From Shelves to Streams: Reimagining Movie Rentals

A Data-Driven Strategy for Rockbuster
Stealth LLC

Presented by:

Arpita Nandy

May 2, 2025

Introduction

- Rockbuster Stealth LLC: Global movie rental company

- Facing disruption from Netflix, Amazon Prime

- Goal: Launch an online video rental platform

- Approach: Data-driven insights for strategic decisions

Project 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?

Data Overview

Data loaded into relational database (RDBMS)

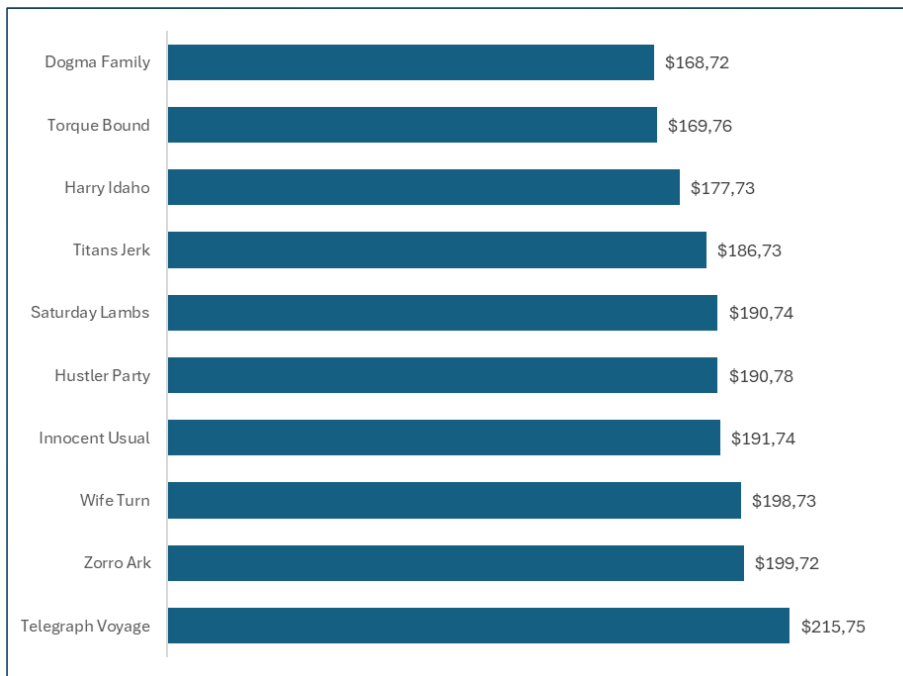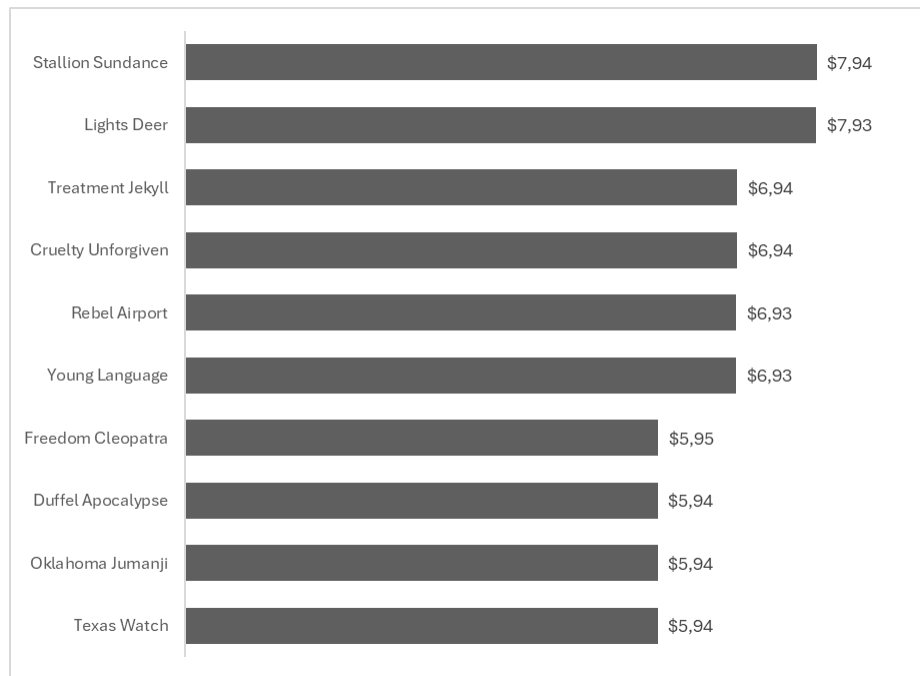Key tables: Inventory, Rentals, Customers, Locations, Payments

