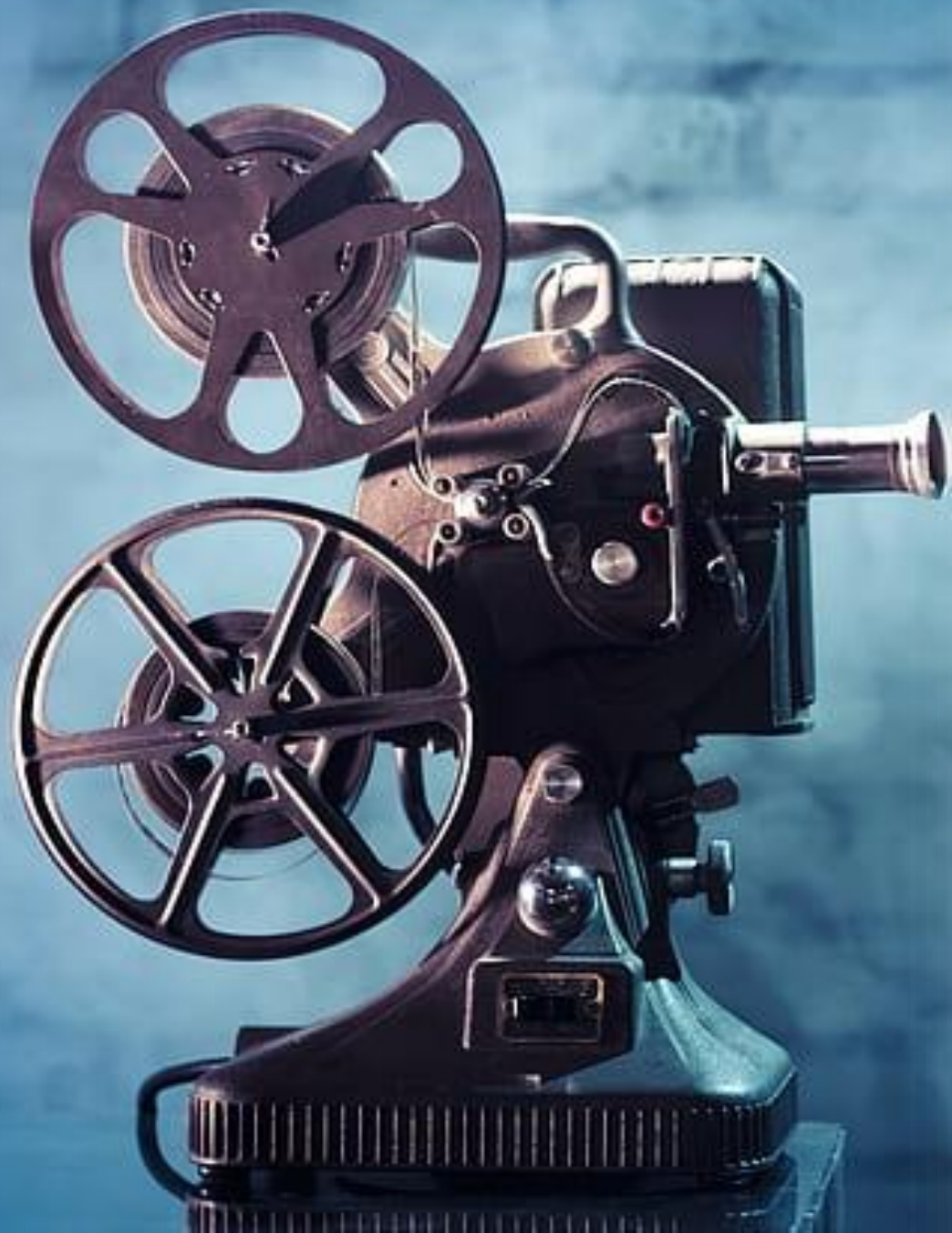




DATA ANALYSIS PROJECT

ROCKBUSTER STEALTH LLC

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March 2025

PROJECT OVERVIEW

Rockbuster Stealth is on a mission to redefine the way customers access and enjoy movies. With the shift to online streaming, our company aims to build a data-powered platform that delivers tailored content and seamless user experience.

