



Rockbuster Stealth

Data Analysis Project

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**Launching a Strategy for Online
Video Rental Success**

11th April, 2025

Project Introduction



About Rockbuster Stealth

Content:

- Global movie rental company
 - Facing disruption from streaming services like Netflix, Amazon Prime, etc.
 - Transitioning to an online rental model
 - Data Analytics department brought in to support strategy
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Project Objectives

Which movies drive the most revenue?

What's the average rental duration?

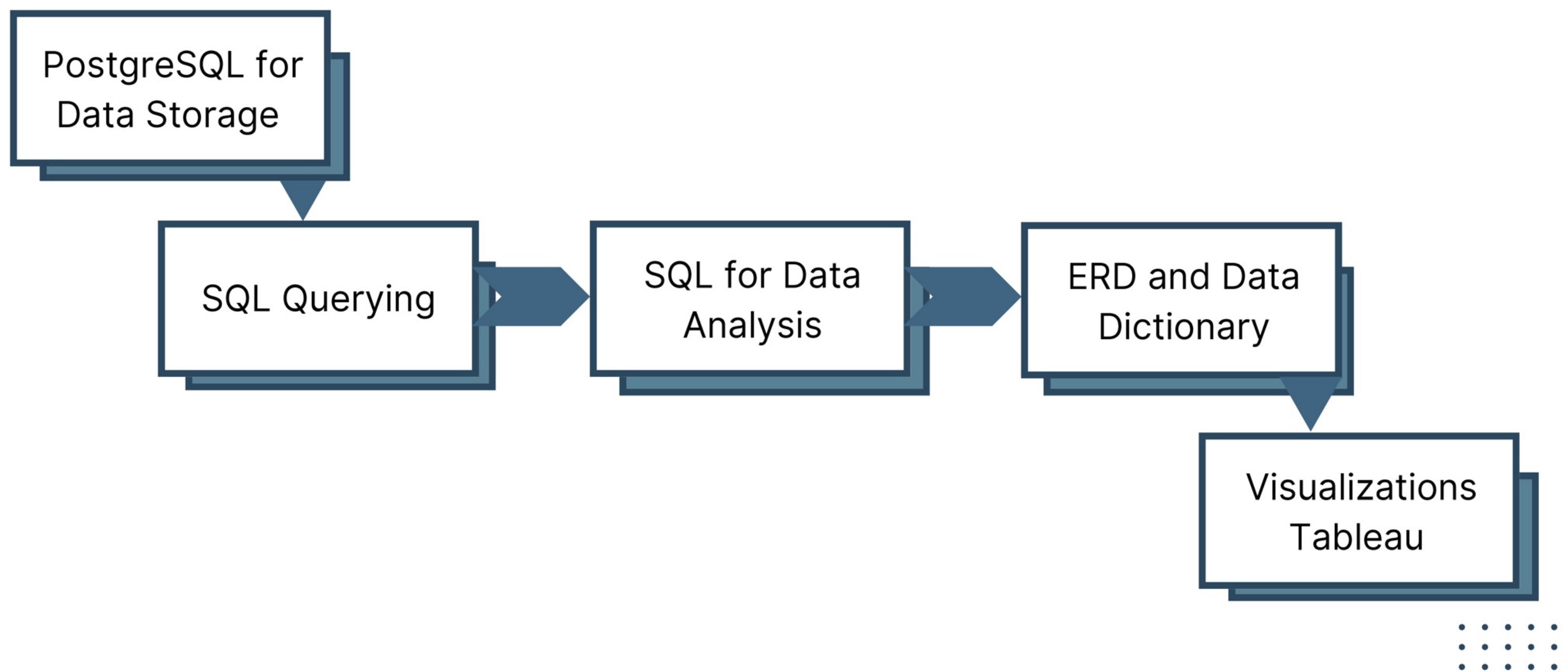
Where are our customers located?

Who are our most valuable customers?

Do sales figures vary between geographic regions?

