



ROCKBUSTER STEALTH LLC

DATA ANALYSIS PROJECT

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rockbusterstealth.com



Project overview

Rockbuster Stealth LLC context:

- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.
- Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.
- The Rockbuster Stealth Management Board expect data-driven answers that they can use for their 2020 company strategy.

Our role in this project:

- As a data analyst, I have been hired by Rockbuster Stealth's business intelligence (BI) department. The BI helps other departments with data-related queries.
- Our goal in this project is to help with the launch strategy for the new online video service.





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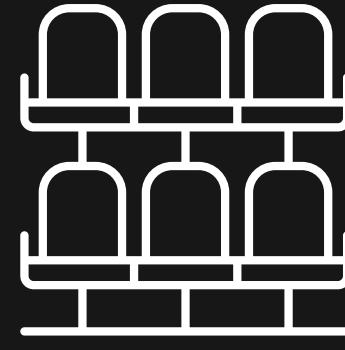
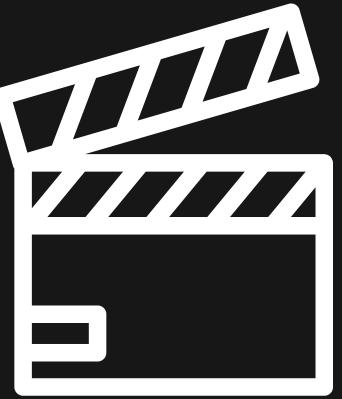
Key Questions and Objectives:

- 1. What was the average rental duration for all videos?**
- 2. Which countries are Rockbuster customers based in?**
- 3. Where are customers with a high lifetime value based?**
- 4. Do sales figures vary between geographic regions?**
- 5. Which movies contributed the most/least to revenue gain?**



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Key Data- Rockbuster Stealth at a glance



Replacement cost
Avg. 20\$

Movie Genre
17

Customers
599

Films
1000

Film release
all films are from
the year 2006.

