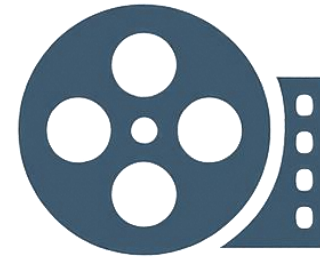


Strategic
Moves for
Sustainable
Growth



ROCKBUSTER STEALTH LLC

ROCHBUSTER STEALTH

Rockbuster Stealth LLC, once a global leader in movie rentals, is leveraging its existing movie licenses to launch a new online video rental service

DATA The data covers information on customers, inventory, payments, and other key details

OBJECTIVES

- Provide actionable insights to guide the online service launch.
- Analyze revenue, customer distribution, and sales trends to optimize strategy and market position.

METHODS

- SQL for data management and querying
- Database querying for extracting insights
- Filter, clean, and summarize data
- Join tables and use subqueries/CTEs for analysis

Key Business Questions and Objectives

The Rockbuster Stealth Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy. Here are the main questions they'd like to answer:

- 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?

Rockbuster Stealth currently offers around 1,000 English-language films across 17 categories, available in 109 countries. Here's a quick snapshot of our rental stats: on average, movies rent for about three dollars, last around five days, and run just under two hours. The cheapest rentals are a dollar for shorter films, while the most expensive go up to five dollars for longer titles with higher replacement costs

Current Statistics

- [Average](#)

Rental rate-\$2.98.

Rental Duration- 5days

Film Length- \$115.3 min

Replacement cost- \$19.98

- [Minimum](#)

Rent Rate - \$0.99

Rental Duration - 3 days film

Length- 46 minutes

Replacement Cost - \$9.99

- [Maximum](#)