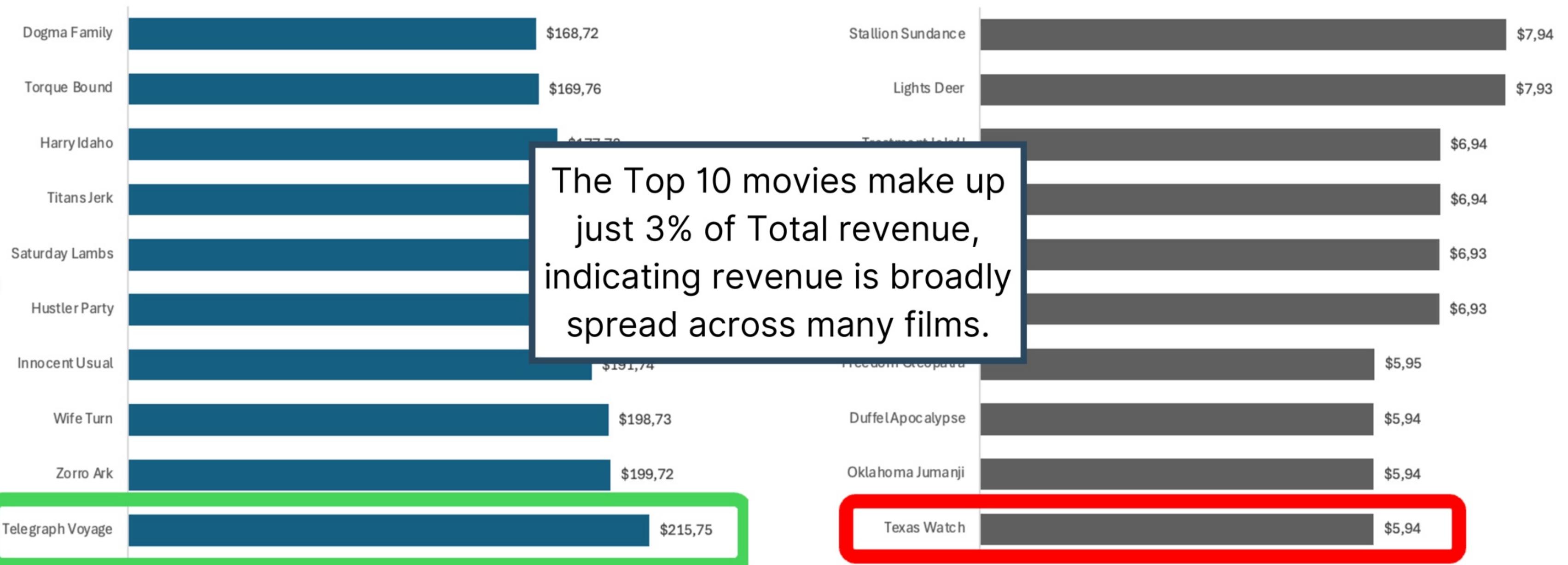


Resources



Revenue by Movie

Which movies drive the most (or least) revenue?



