

A close-up, artistic photograph of a vintage movie projector. The image shows the intricate mechanical parts, including a large lens, film reels, and gears. The lighting is dramatic, highlighting the metallic textures and the path of the film strip. The background is a soft, out-of-focus gradient.

Rockbuster Sales Analysis

Key Insights and Strategic
Recommendations





Context

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

Facing competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive





Objective

Examine the data of a movie rental company and respond to important business inquiries regarding revenue, customer actions, and regional sales to provide insights to aid their 2020 plan.

Procedure

Relational Databases, Database Querying, Filtering, Cleaning & summarizing, Joining tables, Subqueries, Common table expressions, Query optimization

Tools used

Excel, SQL, Tableau, PowerPoint, ERD

Key questions



02

What was the average rental duration for all videos?

01

Which movies contributed the most/least to revenue gain?

03

Which countries are Rockbuster customers based in?

04

Where are customers with a high lifetime value based?

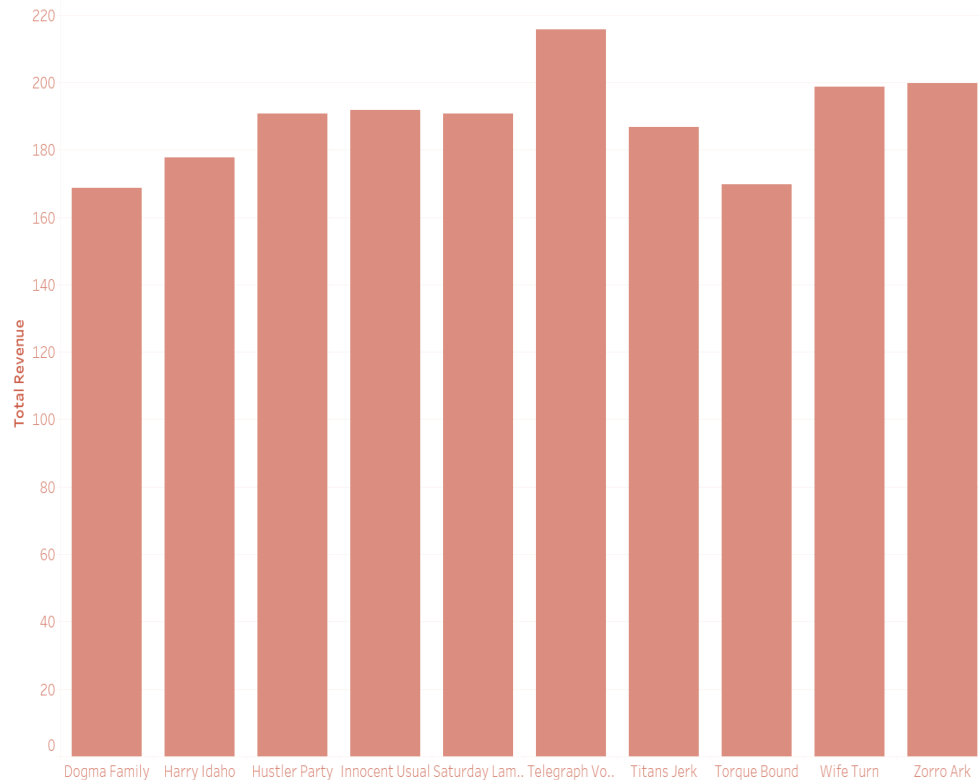
05

Do sales figures vary between geographic regions?

