

# Rockbuster Stealth LLC Data Analysis Project




By : Ashwani Sherawat

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# Introduction

- Rockbuster Stealth LLC, a former global leader in movie rentals, is shifting to meet the demands of today's entertainment market by preparing to launch its own online video rental service, aiming to compete with major streaming platforms. The following slides present valuable insights to support Rockbuster's management team in this transition. The data was extracted from the relational database management system (**RDBMS**) using **SQL** & Showcased using **Tableau** visualisations.
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# Contents:

- Top Genre And Movies
- Regional sales comparison
- Rental rate/ duration
- High-Value Customers



## Top 10 Countries by Customer Count for Rockbuster

- India (19.05%) and China (16.83%) lead as Rockbuster's largest customer bases, highlighting strong demand in South and East Asia.
- The United States (11.43%) and Mexico (9.52%) represent significant markets in North America, showing a solid regional presence.
- Other notable countries include Japan (9.84%), Brazil (8.89%), and Russia (8.89%), indicating diverse international reach.
- Rockbuster's customer concentration in Asia and North America suggests high potential for targeted marketing and growth strategies in these regions.

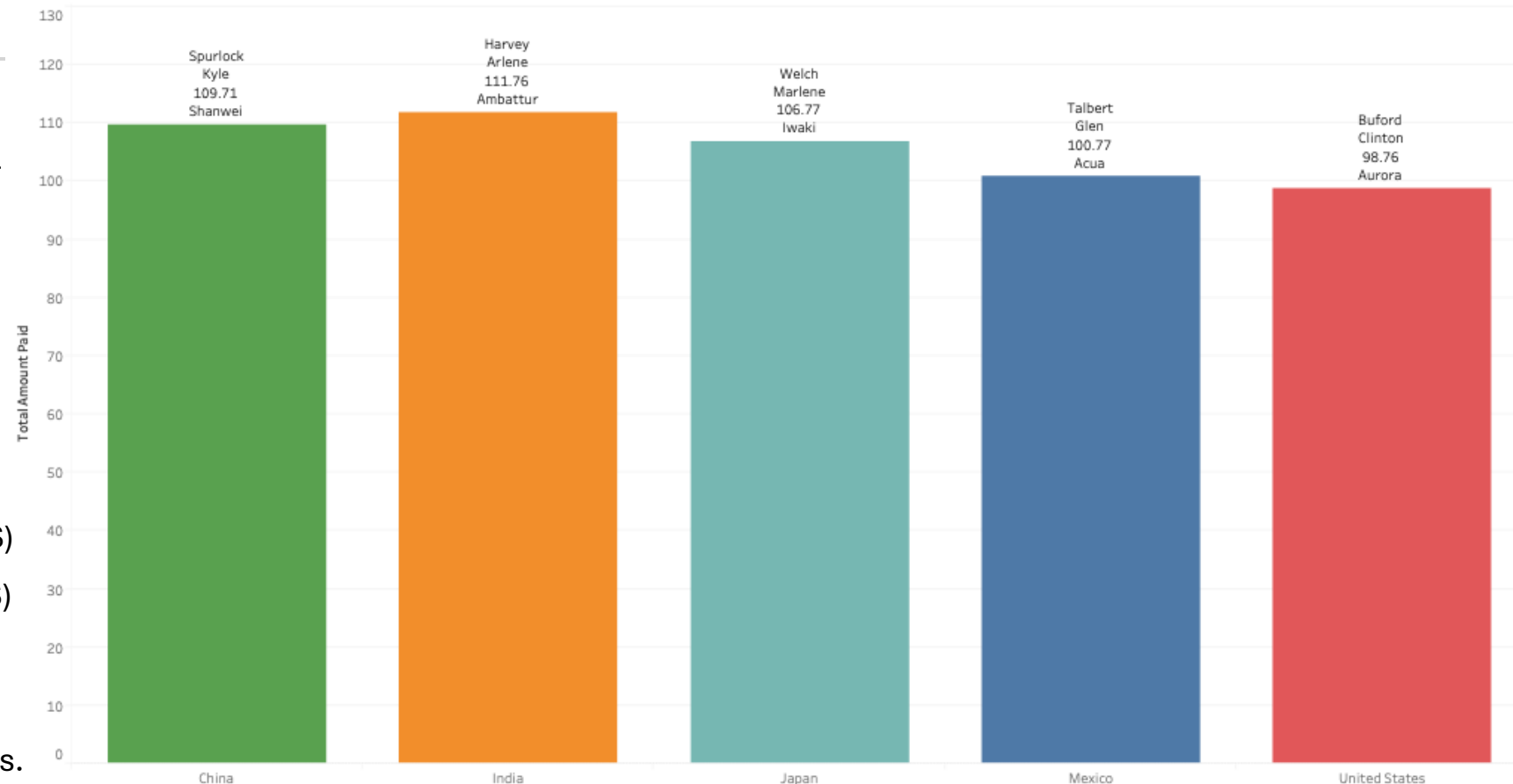
Top 10 countries for Rockbuster in terms of customer numbers.