Film Language
all films are in
English

Film length
Avg. 115 min.
running time

Age rating
Most of the films
are PG-13

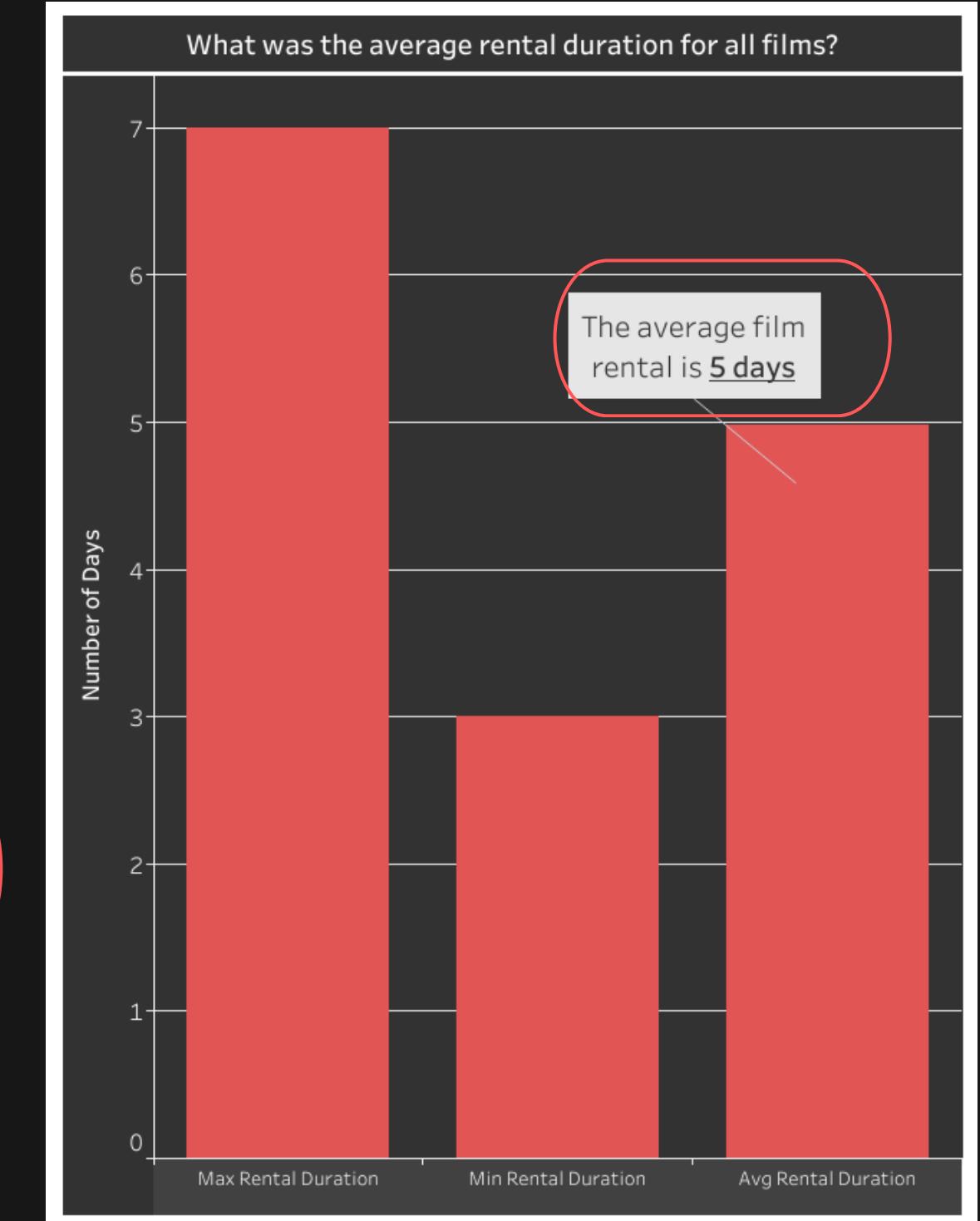
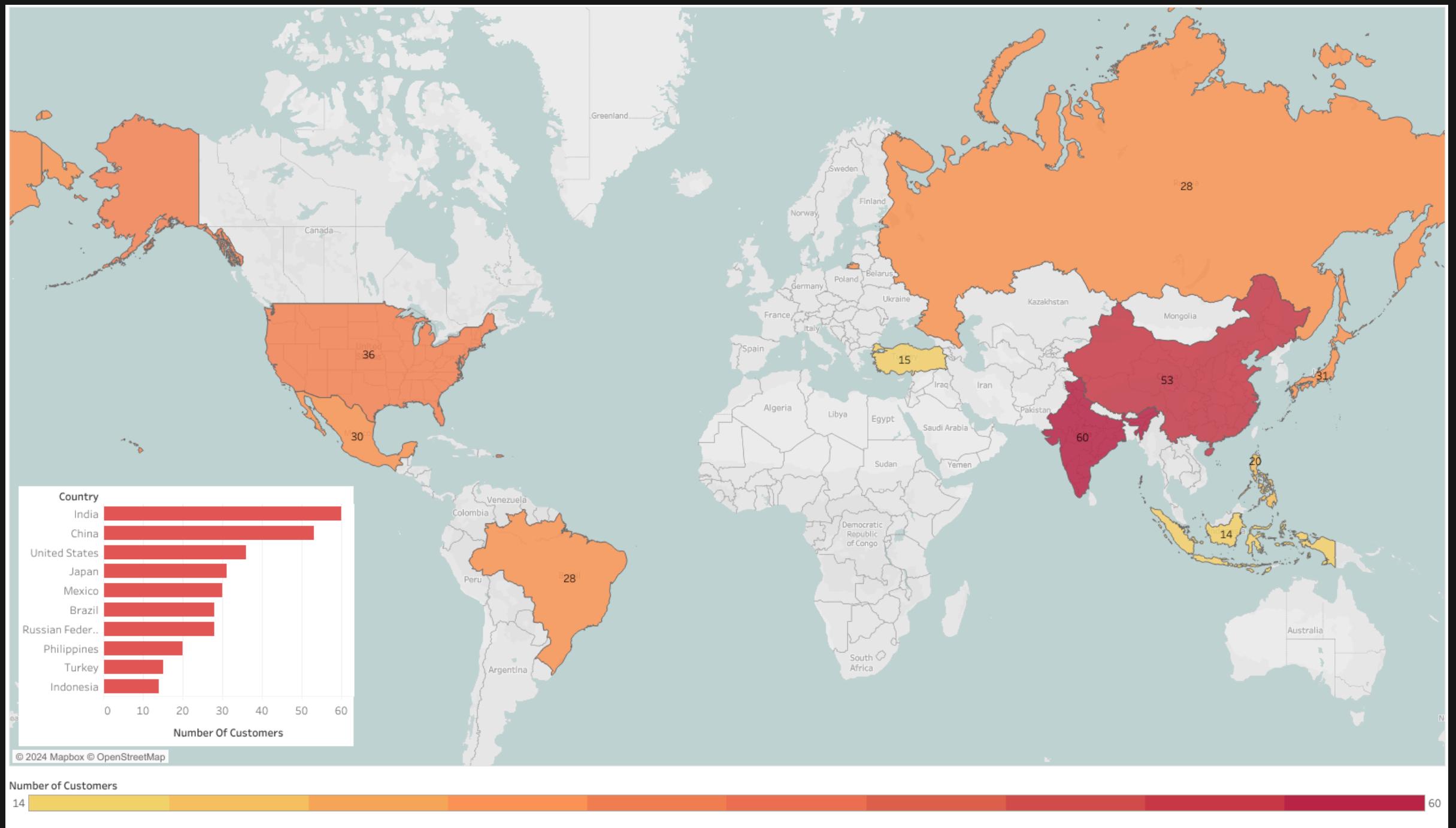


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Which countries are Rockbuster customers based in?

Top 10 countries with the highest customer number



By knowing the top 10 countries where customers are based, Rockbuster's team can focus on building a better brand image in these markets.

