

Rockbuster Stealth LLC:

Insights for a Digital Evolution

Data Analytics Team
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The streaming challenge: why going online?

In response to **increasing competition** from streaming giants like **Netflix and Amazon Prime**, the Rockbuster Stealth management team plans to leverage its existing movie licenses to launch an online video rental service and maintain its competitive edge.

Objective and Key Questions

OBJECTIVE

The goal of this analysis is to provide the **Rockbuster Stealth Management Board** with **data-driven insights** to guide their **2020 strategy** and **successfully launch their online video rental platform** in a competitive streaming market.

KEY QUESTIONS

1. Which movies contributed the most/least to revenue gain?
2. What was the average rental duration for all videos?
3. Which countries are Rockbuster customers based in?
4. Where are customers with a high lifetime value based?
5. Do sales figures vary between geographic regions?

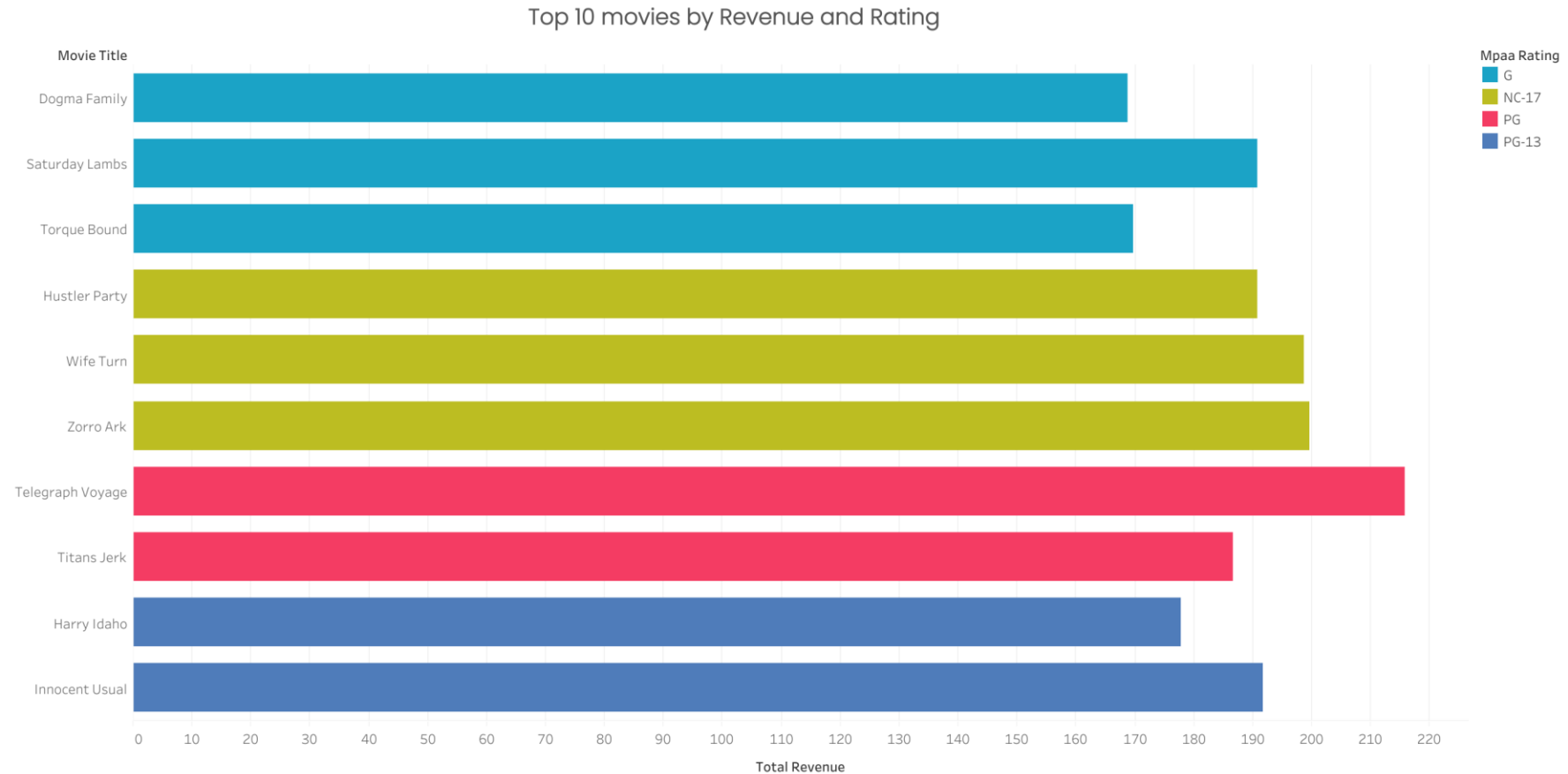
Data Overview

INSIGHTS

- Collection is limited to movies released in 2006.
- Possible outdated data on customers profiles.

number of films	release year for all films	most common language	most common rating	number of customers	Profiles creation date
1000	2006	English	PG-13	599	14.02.2006
min rental rate	max rental rate		avg rental rate		
\$0.99	\$4.99		\$2.98		
min. Film length (minutes)	max film length (minutes)		avg film length (minutes)		
46	185		115.27		
min replacement cost	max replacement cost		avg replacement cost		
\$9.99	\$29.99		\$19.98		

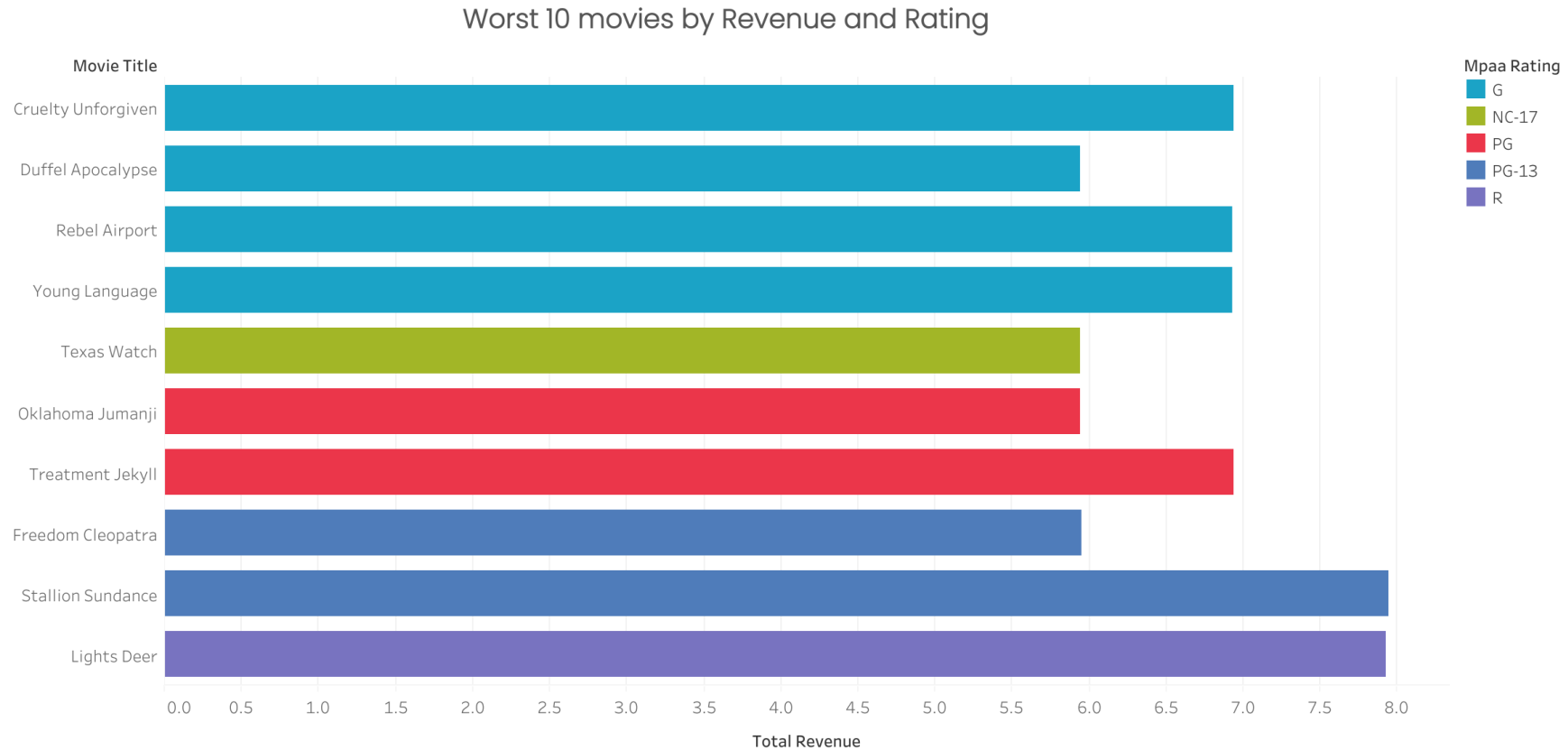
Reel Profits: The Most & Least Lucrative Films