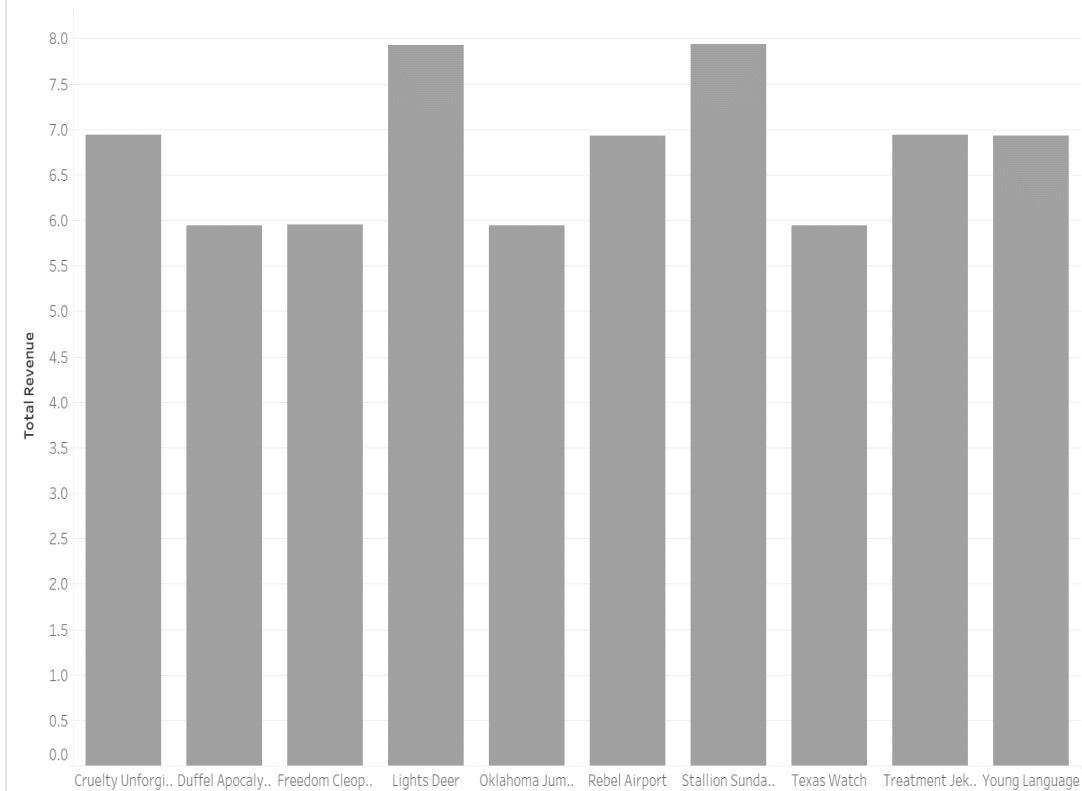
Which movies contributed the most/least to revenue gain?



Movies contributed the most to revenue gain



Movies contributed the least to revenue gain



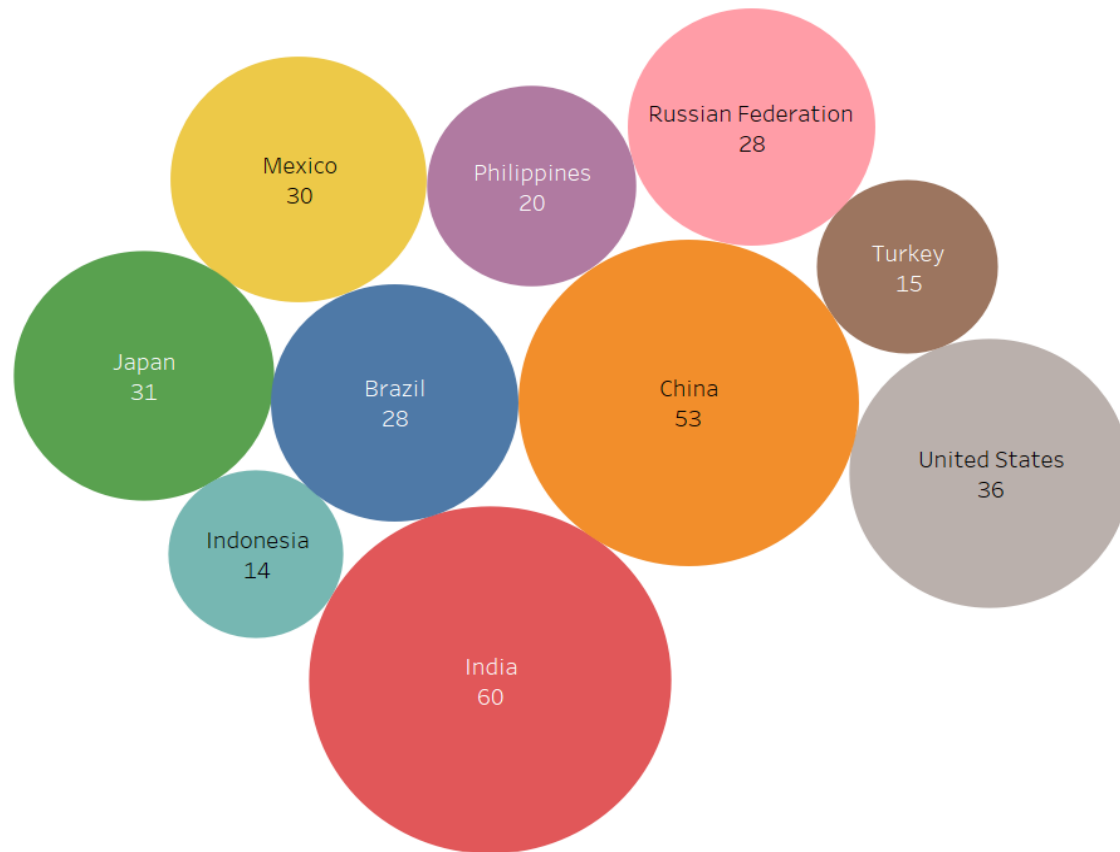
> Leverage Popular Titles:

Promote the top revenue-generating movies like Telegraph Voyage and Zorro Ark through curated lists or special offers to capitalize on their popularity.

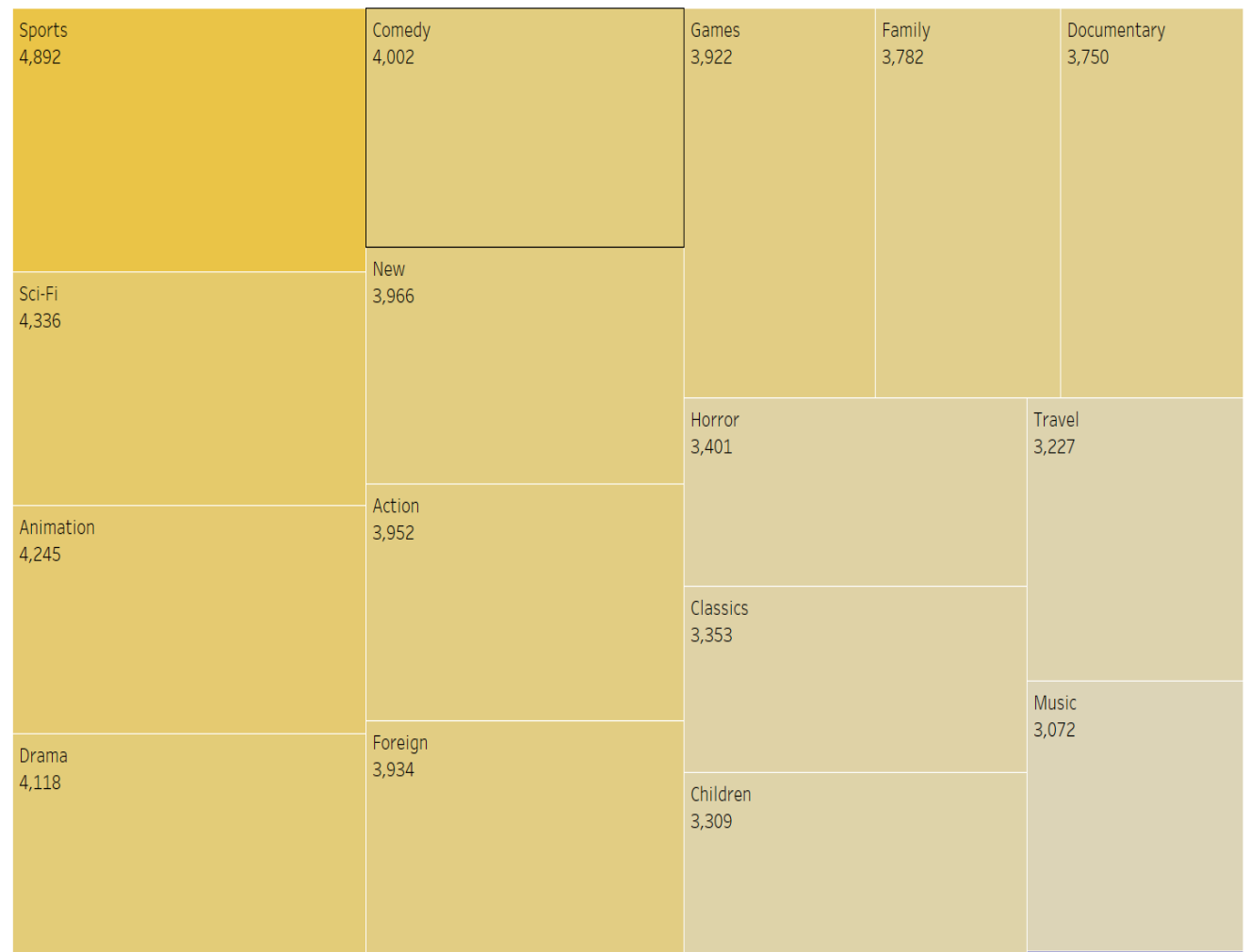
Which countries are Rockbuster customers based in?



