Rockbuster Stealth LLC

Evolving in the Digital Age

Harnessing Data for Competitive Advantage

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Position: Data Analyst

Project Overview and Methodology

Unveiling Market Insights Through Data

Before we delve into the specifics, let's take a moment to understand the purpose of this project and the journey that led us to these insights. We've embarked on a comprehensive data-driven exploration to gain a profound understanding of our market and make informed decisions.

Project Journey:

1. **Data Retrieval with SQL:** We harnessed the power of SQL to retrieve and gather essential data, creating a foundation for our analysis.

2. **Data Transformation in Tableau:** The gathered data underwent a transformative process, becoming the vibrant visualizations you're about to explore.

3. **Data Quality Assurance:** Rigorous testing ensured data quality and integrity, ensuring the accuracy of our insights.

4. **Strategic Visual Insights:** The visuals presented unveil patterns, trends, and customer preferences that guide us towards actionable strategies.

Importance of Visuals:

1. **Global Reach and Revenue:** Understand our worldwide customer distribution and revenue contribution, identifying growth opportunities.

2. **Inventory Insights:** Analyze movie count and ratings to tailor content and satisfy diverse preferences.

3. **Movie Category Revenue Distribution:** Maximize revenue by focusing on popular categories, irrespective of movie count.

4. **Average Rental Rate and Duration:** Gain insights into viewer engagement and preferences, optimizing pricing and content.

5. **Top Revenue Generating Countries:** Spotlight key markets driving revenue, guiding targeted expansion strategies.

6. **Country Preferences:** Tailor content to cultural preferences for enhanced customer experiences.

7. **Top Customers:** Recognize and nurture relationships with high-revenue customers.

• **Actionable Insights:** Each visual holds a crucial piece of the puzzle, empowering us to make data-driven decisions that resonate with our audience, enhance revenue, and deliver unparalleled viewer satisfaction.
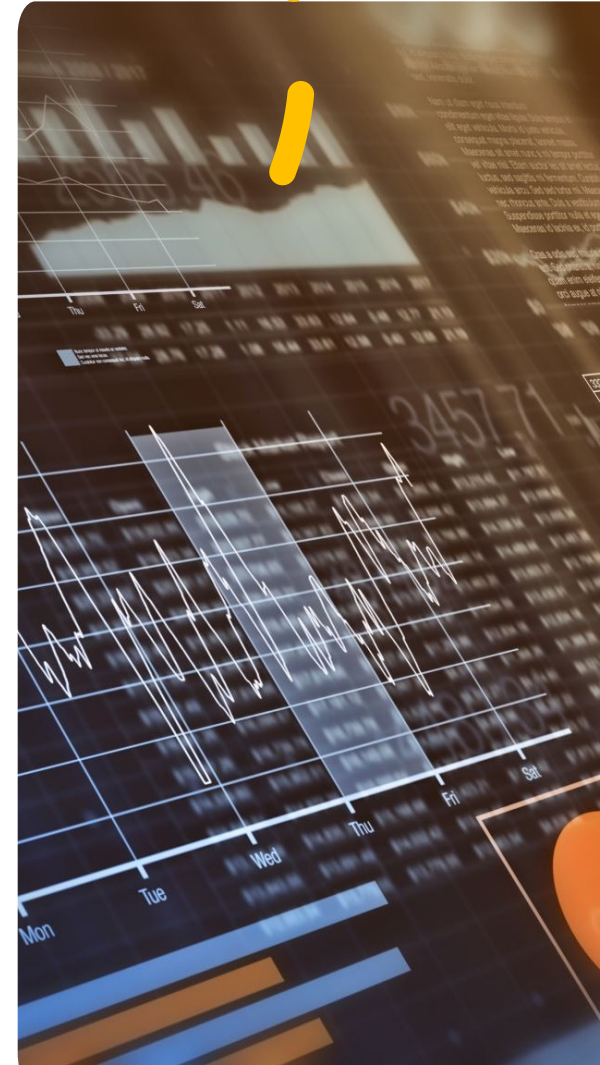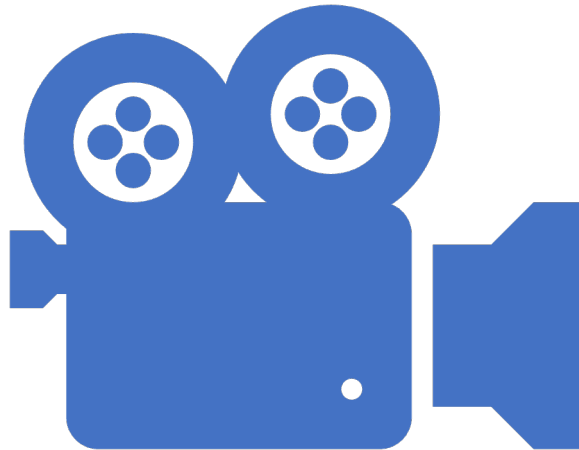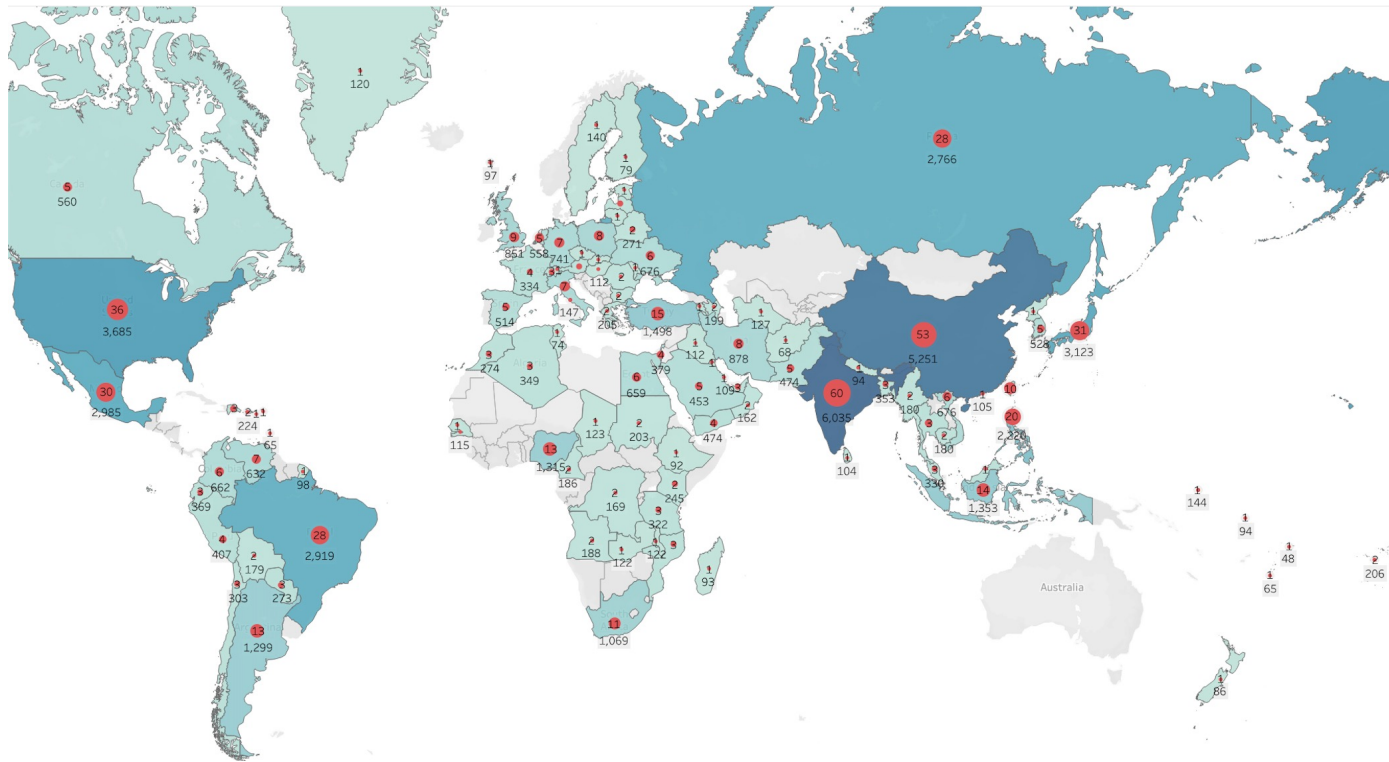
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NAVIGATING OUR INSIGHTS