INSIGHTS

- MPAA ratings G and NC-17 are the most common rating for top movies.

Reel Profits: The Most & Least Lucrative Films



INSIGHTS

- G is the most common in worst movies.
- R rating appear only in the worst movies.

How Long Do Customers Keep Their Rentals in Days?



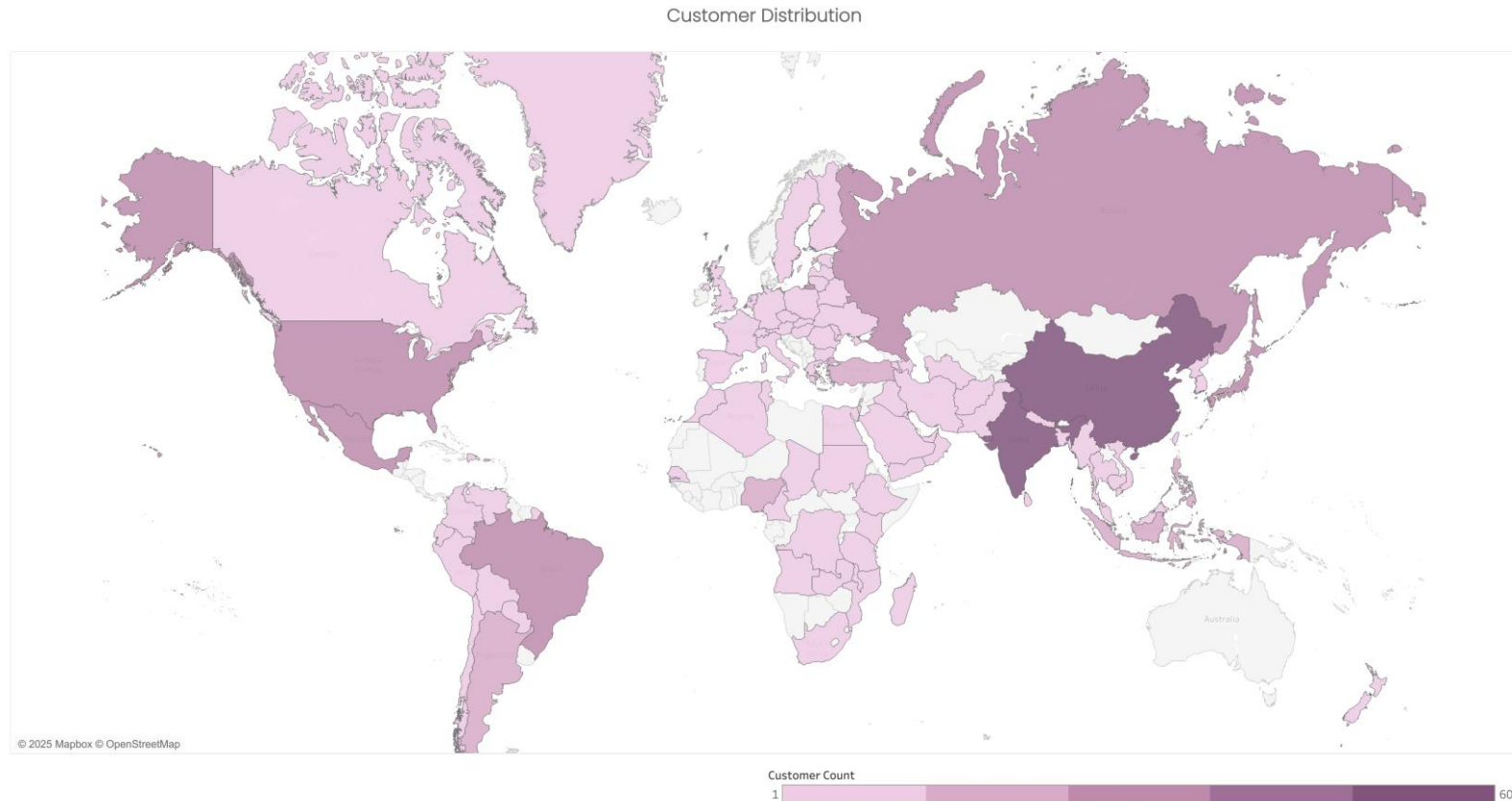
INSIGHTS

- Rental duration is balanced, suggesting most customers return movies within a predictable time frame.
- Longer rental periods (7 days) could indicate customers who prefer more flexibility.

Where in the World Are Rockbuster's Customers?

INSIGHTS

- India and China have the highest customer count.
- Russia, United States, Mexico, Brazil and Argentina have moderate customer counts, indicating potential for expansion.
- Europe has a widespread customer base.
- Africa and Middle East show minimal engagement.



