

Rockbuster Online Launch: Business and strategy analysis

By Leo Garces



Project Overview

- Rockbuster used to be a traditional movie rental store, but now they're getting ready to launch an online streaming service to compete with platforms like Netflix and Amazon Prime.
- As part of the Business Intelligence team, I analysed their rental and customer data to uncover insights that would help shape Rockbuster's 2020 business strategy.



Key business questions we focused on:

- What are the average rental rates, durations, and lengths?
- Which film ratings are most popular with customers?
- How are Rockbuster's customers spread out geographically?
- Where are the high-value customers located?

To answer these, I used SQL for data analysis and Tableau for visualizations, helping guide Rockbuster's move into the online streaming market.



Data Analysis Overview

To help shape Rockbuster's online streaming strategy, I explored a relational database containing detailed information about the company's films, customers, and rental transactions. The data (around 3 MB in total) was structured across several linked tables in PostgreSQL.

My analysis focused on four main areas:

- **Films & Inventory:** Looked at movie titles, categories, rental durations, and replacement costs to understand the product range and pricing structure.
- **Rentals & Payments:** Examined rental dates, durations, rates, and total payments to identify revenue patterns and customer habits.
- **Customers:** Analysed demographics, locations, and activity levels to segment the customer base and highlight engagement trends.
- **Geography:** Mapped store, city, and country data to see where Rockbuster's customers and stores are most active.



Why This Analysis Matters

By taking a deep look at Rockbuster's operational and customer data, I was able to:

- Pinpoint the key factors driving revenue
- Understand how customers behave and engage with rentals
- Visualize Rockbuster's global presence and geographic trends
- Identify markets with high-value customers

These insights form a solid foundation for making data-driven recommendations, ensuring every strategic decision is backed by real performance data.



Rental Insights

In this part of the analysis, I explored key metrics related to Rockbuster's film rentals to better understand customer behaviour and pricing trends. The focus areas included:

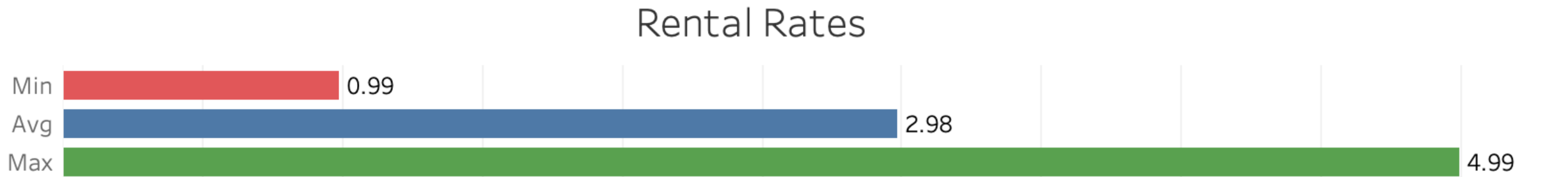
- **Rental Rates:** Identified pricing patterns by comparing minimum, average, and maximum rental prices.
- **Rental Lengths:** Assessed how long films remain available for rent in the system.
- **Rental Duration:** Analysed how long customers typically keep films before returning them.
- **Film Ratings:** Looked at the distribution of movie ratings to see which types of films are most popular.

These insights reveal important patterns around customer preferences, pricing strategy, and film availability—helping Rockbuster refine its online rental model.



Rental Rates

- The rental prices in Rockbuster's catalogue range from **0.99 to 4.99 units**, with most films priced around **2.98 units**.
- This suggests that the majority of titles fall within a standard and consistent pricing range.



Rental Lengths

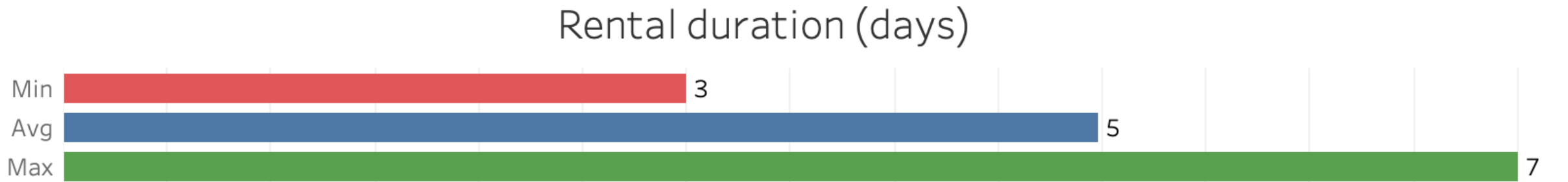
Rental Lengths

- Rockbuster's catalogue includes films with a wide range of lengths from **46 minutes** to **185 minutes**.
- This variety shows that the collection features both short and full-length films, which could have an impact on customer preferences and rental trends.