[Tableau Link](#)

## Top 5 Customers from Key Cities for Rockbuster

Top 5 Customers From Top 10 Cities

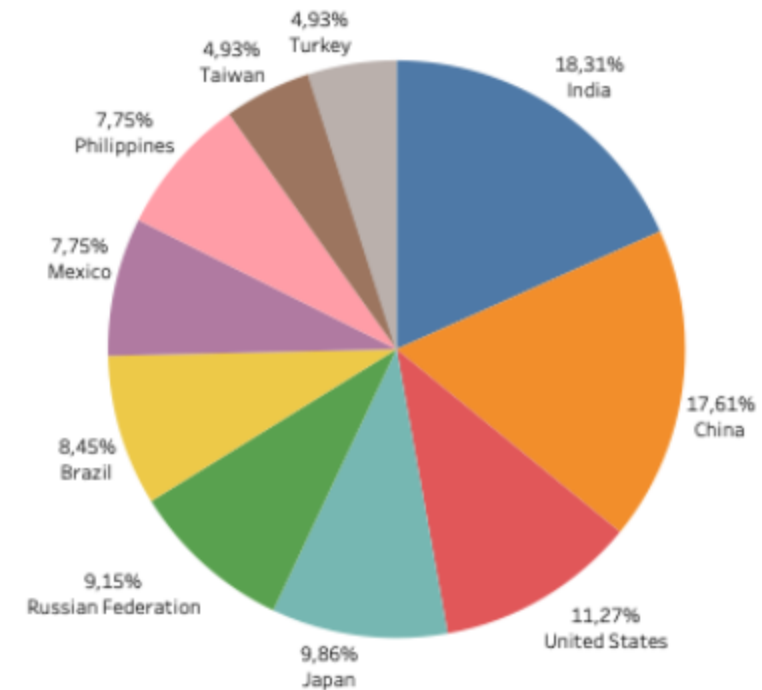


- The highest paying customer is **Arlene Harvey** from **Ambattur, India**, with a total amount paid of 111.76\$.
- **Kyle Spurlock** from **Shanwei, China** follows closely, contributing 109.71\$ in revenue.
- Other high paying customers include:
- **Marlene Welch** from **Iwaki, Japan** (106.77\$)
- **Glen Talbert** from **Acua, Mexico** (100.77\$)
- **Clinton Buford** from **Aurora, USA** (98.76\$)
- High value customers are spread across diverse regions, including Asia, North America, and Latin America, indicating strong revenue potential in these locations.