1. Global Reach and Revenue

Mapping Our Worldwide Impact

Rockbuster Customers & Total Revenue for Each Country

Visual Overview: Customer Distribution and Revenue:

In this visualization, we present a comprehensive overview of our customer base across the world. The red dots represent the total number of customers in each country. Larger dots indicate a higher customer count, highlighting areas with a stronger Rockbuster Stealth presence.

Total Customers Worldwide: 599
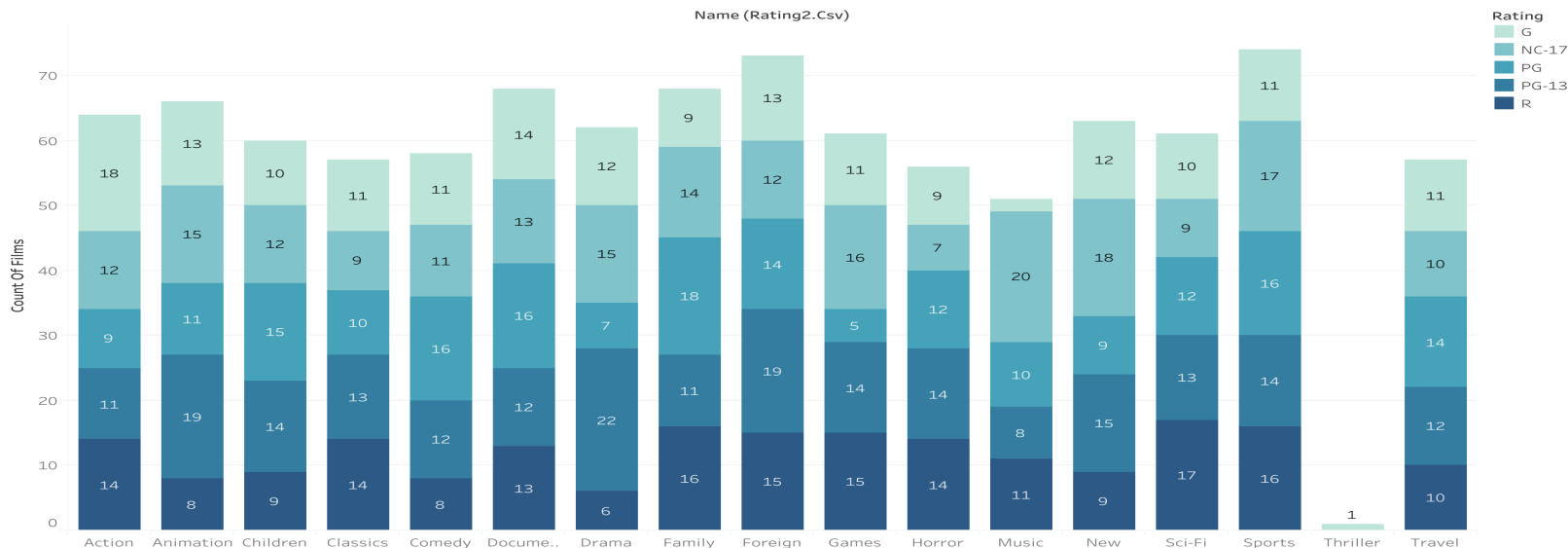
Total Revenue: $61,312

Key Insights:

1.Customer Reach: Our global footprint spans continents, reflecting our brand's recognition and appeal across diverse cultures.

2.Revenue Insights: The varying shades of color on the map depict revenue generated by each country. Deeper colors signify higher revenue contributions.

2. Inventory Insights: Movie Count and Ratings

Unveiling the Diversity Within

Count of Films based on rating by Category

Name (Rating2.Csv)

Rating
- G
- NC-17
- PG
- PG-13
- R

Count Of Films

Category	G	NC-17	PG	PG-13	R
Action	18	12	9	11	14
Animation	13	15	11	19	8
Children	10	12	15	14	9
Classics	11	9	10	13	14
Comedy	11	11	16	12	8
Docume..	14	13	16	12	13
Drama	12	15	7	22	6
Family	9	14	18	11	16
Foreign	13	12	14	19	15
Games	11	16	5	14	15
Horror	9	7	12	14	14
Music	20	10	8	11	
New	12	18	9	15	9
Sci-Fi	10	9	12	13	17
Sports	11	17	16	14	16
Thriller	1				
Travel	11	10	14	12	10

Visual Overview: Movie Count and Ratings: Using a stacked bar column visual, we present a comprehensive view of our 1,000 movie collection divided by the five major ratings (PG, PG-13, R, NC-17, G), within each of the 17 movie categories.

WARNING

Thriller Anomaly: The "Thriller" category stands out with just one film. This discrepancy raises questions about data integrity or potential missing data.
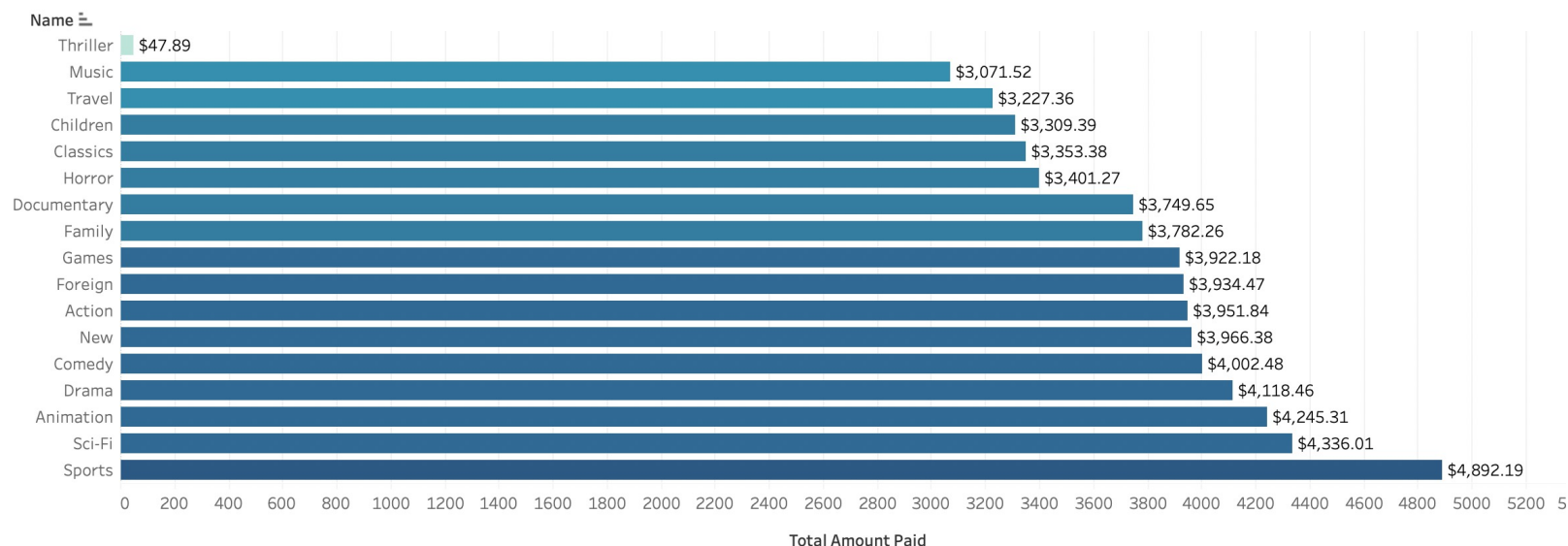
Key Insights:

•**Uniformity in Categories:** Across most movie categories, the count of movies is evenly distributed among different ratings, demonstrating a balanced collection.

•**Sports and Foreign Movies:** "Sports" and "Foreign Movies" categories lead with the highest overall counts, showcasing their diverse appeal.

•**Drama's PG-13 Preference:** Within the "Drama" category, PG-13 ratings dominate, indicating viewer preference for this rating within this genre.

3. Movie Category Revenue Distribution

Decoding Revenue Dynamics

Total Revenue by category

Name	Total Amount Paid
Thriller	$47.89
Music	$3,071.52
Travel	$3,227.36
Children	$3,309.39
Classics	$3,353.38
Horror	$3,401.27
Documentary	$3,749.65
Family	$3,782.26
Games	$3,922.18
Foreign	$3,934.47
Action	$3,951.84
New	$3,966.38
Comedy	$4,002.48
Drama	$4,118.46
Animation	$4,245.31
Sci-Fi	$4,336.01
Sports	$4,892.19

• Diving deeper into our movie collection, we're dissecting the revenue distribution across our diverse movie categories. As we unravel these insights, we'll realize that revenue isn't solely determined by the number of films but is a reflection of our customers' unique preferences.

Key Insights:

•**Condensed Revenue Bands:** The top 5 movie categories exhibit subtle revenue differences, indicating similar customer interest.

•**Surprising Standout:** While the "Sports" category, with the highest movie count, leads in revenue, the "Foreign Movies" category lags in 7th place.

•**Revenue vs. Film Count:** The "Foreign Movies" category's lower revenue, despite its film count, challenges the misconception that more films directly lead to higher revenue.

4. Average Rental Rate, Modal Rating Value, and Rental Duration by Movie Category

Deciphering Viewer Engagement

- Gaining insight into viewer behavior is vital for optimizing our offerings. Let's delve into the average rental rate, a key factor in viewer choices, and explore its relationship with movie categories. This understanding sheds light on preferences and decision-making.

Rental Rate Understanding: The rental rate signifies the fee viewers pay to rent a film for a specified duration. It affects revenue and reflects the value viewers attribute to the content.
•**Price-Value Balance:** A higher rental rate might signal perceived value, especially for popular genres like "Games."
•**Viewer Loyalty:** The enduring appeal of categories like "Sports" showcases viewer preferences regardless of rental rates.

Games 3.2523 NC-17	Sports 3.1251 NC-17	Drama 3.0223 PG-13	Thriller 2.9900 G	Music 2.9508 NC-17
Travel 3.2356 PG	New 3.1170 NC-17	Children 2.8900 PG	Classics 2.7444 R	Documentary 2.6665 PG
Sci-Fi 3.2195 R	Foreign 3.0996 PG-13	Animation 2.8082 PG-13		
Comedy 3.1624 PG	Horror 3.0257 PG-13	Family 2.7547 PG	Action 2.6463 G	

Key Insights:

•**Game's Pinnacle:** The "Games" category takes the lead with the highest average rental rate, indicating viewers are willing to invest in its content at $3.25 per day.

•**Action's Thrill:** Despite its lower rental rate of $2.60, the "Action" category retains viewer interest.

•**Sports' Impact:** Despite a higher rental rate, the "Sports" category remains popular, which could be attributed to its extensive film count and revenue.

4.1 Average Rental Rate, Modal Rating Value, and Rental Duration by Movie Category
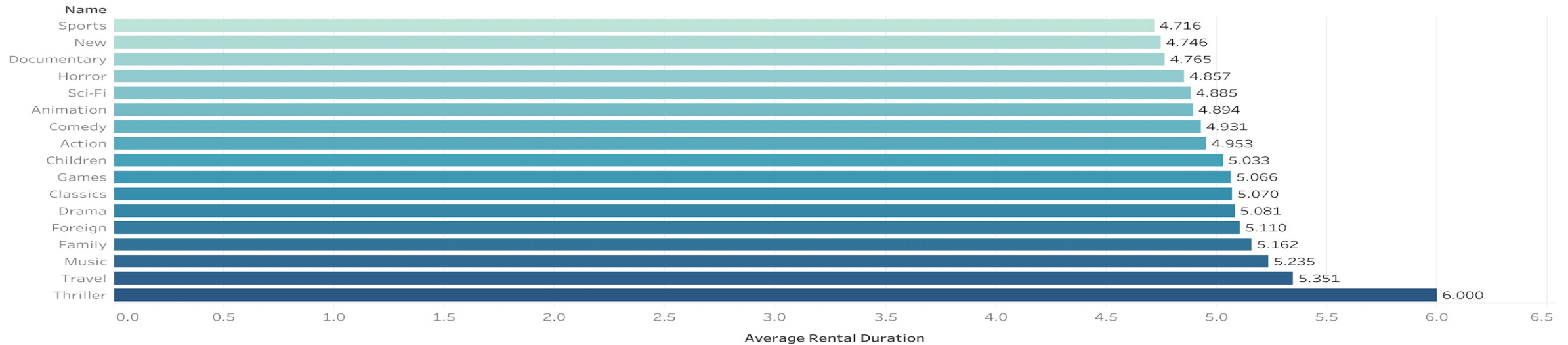
Key Insights:

•**Thrilling Anomaly:** "Thriller" category's high rental duration could be distorted due to its small film count.

•**Consistent Engagement:** Rental durations are similar from second to sixth positions, indicating uniform viewer interaction.
•**Sports Paradox:** Despite its high rental rate, the "Sports" category has the lowest rental duration. This can be attributed to dynamic content and viewer preferences.
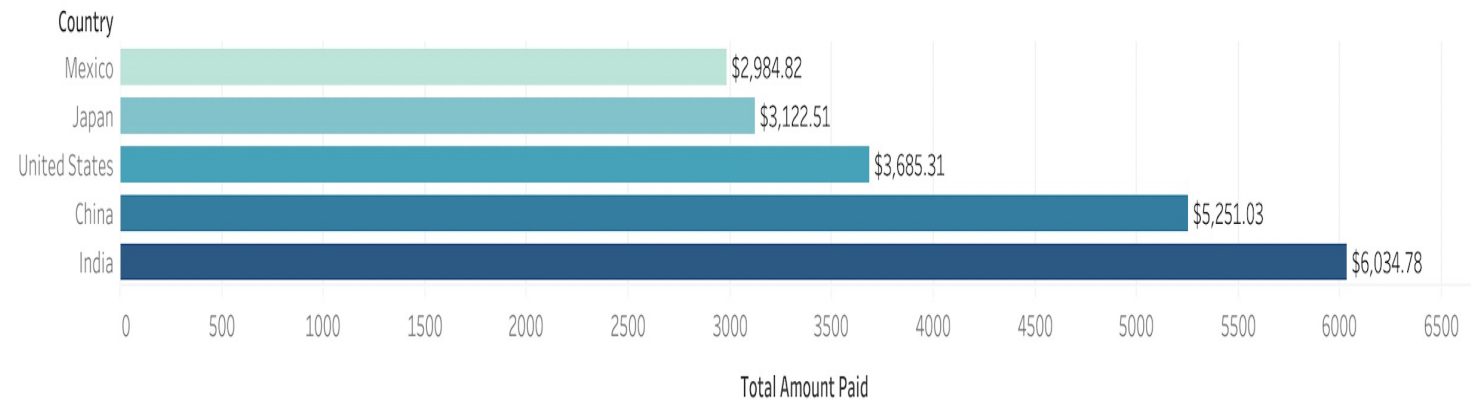
Explaining Sports' Low Rental Duration:

•**Dynamic Content:** Shorter durations of sports events result in shorter rental periods.
•**Frequent Interaction:** Viewers engage in multiple, shorter sessions for sports content.
•**Price-Value Balance:** High rental rate demonstrates viewers' willingness to invest in sports content, regardless of shorter duration.