Average Rental Duration

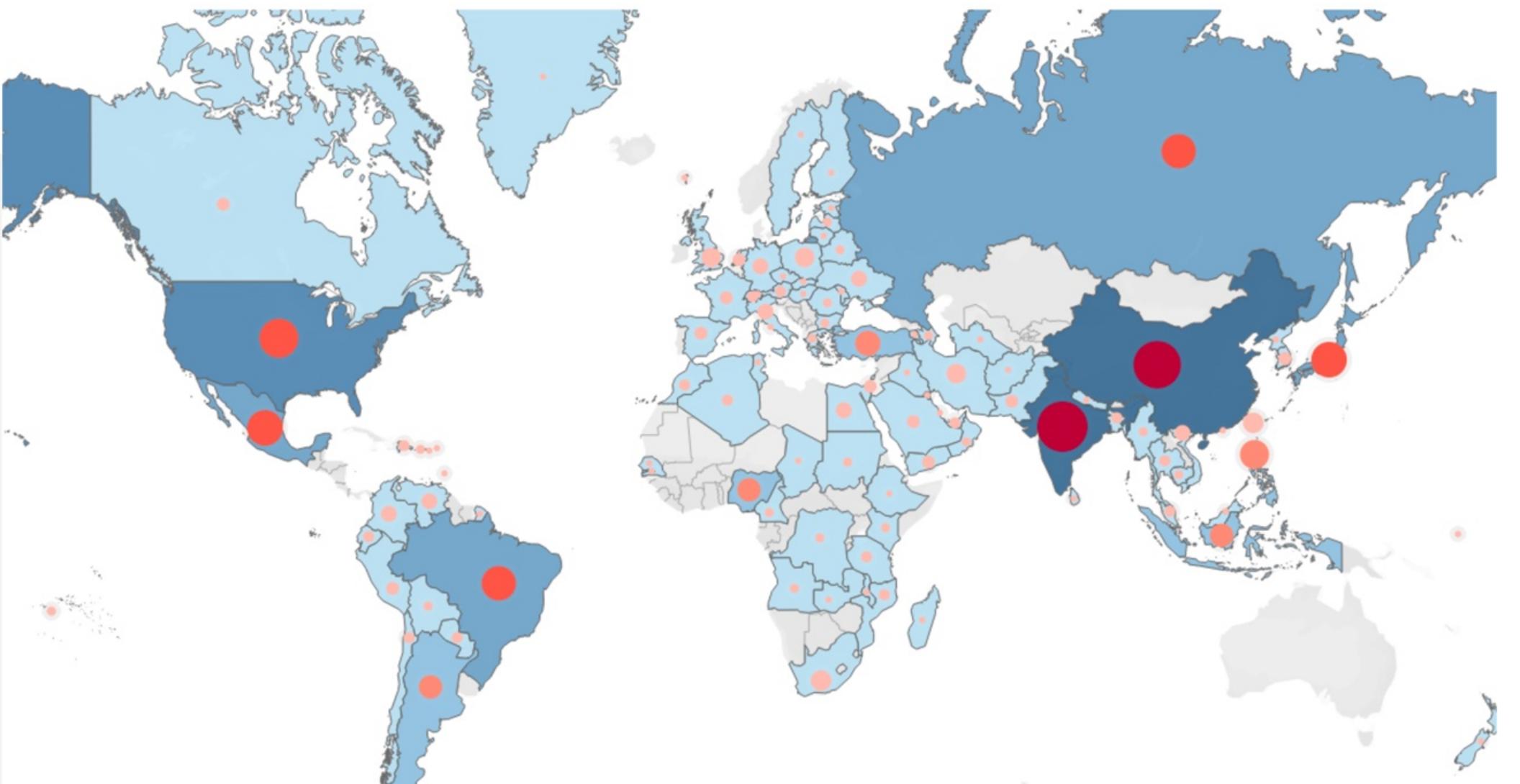