Tools:

SQL for analysis

Excel for summarization and visualization
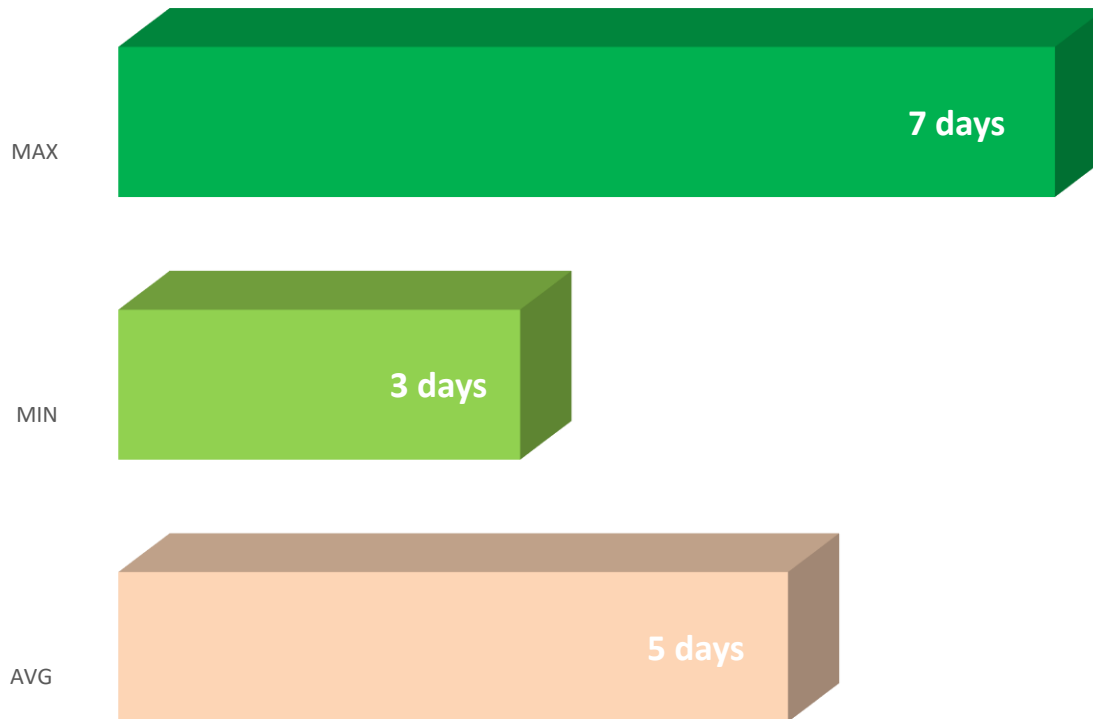
Tableau for visualization

Revenue Analysis

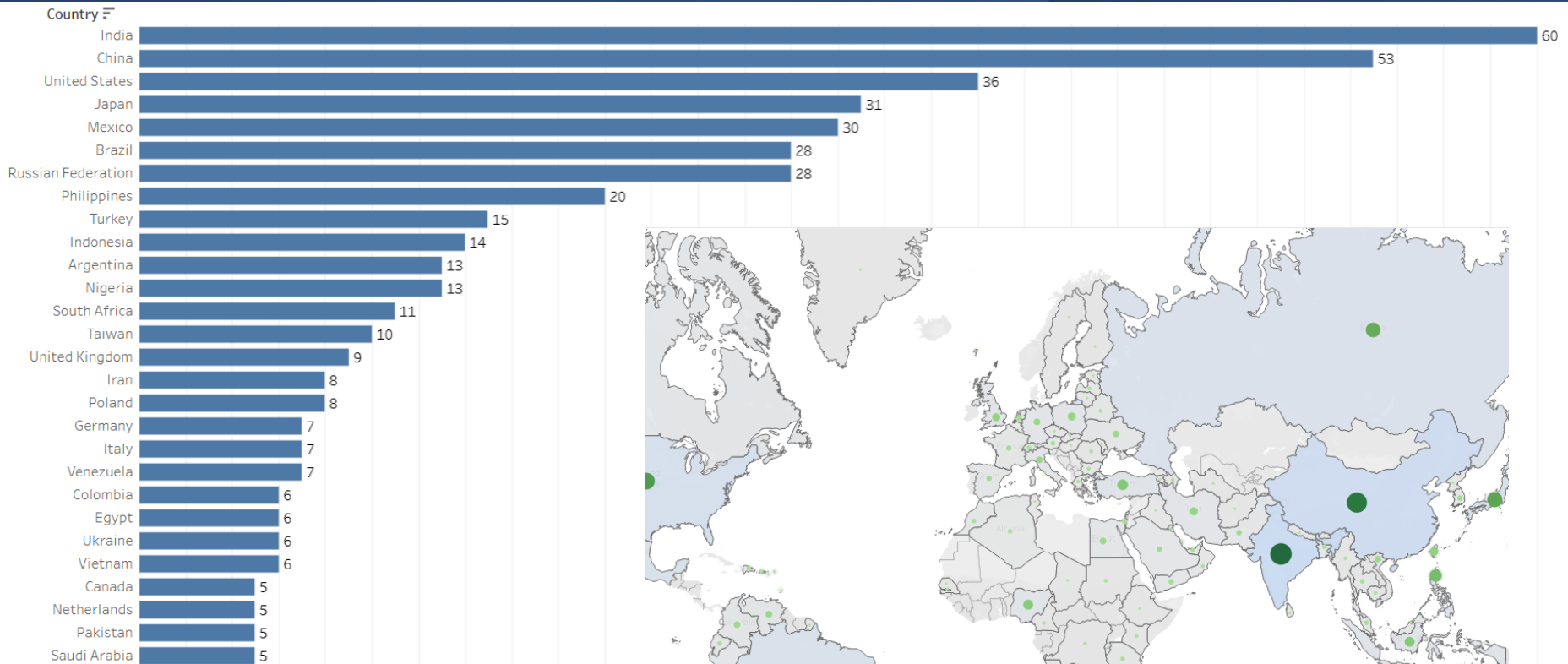| Title	Revenue
Dogma Family	$168,72
Torque Bound	$169,76
Harry Idaho	$177,73
Titans Jerk	$186,73
Saturday Lambs	$190,74
Hustler Party	$190,78
Innocent Usual	$191,74
Wife Turn	$198,73
Zorro Ark	$199,72
Telegraph Voyage	$215,75

