



ROCKBUSTER STEALTH LLC

Data Analysis

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INTRODUCTION

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.

Further Data Analysis is required , which can help with the launch strategy for the new online video service.



KEY QUESTIONS AND OBJECTIVES

- 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?



BUSINESS OVERVIEW

- Number of rentals made : 1 6044
- Total number of films being rented : 1000
- Number of Genres : 17
- Total number of customers worldwide : 599
- Total number of Cities & Countries in business network : 600 Cities & 109 Countries

RENTAL BUSINESS

| | Rental Duration | |
|---------|-----------------|---------|
| Minimum | Average | Maximum |
| 3 | 4.985 | 7 |

| | Rental Rate | |
|---------|-------------|---------|
| Minimum | Average | Maximum |
| 0.99 | 2.98 | 4.99 |

| | Length | |
|---------|---------|---------|
| Minimum | Average | Maximum |
| 46 | 115.272 | 185 |

| | Replacement Cost | |
|---------|------------------|---------|
| Minimum | Average | Maximum |
| 9.99 | 19.984 | 29.99 |

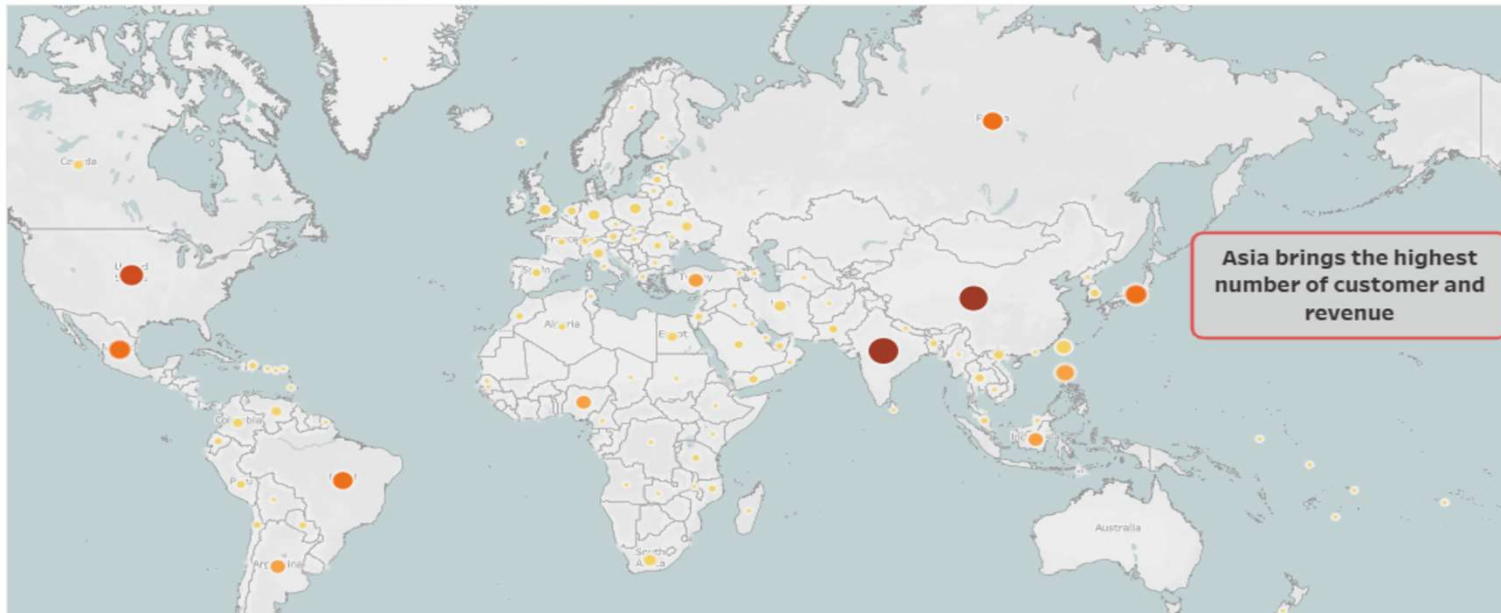
modal_value_rating

PG-13

GEOGRAPHICAL ANALYSIS

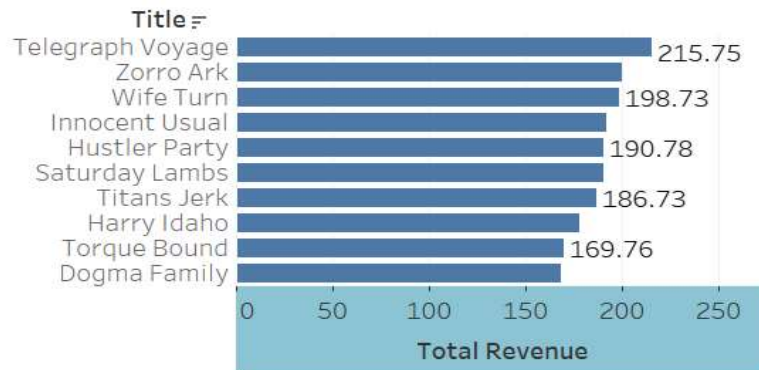
Which countries Rockbuster's Customers are based in ??