Top 10 countries



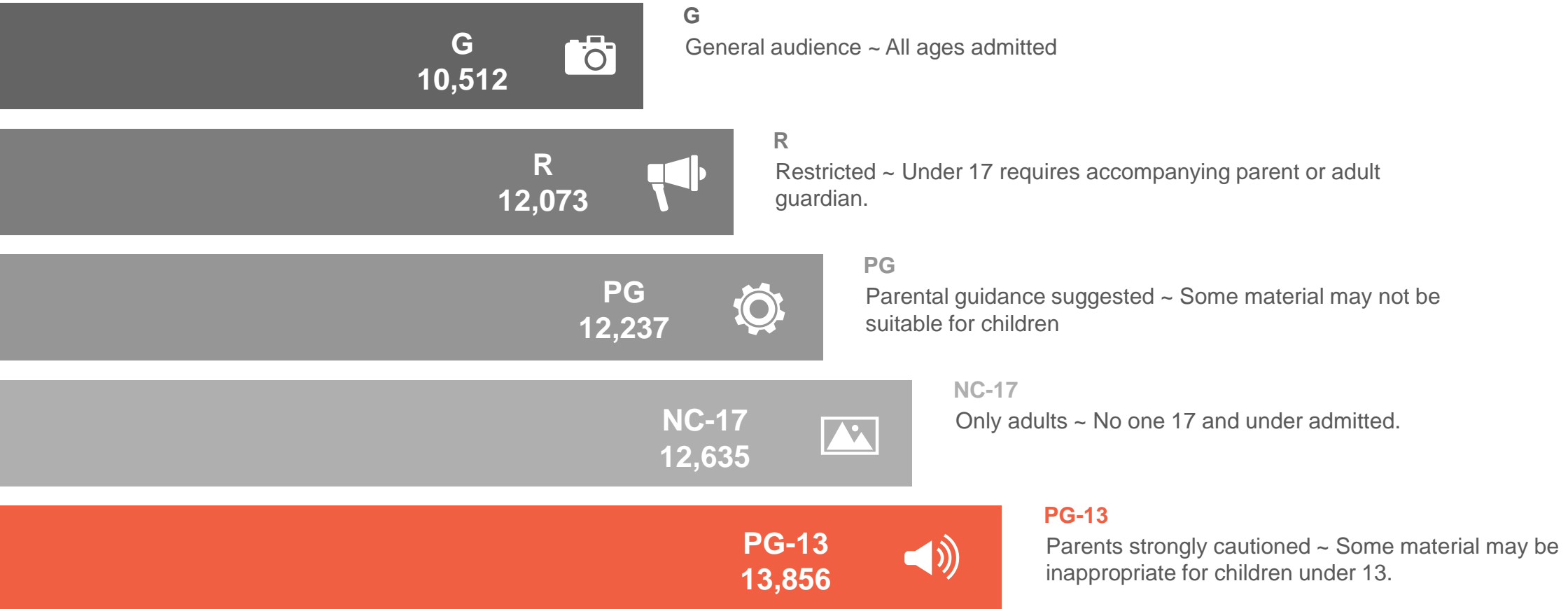
Sales by genre



The **top movie genres** at Rockbuster are Sports, Sci-Fi, Animation, Drama & Comedy