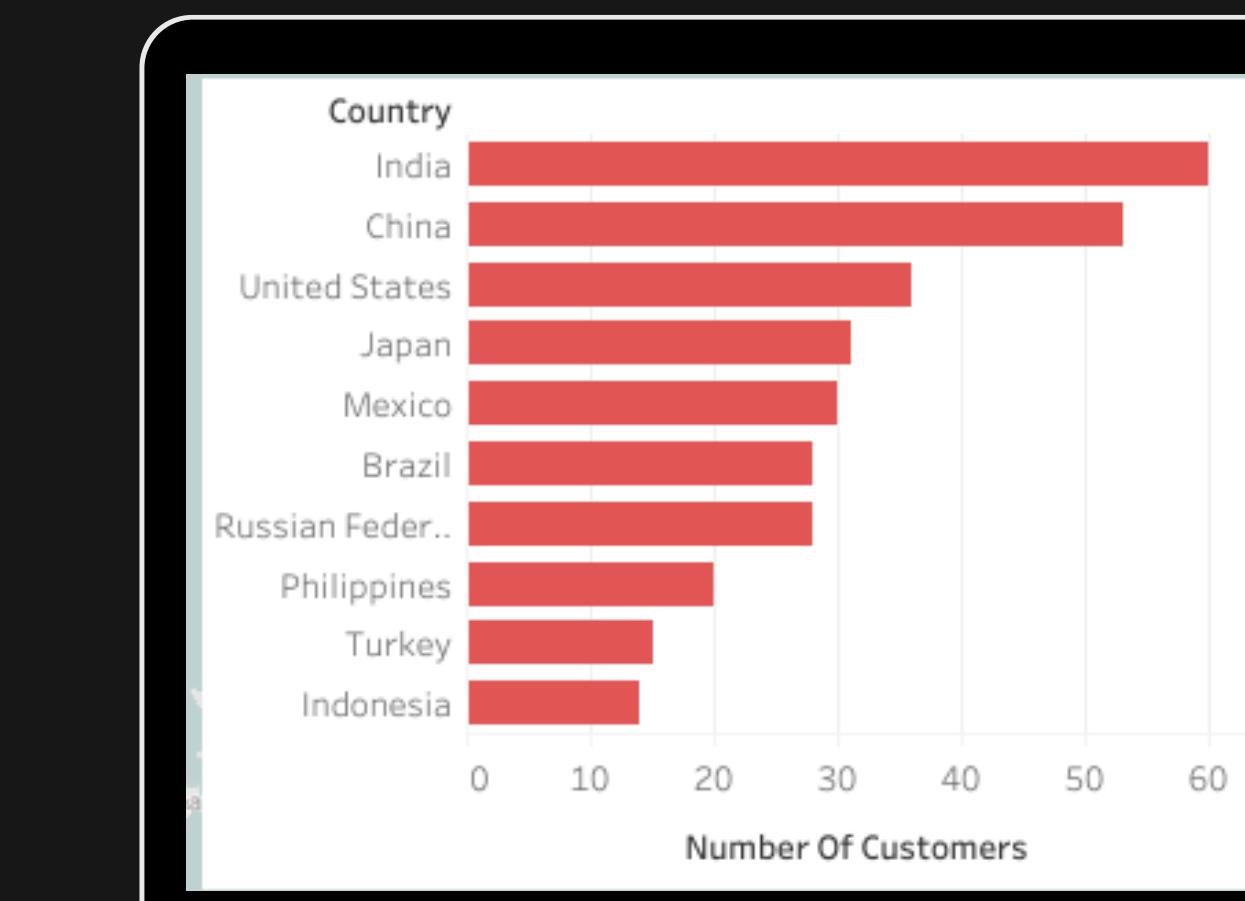
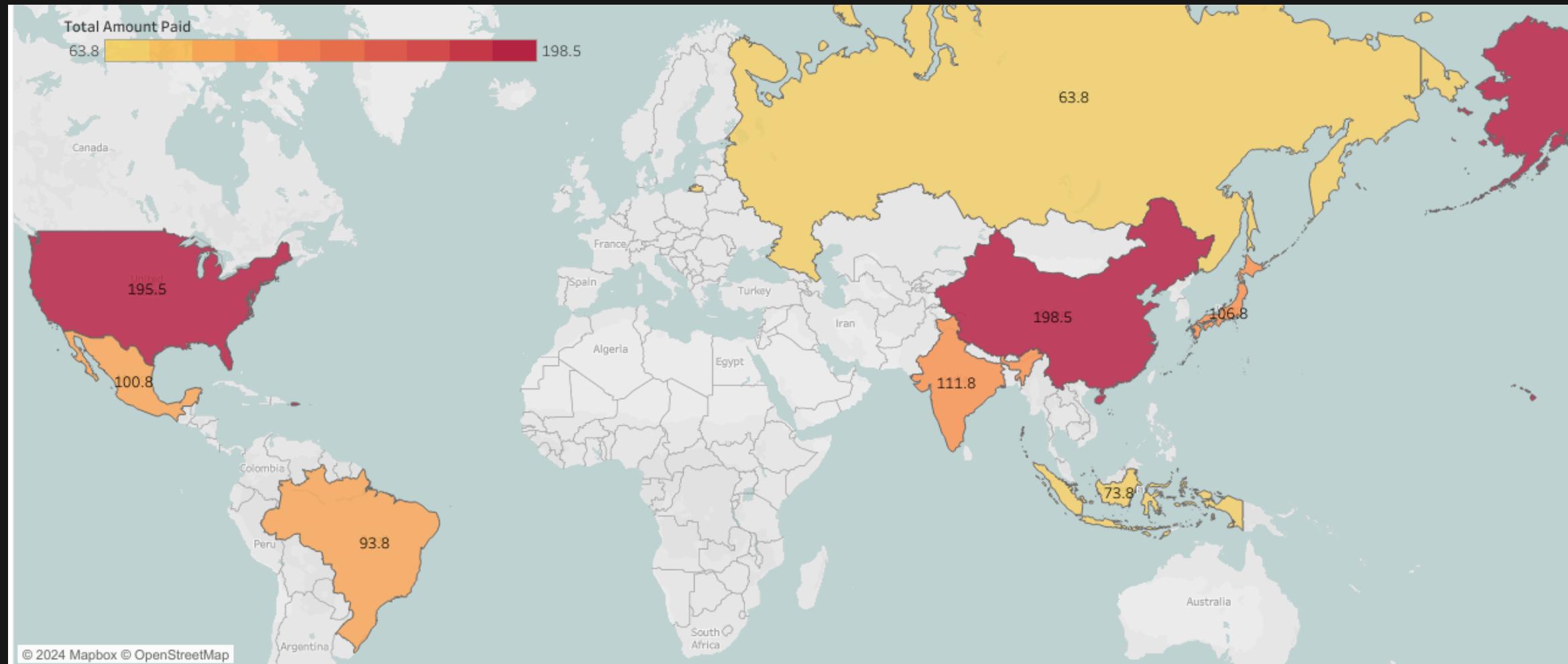


