

Rockbuster Insights Report

KEY FINDINGS AND STRATEGIC RECOMMENDATIONS

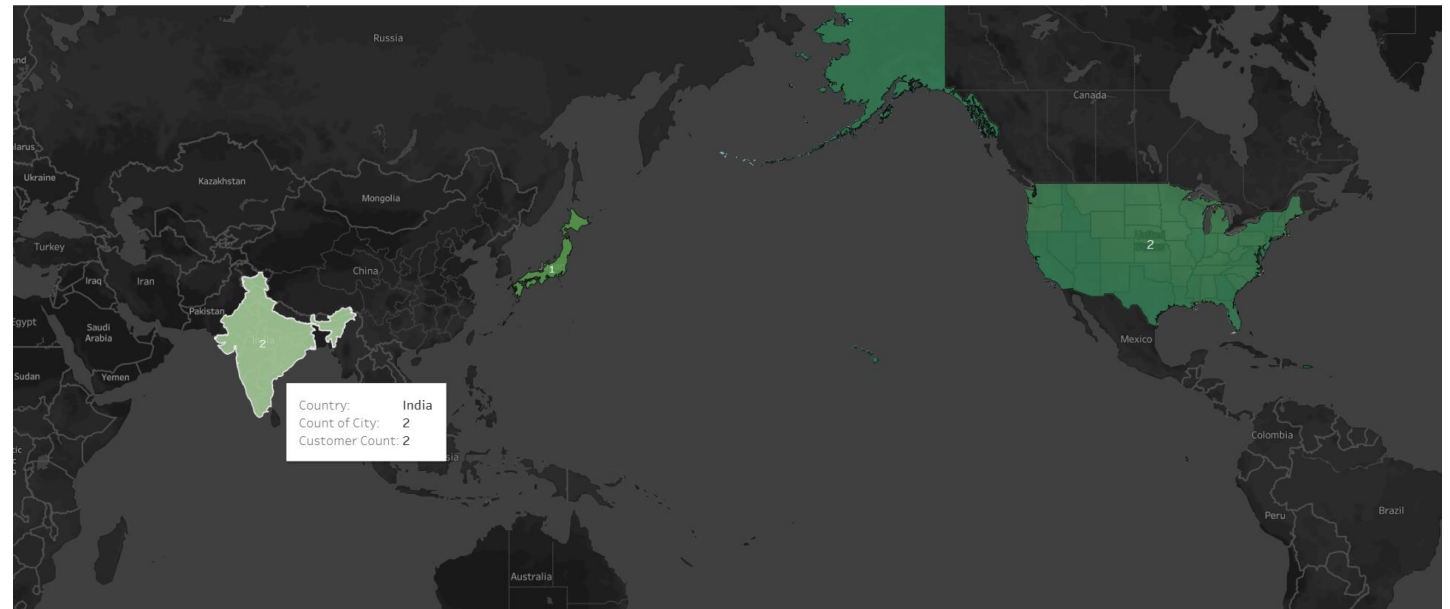
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Key Findings