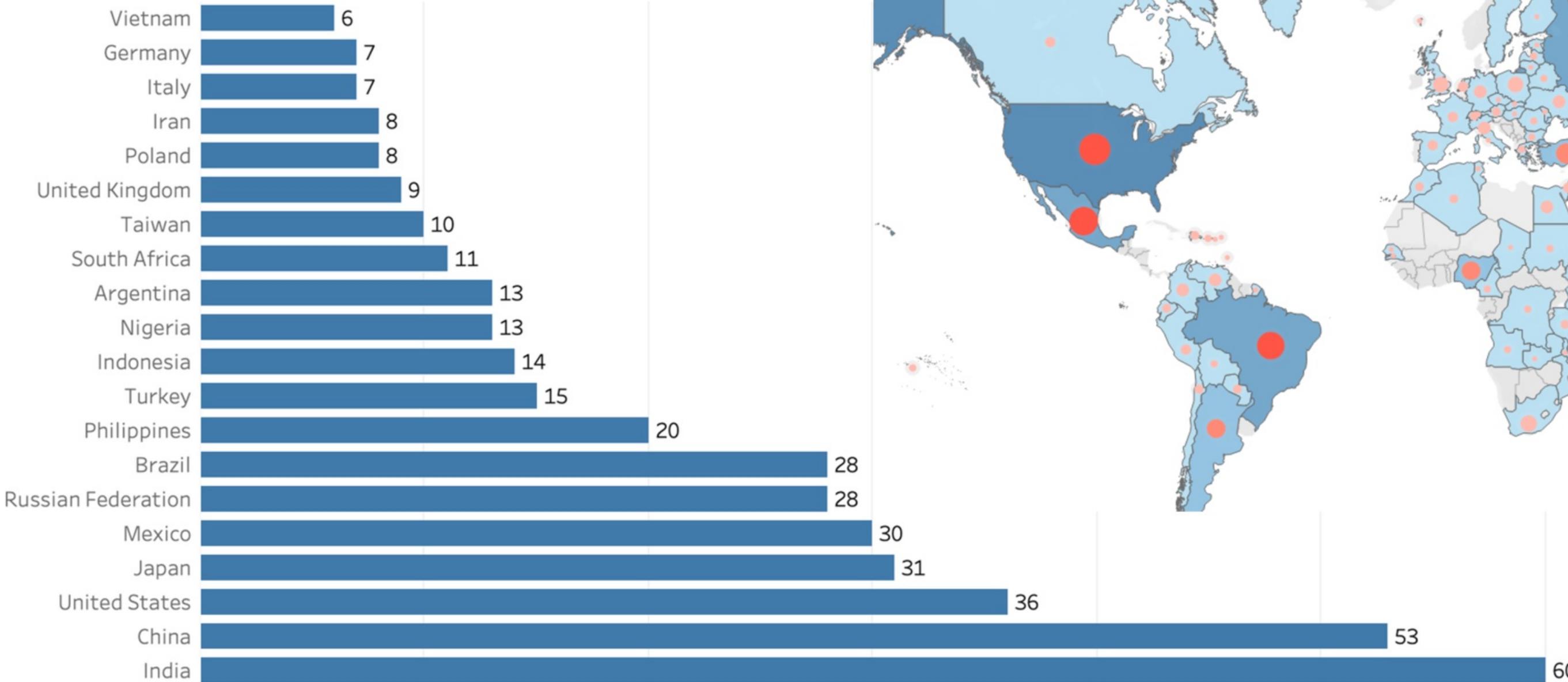
What is the average rental duration?



