

Rockbuster Stealth

Data-Driven Insights: Exploring Film and Customer Trends for Strategic Growth

Olga Niekrasova

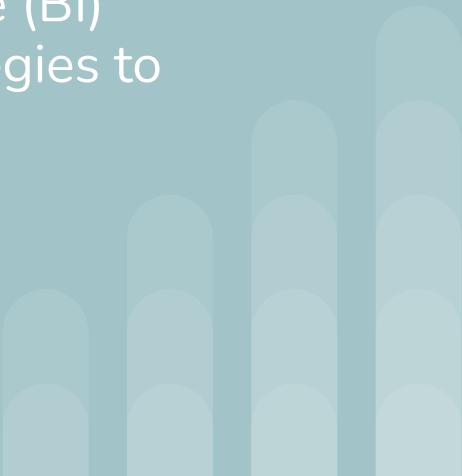




Introduction

Rockbuster Stealth is responding to competition from Netflix and Amazon Prime by launching an online video rental service using its existing movie licenses.

This report, prepared by the Business Intelligence (BI) department, provides key data insights and strategies to support the successful launch of this service.



Business Questions & Analysis

- What was the average rental duration for all videos?
- Which movies contributed the most/least to revenue gain?
- Which countries are Rockbuster customers based in?
- Do sales figures vary between geographic regions?



Insights into Film Rental Statistics

Maximum

Rental Duration: 7 days

Rental Rate: 4.99

Replacement Cost: 29.99

Minimum

Rental Duration: 3 days

Rental Rate: 0.99

Replacement Cost: 9.99

Average

Rental Duration: 5 days

Rental Rate: 2.98

Replacement Cost: 19.98

Rockbuster Stealth's inventory of 1,000 movies offers an average rental duration of 5 days, with a typical rental rate of \$2.98. The average replacement cost for a movie is \$19.98.



Movies That Contributed the Most and Least to Revenue Gains

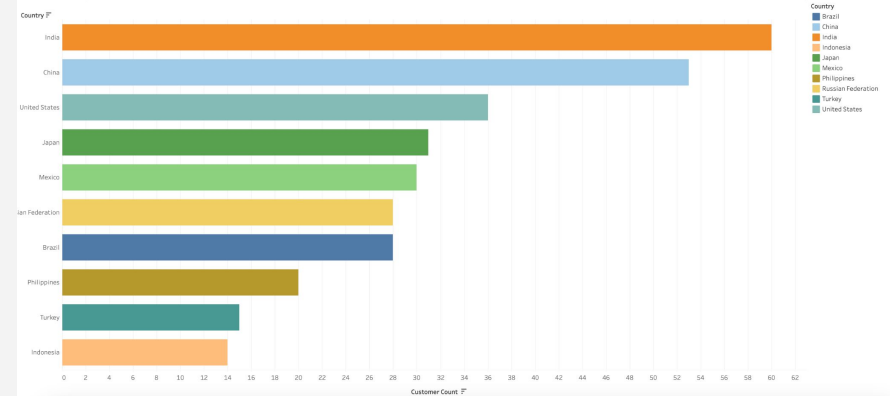
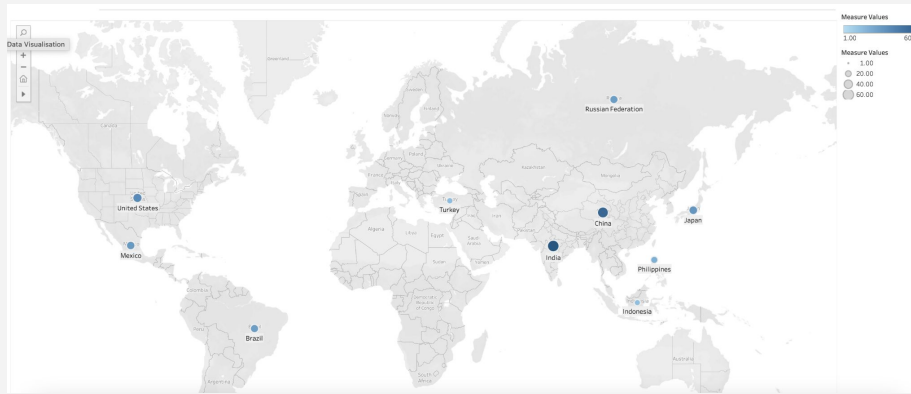
Highest Revenue Movies:

1. Telegraph Voyage (216)
2. Zorro Ark (200)
3. Wife Turn (199)
4. Innocent Usual (192)
5. Saturday Lambs (191)

Lowest Revenue Movies:

1. Japanese Run (8)
2. Lights Deer (8)
3. Treatment Jekyll (7)
4. Cruelty Unforgiven (7)
5. Rebel Airport (7)

Top 10 Countries with the Highest Number of Customers



<https://public.tableau.com/app/profile/olga.niekasova/viz/Top10countriesCustomers/Dashboard1>

This slide ranks the top 10 markets by customer volume, emphasizing opportunities for regional strategies. Major markets like India, China, the USA, and Japan are key regions for a new streaming platform launch. Secondary markets, including Mexico and Brazil, show growth potential with targeted promotions.

Recommendations

Market Focus:

Begin the digital platform rollout in core markets with a strong customer base: India, China, and the USA. These regions offer high growth potential and are vital for establishing a stable foundation. Leverage customer insights from these areas to optimize marketing strategies, adjust pricing models, and tailor localized content to meet audience preferences.

Plan a phased rollout for secondary markets such as Brazil and Mexico, ensuring that resources are first concentrated on core regions.

Recommendations

Inventory Management:

The current inventory is outdated and limited in scope. Conduct a detailed analysis of customer behavior, focusing on popular categories, genres, and ratings to identify preferences.

Prioritize inventory updates with fresh and diverse content to attract and retain customers, catering to regional and demographic preferences.