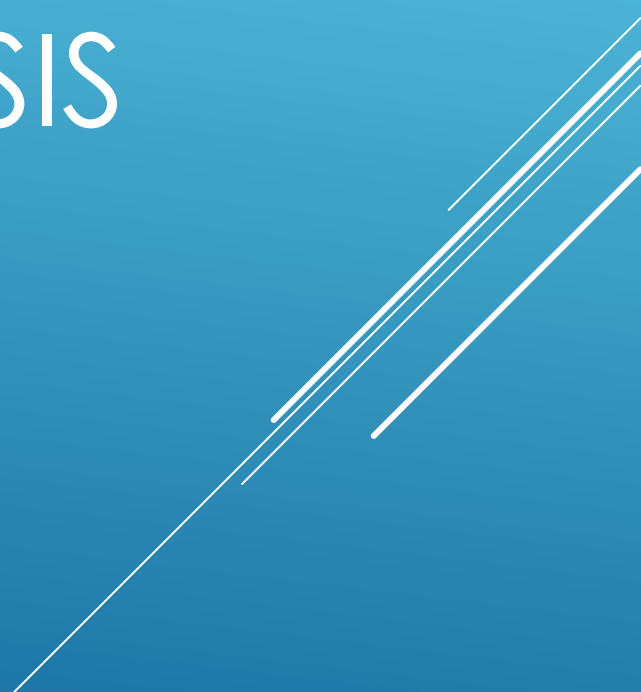


ROCKBUSTER STEALTH DATA ANALYSIS

Prepared by: Shaival Mehta



- 1 Introduction and Objective of Rockbuster on this Project
- 2 Analysis of 5 Key Questions
- 3 Recommendations based on Analysis of the Key Questions
- 4 References

TABLE OF CONTENTS

Several white lines of varying lengths and angles are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

- ▶ SQL

- ▶ MS Excel

- ▶ Tableau

- ▶ MS PowerPoint

TOOLS USED



Rockbuster Stealth LLC, a renowned movie rental company, is navigating challenges posed by fierce competition from streaming giants like Netflix and Amazon Prime. To remain competitive and leverage its extensive library of movie licenses, Rockbuster Stealth is strategizing to launch a cutting-edge online video rental platform. This move aims to adapt to shifting consumer preferences and position the company as a key player in the digital entertainment landscape.