Title	Revenue
Stallion Sundance	$7,94
Lights Deer	$7,93
Treatment Jekyll	$6,94
Cruelty Unforgiven	$6,94
Rebel Airport	$6,93
Young Language	$6,93
Freedom Cleopatra	$5,95
Duffel Apocalypse	$5,94
Oklahoma Jumanji	$5,94
Texas Watch	$5,94

Top revenue-generating titles

Underperforming titles

Rental Behavior

MAX
7 days

MIN
3 days

AVG
5 days

On average customers rented movies for 5 days with rental period ranging from 3-7 days

Customer Geography

Country	
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14
Argentina	13
Nigeria	13
South Africa	11
Taiwan	10
United Kingdom	9
Iran	8
Poland	8
Germany	7
Italy	7
Venezuela	7
Colombia	6
Egypt	6
Ukraine	6
Vietnam	6
Canada	5
Netherlands	5
Pakistan	5
Saudi Arabia	5

India and China have the highest number of customers.

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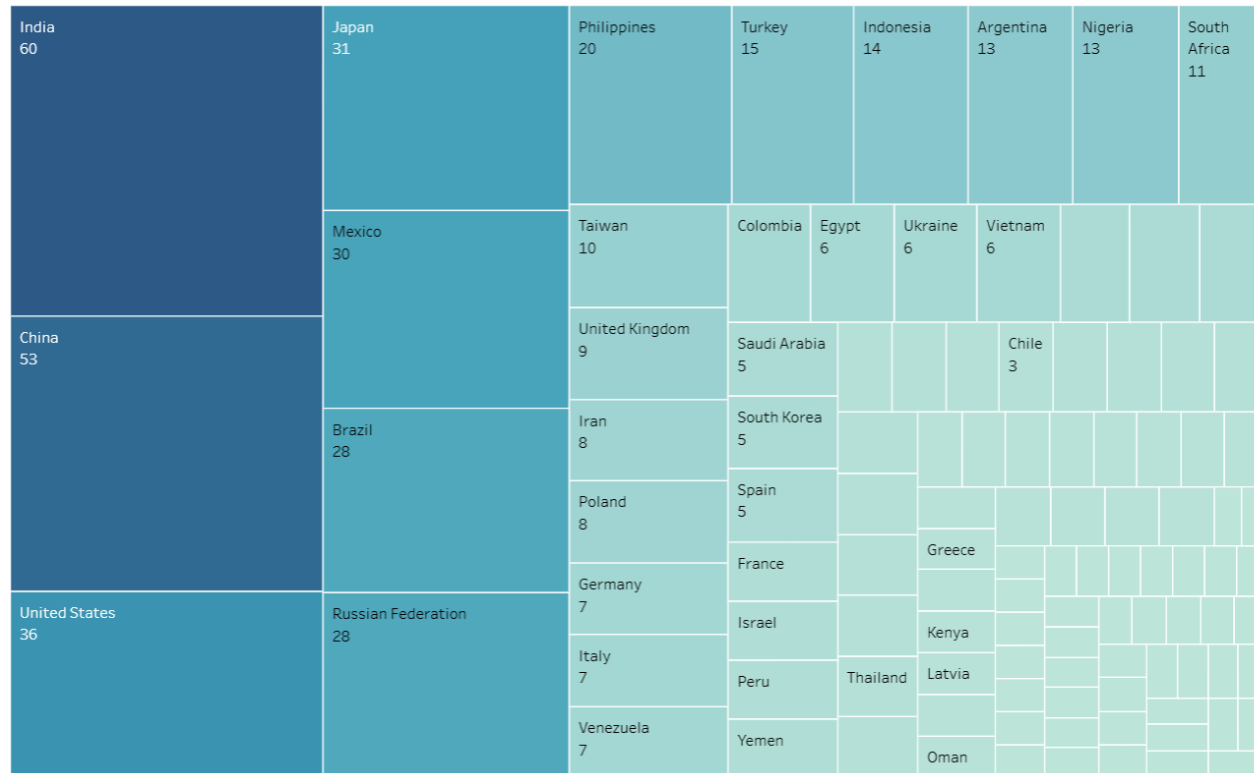
| Customer Name	City	Country	Total_Amount
Arlene Harvey	Ambattur	India	$ 111,76
Kyle Spurlock	Shanwei	China	$ 109,71
Marlene Welch	Iwaki	Japan	$ 106,77
Glen Talbert	Acua	Mexico	$ 100,77
Clinton Buford	Aurora	United States	$ 98,76

