

Rockbuster Stealth LLC

Adapting to a Changing Landscape

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CareerFoundry Data Analytics Immersion Course

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Rockbuster Stealth LLC

- Formerly operated physical stores globally, now adapting to digital trends
- Responding to competition from streaming services by leveraging existing movie licenses for an online rental platform



Objective

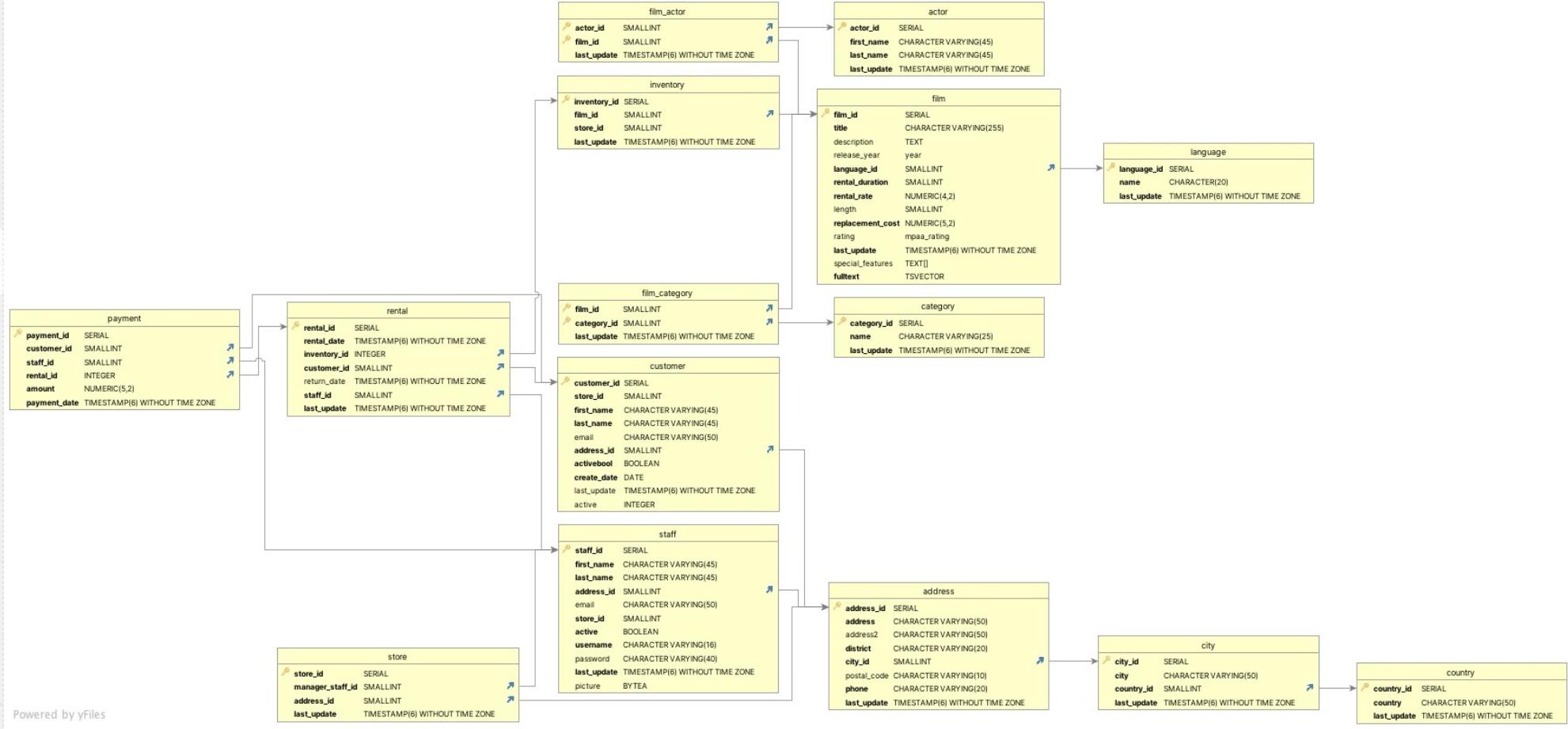
- Help Rockbuster Stealth's business intelligence department to help with the launch strategy for the new online video service

Key Questions

- Which movies contributed the most/least to revenue gain?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?