Rental Duration

- Most films are rented for **3 to 7 days**, with the **average rental period being around 5 days**. This suggests that customers tend to keep films for a standard short-term viewing window.



Film Ratings

- Most of Rockbuster's films are rated **PG-13**, with other titles ranging from **G to R**.
- This shows that the catalogue offers a wide variety while mainly appealing to a teen and family-friendly audience — a key demographic in the streaming market.



Customer Insights

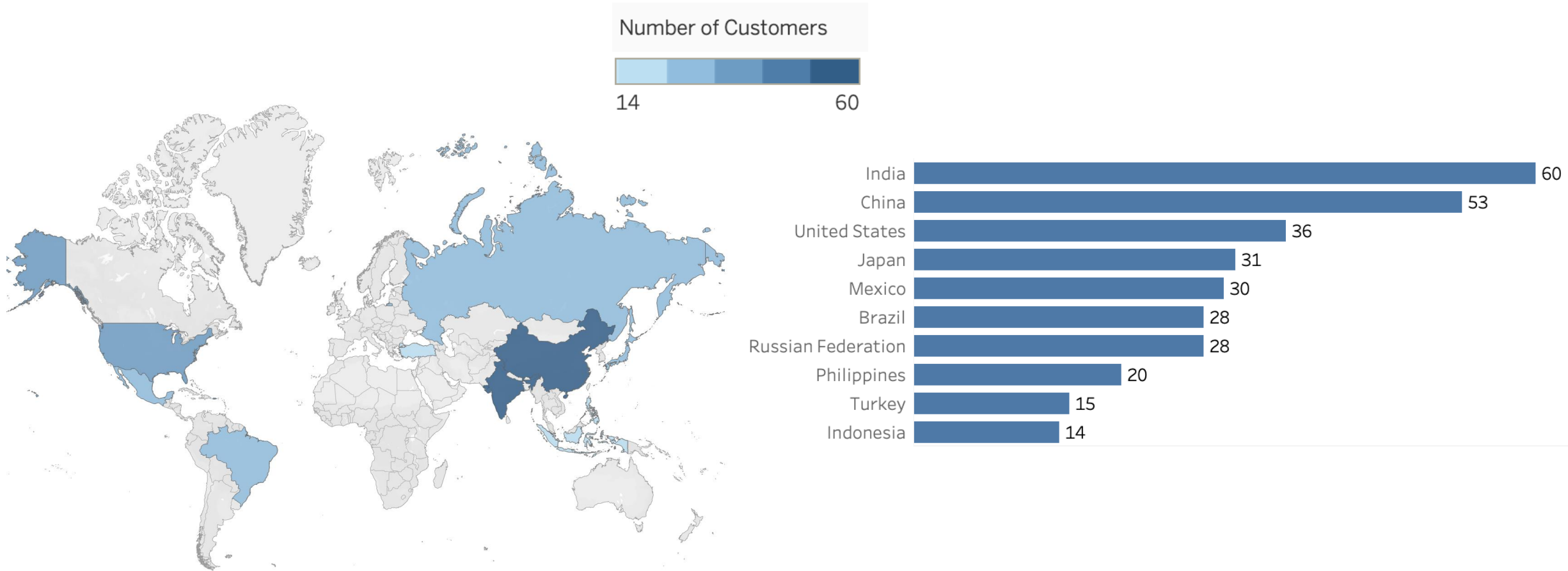
This part of the analysis gives an overview of Rockbuster's customer base, focusing on engagement levels, geographic spread, and top-performing customers:

- **Customer Activity:** The majority of customers are active, showing consistent engagement with rentals.
- **Stores & Locations:** Rockbuster operates across **599 store locations**, with key customer concentrations identified in the **top 10 countries and cities**.
- **Top Customers:** Highlighted the **five most active customers** within these major cities.