5. Top Revenue Generating Countries
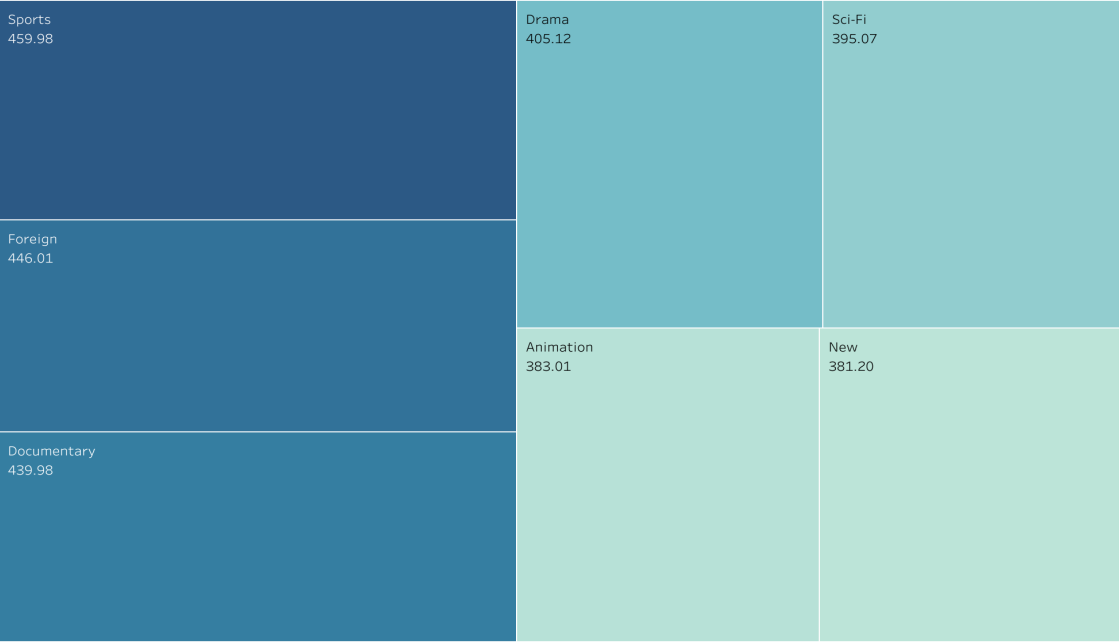
Revenue leaders across the world

- Our global expansion efforts have yielded impressive results. Let's spotlight the top 5 countries that stand out as revenue powerhouses, driving our success and reflecting viewer preferences worldwide.

- **Key Insights:**

- **India Dominance:** India takes the lead in revenue, showcasing its strong affinity for our offerings.

- **Diverse Landscape:** China, United States, Japan, and Mexico follow, underscoring our global appeal.

- **Indian Surge:** The substantial revenue from India nearly matches the combined revenue of the third and fourth countries, the United States and Japan.

Country

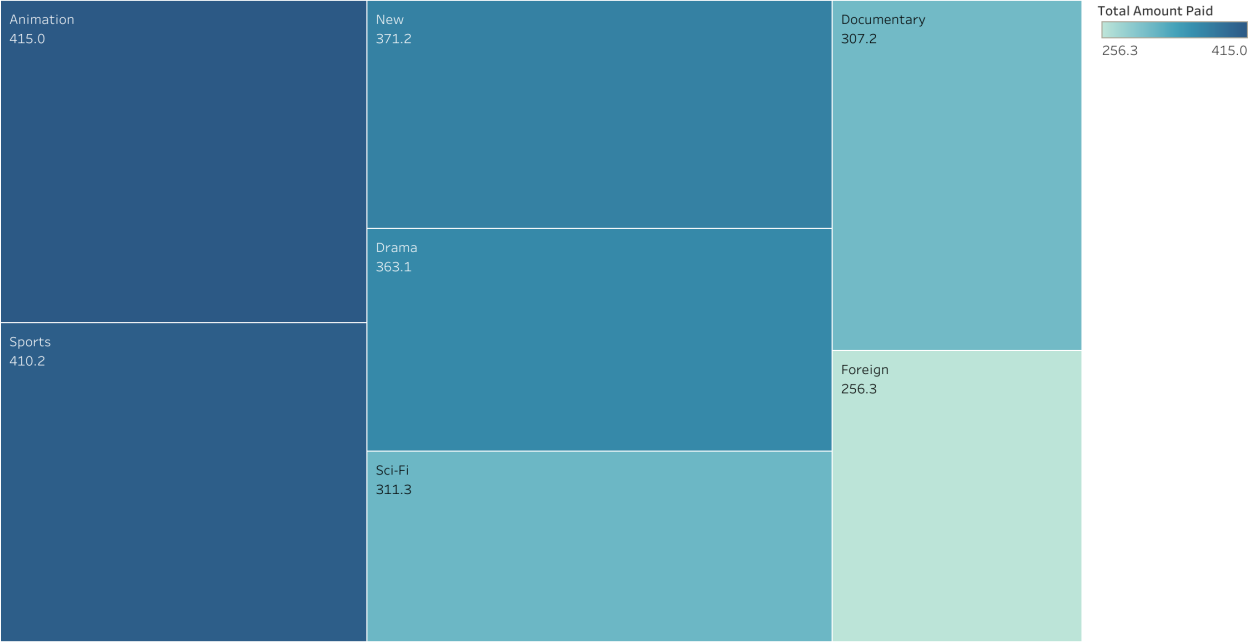| Country	Total Amount Paid
Mexico	$2,984.82
Japan	$3,122.51
United States	$3,685.31
China	$5,251.03
India	$6,034.78

Total Amount Paid

6. Country Preferences: TOP 7 Movie Categories by revenue

Understanding the preferences of our customers around the world is integral to our success. Let's explore the favored movie categories in our top revenue-generating countries: India, China, United States, Japan, and Mexico. Each country's choices reflect their unique cultural inclinations.