ENTITY RELATIONSHIP DIAGRAM (ERD)



EXPLORATORY DATA ANALYSIS (EDA)

Rental Duration

Range: 3 to 7 days
Average: ~5 days

Rental Rates

Range: \$0.99 to \$4.99
Average: \$2.98

Film Length

Range: 46 to 185 minutes
Average: ~115 minutes

Replacement Costs

Range: \$9.99 to \$29.99
Average: ~\$19.98

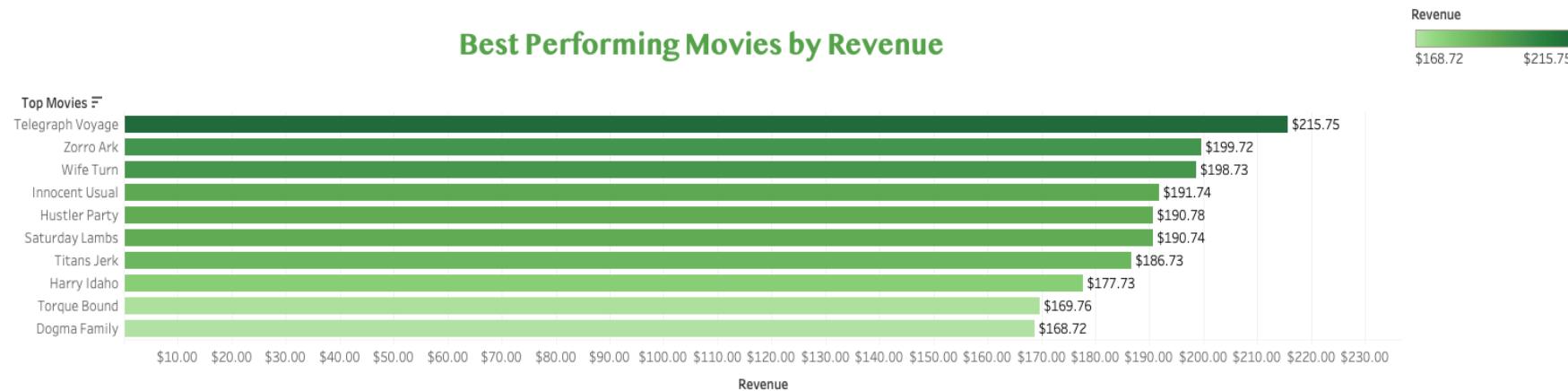
Modal Film

Title: "Academy Dinosaur" (ID: 1)
Release Year: 2006
Rating: PG-13

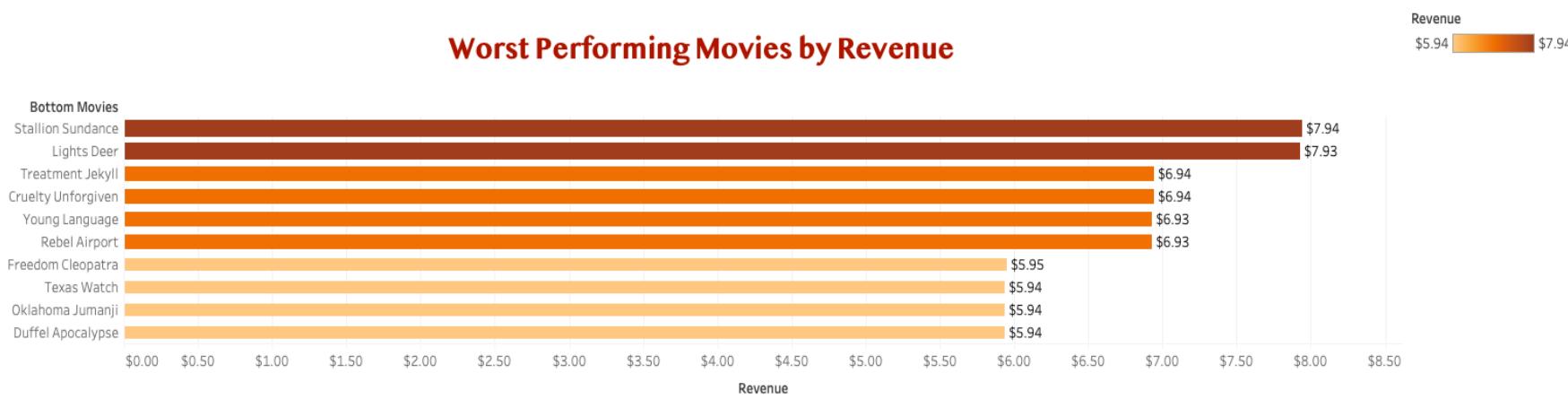


Which movies contributed the most/least to revenue gain?