High value customers spend over $100 on movie rentals

Regional Sales Comparison
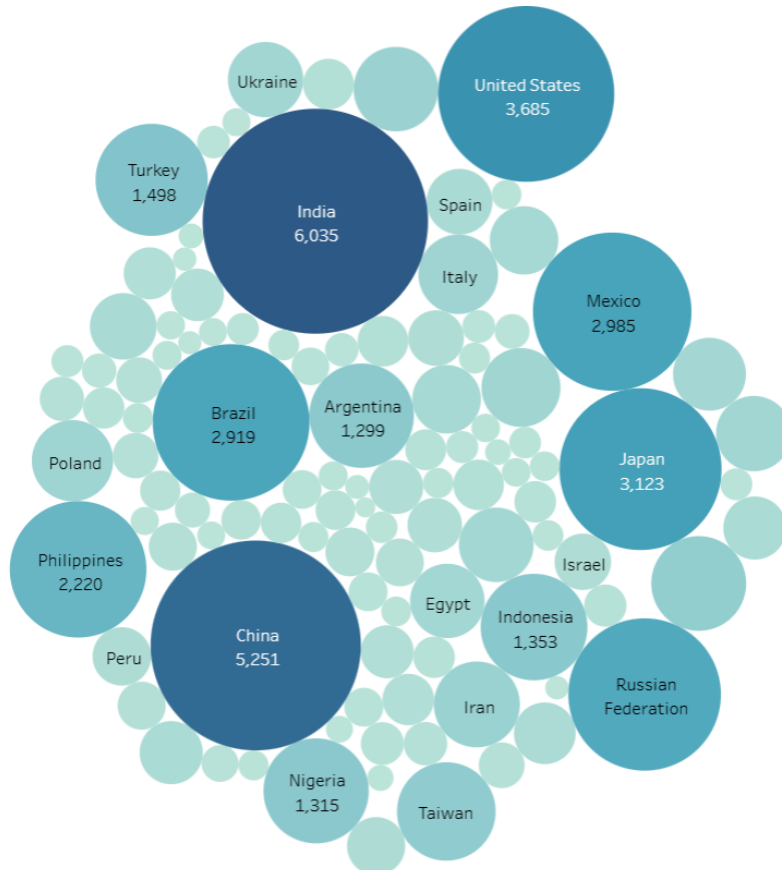
Highest blockbuster profits come from Asia and North America

Strategic Recommendations
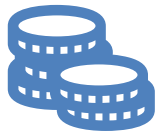
- Promote high-revenue titles and genres

- Focus launch in top-performing countries

- Personalized outreach for high-LTV users

- Encourage short rentals to boost engagement

Next Steps

Launch platform and monitor kpis

Expand catalog based on viewer data

Explore local partnerships for faster streaming

Evaluate quarterly performance metrics

Tableau Link

https://public.tableau.com/app/profile/arpita.nandy/viz/Ecercise3_10_ArpitaN/CustomerLocation2?publish=yes

Q&A

Let's Stream the Questions