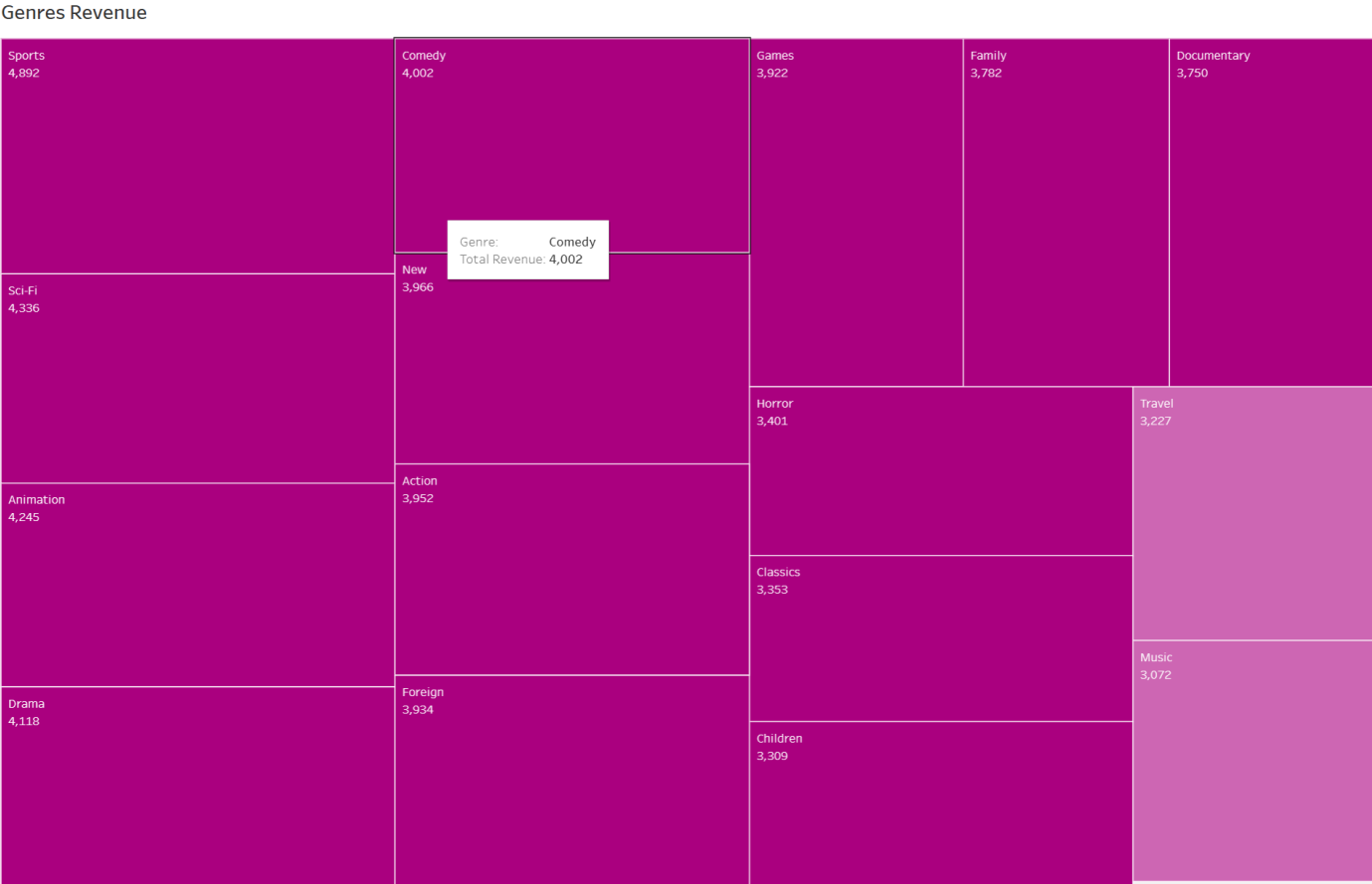
Top Cities for Revenue and Engagement

Our data analysis reveals the cities in countries like India, Japan and The USA are with the highest customer activity and revenue. These regions represent valuable markets for Rockbuster to strengthen our customer engagement and optimize marketing spend.



