

Rockbuster Stealth Data Analysis – Online Services

1. Project Outline

1.1. Context

- a. A movie rental company that used to have stores around the world is facing the transition to Online services to stay competitive.
- b. Identifying customer preference patterns by region to provide actionable insights that impact the market and maximize revenue.

1.2. Motivation

The company is facing stiff competition from streaming services.

1.3. Objective

Evaluate the current relationships with customers and markets worldwide. To develop a plan that ensures a successful transition to online video rental services in 2020.

What we know:

- a. Inventory (1,000 films, 599 customers, total sales \$61,312.04).
- b. The customers are distributed within 108 countries and seven regions (Africa, Asia, Europe, Latin America, North America, Middle East, Oceania).
- c. Rockbuster has a big market in Asia.
- d. The competitors “Amazon Prime” and “Netflix” have years of experience in the market.

Netflix started streaming in the United States on January 16, 2007, with its initial "Watch Now" service offering about 1,000 titles directly over the internet.

Amazon began streaming with Amazon Unbox on September 7, 2006, a service that allowed users to buy and rent TV shows and movies. In 2019, the "inventory" of Amazon Prime Video referred to its vast library of streaming content, which included both Amazon Originals and third-party movies and TV shows available to members.

2. Rockbuster Analysis

2.1. Inventory and Profitability

- a. Use the top 10 films to analyze the rental rate, replacement cost, and rental duration of the movie in inventory. Identifying the categories with the highest sales that generate the highest revenue.

- i. Used a combination chart to compare the number of films and the revenue generated by category.
- ii. Used tables and column charts to display the Top 10 Films and Bottom 10 Movies' profitability.

2.2. Worldwide Market

- b. Re-organized the market in 7 regions to analyze more accurately the customer and their preferences.
 - i. I used a filled Map and color-coded each region.
 - ii. Used the Pie Chart to display the sales percentage per region.
 - iii. Used a combination chart to visualize the number of customers and the total sales per region.
- c. Analyzed the Top 10 films generating the highest revenue per region, identifying the three preferred categories by niche and comparing the regions to find patterns in customer behavior and preferences.
 - i. Used tables and column charts, to visualize the Top 10 movies and their revenues by region.
 - ii. I used a Stacked Column Chart to identify the similarities in category preferences between regions.
 - iii. I used a Pareto Line to visualize the rental frequency by category.

3. The Plan

3.1 Insights

- a. Categorize each state based on its vulnerable population count. (High, medium, and low)
- b. Deploy medical staff early in high-risk states, particularly from October to February.
- c. Expand the vulnerable population to include all individuals 65+, not just 85+.
- d. Train your staff to work with high-risk elderly people.
- e. Expand Data sources, including hospital admissions and emergency visits records, to enhance decision making.
- f. Refine future responses by analyzing the most recent data (2013 - 2017) and running predictive modeling.
- g. Continue monitoring flu activity and adjust staffing levels in real time (CDC)
- h. Identify vaccination policies and care capacity per region.
- i. Coordinate with local healthcare facilities to validate staffing needs and confirm capacity constraints.