India consumers Top 7 categories by revenue

China consumers Top 7 categories by revenue

Sports 459.98	Drama 405.12	Sci-Fi 395.07
Foreign 446.01	Animation 383.01	New 381.20
Documentary 439.98		

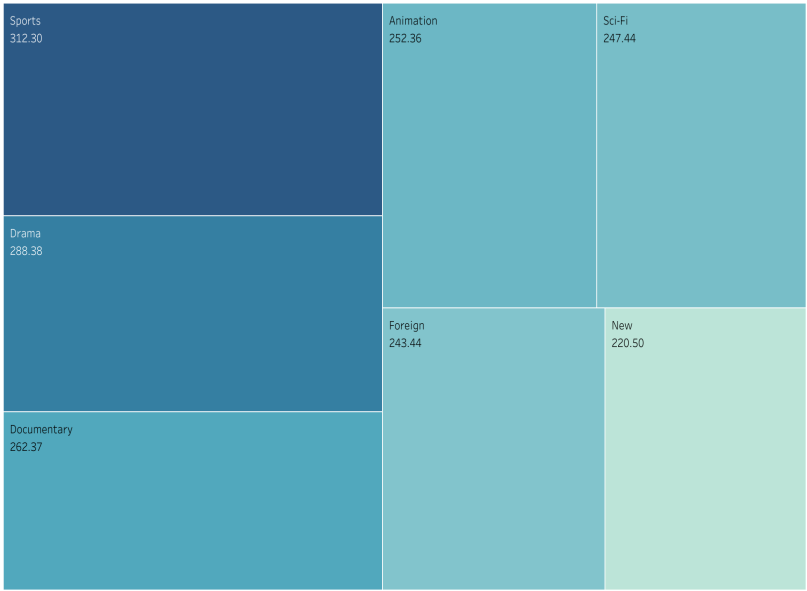| Animation 415.0	New 371.2	Documentary 307.2
Sports 410.2	Drama 363.1	Foreign 256.3
	Sci-Fi 311.3	

Total Amount Paid
256.3   415.0

Key Insights Visuals:

India's Affinity: "Sports" and "Foreign" categories resonate with Indian viewers, highlighting a preference for diverse content outside the US Hollywood realm.

China's Animation Love: Animation captures China's heart as the top choice, a distinction unmatched by other countries

6. Country Preferences: TOP 7 Movie Categories by revenue

US consumers Top 7 categories by revenue

Sports 312.30	Animation 252.36	Sci-Fi 247.44
Drama 288.38	Foreign 243.44	New 220.50
Documentary 262.37		

Mexico costumers Top 7 categories by revenue

Sports 269.4	Foreign 245.4	Animation 173.6
	Drama 233.5	New 147.7
Sci-Fi 251.4	Documentary 195.5	

Japan costumers Top 7 categories by revenue

Total Amount Paid
159.6 — 290.4

New 290.4	Animation 252.4	Documentary 210.5
	Sci-Fi 233.4	
Drama 259.4		Foreign 159.6
	Sports 227.5	

US Tradition: As expected, "Sports" ranks highest in the United States, aligning with the country's strong sporting culture.
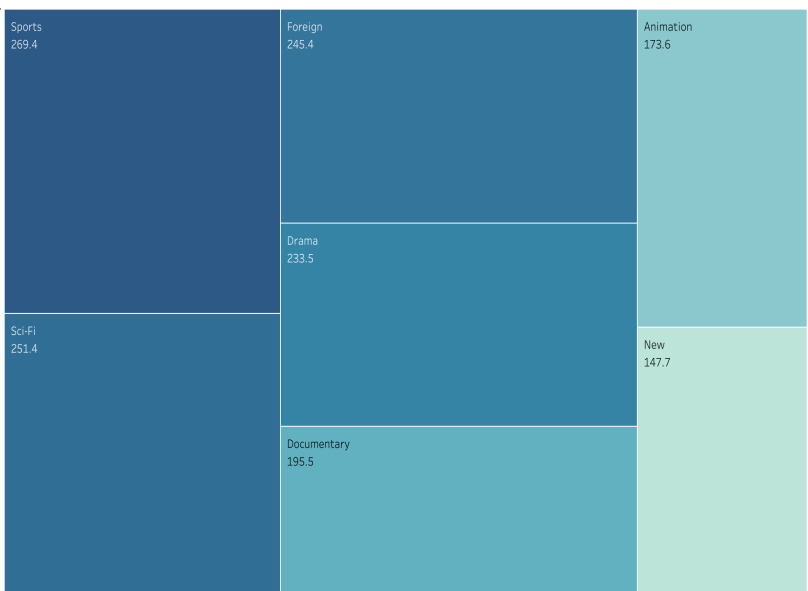
Mexico's Spectrum: "Sports" and "Sci-Fi" are favored in Mexico, representing a mix of excitement and futuristic intrigue.
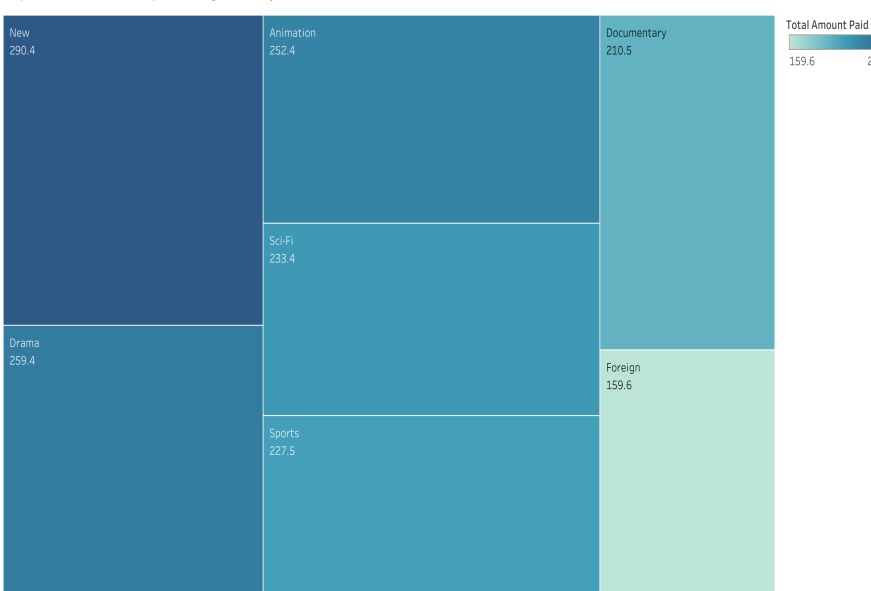
Japan's Nuanced Choice: "New" and "Drama" categories take precedence in Japan, revealing a distinctive taste not dominated by sports.
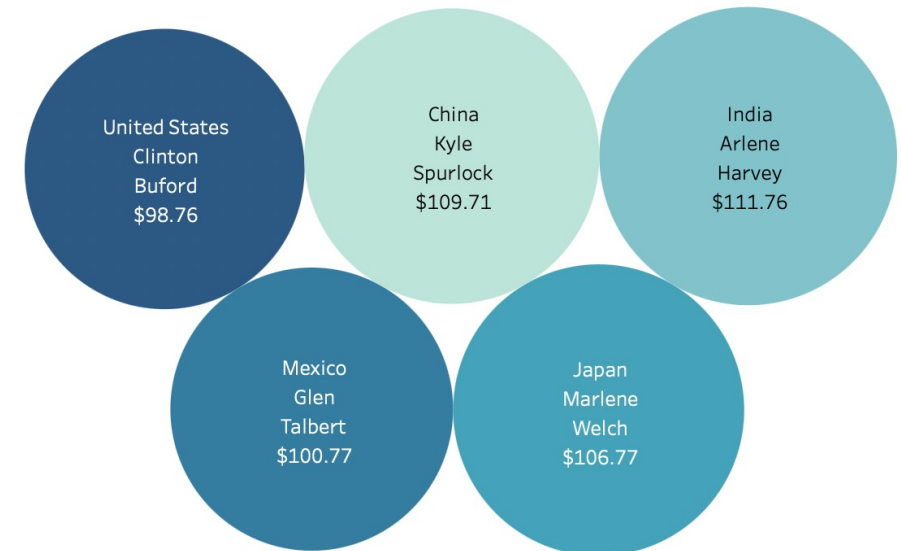
7. Top Customers in High-Revenue Countries