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Where are customers with a high lifetime value based?



Top 10 customers by amount paid

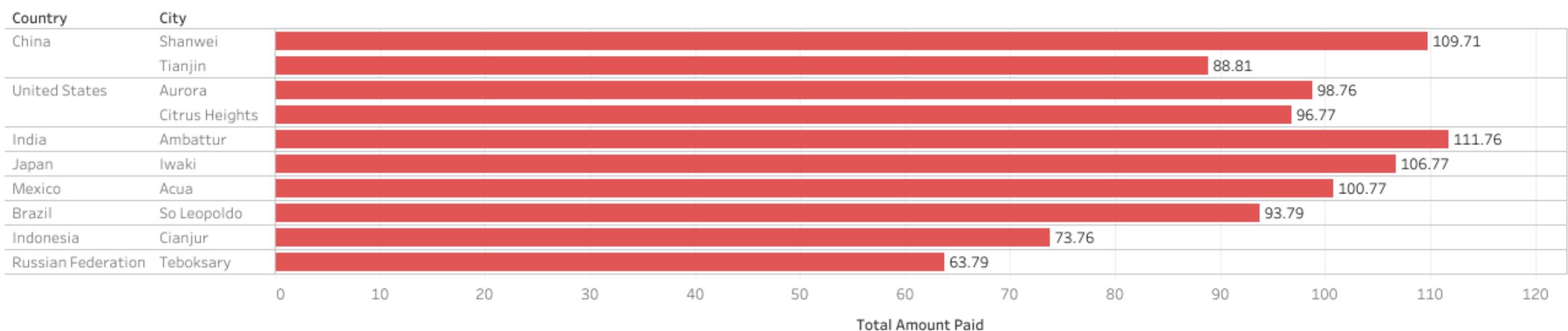
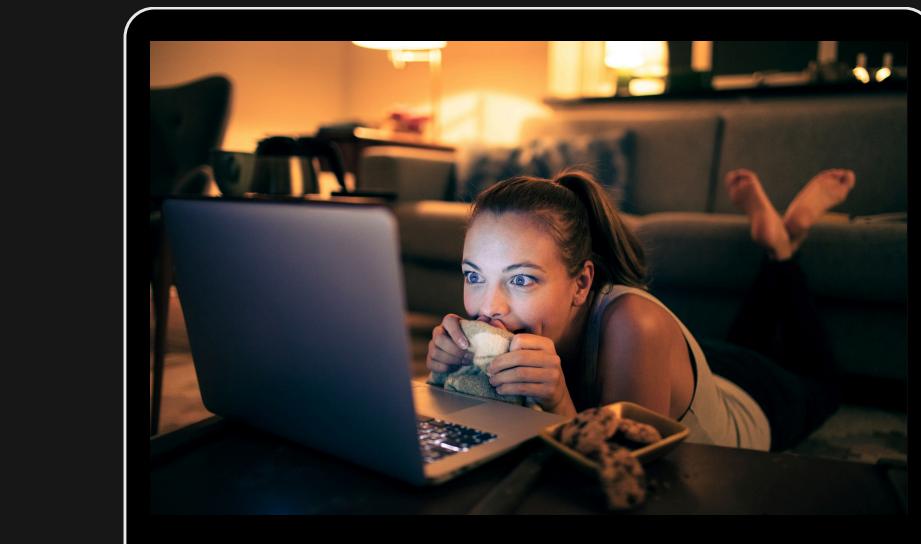


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Top 5 customers by amount paid

COUNTRY	CITY	AMOUNT PAID
India	Ambattur	111,76\$
China	Shanwei	109,71\$
Japan	Iwaki	106,77\$
Mexico	Acua	100,77\$
United States	Aurora	98,76\$





Do sales figures vary between geographic regions?