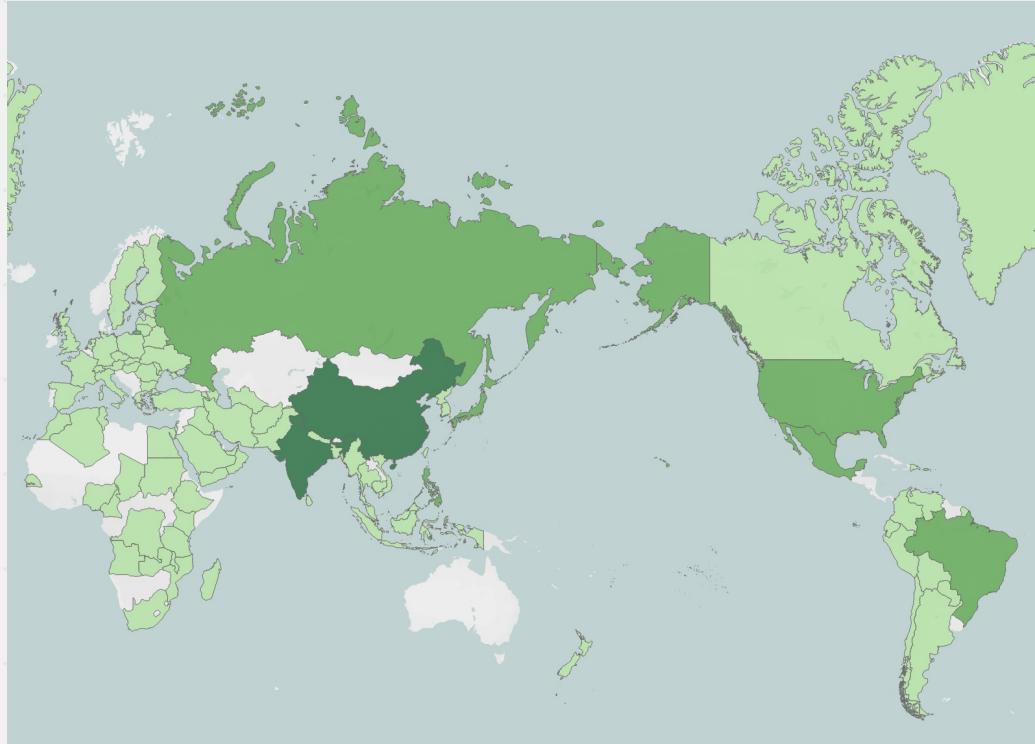
Best Performing Movies by Revenue



Worst Performing Movies by Revenue

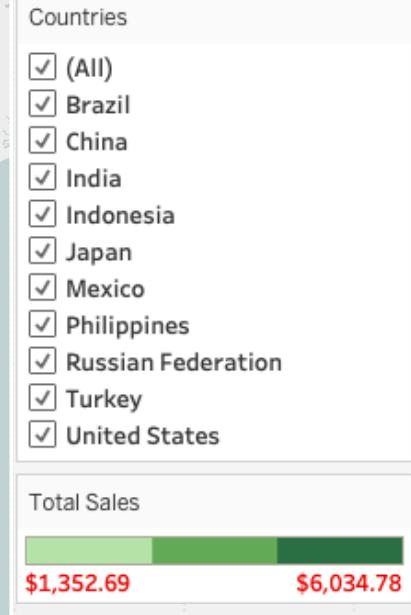
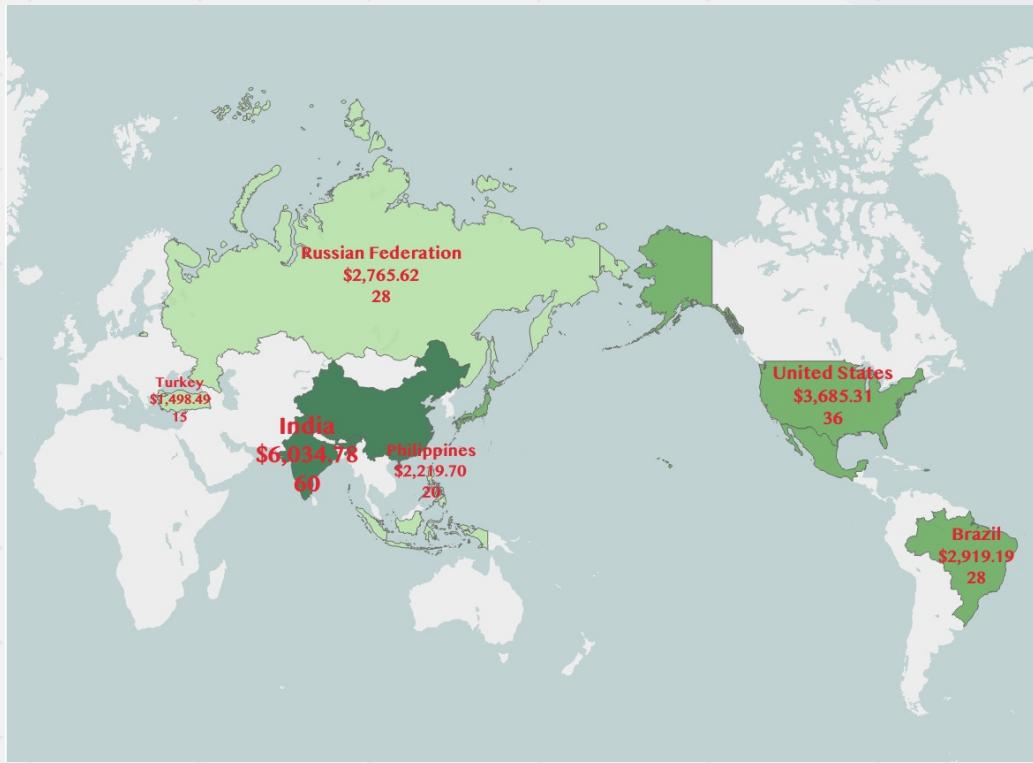


Which countries are Rockbuster customers based in?



