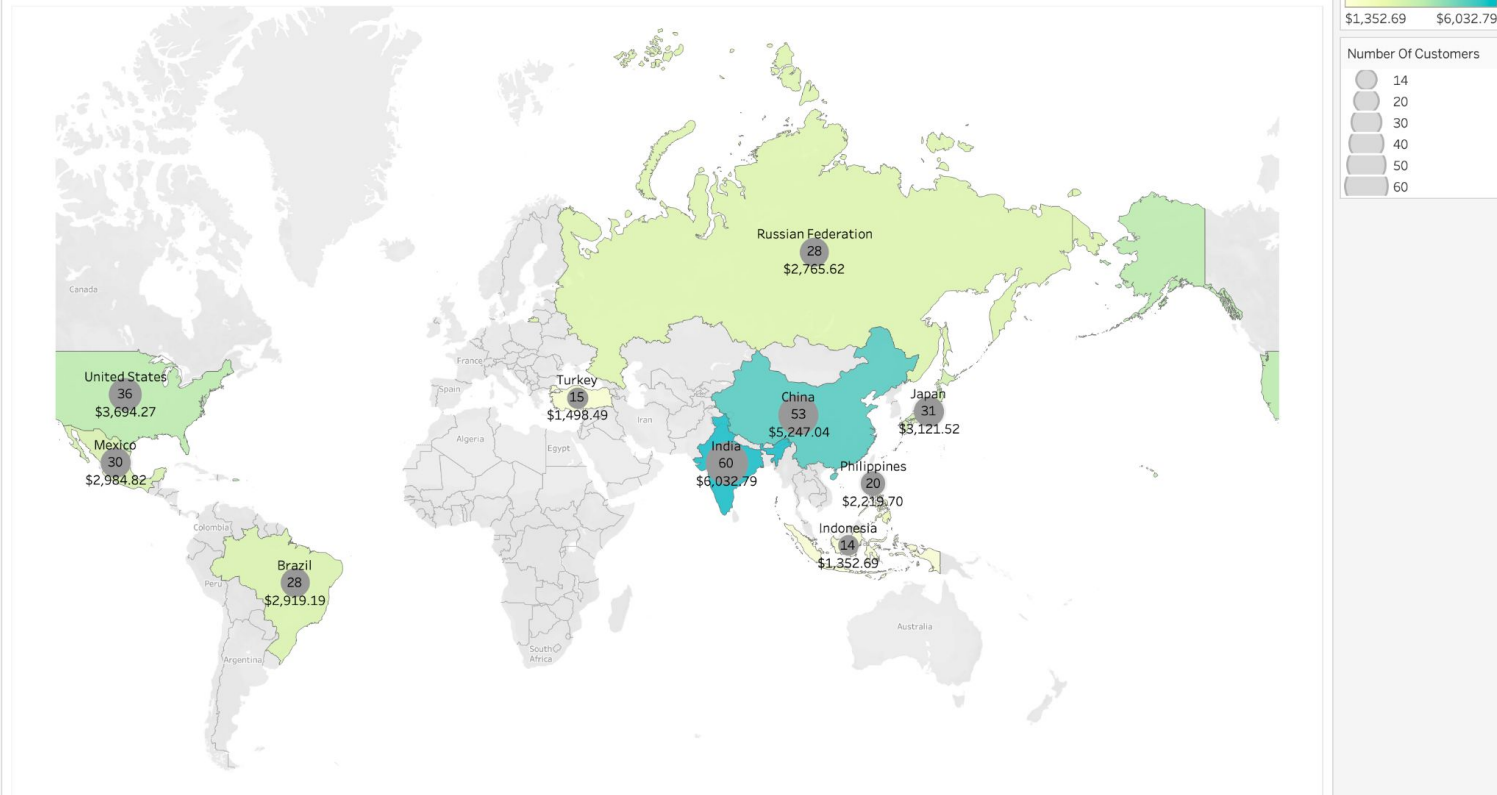
Which countries are Rockbuster customers based in?

Top 10 Countries with Most Customers



Where are customers with a high lifetime value based?