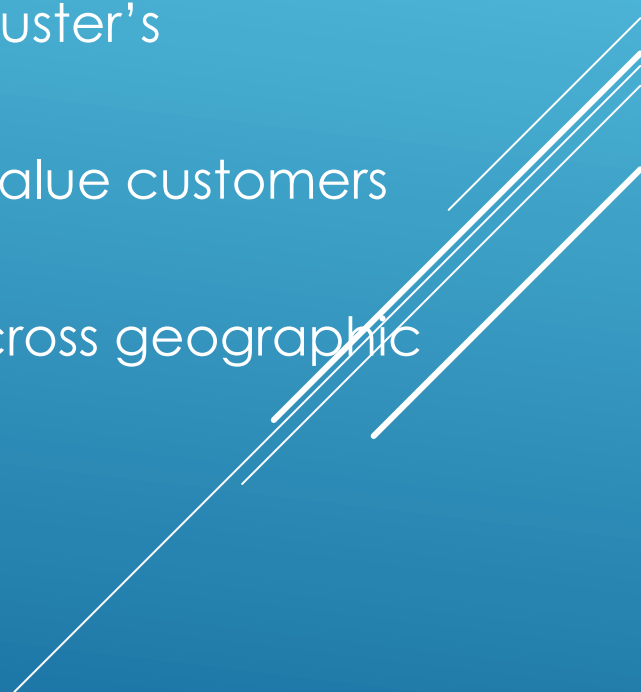
INTRODUCTION

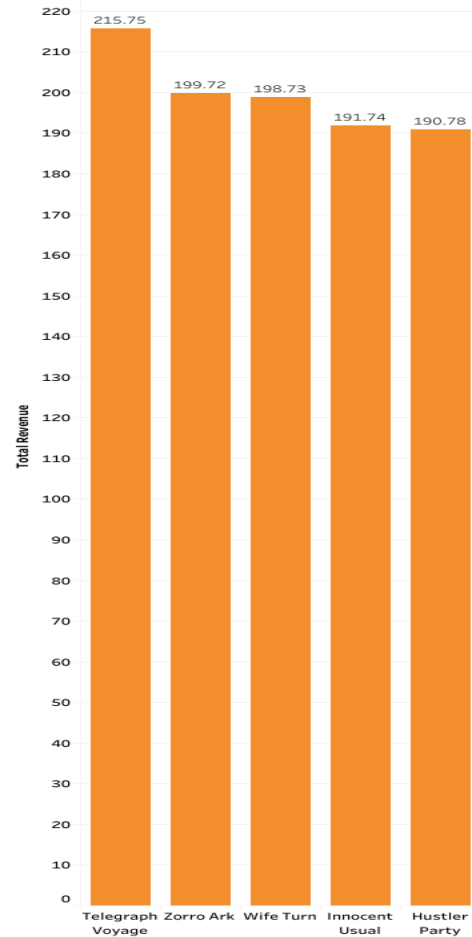
OBJECTIVES

The **Rockbuster Stealth Management Board** has outlined a series of critical business questions, seeking data-driven insights to shape their 2020 company strategy effectively.

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5 KEY QUESTIONS

1. Which movies generated the highest and lowest revenue?
 2. What is the average rental duration across all videos?
 3. In which countries are Rockbuster's customers located?
 4. Where are the high lifetime value customers primarily based?
 5. How do sales figures differ across geographic regions?
- 
- Several white lines of varying lengths and angles are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

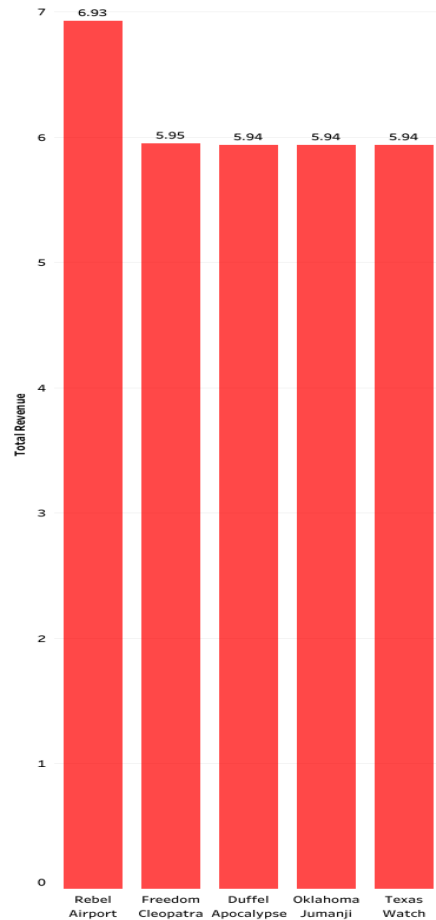


Top 5 Revenue-Generating Movies:

- ▶ Telegraph Voyage
- ▶ Zorro Ark
- ▶ Wife Turn
- ▶ Innocent Usual
- ▶ Hustler Party

Revenue Range: \$190.78 – \$215.75

WHICH MOVIES
GENERATED THE HIGHEST
REVENUE?

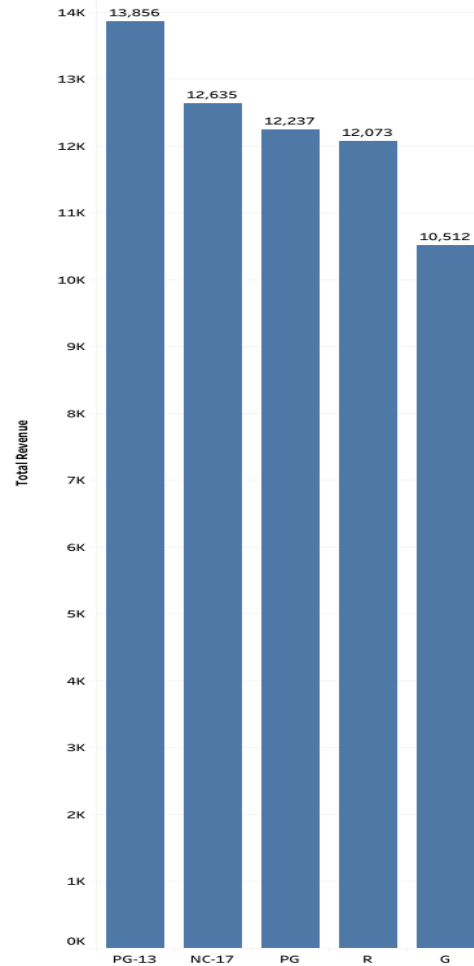


Top 5 Lowest Revenue-Generating Movies:

- ▶ Rebel Airport
- ▶ Freedom Cleopatra
- ▶ Duffel Apocalypse
- ▶ Oklahoma Jumanji
- ▶ Texas Watch

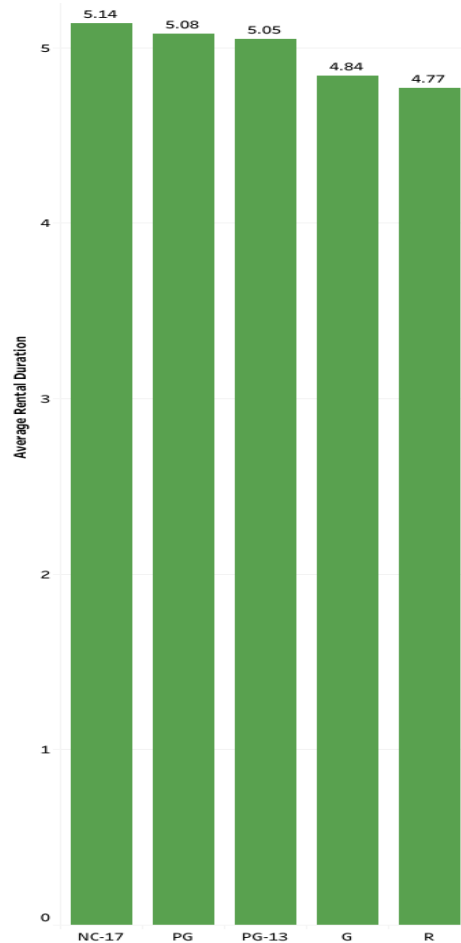
Revenue Range: \$5.94 – \$6.93

WHICH MOVIES
GENERATED THE LOWEST
REVENUE?



Movies with a **PG-13 rating** generated the highest total revenue, outperforming the second-highest category **NC-17** by 9.66%.

REVENUE INSIGHT

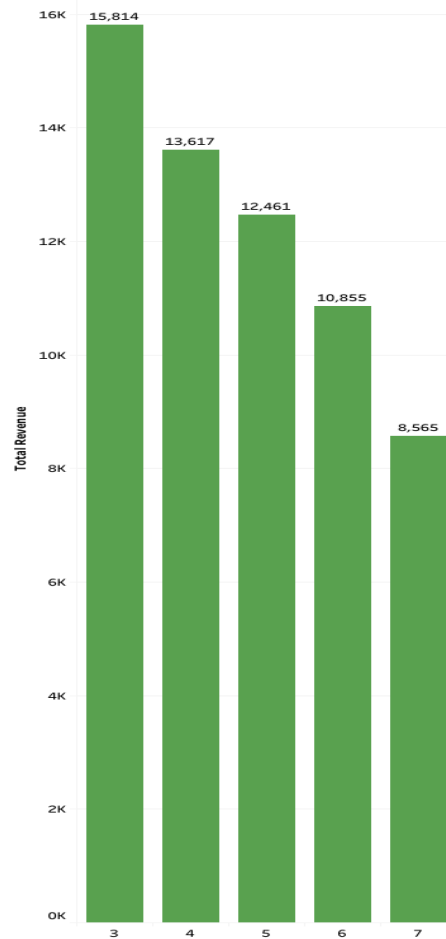


Average Rental Duration for All Videos: 4.98 days

Average Rental Duration by Rating:

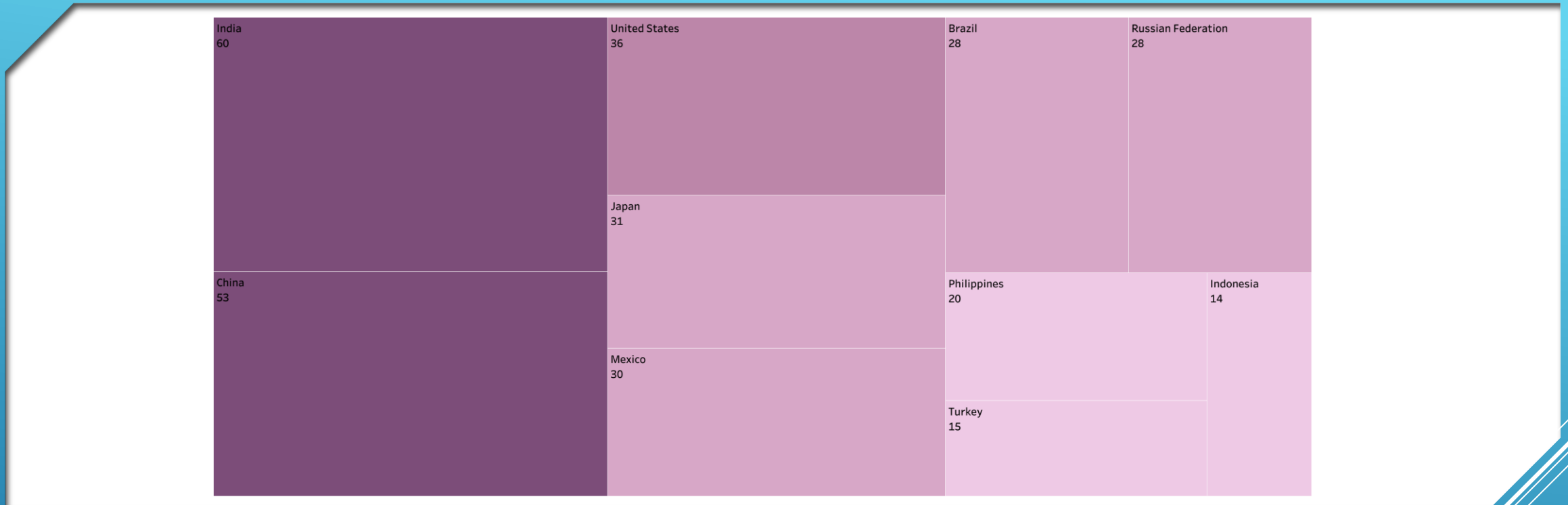
- ▶ NC-17 movies have the longest average rental duration.
- ▶ All ratings show similar averages, ranging from 4.77 to 5.24 days.

**WHAT IS THE AVERAGE
RENTAL DURATION
ACROSS ALL VIDEOS?**



The shorter the rental duration, the higher the total revenue generated.