This project focuses on analyzing existing customer data to inform strategic decisions, optimize services, and fuel long-term growth.

VISION & MISSION

Vision:

To become a top-tier digital streaming service offering personalized, accessible, and high-quality entertainment to global audiences.

Mission:

Leverage data insights to better understand our customers, improve offerings, and successfully transition into the digital entertainment industry.



Data & Technology

To support Rockbuster Stealth's transition into digital streaming, we utilized a combination of internal and external data sources, including:

- Customer profiles and rental history
- Film, payment, and location data.

For analysis and visualization, we relied on industry-standard tools:

SQL – for data extraction and querying

Tableau – for interactive dashboards and visual insights

These resources allowed us to uncover patterns in customer behavior and regional performance.





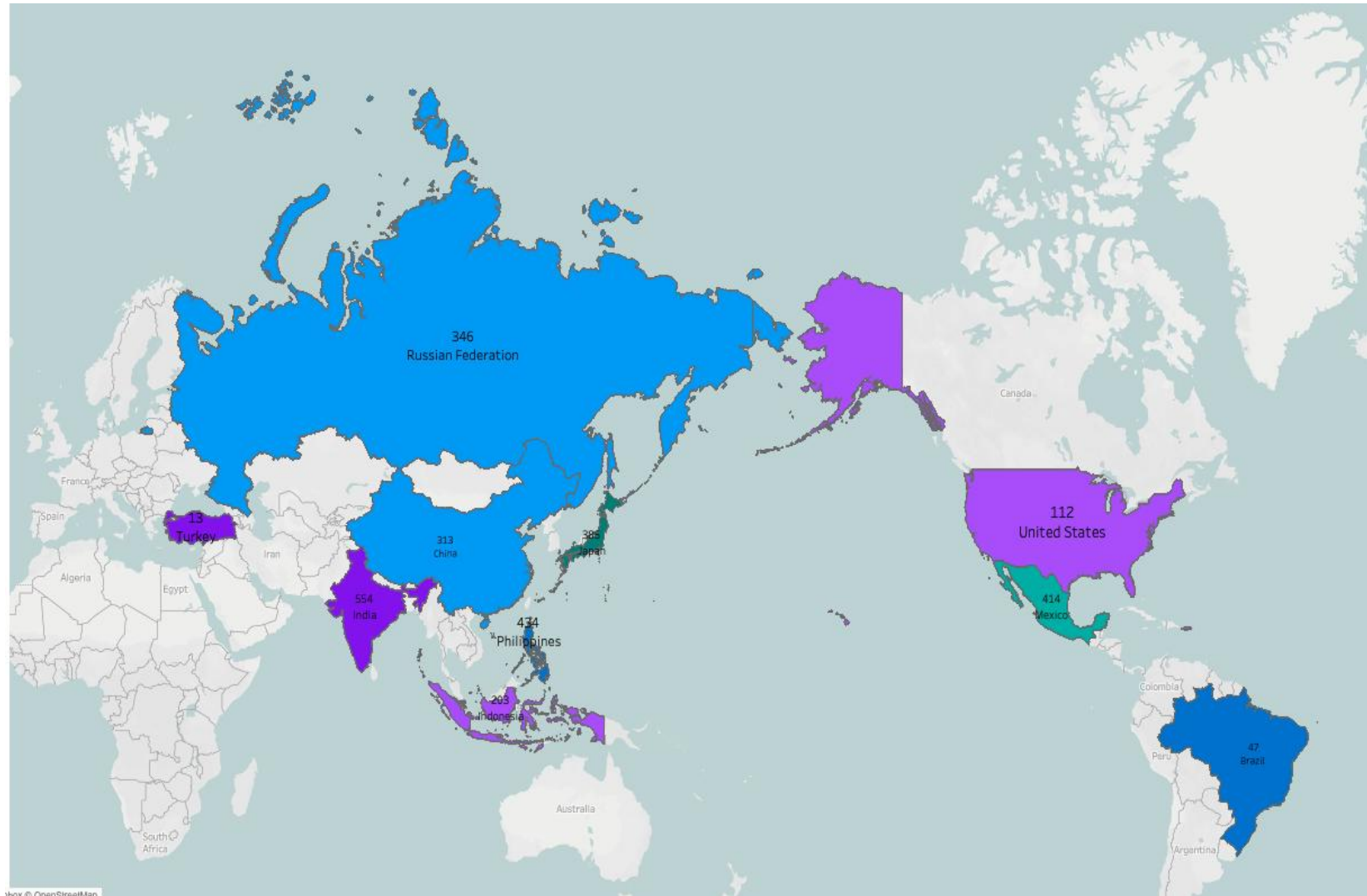
Analysis

Rockbusters

Top 10 Countries by Customer Count

The **USA and India** have the highest number of customers.