Top Genres Driving Revenue

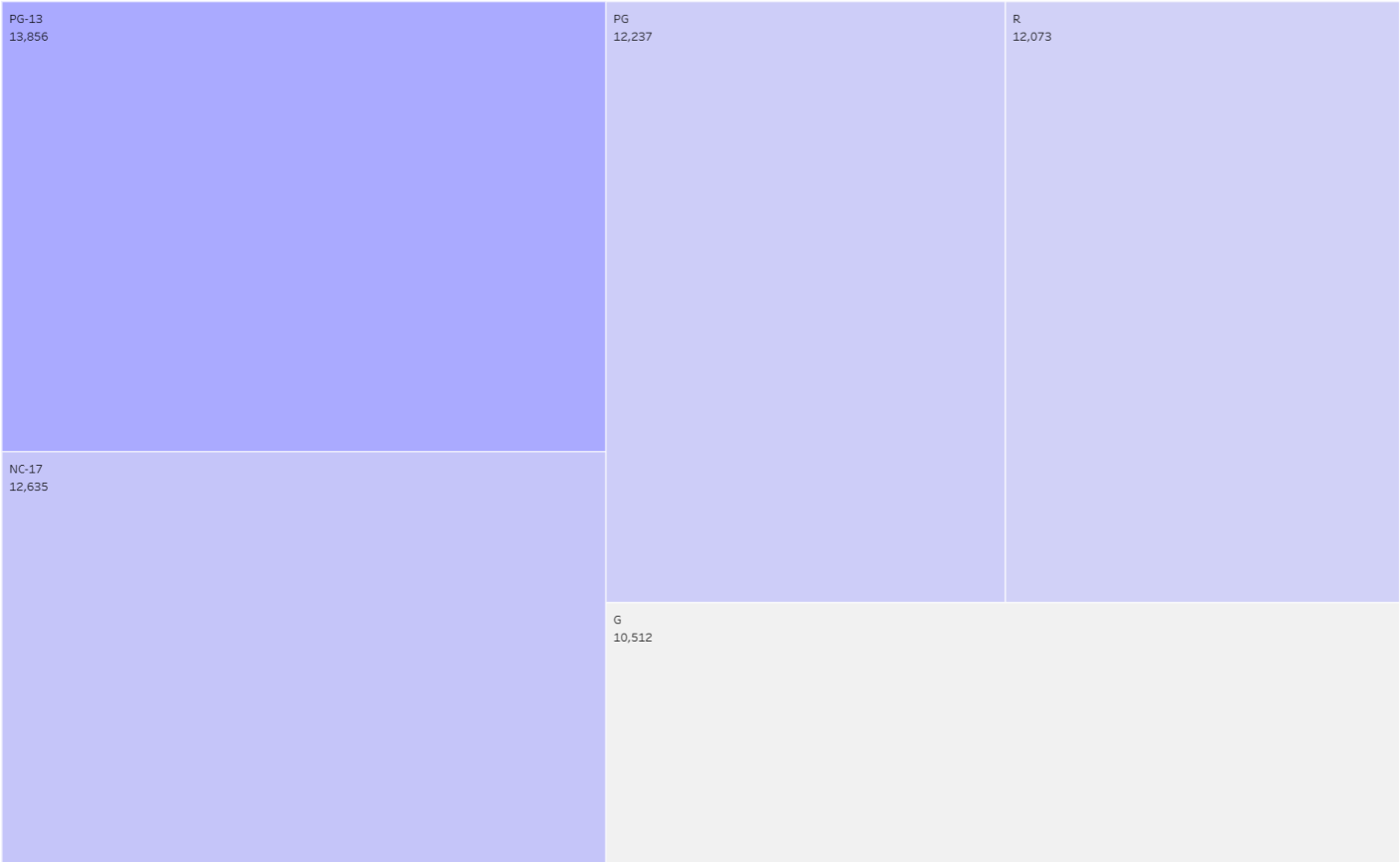
The analysis shows that certain genres like Sports, Sci-Fi, Animation, Drama and Comedy consistently outperform others in revenue generation. By expanding our inventory in these popular genres, we can cater to customer interests and maximize sales.



Ratings and Revenue Trends

Films with specific content ratings, particularly PG-13, tend to generate higher revenue. This trend indicates a demand for content that aligns with specific ratings, offering a strategic direction for future content acquisitions.

Revenue based on Ratings



Recommendations:

1.Targeted Marketing

Focus on top-performing cities to increase revenue through tailored marketing and localized promotions.

2.Content Curation Strategy

Prioritize acquiring films in popular genres and ratings categories that align with customer preferences.

3.Promotional Opportunities

Boost engagement by creating targeted promotions around high-demand genres, especially in regions with the most active users.

Next Steps:

- 1. Implement Regional Marketing Campaigns**
- 2. Refine Content Acquisition**
- 3. Monitor Performance Monthly**

Technical Report for Rockbuster Staff

Rockbuster Technical Insights
Data Quality, Querying, and Efficiency Recommendations

Data Profiling & Cleaning

•Data Quality

- Missing, duplicate, and non-uniform data were identified and addressed.
- Data cleaning ensured integrity for accurate insights.

•Key Steps

- Standardized non-uniform entries (e.g., inconsistent ratings).
- Deduplicated customer and city data for clean, reliable metrics.

Technical Recommendations

Data Optimization

Maintain regular data profiling to catch duplicates and maintain data integrity.

Query Optimization

Leverage indexed columns for efficient retrieval in future reports.

Automation & Monitoring

Automate monthly reports to track top genres, high-revenue cities, and customer preferences for real-time insights.

Next Steps for Technical Team

- 1.Schedule Monthly Reports
- 2.Refine Indexing and Database Maintenance
- 3.Coordinate with Marketing for Targeted Outreach Based on Data