Geographical distribution of customers and the revenue generated in each country

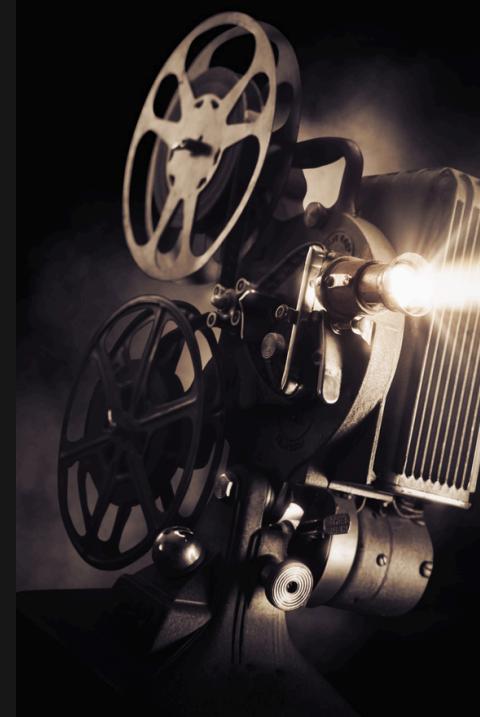
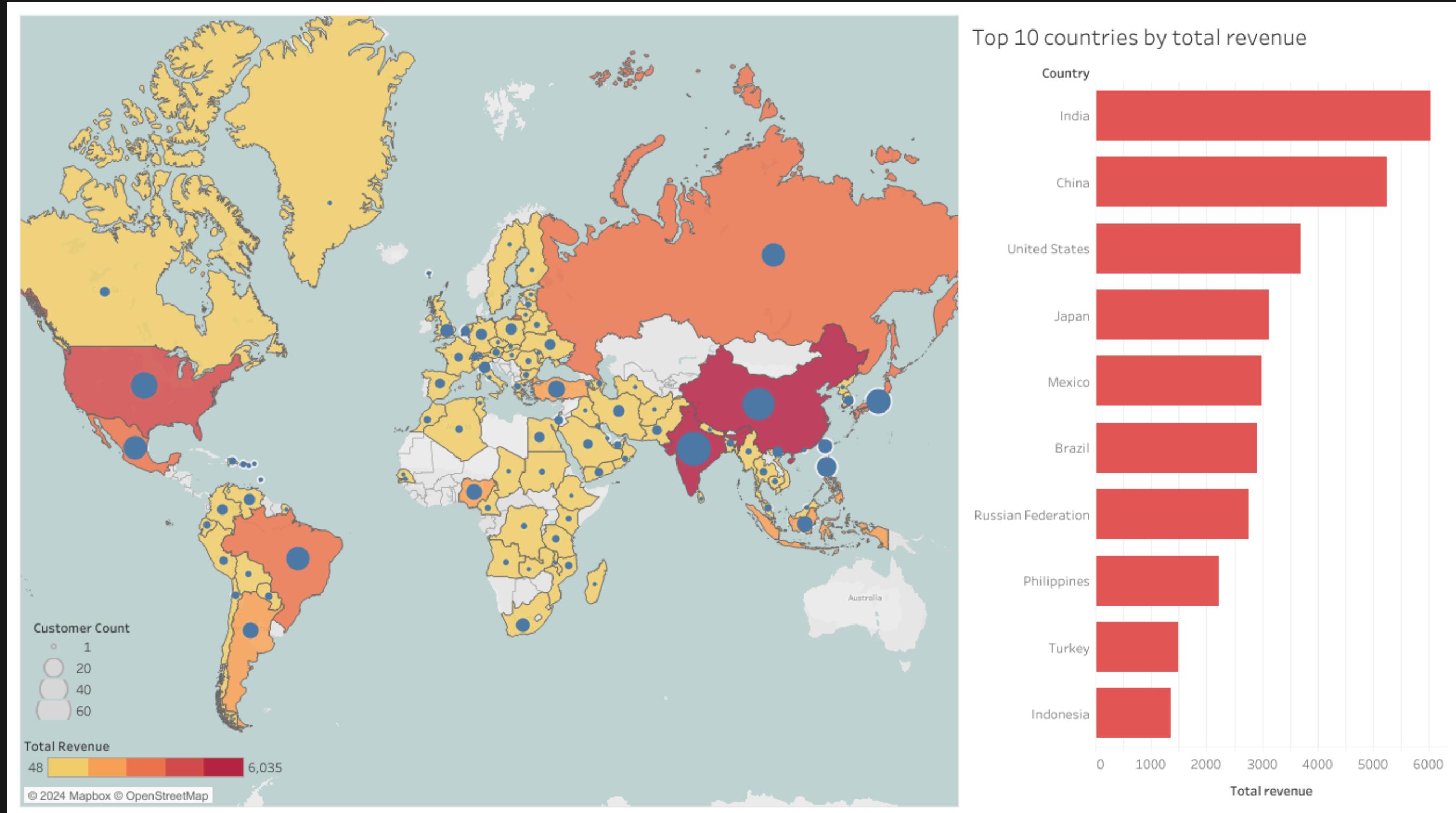


