

# ROCKBUSTER STEALTH: DATA ANALYSIS PROJECT

By: Priya Agrawal

Tableau link:

<https://public.tableau.com/app/profile/priya.agrawal4103/viz/RockbusterStealthOnlineVideoServiceLaunchStrategyStoryboard/Story1?publish=yes>

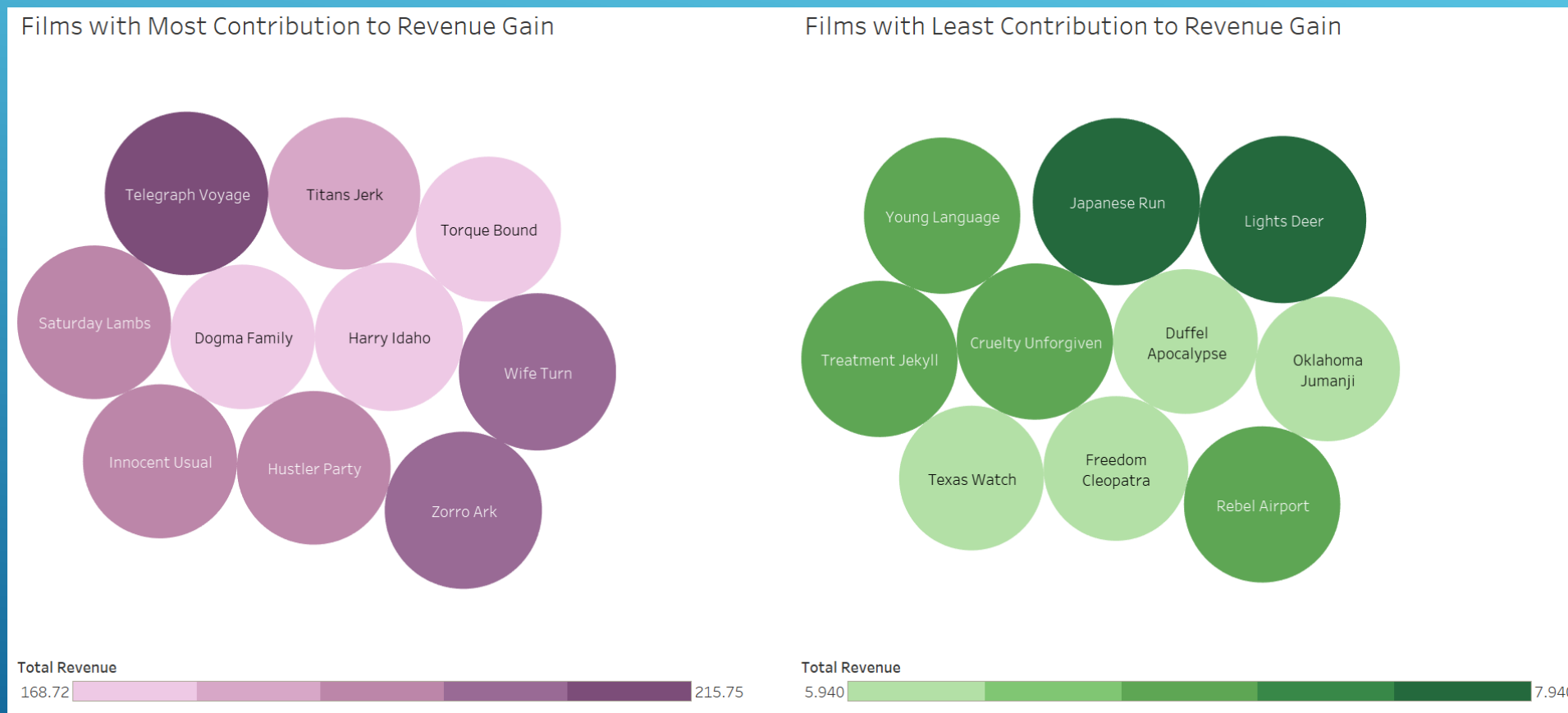
# PURPOSE

- ▶ Rockbuster Stealth is looking to launch an online video rental service to maintain competition with streaming services like Amazon Prime and Netflix.
- ▶ Data analysis was conducted to assist with the launch strategy for Rockbuster's new online video rental service.