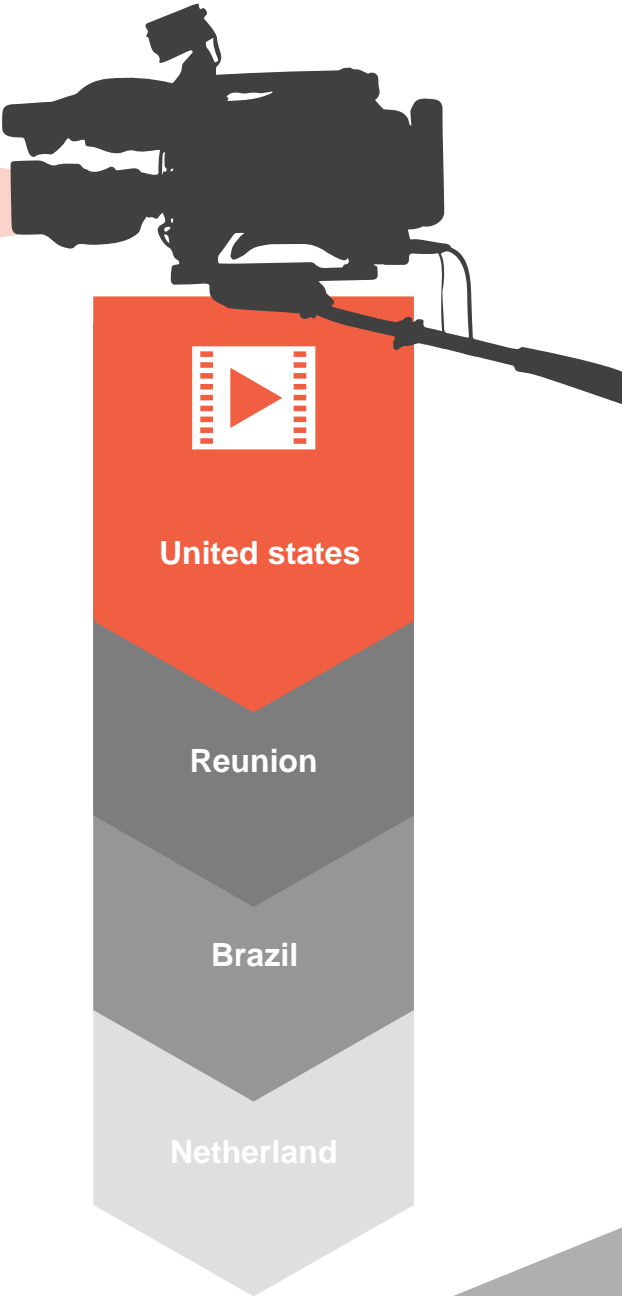
