Rockbuster Stealth LLC Strategy Insights - 2020

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Business Context

Rockbuster Stealth LLC is a former global movie rental company now planning to launch an **online video streaming service** to remain competitive against platforms like Netflix and Amazon Prime.

To support this shift, I was hired as a **data analyst** within the **Business Intelligence (BI) team**. My role is to analyse Rockbuster's existing data using **SQL and Tableau**, providing insights to guide the new service launch.

This presentation answers key business questions around:

- Customer distribution
- Revenue drivers
- High-value users

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Objectives & Key Business Questions

Project Objective

To support Rockbuster Stealth's online streaming launch by analysing customer and rental data to uncover actionable insights that inform marketing, inventory and geographic strategy.

Key Business Questions

➤ Which movies contributed the most/least to revenue?

➤ What was the average rental duration across all movies?

➤ Which countries are Rockbuster's customers based in?

➤ Where are high-value customers based geographically?

Descriptive Statistics Overview

Number of Customers	599
Number of Rentals	16,044
Average Rental Price	$2.98
Average Rental Duration	5 days
Minimum Rental Duration	3 days
Maximum Rental Duration	7 days
Number of Movies in Inventory	4,581

This summary provides baseline insight into Rockbuster's customer and rental patterns ahead of deeper geographic and revenue analysis.

Movies that Contributed Most & Least to Revenue
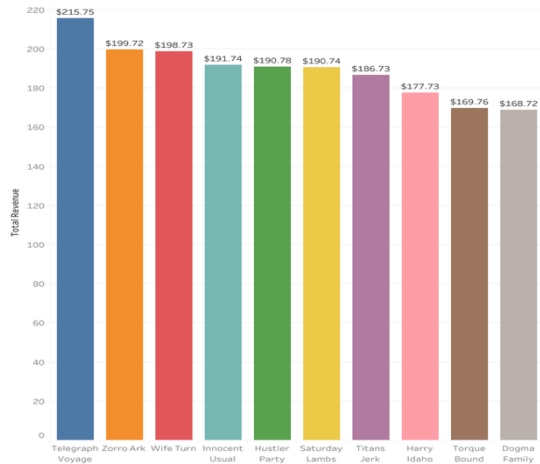
The above chart are the **top 10 performers**.
These titles show consistent popularity
And are likely strong candidates for ongoing
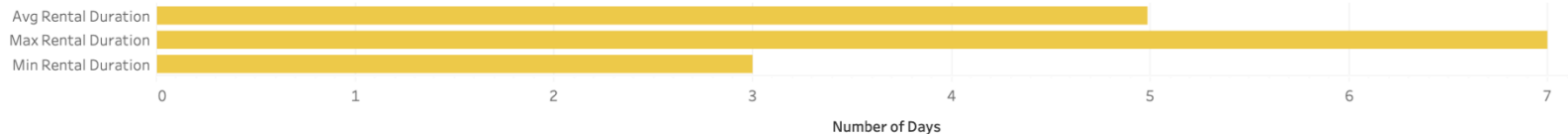Promotion or bundling.
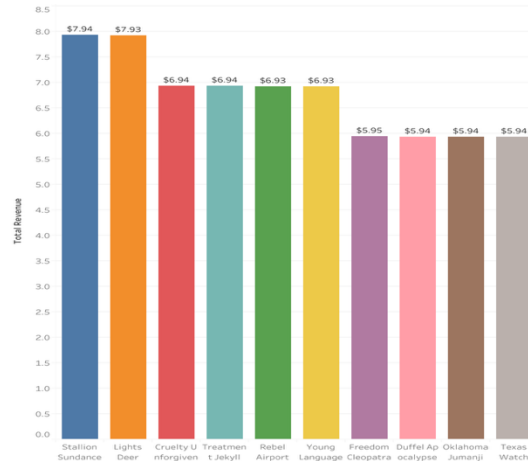
The chart above shows the **least profitable**
Titles. These movies may be underperforming
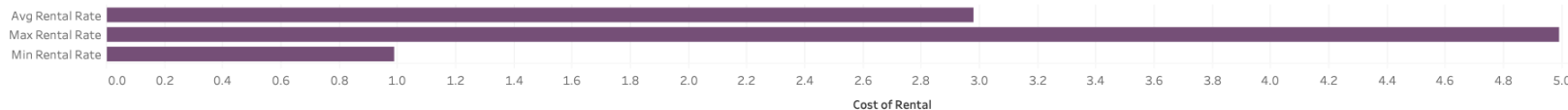Due to limited appeal, outdated content,
Or poor marketing.