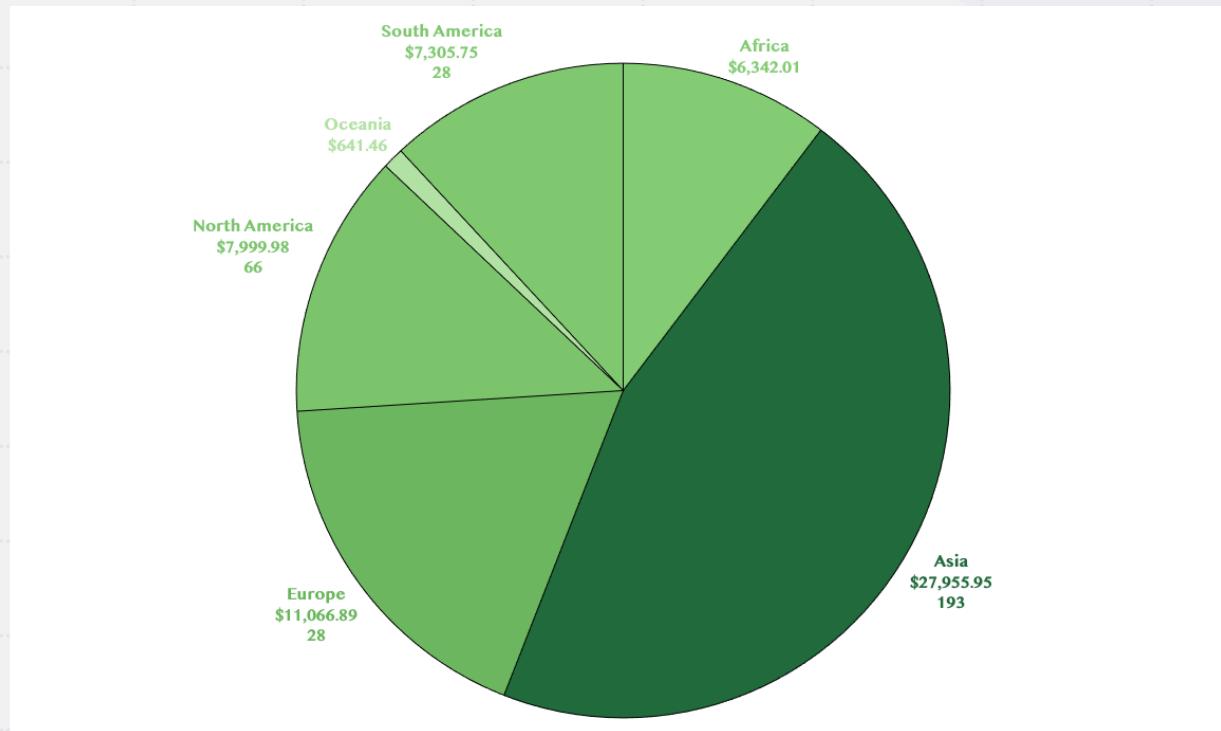
Rockbuster Stealth can genuinely be characterized as an international company with a presence spanning the globe

Where are customers with a high lifetime value based?



Top Countries by Revenue and Number of Customers

Do sales figures vary between geographic regions?



Yes, sales figures demonstrate variation across different geographic regions.

Recommendations

Enhanced Online Presence:

- Leverage the global nature of the company by expanding the online platform to reach a wider audience.
- Offer diverse viewing options and flexible pricing to cater to different regions' preferences.

Content Curation Strategy:

- Use insights from film statistics to curate a balanced collection, including both short and feature-length films.
- Consider regional preferences when selecting films to optimize customer satisfaction.

Strategic Inventory Management:

- Utilize replacement cost insights to optimize inventory management and pricing strategies.
- Tailor inventory to meet demand in different regions, optimizing costs and profitability.

Targeted Marketing Campaigns:

- Capitalize on popular films like "Academy Dinosaur" by promoting them in targeted marketing campaigns.
- Use keywords and descriptions to attract specific audience segments in different regions.

Continued Analysis and Adaptation:

- Establish a system for ongoing data analysis to monitor trends and make proactive adjustments.
- Stay agile and responsive to changes in customer preferences and market dynamics.



THANK YOU



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