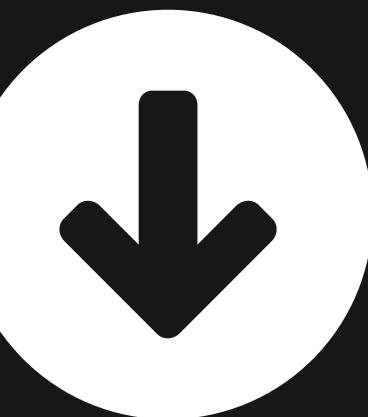
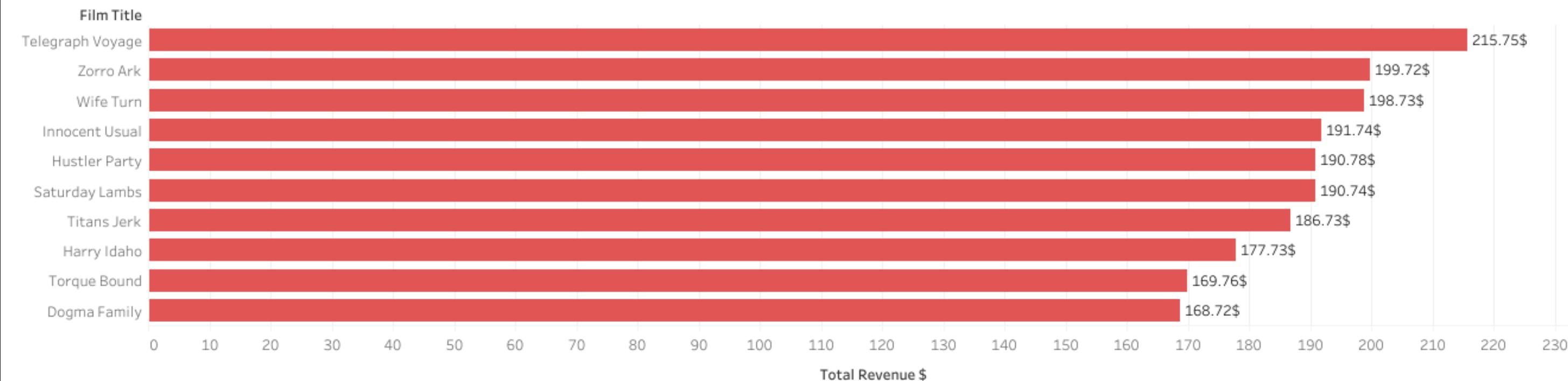
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Which films have contributed the most/least to Rockbuster revenue?