# BUSINESS QUESTIONS AND ANALYSIS

- ▶ The following questions asked by the Rockbuster Stealth Management Board guided the analysis:
  - ▶ Which movies contributed the most/least to revenue gain?
  - ▶ What was the average rental duration for all videos?
  - ▶ Which countries are Rockbuster customers based in?
  - ▶ Where are customers with a high lifetime value based?
  - ▶ Do sales figures vary between geographic regions?

# HIGHEST AND LOWEST REVENUE-GENERATING FILMS



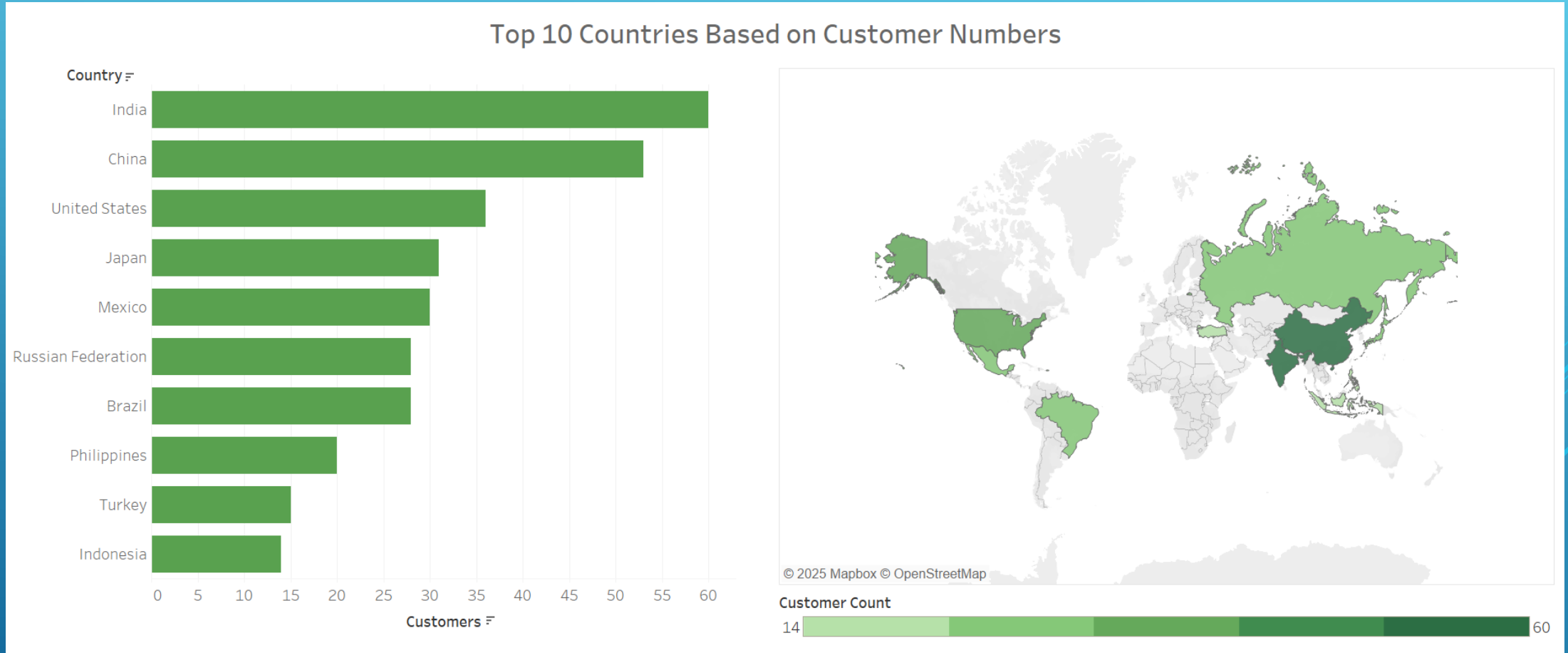
- There is a significant difference between both groups in terms of the revenue generated.

