



# Rockbuster Stealth

STRATEGIC MOVES IN A DIGITAL  
WORLD

# Introduction

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world and is moving towards launching online services.

## Objectives

- Deliver data-driven insights to support Rockbuster Stealth's digital service rollout
- Analyze key metrics: revenue, customer location, and sales to optimize strategic positioning and market reach

## Methods

- SQL was used to explore and prepare the data through:
  - Querying relevant records from the database
  - Filtering, cleaning, and summarizing datasets
  - Structuring complex queries with joins, subqueries, and CTEs to uncover deeper insights

# Business Questions



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?



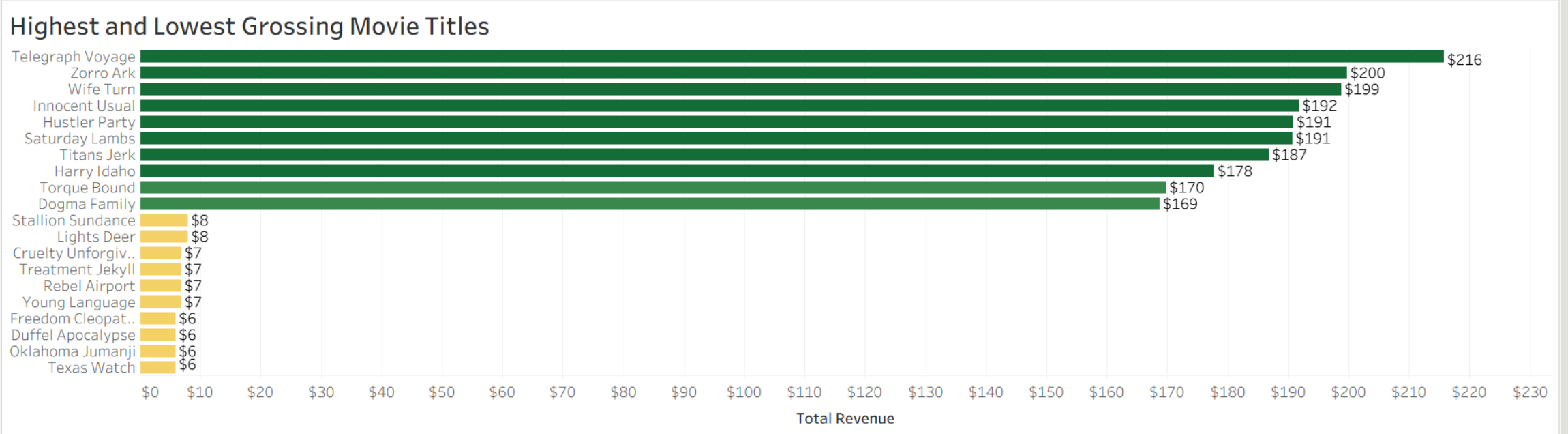
Where are customers with a high lifetime value based?



Do sales figures vary between geographic regions?

# Which movies contributed the most/least to revenue gain?

The bar chart below displays the highest and lowest grossing movie titles for Rockbuster Stealth. The highest grossing is: “Telegraph Voyage” and the lowest grossing movie titles are: “Freedom Cleopatra”, “Duffel Apocalypse”, “Oklahoma Jumanji” and “Texas Watch”.



## Rental Insights: Descriptive Analysis

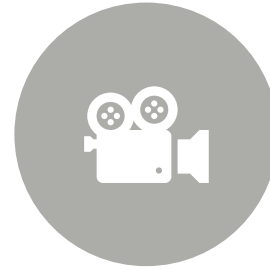
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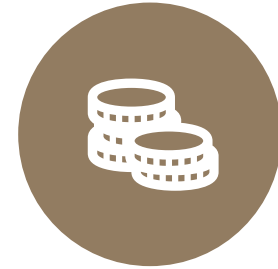
AVERAGE RENTAL  
DURATION = 4.99 DAYS