## Countries with High Lifetime Value Customers for Rockbuster

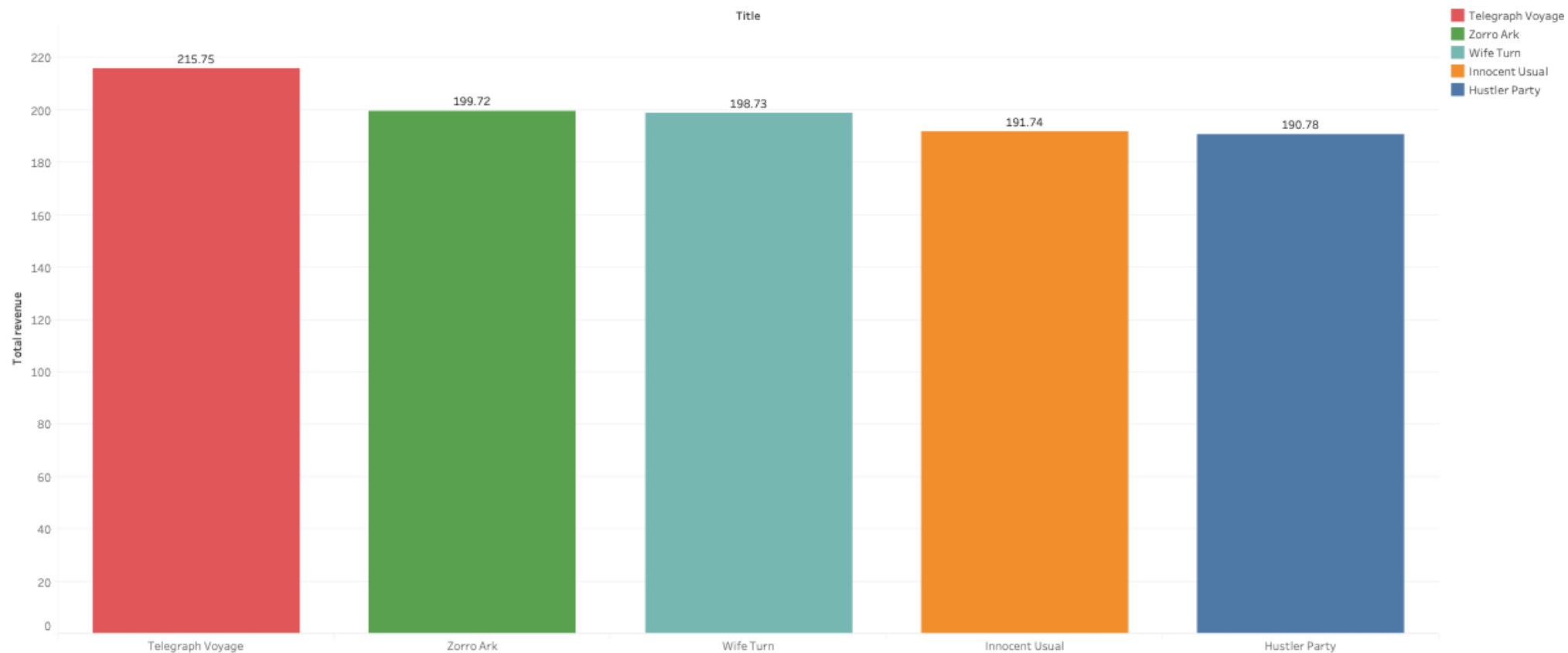
- **India** leads with the largest share of high lifetime value customers, making up **18.31%** of the total, indicating strong customer engagement and spending in this market.
- **China** follows closely with **17.61%**, highlighting it as another crucial market for highvalue customers.
- Other notable countries include: **United States (11.27%)**, **Japan (9.86%)**, **Russian Federation (9.15%)**
- Additional Insights: Countries like Brazil (8.45%), Mexico (7.75%), and the Philippines (7.75%) also contribute significantly to Rockbuster's highvalue customer base.
- Smaller shares are seen in Taiwan (4.93%) and Turkey (4.93%), representing emerging markets.
- The distribution suggests that Rockbuster's highest lifetime value customers are concentrated in Asia and North America, with strategic growth potential in these regions.

### High Lifetime Value



# Top 5 High Performing Movie Titles

Top 5 Movies for sales



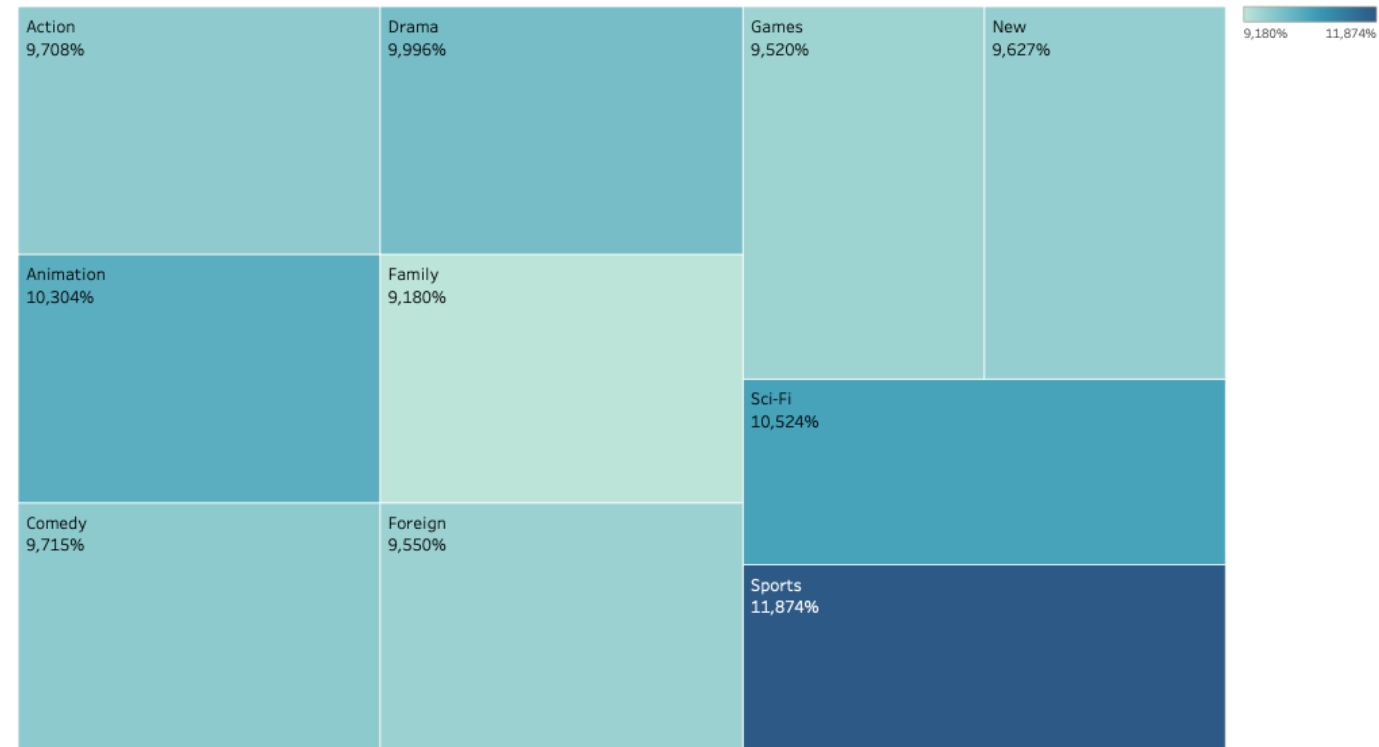
Sum of total revenue (Top 5 bestseller .csv) for each Title. Color shows details about Title.