On average, customers rented movies for 5 days, with rental periods ranging from 3 to 7 days

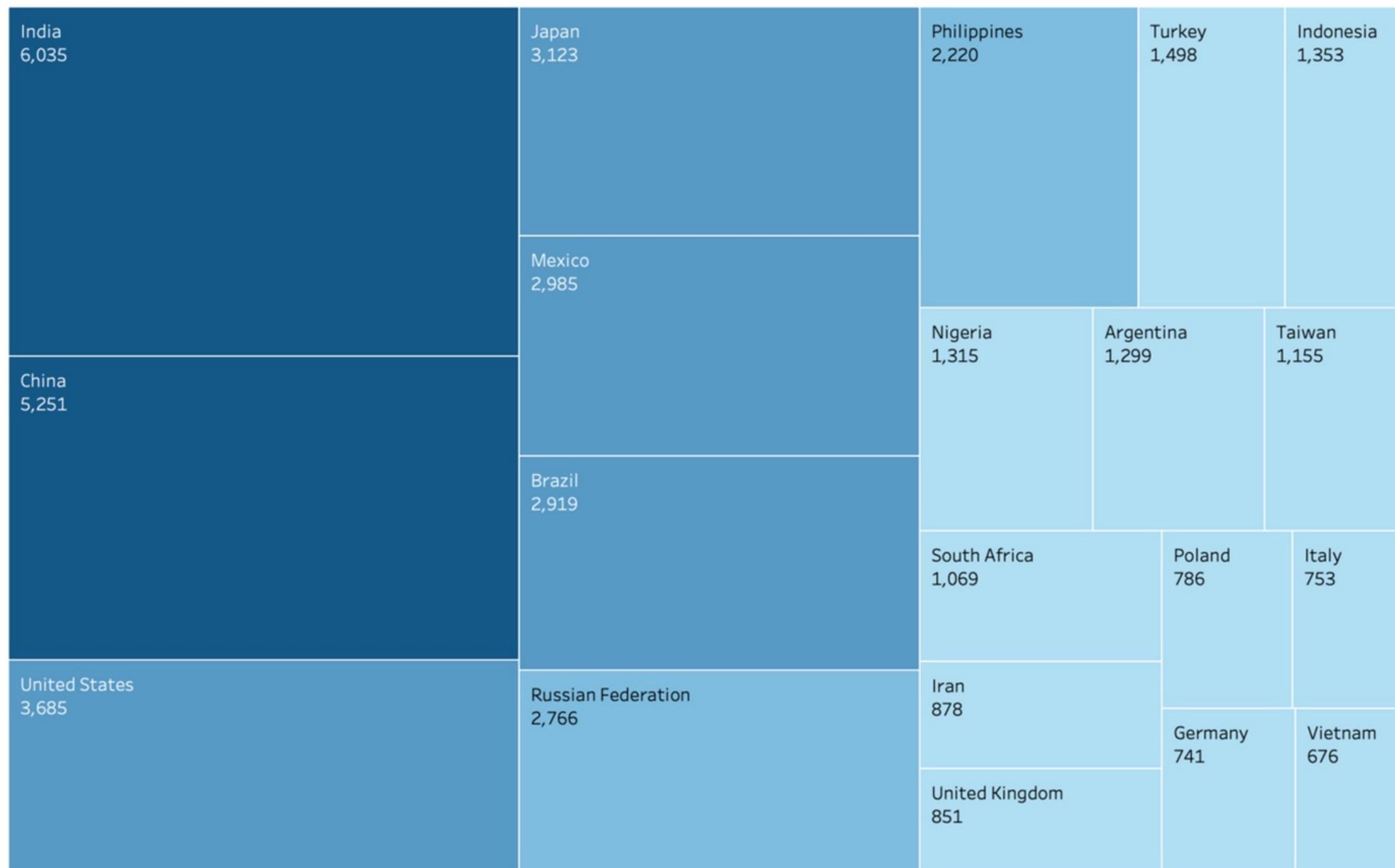
Customer Location

Where are our customers located?