Revenue figures and customer numbers vary between different geographical regions across the globe. Asia is contributing highest in number of customers as well revenue. On the other hand there is no presence of Rockbuster in Australia

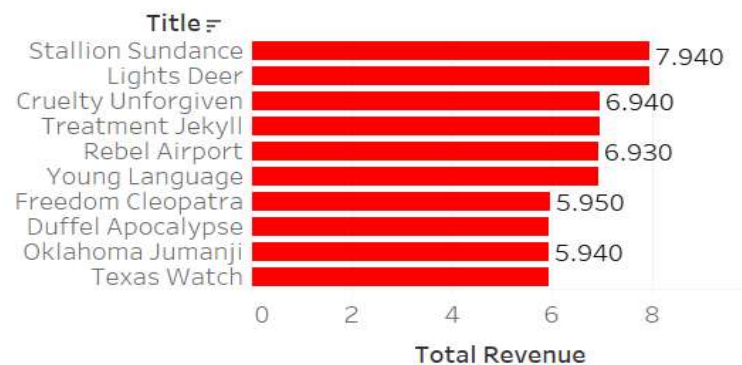


EXISTING PRODUCT PORTFOLIO

Top 10 movies with highest revenue



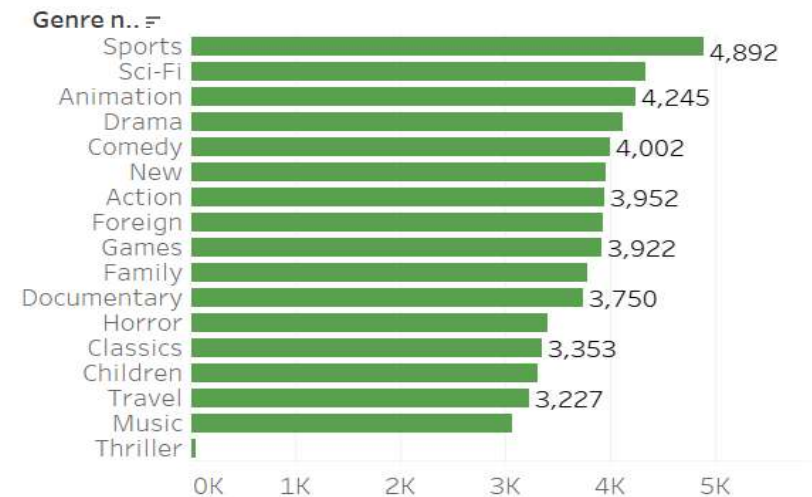
Bottom 10 movies with lowest revenue



Existing Product Basket Analysis

Revenue Contribution vary from 215.75 (Telegraph Voyage-Contributing Highest Revenue) to 5.9 (Texas Watch- Contributing Lowest Revenue). Genre Revenue Analysis says that Sports is the highest revenue generating genre , on the other hand thriller is the lowest