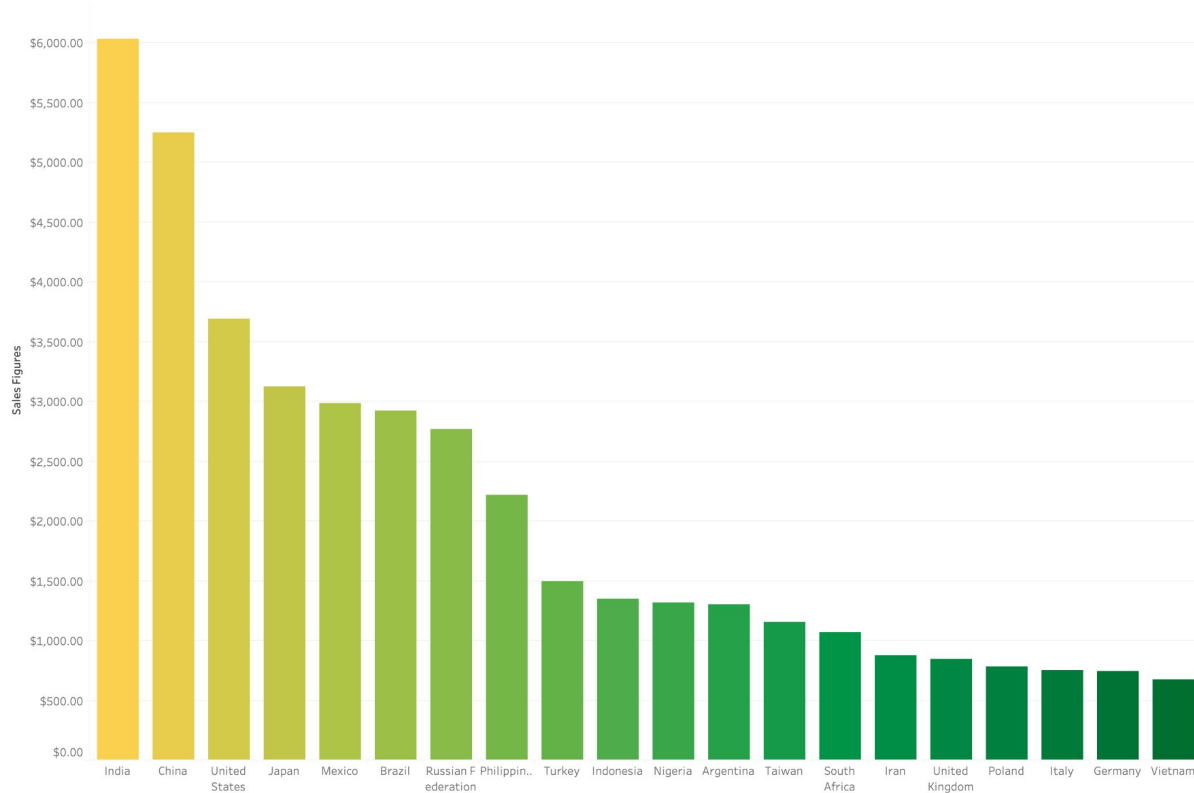
Top 10 Sales Figures and Number of Customers Worldwide



Do sales figures vary between geographic regions?

Yes

Top 20 Sales Figures Worldwide



Do sales figures vary between geographic regions?

Yes



Recommendations & Final Thoughts

- Films such as Ridgemont Submarine, Apache Divine and Forward Temple should be immediately added when the online rental service is launched as they are the movies that generated the most revenue.
- Rockbuster should bet on offering more Sports, Animation and Action movies, since these were the most sold genres.
- India and China have the highest sales figures, so the Asian market should be a primary focus.
- Market research should be done to investigate why Europe doesn't have as many clients and revenue as Asian and American countries.
- Further analysis should be pursued to understand key market differences (e.g. most sold movies or most popular genre by country).

The End

Tableau Visualizations link:

https://public.tableau.com/views/Rockbustervisualizations_17309752072750/top10_films_most_revenue?:language=pt-BR&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link