Insight: This can guide inventory and marketing strategy. Rockbuster might promote top titles in Special offers or featured slots, phase out or discontinue poor performers or investigate why certain movies underperform – is it genre, rating or language?

Rental Duration & Pricing Overview

Rental Duration

	Number of Days
Avg Rental Duration	(≈5)
Max Rental Duration	(≈7)
Min Rental Duration	(3)

Rental Rate

	Cost of Rental
Avg Rental Rate	(≈2.99)
Max Rental Rate	(≈4.99)
Min Rental Rate	(≈1.0)

- The **average rental duration** is **5 days**, with rentals ranging from **3 to 7 days**.
- The **average rental rate** is **$2.99**, ranging from **$0.99 to $4.99**.
- Pricing and rental time appear consistent and predictable, which supports **simple pricing strategy** for the future online rental platform.
- No obvious price differentiation by rental duration– this may be an opportuntiy to explore **premium pricing** for longer rentals.
- Insight: Rental durations and prices are stable and predictable, suggesting Rockbuster could offer fixed-rate rentals e.g., $2.99 for a 5 day rental). There is potential to test tiered pricing to increase revenue.

# Our Global Reach: Top 10 Countries by Customer
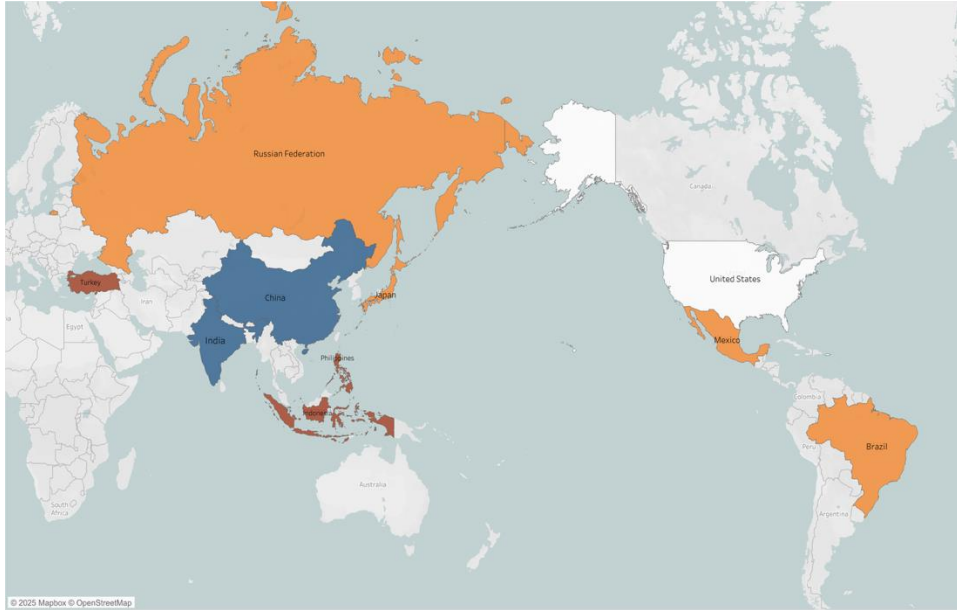
Tableau

Rockbuster has customers globally, but these top 10 Countries represent our largest customer bases. As Shown here, **India, China, U.S., Japan** and **Mexico** lead The list. These countries are where Rockbuster is most Active or popular. Marketing and customer rention Efforts should prioritise these areas.These are strategic markets we may want to look at for localised campaigns Or region-specific promotions.

Insight: Rockbuster's customer base is geographically diverse, but top markets like **India, China** and **U.S.** clearly Stand out. This is where to double down on customer engagement strategies.