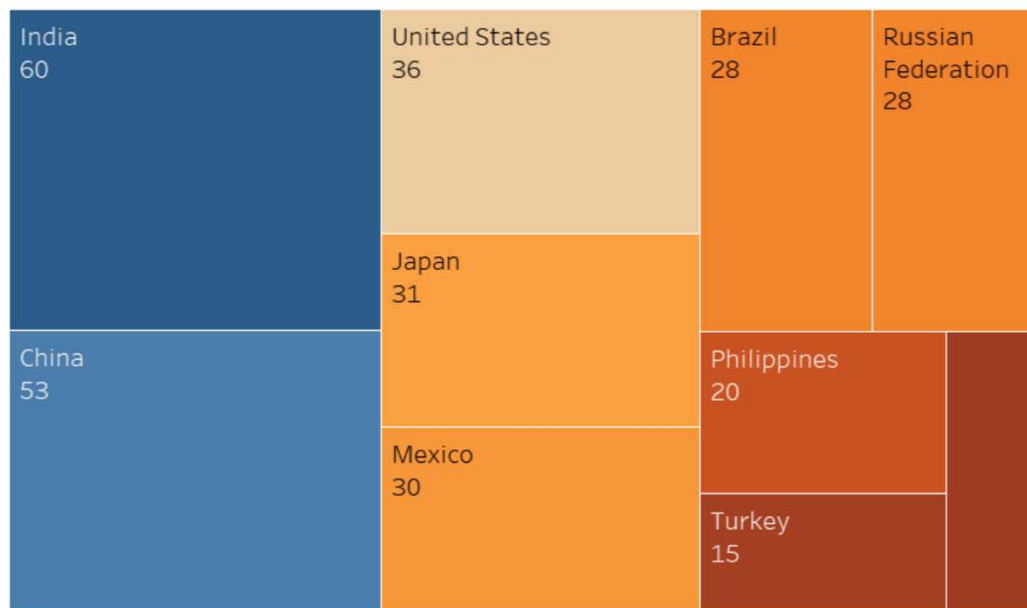
Genre Ranking Revenue-wise



GLOBAL CUSTOMER BASE

Top 10 countries -Customer Base of RockBuster

India is on 1st position with highest number of customers , followed by China (2nd Position) and United States(3rd position)

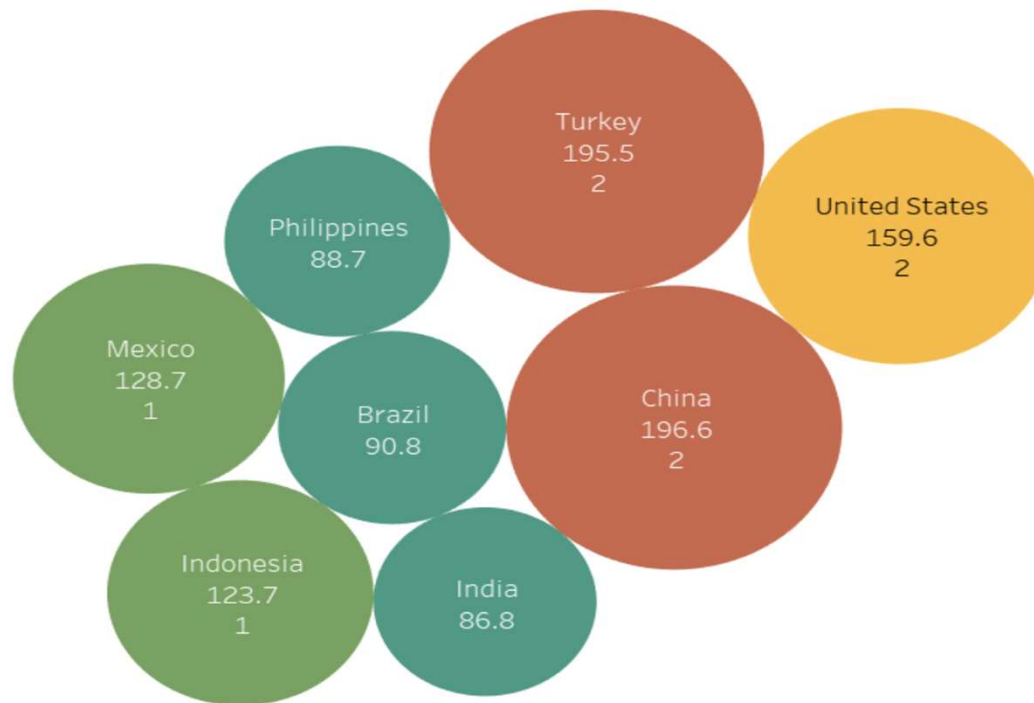


Total Customers
14 60

CUSTOMER LOYALTY INSIGHTS

Loyal Customers Insights (Top Paying Customers)

Most Loyal customers of RockBuster comes from China (contributing highest revenue) followed by Turkey and United States





CONCLUSIONS & RECOMMENDATIONS

1. Launching Online movie rental platform needs lots of addition of movies in different genres , specially the ones which are very popular like thriller and there are hardly any thriller movies in the existing collection to offer to customers.
2. Asia is the major contributor to the existing revenue and customer base, so the new strategy should have the special focus targeting the customer in this region considering the potential of the area. Same applies to the North American and Europe region. Planning is required to penetrate the untapped markets like Australia. Australian market has lot of potential being tech savvy and this can considerably increase the revenue and customer base .
3. Customer Loyalty program should be introduced with attractive features to retain the existing customers and for new client addition as well.



THANK YOU

Tableau Link : [Rockbuster-countrywise Spatial Analysis | Tableau Public](#)