# FILM RENTAL STATISTICS

| Rental Duration | Rental Rate     | Film Length          | Replacement Cost |
|-----------------|-----------------|----------------------|------------------|
| Minimum: 3 days | Minimum: \$0.99 | Minimum: 46 minutes  | Minimum: \$9.99  |
| Maximum: 7 days | Maximum: \$4.99 | Maximum: 185 minutes | Maximum: \$29.99 |
| Average: 5 days | Average: \$2.98 | Average: 115 minutes | Average: \$19.98 |

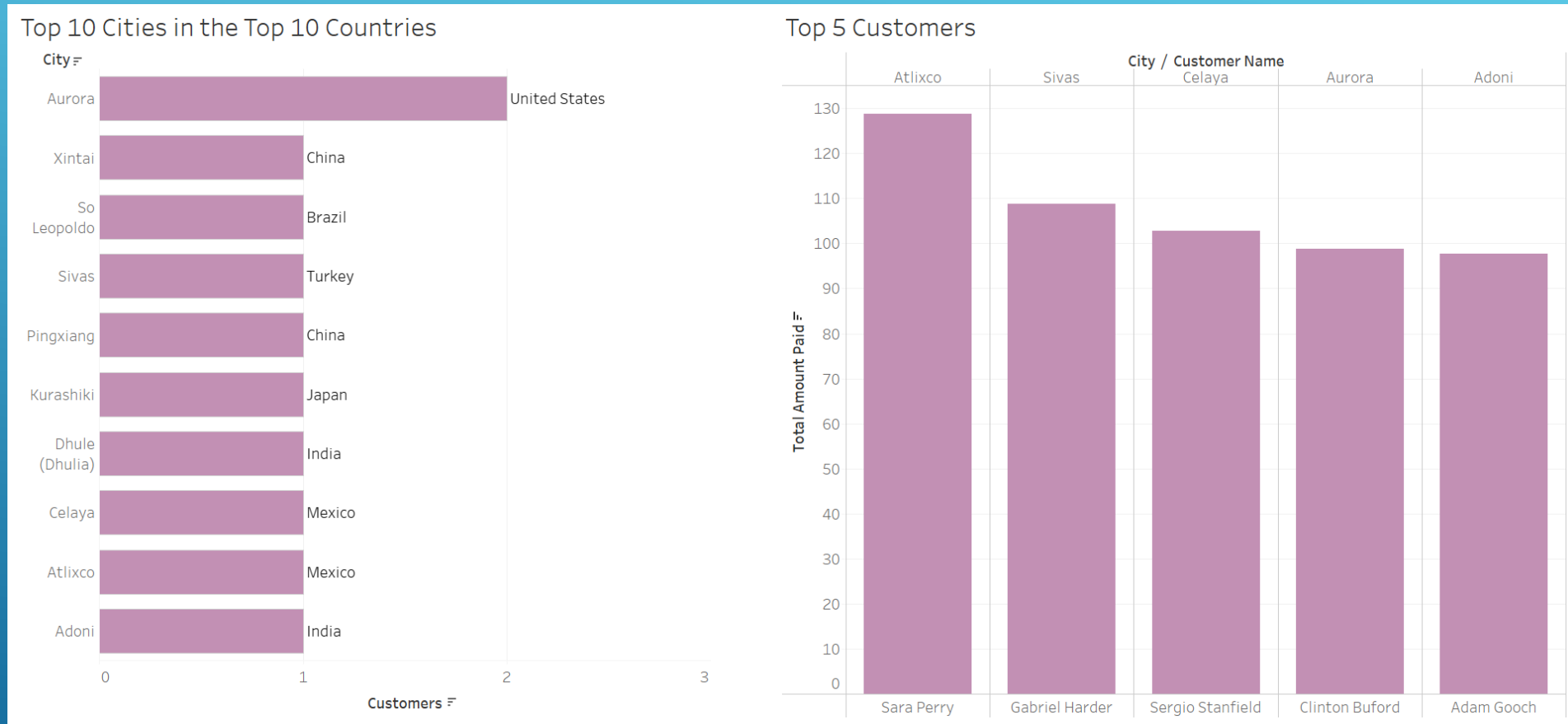
- ▶ Rockbuster's film inventory consists of 1000 films, all of which were released in 2006.
- ▶ More films in the inventory are rated PG-13 than any other rating.