Top 5 Highest-Value Customer by Location

Tableau
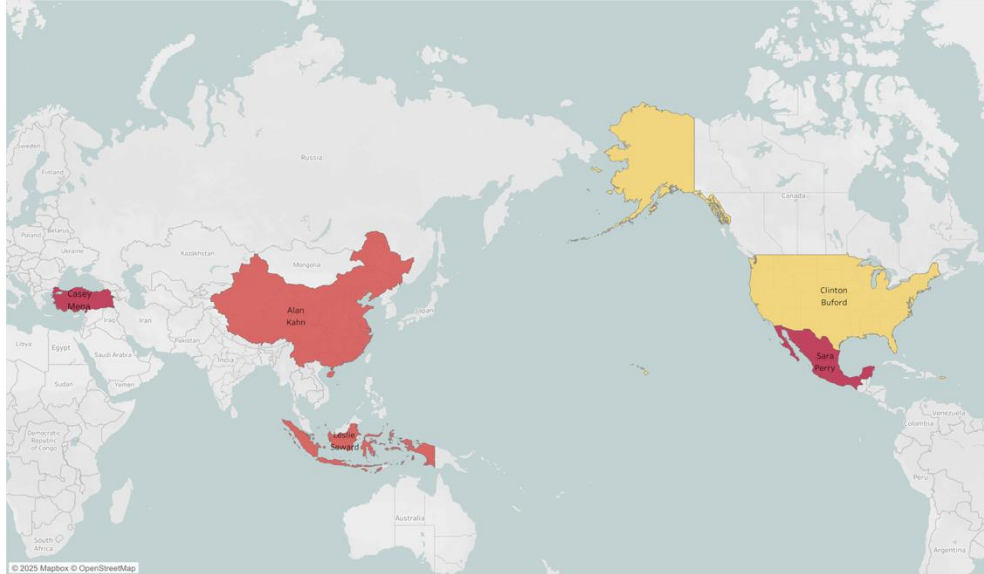
Insight: The top 5 highest-spending customers Are geographically diverse, located in the **U.S., Mexico, China, Indonesia** and **Malaysia**. These Customers contributed significantly to overall Revenue, with lifetime payments ranging from **$129** to **$138**. This suggests potential for **Personalised loyalty strategies** and **region-specific marketing efforts** aimed at retaining high-value users.

Data Output   Messages   Notifications

Showing rows: 1 to

	customer_id integer	customer_first_name character varying (45)	customer_last_name character varying (45)	city character varying (50)	country character varying (50)	total_payment numeric
1	566	Casey	Mena	Tokat	Turkey	130.68
2	84	Sara	Perry	Atlixco	Mexico	128.70
3	506	Leslie	Seward	Pontianak	Indonesia	123.72
4	389	Alan	Kahn	Emeishan	China	119.75
5	537	Clinton	Buford	Aurora	United States	98.76

Key Insights from the Analysis

- High customer concentration in **India, China, U.S., Japan** and **Mexico**.

- *'Telegraph Voyage'* generated the most revenue; *'Texas Watch'* the least.

- Top customers are spread across **U.S., Mexico, China, Indonesia** and **Malaysia**.

- Customer location suggests global engagement.

Business Recommendations

Action

- Target digital marketing in **India, China** and **U.S.**
- Prioritise licensing for top-performing movies.
- Create loyalty incentives for high-value customers.
- Investigate causes of uner-performing titles.

Based On

- High customer density there.
- Revenue concentration from a few titles.
- Top 5 customers represent outsized revenue.
- Several movies contributed minimal revenue.
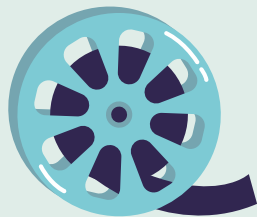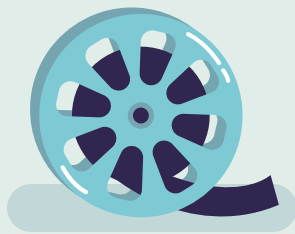
599

Customers

4,581

Movies in Inventory

16,044

Total Rentals

$61,312.04

Total Revenue

THANK YOU

DO YOU HAVE ANY QUESTIONS?

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Tableau Workbook