High Value Customers

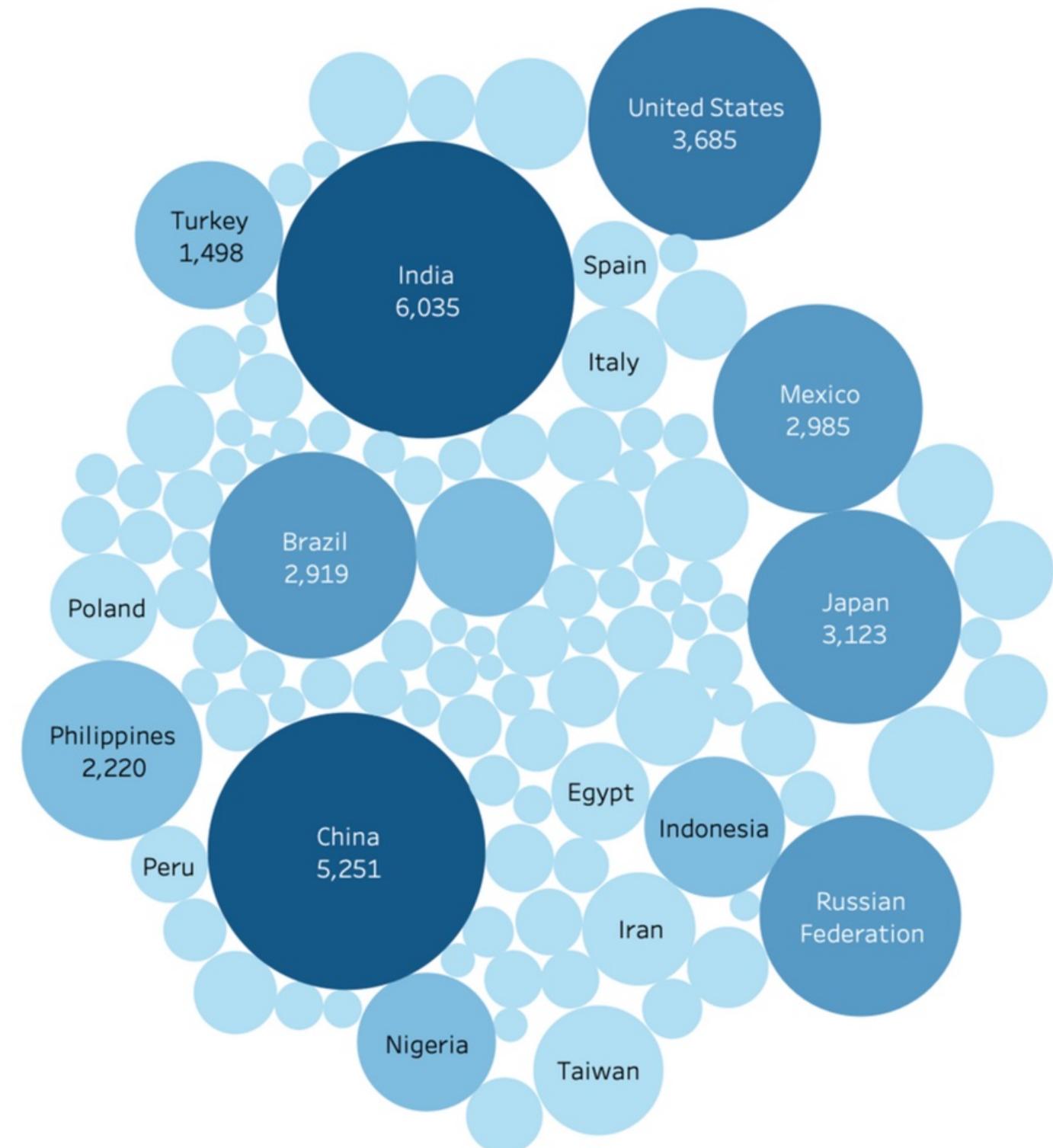
Who are our most valuable customers?



Customer Name	City	Country	Total_Amount
Arlene Harvey	Ambattur	India	\$111,76
Kyle Spurlock	Shanwei	China	\$109,71
Marlene Welch	Iwaki	Japan	\$106,77
Glen Talbert	Acua	Mexico	\$100,77
Clinton Buford	Aurora	United States	\$98,76

Regional Sales Pattern

Do sales figures vary between geographic regions?



The highest revenue
come from Asia and
North America

Tableau Link



Tableau Link

[https://public.tableau.com/views/3_10_Rockb
usterStealth/Story1?:language=en-
GB&publish=yes&sid=&:redirect=auth&:displ
ay_count=n&:origin=viz_share_link](https://public.tableau.com/views/3_10_RockbusterStealth/Story1?:language=en-GB&publish=yes&sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)



Summary of Findings

Revenue

Revenue drive is broadly spread around the different movies title.