Highest revenue films



Lowest revenue films

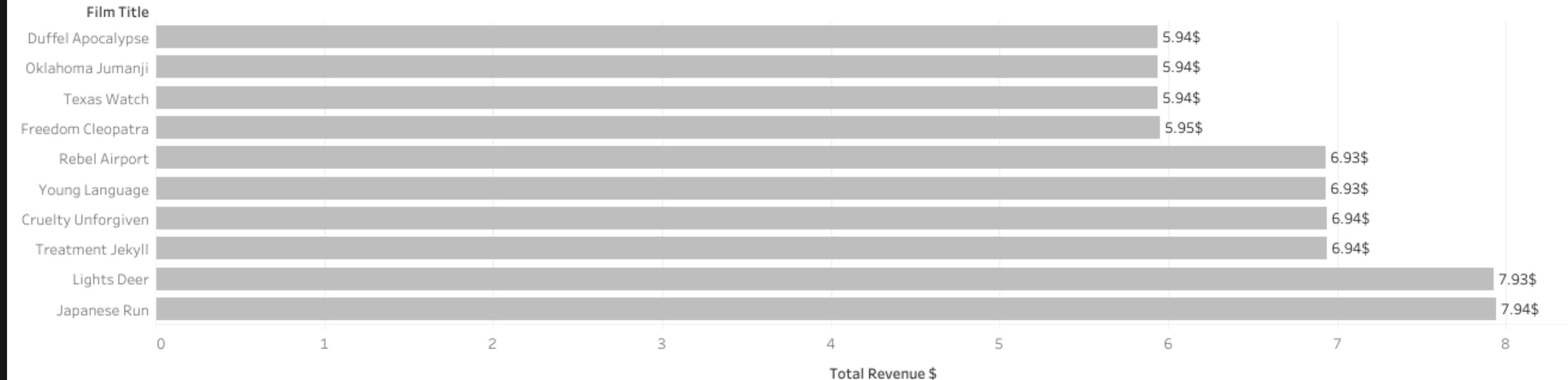
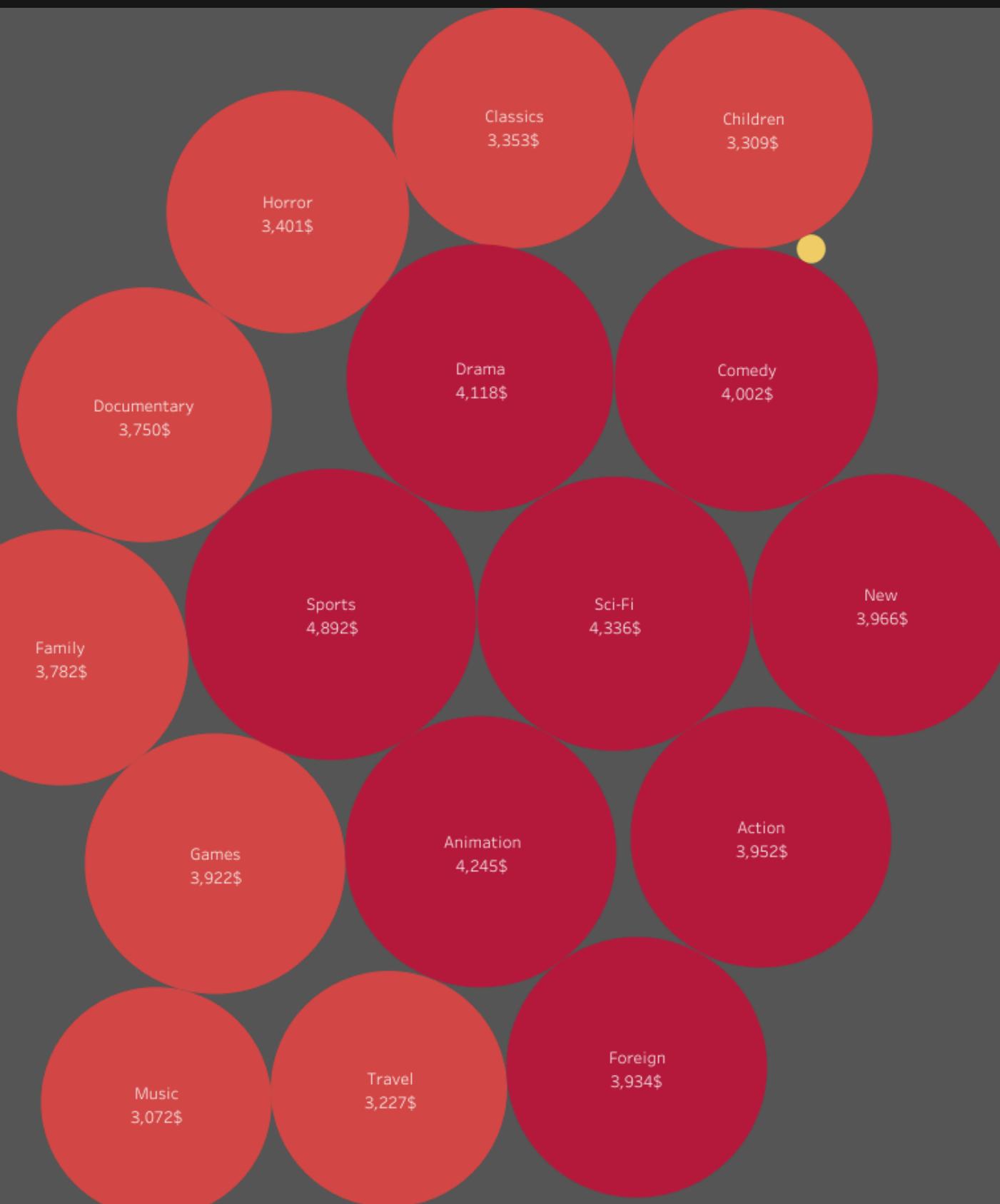


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Favorite Movies & Genres

Top Movies

- | | |
|----|------------------|
| #1 | Telegraph Voyage |
| #2 | Zorro Ark |
| #3 | Wife Turn |
| #4 | Innocent Usual |
| #5 | Hustler Party |

Top Genre

- | | |
|----|-----------|
| #1 | Sports |
| #2 | Sci-Fi |
| #3 | Animation |
| #4 | Drama |
| #5 | Comedy |



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Conclusions

Key takeaways from this analysis include:

1. Customer Distribution:

Customers are primarily concentrated in non-English-speaking regions, emphasizing the need for localized content and strategies.

2. Revenue Distribution:

A few countries provide the bulk of Rockbuster's revenue, making them critical for tailored marketing efforts.

3. Film Selection and Rentals:

The film library, solely comprised of English-language films from 2006, limits appeal. Average rental duration is around 5 days, but flexibility could enhance customer satisfaction.

4. Genre Preference:

Specific genres, including Sports, Sci-fi, and Animation, are crucial revenue drivers, while less popular genres indicate opportunities for pricing adjustments.





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Recommendations

1. Diversify Content Offering:

- Expand the film library to include various languages and titles from different years.
- Prioritize acquiring licenses for content popular in non-English-speaking markets to capture a wider audience.

2. Localized Marketing Strategies:

- Develop targeted marketing campaigns tailored to each major region, including localized content and language support.
- Promote region-specific genres that align with cultural preferences.

3. Dynamic Rental Policies:

- Implement flexible rental durations.
- Adjust rental pricing based on popularity, with premium pricing for high-demand titles and discounts for lesser-viewed films.