Our loyal customers are the backbone of our success. Let's shine a spotlight on the individuals who have contributed significantly to our revenue in the top 5 countries. Recognizing their loyalty helps us nurture valuable relationships and deliver exceptional experiences.

Key Insights:

- **India:** Celebrate the loyalty of our top Indian customer who drives our success in this lucrative market.

- **China:** Recognize the valued Chinese customer who plays a pivotal role in our revenue generation.

- **United States:** Acknowledge the American customer whose loyalty impacts our performance in this key region.

- **Japan:** Celebrate the top Japanese customer who contributes significantly to our revenue.

- **Mexico:** Recognize the Mexican customer who is instrumental in our success in this vibrant market.

Top 5 Rockbuster Customers located in the Top 5 countries by total revenue

United States
Clinton Buford
$98.76

China
Kyle Spurlock
$109.71

India
Arlene Harvey
$111.76

Mexico
Glen Talbert
$100.77

Japan
Marlene Welch
$106.77

8.Conclusions and Future Actions

Key Conclusions and Future Actions:

Customer-Centric Strategy:

Conclusion: Viewer preferences dictate revenue: "Sports" triumphs across diverse markets.

Action: Tailor content to match viewer tastes; prioritize popular genres like "Sports" while exploring regional niches.

Localization Power:

Conclusion: Localizing content sparks revenue: "Foreign" movies shine in India, non-Hollywood genres resonate.

Action: Amplify regional content; weave local storytelling for "Foreign" and embrace non-traditional categories globally

Data-Driven Revenue Enhancement:

Conclusion: Data fuels revenue strategies: "Games" rentals and high ratings drive income.

Action: Employ data insights for dynamic pricing; focus on high-rated content to optimize revenue potential.

Loyalty and Engagement:

Conclusion: Loyal customers drive revenue: Top customers in high-revenue countries are invaluable.

Action: Launch loyalty programs, offering exclusive content or previews; enhance personalization to nurture loyalty.

Market Expansion Insights:

Conclusion: Revenue hubs beckon: India's lead and China's animation potential shine.

Action: Deepen presence in India and tap China's animation fervor; use predictive analysis to identify untapped markets.

Diverse Content Impact:

Conclusion: Diverse tastes abound: "Thriller" and "Foreign" appeal varies across countries.

Action: Foster local and global diversity; introduce "Thriller" variety and culturally resonant content for a richer offering.

THANK YOU