These insights help visualize where Rockbuster's customers are most engaged and can guide both marketing strategies and operational planning.



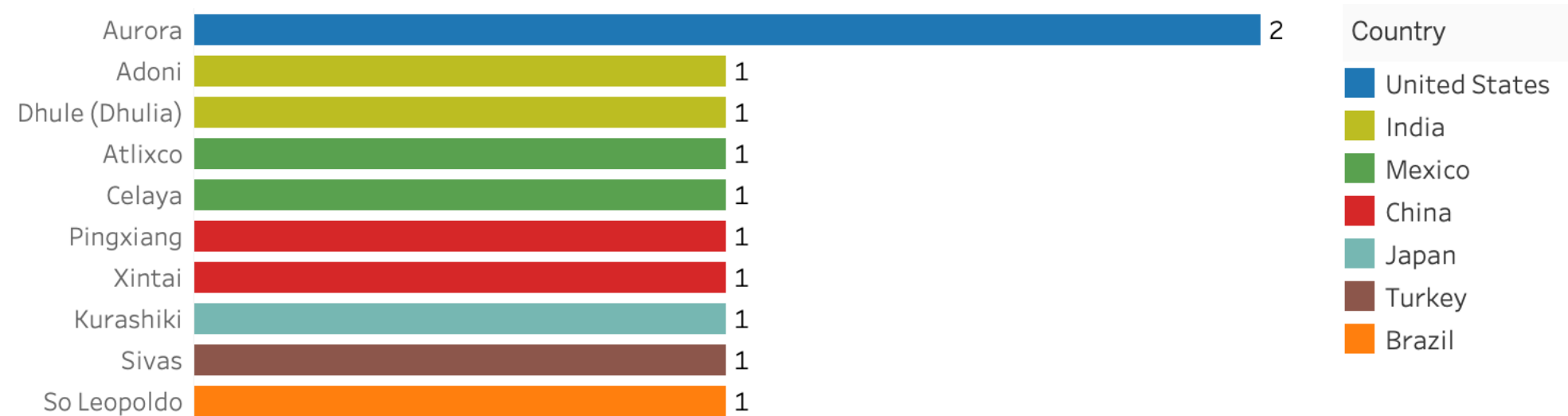
Customer Locations



The top 10 countries make up the majority of Rockbuster's customer base, showing where our strongest and most valuable markets are located.



Top 10 Cities Within Top 10 Countries



The top 10 cities, all within our key markets, represent Rockbuster's largest urban customer bases. This clearly shows where customer demand is most concentrated at the city level.



Top 5 Paying Customers

First Name	Last Name	City	Country	Total Amount Paid	≡
Sara	Perry	Atlixco	Mexico	128.7	
Gabriel	Harder	Sivas	Turkey	108.75	
Sergio	Stanfield	Celaya	Mexico	102.76	
Clinton	Buford	Aurora	United States	98.76	
Adam	Gooch	Adoni	India	97.8	

The top 5 customers generate a disproportionately large share of Rockbuster's total revenue, highlighting how important our most loyal customers are to the business.



Conclusions & Recommendations

Conclusions:

- Rockbuster serves customers worldwide, but most activity is concentrated in a handful of key countries and major cities.
- Rental patterns are fairly consistent, with most rentals lasting between 3 and 7 days.
- A small group of high-value customers generates a significant portion of overall revenue.
- Regional differences in sales performance suggest that market-specific strategies are needed to maximize growth.



Recommendations:

- **Market Focus:** Concentrate marketing and launch efforts on the top 10 countries and strongest-performing cities to maximize impact.
- **Customer Retention:** Introduce loyalty programs for high-value customers to increase engagement and lifetime value.
- **Content Strategy:** Focus on PG-13 movies, as they are the most popular among Rockbuster's audience and appeal to a wide range of viewers. At the same time, promote top-revenue films in other categories to keep the catalogue diverse and engaging.
- **Pricing & Duration:** Match online pricing and rental durations to customer habits, with the average rental lasting around 5 days.
- **Scalability:** Use these findings as a starting point, then refine strategies continuously based on new customer and sales data after the online platform launches.



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Tableau Visualizations:

https://public.tableau.com/app/profile/leo.garces/viz/Task3_10-Rockbustervisualisations/top5customers