4. In-depth Market Research:

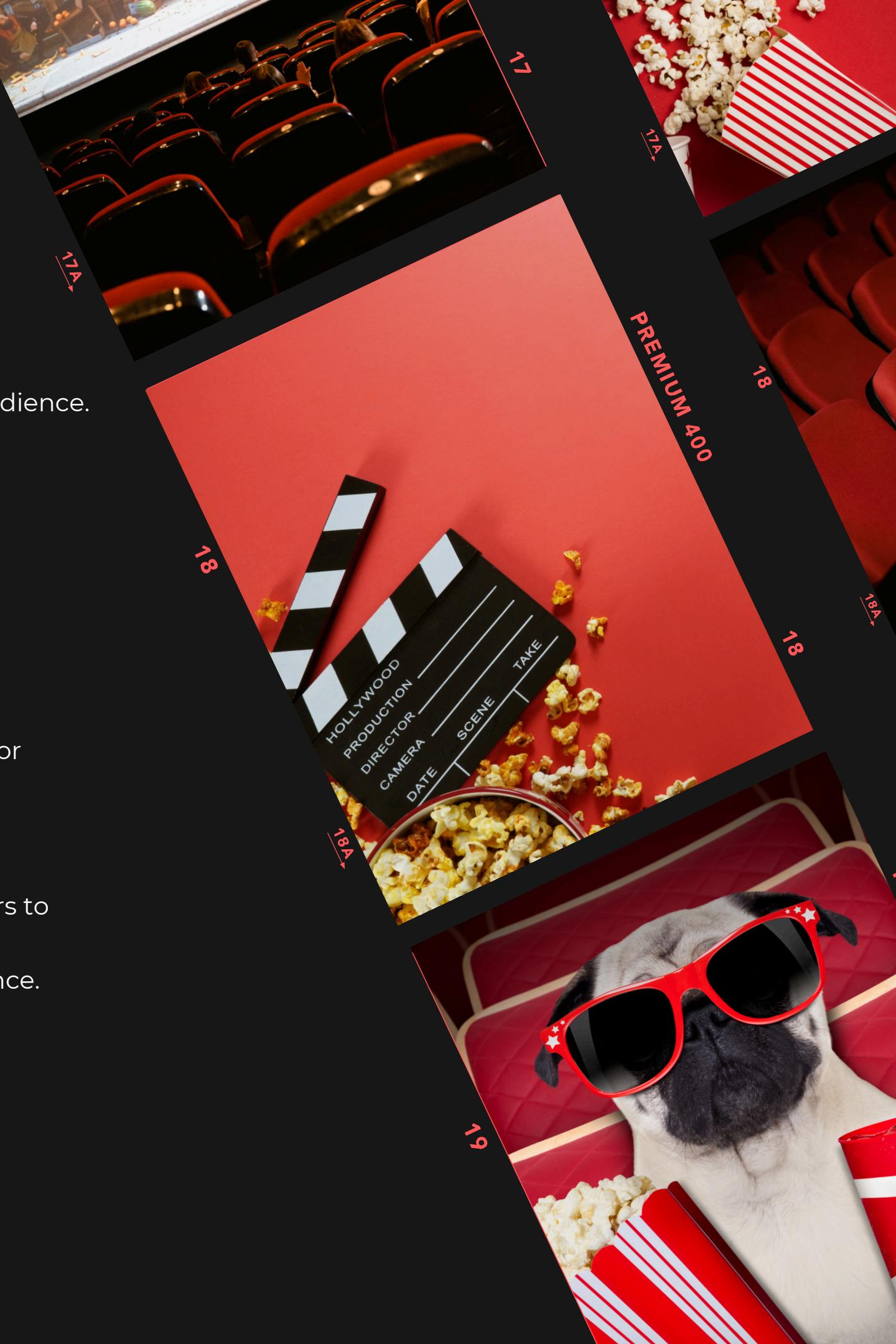
- Conduct surveys and market analysis to understand customers' viewing habits, preferences, and barriers to subscription.
- Use insights from this research to refine the content acquisition strategy and improve the user experience.

5. Genre Focus and Language Expansion:

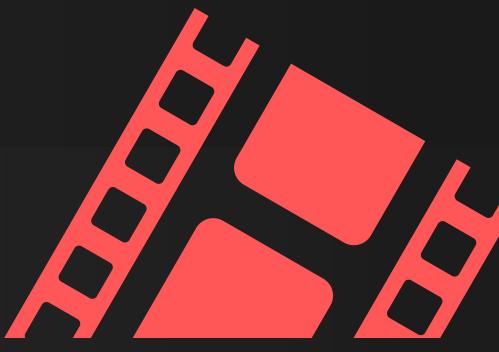
- Expand offerings in the highest revenue-generating genres to meet customer demand.
- Add subtitles in local languages, particularly in markets like India and China, to enhance accessibility.

6. Customer Engagement and Loyalty:

- Develop a loyalty program to reward high-value customers and increase retention.
- Use machine learning algorithms to deliver personalized recommendations, boosting engagement.



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THANKS
QUESTIONS OR FEEDBACK?

Contact information

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Visualizations available on Tableau Public

Link here