AVERAGE RENTAL RATE  
= \$4.99

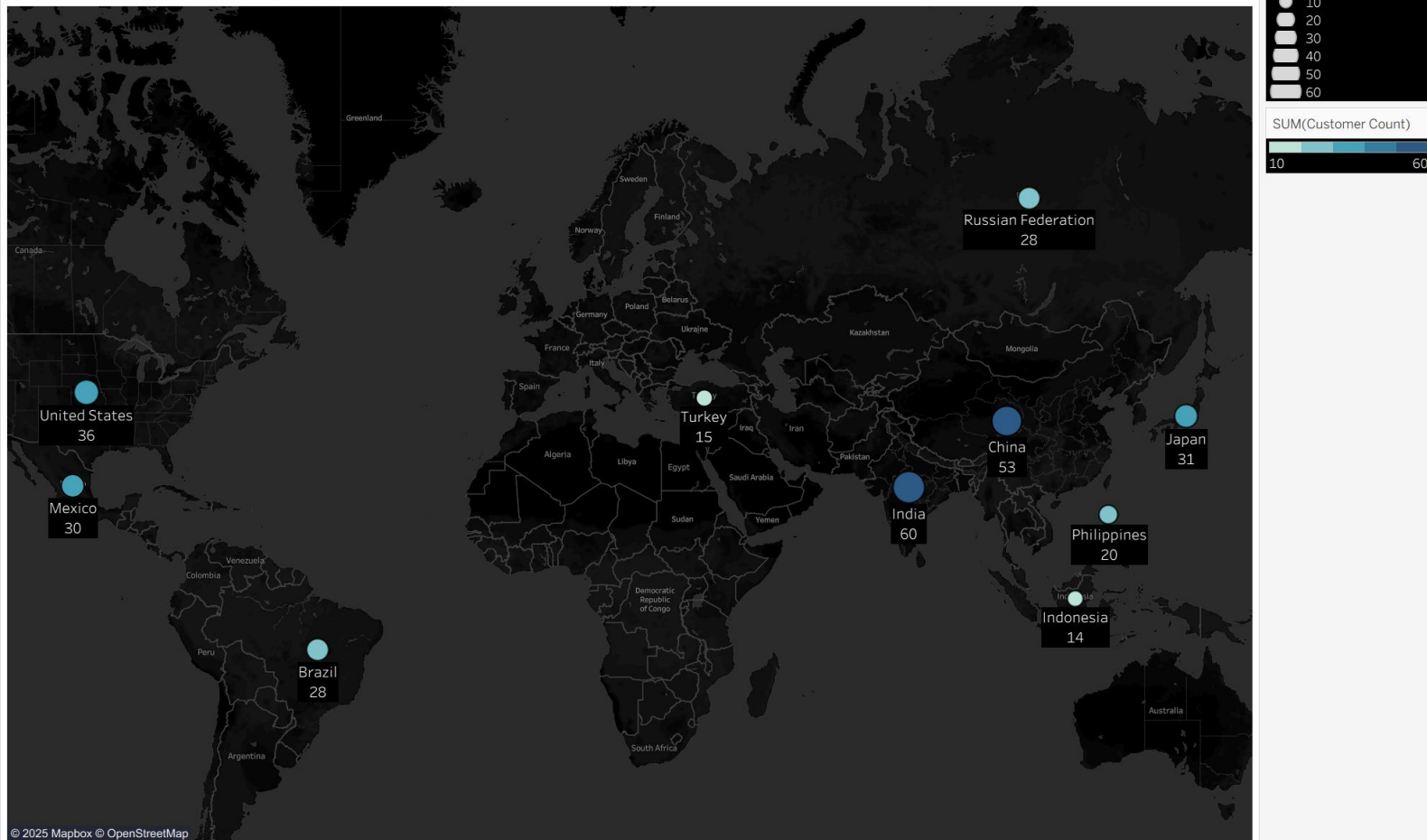


AVERAGE MOVIE  
LENGTH = 115.27 MINS



AVERAGE  
REPLACEMENT COST =  
\$19.98

Customer Count: Top 10 Countries

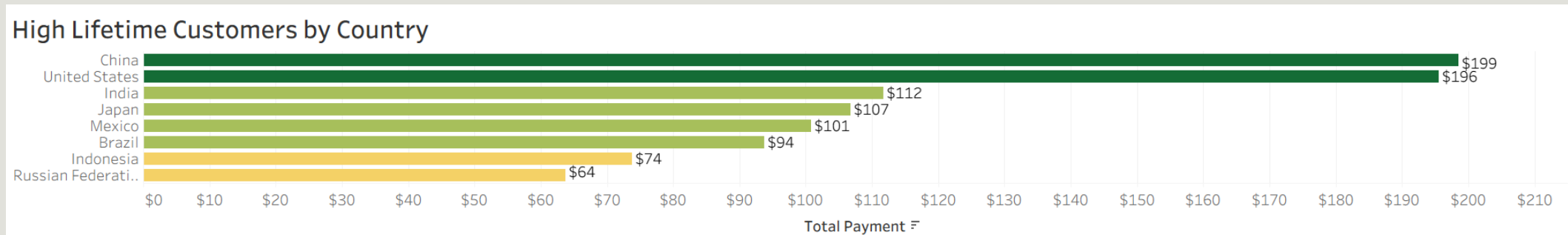


# Which countries are Rockbuster customers based in?

This map spotlights the top 10 countries by customer volume, with India, China, and the United States leading the list. These three represent the primary focus for Rockbuster Stealth's digital platform launch, followed by the next seven markets shown for subsequent rollout.

# Where are customers with a high lifetime value based?

This bar chart illustrates the distribution of customers with the highest lifetime value across countries. Notably, the top three India, China, and the United States align with the leading markets identified in the customer base map. This overlap reinforces the strategic priority of launching Rockbuster Stealth's digital platform in these key regions first.