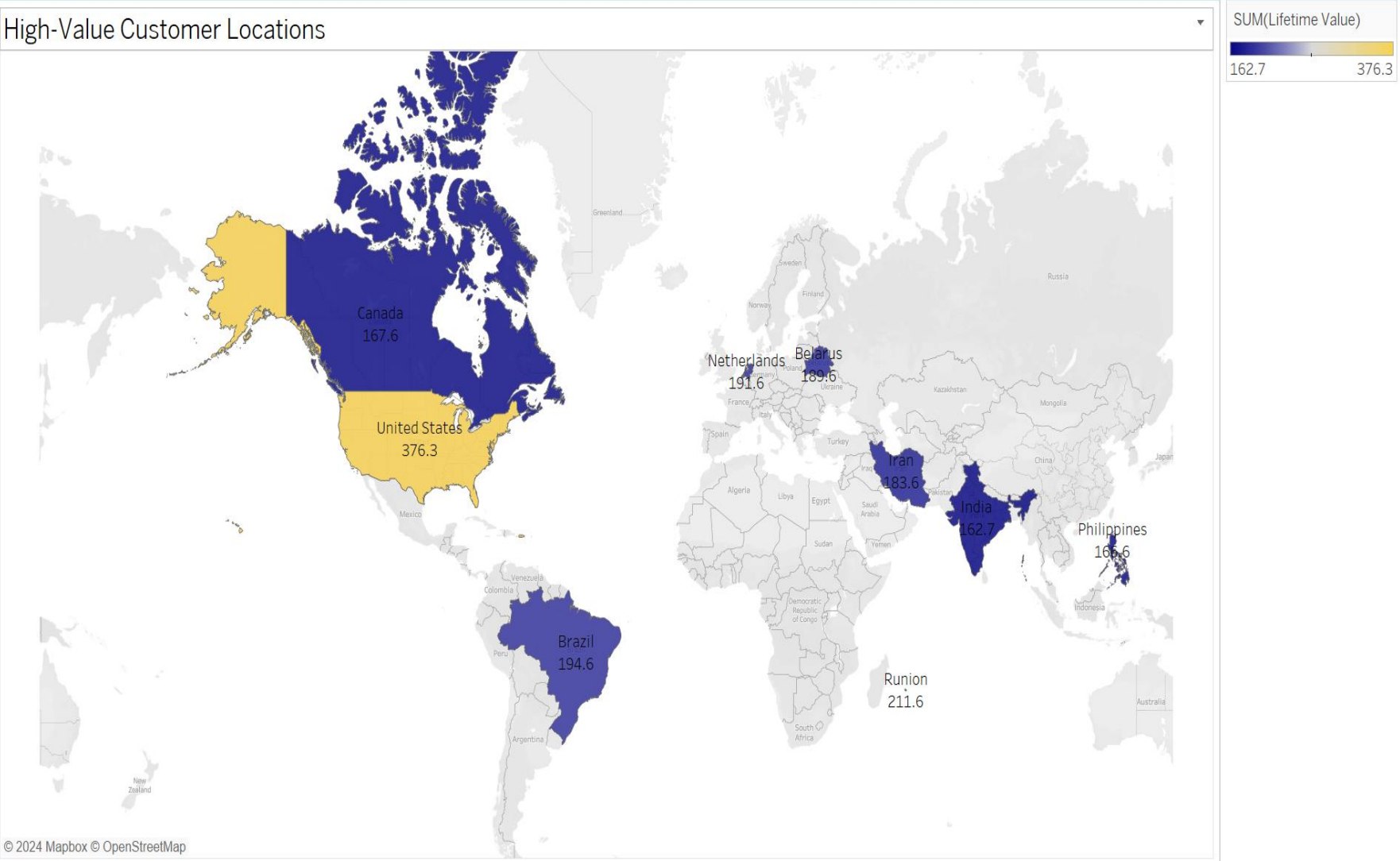