RENTAL DURATION INSIGHT

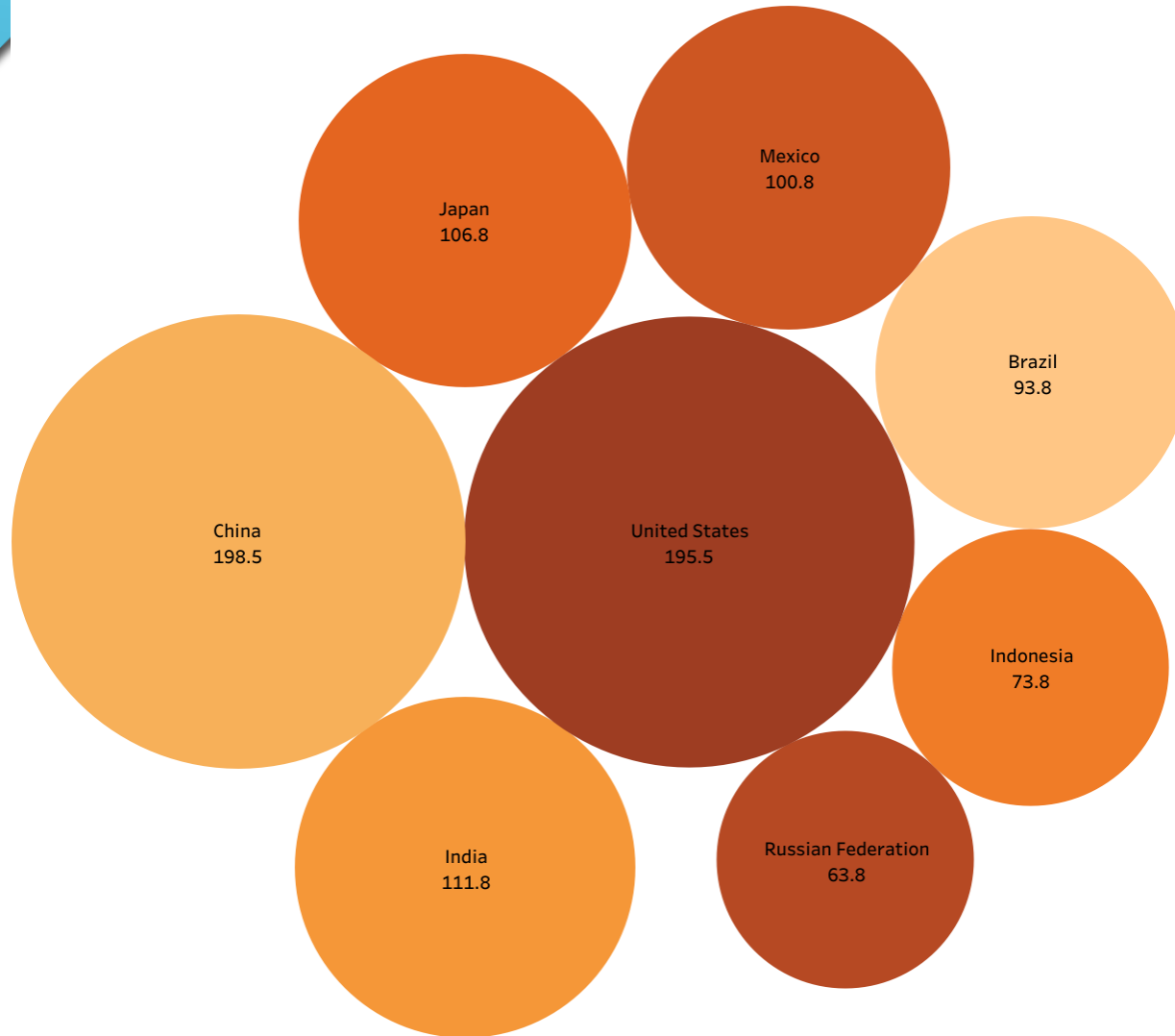


IN WHICH COUNTRIES ARE ROCKBUSTER'S CUSTOMERS LOCATED?

Countries India, China, the USA, Japan, and Mexico, each with a customer range of 30–60.

WHERE ARE THE HIGH LIFETIME VALUE CUSTOMERS PRIMARILY BASED?

The top 10 countries with the highest-value customers. Among these countries, China ranks first in total revenue.





HOW DO SALES FIGURES DIFFER ACROSS GEOGRAPHIC REGIONS?

India has the highest sales.

RECOMMENDATIONS

Geographic Market Expansion

- ▶ Asia accounts for over 40% of total revenue. Consider investing in customer engagement initiatives in this region, such as a loyalty program.
- ▶ Develop targeted strategies to increase revenue in Oceania and South Africa.

Targeted Marketing by Rating

- ▶ PG-13 and NC-17 rated movies generate the highest revenues. Rockbuster should prioritize marketing efforts for movies with these ratings.
- ▶ Investigate the root cause of the low revenue from G-rated movies, despite being suitable for all ages. In the meantime, implement promotional campaigns to boost sales for this rating.

Inventory Optimization

- Increase inventory for high-revenue, high-demand movies to maximize profitability.
- Analyze the bottom 5 least-revenue movies to determine if they should remain in stock. Consider reallocating resources to higher-demand movies instead of retaining low-demand titles.

Long Rental Duration Optimization

- Data indicates that shorter rental durations generate higher revenue. Explore strategies to boost revenue from long-duration rentals while maintaining customer satisfaction. Potential solutions include adjusting pricing structures or increasing inventory for long-duration titles to enhance availability and appeal.

REFERENCES

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- ▶ [Acheivement3: 1.3 Top revenue by rating | Tableau Public](#)
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- ▶ [Acheivement3: 2.2 Total revenue by rental duration | Tableau Public](#)
- ▶ [Acheivement3: 3. Top countries where Rockbuster customers are based in | Tableau Public](#)
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- ▶ [Acheivement3: 5. Top 10 countries with the highest total sales figures | Tableau Public](#)



THANK YOU