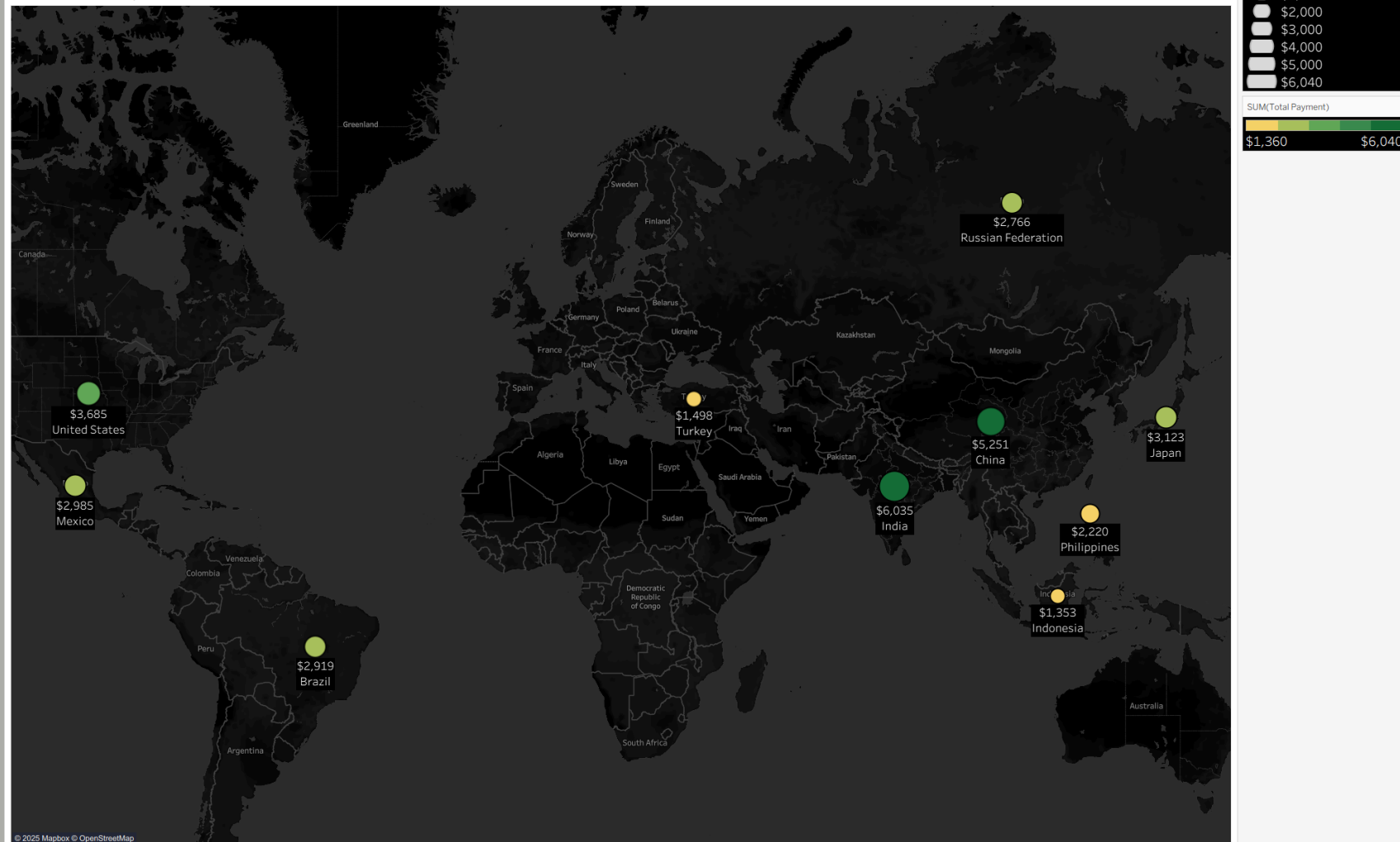


# Do sales figures vary between geographic regions?

This map spotlights the top 10 revenue markets throughout the world. The top 3 markets are India, China, and the United States, which aligns with the previous two slides.

These three markets have the highest customer base, highest lifetime customers and the highest revenue markets making them essential to Rockbuster's digital platform launch.

Revenue: Top 10 Countries





# Key Findings & Recommendations

**Market Focus:** The data suggest that increasing marketing efforts in Asia and North America would be a highly effective move. India, China, and the United States consistently lead across customer volume, lifetime value, and total revenue positioning them as ideal launch markets for Rockbuster Stealth's digital streaming platform.

**Customer Focus:** The data highlights Rockbuster's top customers by high lifetime and revenue. The top 10 customers are based out of the top 3 countries.

**Pricing Optimization:** Use rental patterns to enhance promotions, localize pricing, and develop scalable subscription plans and loyalty initiatives that boost engagement and long-term value.

# Tableau Public Link

[https://public.tableau.com/app/profile/chase.bjerke/viz/3\\_10\\_17526073023710/CustomerCountTop10Countries?publish=yes](https://public.tableau.com/app/profile/chase.bjerke/viz/3_10_17526073023710/CustomerCountTop10Countries?publish=yes)



Thank you