Top Location

Top customer locations are India, China, Japan, Mexico and United States

Loyalty

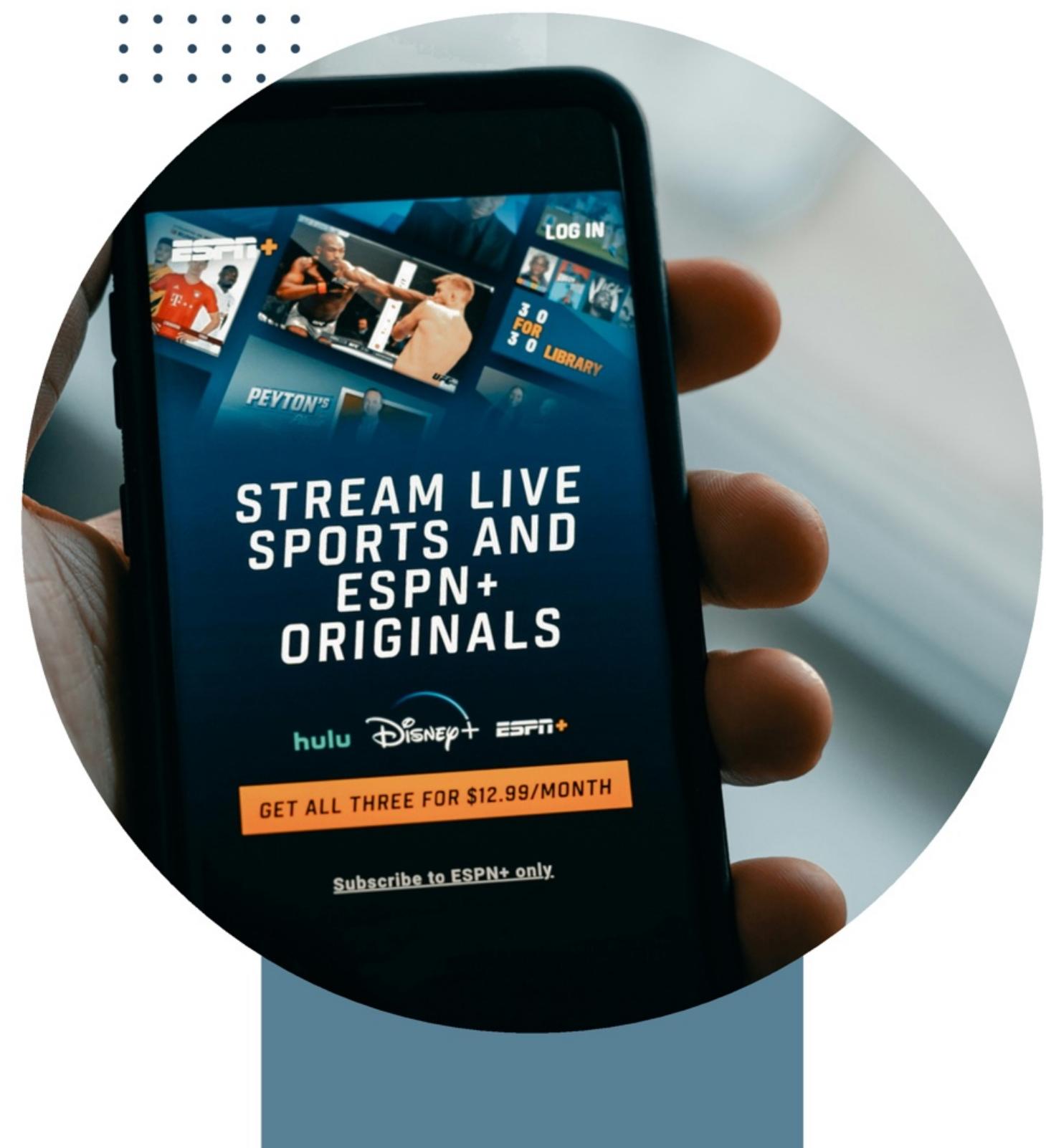
Loyal customers are concentrated in specific regions as Asia and North America

Potential

Online platform has high potential if focused on the top-performing geographical areas

Recommendation

- Prioritize top 10 countries and cities for online launch
- Focus marketing on high-value customer segment
- Optimize licensing around top performing movies
- Continue monitoring with regular SQL based reporting





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Q & A Session

- Let's discuss how data can drive Rockbuster's Strategy

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Rockbuster Stealth



Thank You
for your attention

11th April, 2025