Sales by rating

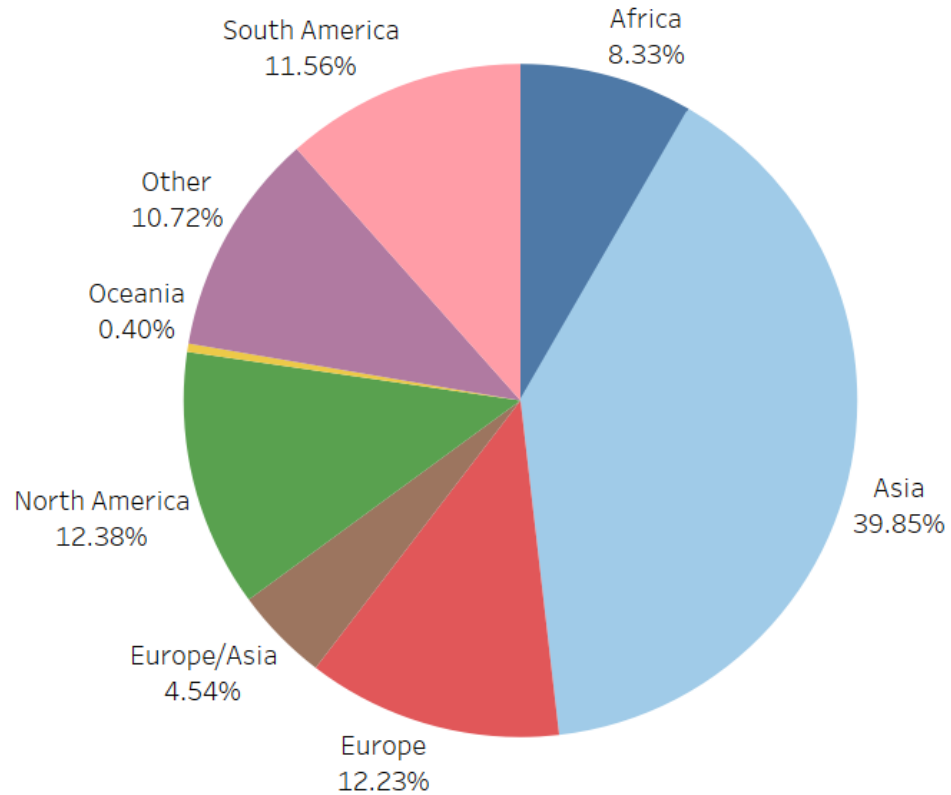


→ PG-13 followed by NC-17 rated movies generate the most revenue

Where are customers with a **high lifetime value** based? ▶▶



Do sales figures vary between geographic regions?

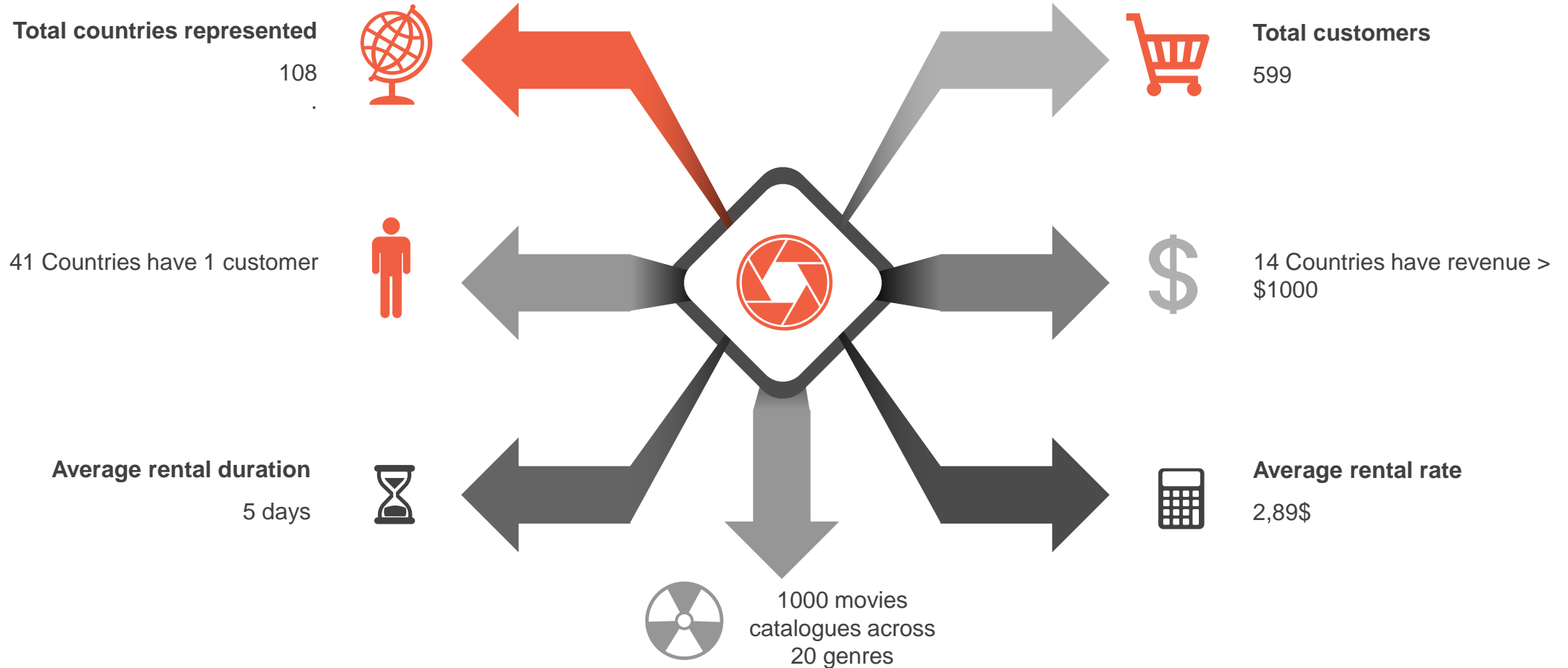


Insight:

Asia dominates sales, contributing nearly 40% of total revenue, while Oceania contributes the least.