These countries represent key target markets for Rockbuster.



Rockbusters

Top 10 Cities with the most Customers

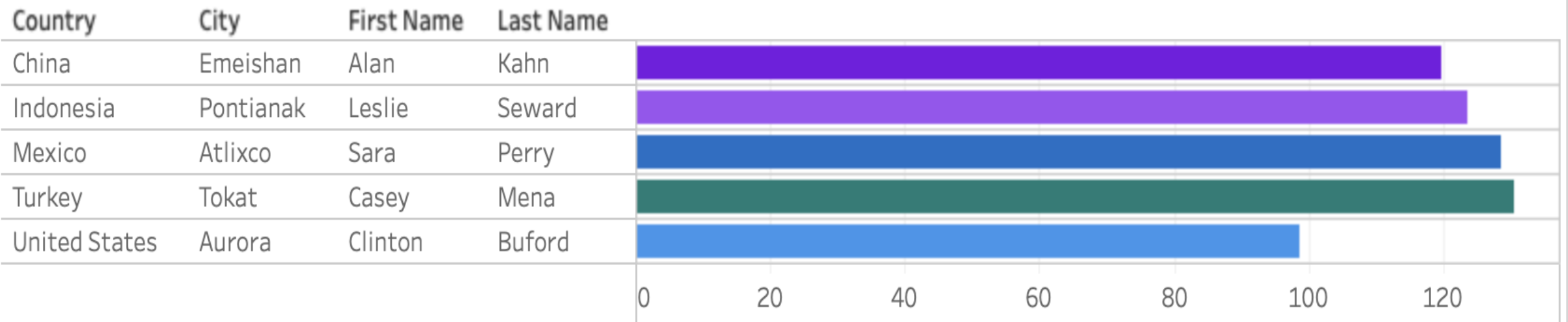
Adoni
Atlixco
Aurora
Celaya
Dhule
Kurashiki
Ping Xiang
Sivas
So Leopoldo
Xintai

Top 10 Cities from the Top 10 Countries



Top Revenue-Generating Customers

Top 5 Highest Paying Customers



Key Insights

India and China have the highest number of customers, followed closely by the United States.

Rockbuster's top markets span across Asia and North America, indicating a strong global presence.

Countries like Brazil, Russia, and Turkey also show potential with high customer engagement.

This distribution suggests opportunities for localized marketing strategies and regional content offerings.

The highest-paying customers are spread across five different countries, showing Rockbuster's global revenue reach.

Casey Mena from Tokat, Turkey leads with the highest payment, followed closely by **Sara Perry from Atlixco, Mexico** and **Leslie Seward from Pontianak, Indonesia**.

These high-value individuals highlight opportunities for loyalty programs or premium service offerings in diverse markets.



Explore the full interactive dashboard [here](#).

Next Steps for Rockbuster Stealth

Prioritize

- Prioritize top-performing countries like India, China, and the USA for future marketing campaigns and feature rollouts.

Target

- Target key cities such as Aurora and Atlixco with region-specific promotions to boost customer retention.

Develop

- Develop VIP or loyalty programs for high-paying customers like Casey Mena and Sara Perry to encourage continued spending.

Use

- Use customer insights to personalize offerings in countries showing growth potential, like Turkey and Indonesia.

Continue

- Continue expanding data analysis efforts through SQL and Tableau to support informed decision-making.



Thank you for your attention and time.

Please feel free to ask any questions or share feedback about the presentation.

For any follow-up queries or clarifications, you can reach me at:

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Looking forward to your thoughts and suggestions as we continue improving Rockbuster's global strategy.