[Tableau Link](#)



# Top 10 Movie Genre

Top 10 Movie Genre



Genre and % of Total Total Revenue. Color shows % of Total Total Revenue. Size shows count of Top 5 Genre.csv. The marks are labeled by Genre and % of Total Total Revenue. The data is filtered on sum of Total Revenue, which ranges from 3.782,26 to 4.892,19. The view is filtered on % of Total Total Revenue, Genre, count of Top 5 Genre.csv and % of Total Total Revenue. The % of Total Total Revenue filter includes everything. The Genre filter keeps 10 of 10 members. The count of Top 5 Genre.csv filter includes everything. The % of Total Total Revenue filter includes everything.



## Key Metrics and Insights for Rockbuster Video Rentals

- Rockbuster's flexible rental durations, varied pricing, and diverse content length highlight a customer-centric approach, allowing the company to cater to a wide range of preferences. Opportunities exist to further tailor rental periods and rates for different customer segments to enhance user experience and increase revenue.

METRICS	VALUE
Average Rental Duration	4.98 (Days)
Min Rental Duration	3 (Days)
Max Rental Duration	7 (Days)
Average Rental Rate	2.98\$
Min Rental Rate	0.99\$
Max Rental Rate	4.99\$
Average Length	115.27 (hrs)
Min Length	46 (hrs)
Max Length	185 (hrs)
Average Replacement Cost	19.99\$
Min Replacement Cost	9.99\$
Max Replacement Cost	29.99\$
Count Rows	1000



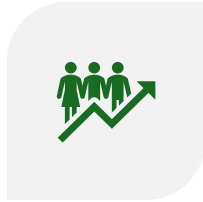
# Recommendations :

- **1. Target High-Value Regions:** Focus marketing efforts on India, China, and the United States, where customer engagement and lifetime value are highest. Tailor promotions to meet the preferences of these key markets.
- **2. Expand Localized Content:** Enrich the content library with popular and regional titles specific to top-performing markets. Localized content can enhance engagement and attract new users in regions like India and Latin America.
- **3. Introduce Flexible Pricing Models:** Offer various pricing options, including short-term rentals, pay-per-view, and subscription bundles, to accommodate diverse customer preferences and maximize revenue.
- **4. Enhance Personalization:** Implement a recommendation system based on user behavior to improve user experience, encouraging customers to explore more content and increasing viewing time.
- **5. Optimize for Mobile Users:** With many customers in emerging markets using mobile devices, ensure the platform is mobile-friendly and supports low-bandwidth streaming for smoother access in areas with limited internet speeds.

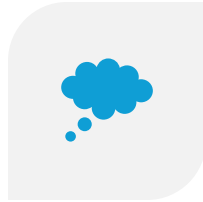
# Conclusion



**SUMMARY:**  
ROCKBUSTER HAS THE POTENTIAL TO ESTABLISH ITSELF AS A STRONG PLAYER IN THE ONLINE VIDEO RENTAL MARKET BY LEVERAGING HIGH-DEMAND REGIONS, CATERING TO DIVERSE CONTENT PREFERENCES, AND OPTIMIZING THE USER EXPERIENCE.



**NEXT STEPS:**  
IMPLEMENT RECOMMENDATIONS TO SUPPORT ROCKBUSTER'S TRANSITION INTO DIGITAL STREAMING AND COMPETE EFFECTIVELY WITH MAJOR PLATFORMS.



**FINAL THOUGHT:** WITH A DATA-DRIVEN APPROACH AND CUSTOMER-CENTRIC FOCUS, ROCKBUSTER CAN SUCCESSFULLY ADAPT TO THE DIGITAL ENTERTAINMENT LANDSCAPE.