Other insights



Recommendations



Focus on Top-Performing Genres

Given the high revenue from Sports, Sci-Fi, Animation, Drama, and Comedy, consider expanding the catalog within these genres or offering more targeted promotions to increase viewership and rentals.

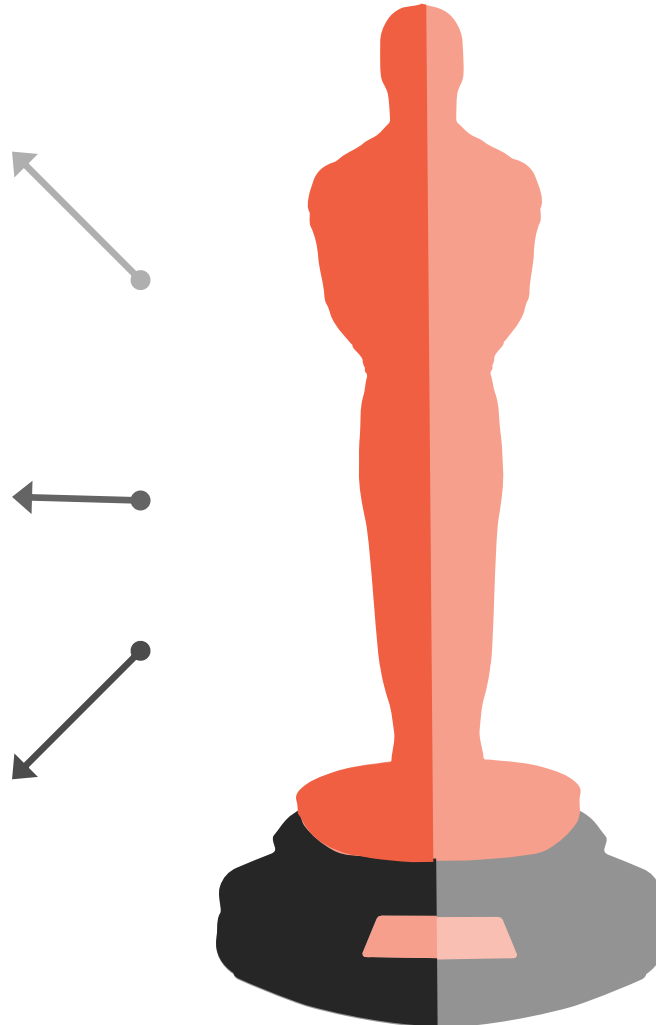
Targeted Marketing by Rating

Since PG-13 and NC-17 rated movies are the highest revenue generators, Rockbuster should consider focusing marketing efforts on promoting movies with these ratings. Additionally, exploring why G-rated movies generate less revenue could lead to strategies to boost their performance.

Geographic Market Expansion:

Asia: Since Asia contributes nearly 40% of the revenue, further investment in marketing and customer engagement in this region could yield substantial returns.

Underperforming Regions: Consider strategies to boost revenue in regions like Oceania and Africa, which currently have lower revenue contributions.



Enhance Customer Experience:

- With 41 countries having only one customer, there is an opportunity to understand and address the specific needs of these customers to increase retention and acquisition in these regions.
- Focus on high lifetime value customers in countries like Reunion, the United States, and Brazil to deepen relationships and encourage higher spending.

Optimize Rental Pricing and Duration:

Review the rental duration and rate of \$2.89 over 5 days to see if there is room for pricing optimization that could maximize revenue while maintaining customer satisfaction.

Diversify Movie Selection in Lower-Performing Regions:

Explore whether the movie catalog is aligned with regional preferences in underperforming regions. Tailoring the selection to local tastes might improve revenue from these areas.

The background of the slide is a collage of vintage film-related items. Two large film reels are prominent in the upper half. The reel on the left is orange and shows a scene with people. The reel on the right is brown and appears to be empty. Below the reels, there are various pieces of vintage equipment, including what looks like a camera or projector component on the left and another reel on the right. The overall color palette is warm, with browns, oranges, and muted greens.

Conclusion



By focusing on the insights and implementing the recommendations outlined, Rockbuster can strengthen its market presence, optimize its revenue streams, and better cater to the diverse preferences of its global customer base.





THANK YOU