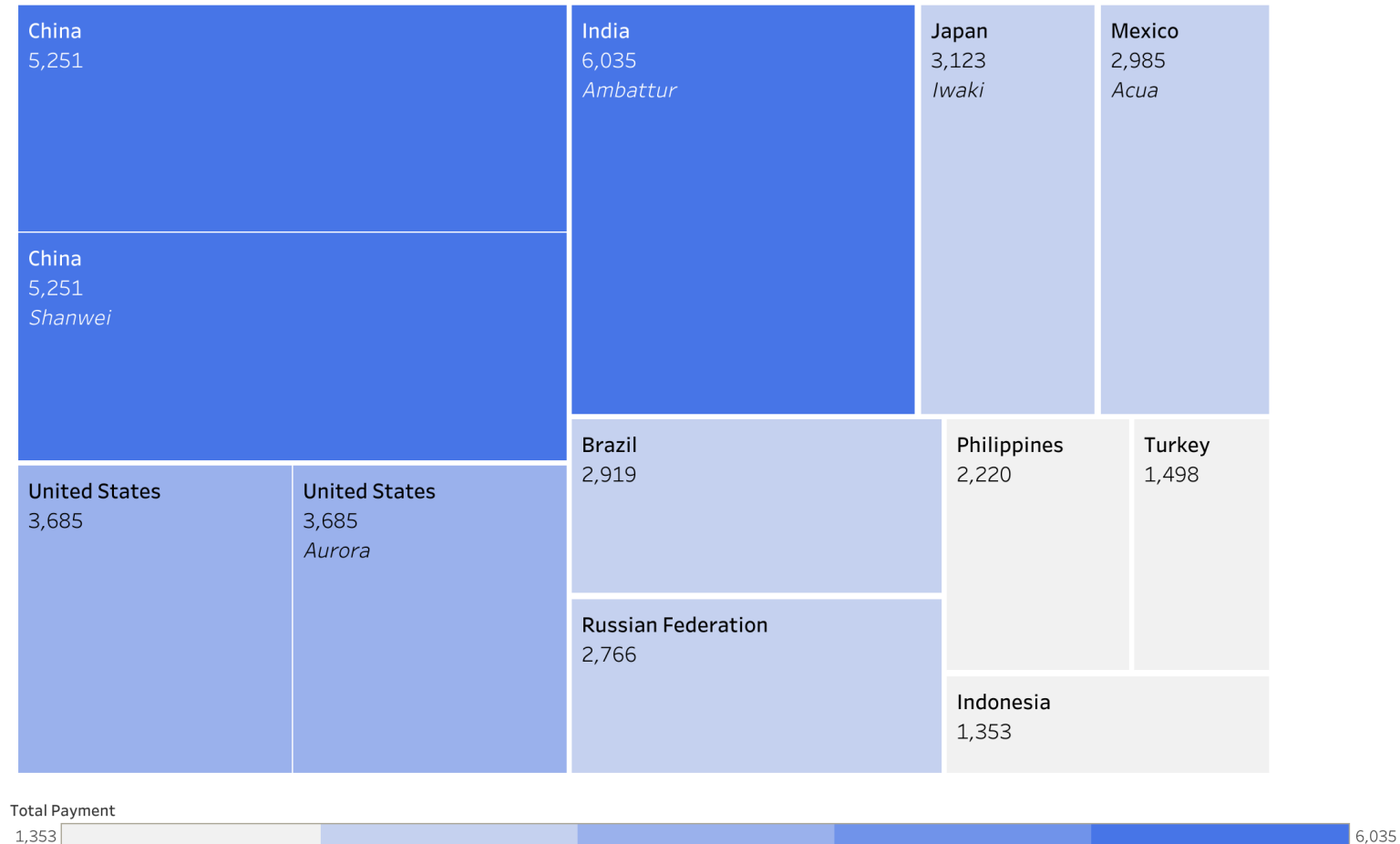
Lifetime Value Leaders: Where are they?

INSIGHTS

- The total revenue from the top 10 countries (\$31,834.14) represents the 52% of total revenue from Rockbuster.
- Three of the top 5 customers are within Asia (China, India, Japan), suggesting this is the Continent with the most dominant customer base.