# TOP COUNTRIES



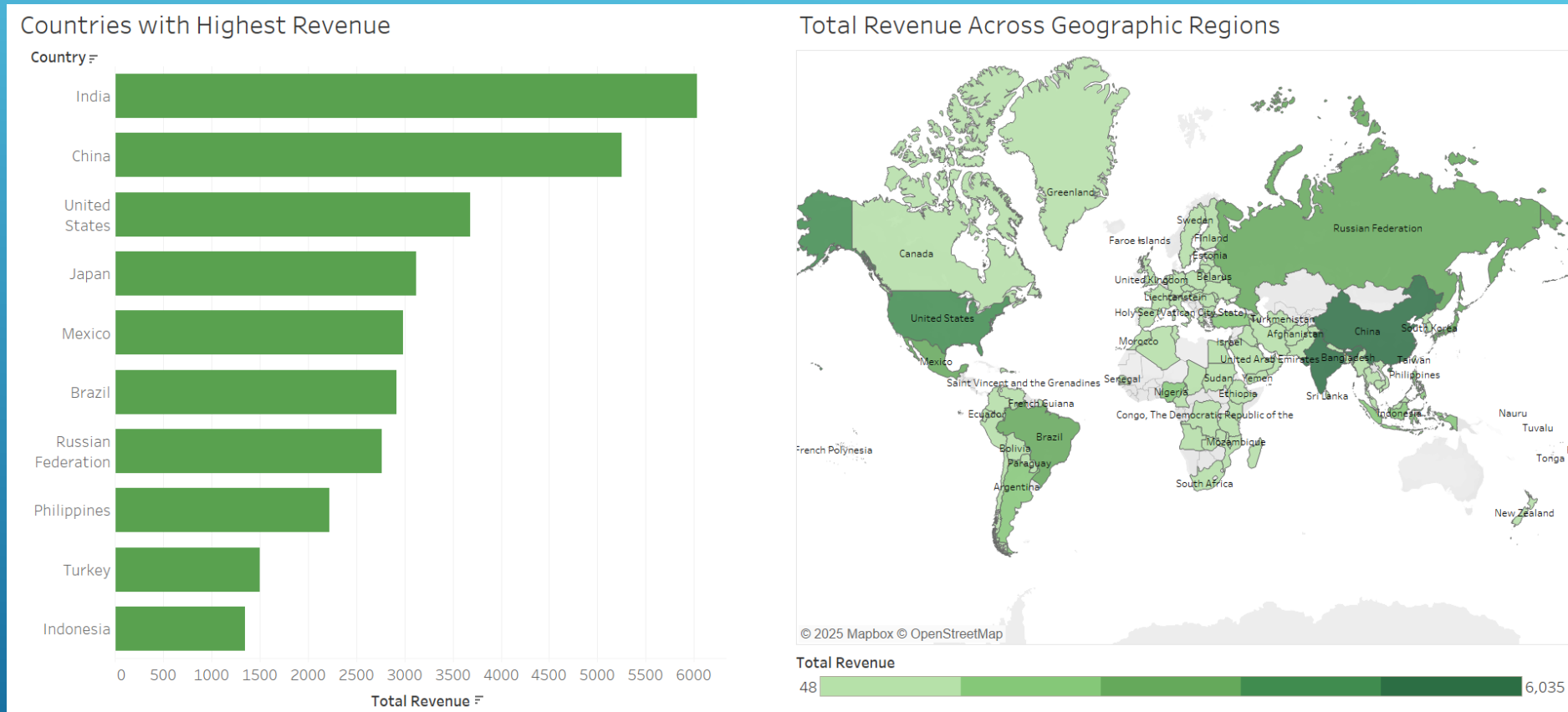
- ▶ Rockbuster's customers are based in many countries around the world, with India and China having the largest numbers of customers.

# TOP CUSTOMER LOCATIONS



- The majority of Rockbuster's customers were obtained on February 14, 2006 and the most popular store is store 1.

# SALES ACROSS GEOGRAPHIC REGIONS



- Sales vary across geographic regions with Asia, North America, and South America having the highest sales.



# RECOMMENDATIONS

- ▶ Rockbuster can remove films from their inventory that do not generate much in revenue, such as the ten lowest revenue-generating films.
- ▶ Marketing funding, campaigns, and resources for the new online video rental service can be focused on the countries that have the most customers and generate the most revenue such as India, China, United States, Japan, Mexico, etc.
- ▶ The online video rental service can first be launched in India, China, and the United States since these countries have the most customers and highest sales.