Total Rockbuster Revenue:
\$ 61,312.04

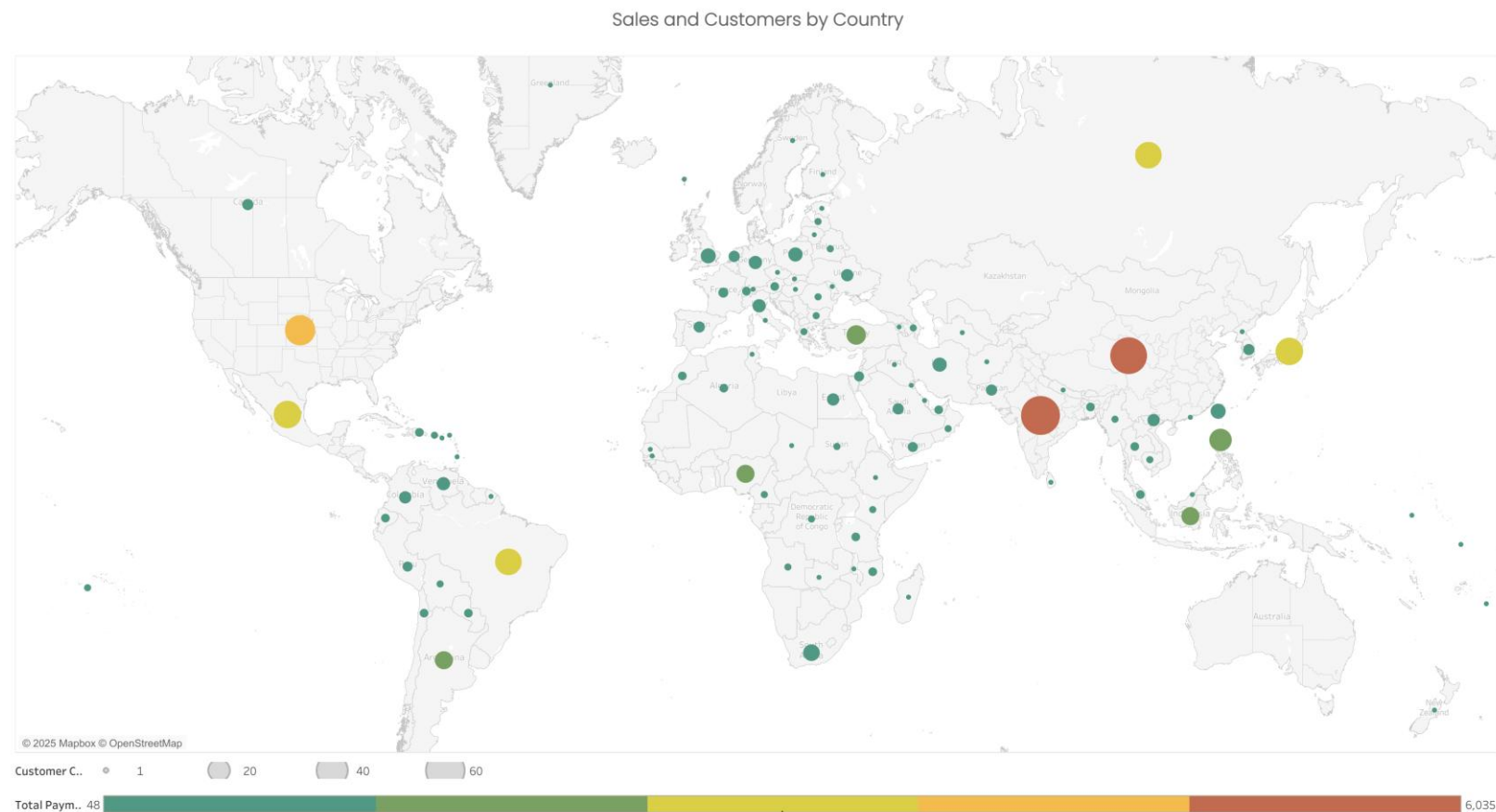
Top 10 Countries by Revenue and Top 5 Customers City



Geographic Trends: How Sales Vary by Region?

INSIGHTS

- India and China dominate the customer base.
- The U.S. is the top Western market.
- Latin America has some potential, but lower impact.
- Europe has customer presence, but no dominant market.



KEY FINDINGS

- Movies are limited to **2006 releases**, which may impact content relevance.
- **Customer profile data may be outdated**, impacting marketing strategies.
- **G and NC-17 are common in top movies**, but **R-rated movies appear only in the worst movies**.
- **Rental duration is balanced**, with longer rentals (7 days) suggesting **flexibility preference**.
- **India and China dominate the customer base**, with **the U.S. as the top Western market**.
- **Russia, U.S., Mexico, Brazil, and Argentina** show **growth potential**.
- **Europe has a widespread customer base**.
- **Africa and the Middle East show minimal engagement**.
- **Top 10 countries contribute 52% of total revenue (\$31,834.14)**.
- **Asia (China, India, Japan) has the strongest customer base**.

RECOMMENDATIONS

- **Expand content beyond 2006** releases to maintain relevance and attract more customers.
- **Update profiles** for better targeting.
- **Offer flexible rental** (shorter rentals, premium long-term pricing).
- **Focus on India and China** for growth and **strengthen the U.S. market.**
- **Develop strategies Russia, Mexico, Brazil, and Argentina** to maximize growth potential.
- **Target key European countries** with localized campaigns.
- Explore **engagement strategies in Africa and the Middle East.**
- **Implement loyalty programs** for high-value customers, especially in Asia.

Q&A

For Questions and Feedback please communicate via email:
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