Rent Rate - \$4.99

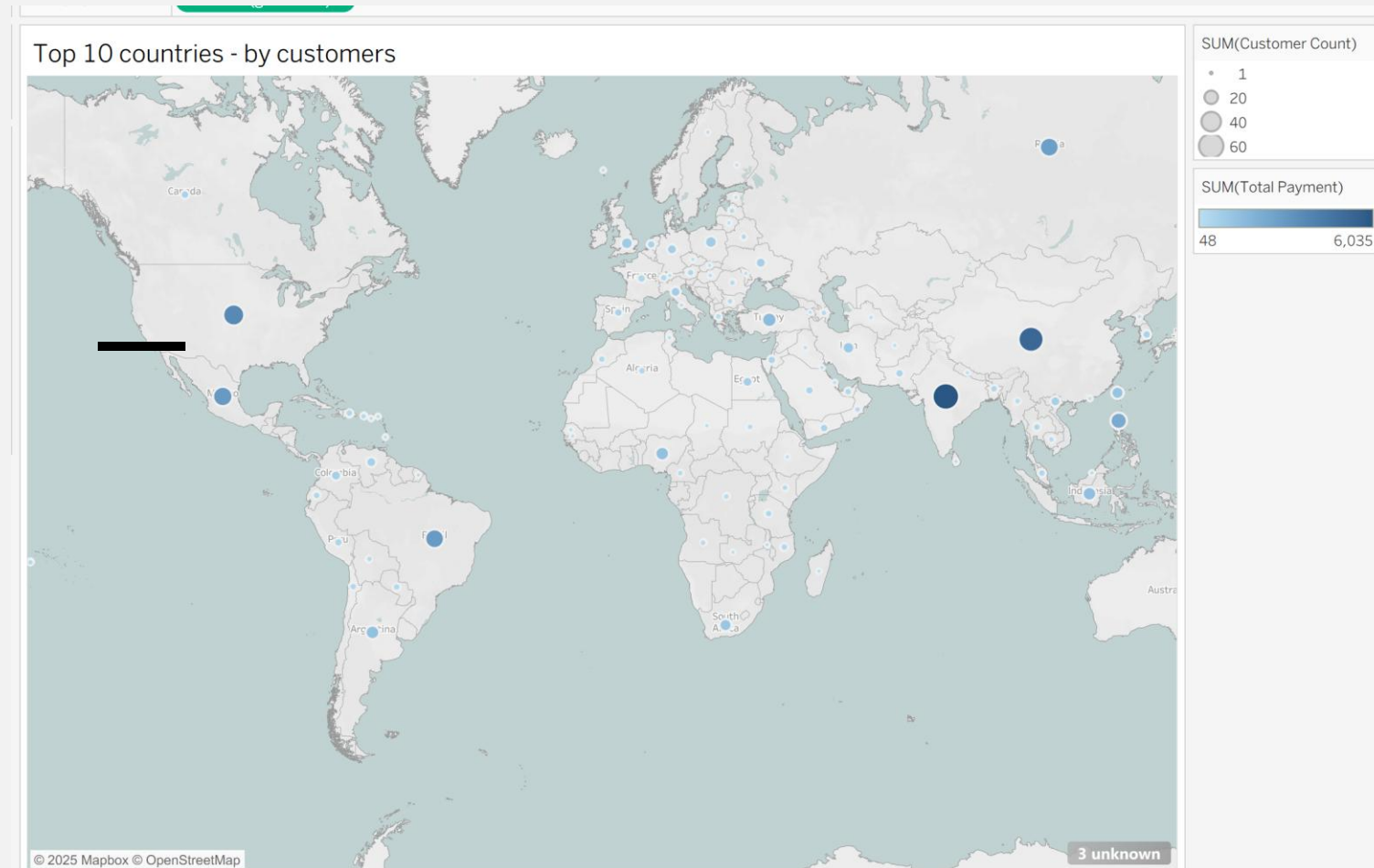
Rental Duration – 7 days film

Length- 185 minutes

Replacement Cost - \$29.98

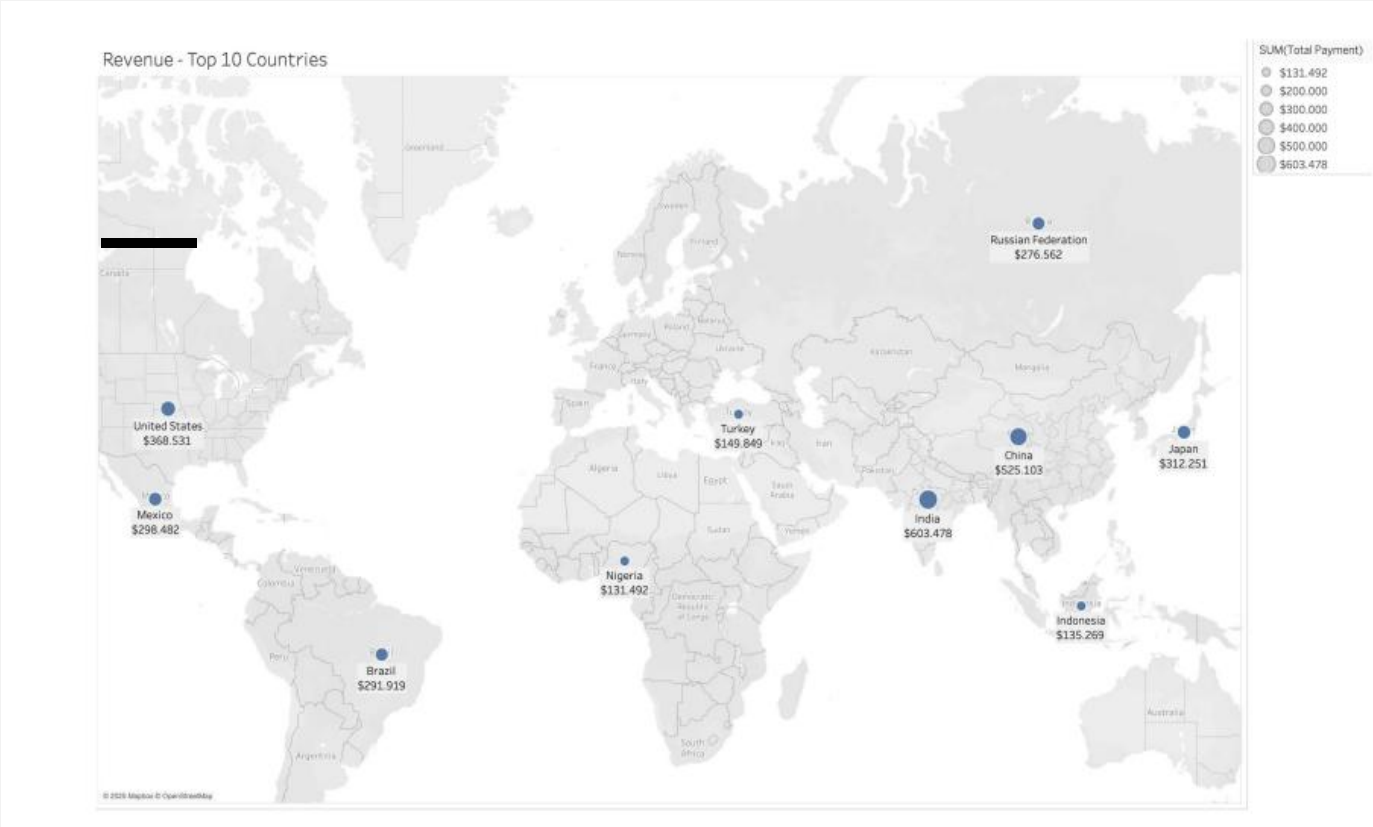
Where are the Rockbuster Customers located?

This map highlights Rockbuster's top 10 markets by customer numbers. India, China, the U.S., and Japan emerge as the most critical regions for launching a streaming platform, given their large and concentrated customer bases. At the same time, markets such as Mexico, Brazil, and Russia demonstrate strong growth potential. These regions could be further developed through targeted marketing campaigns and localized promotions, helping Rockbuster expand its footprint while maximizing customer engagement and revenue opportunities



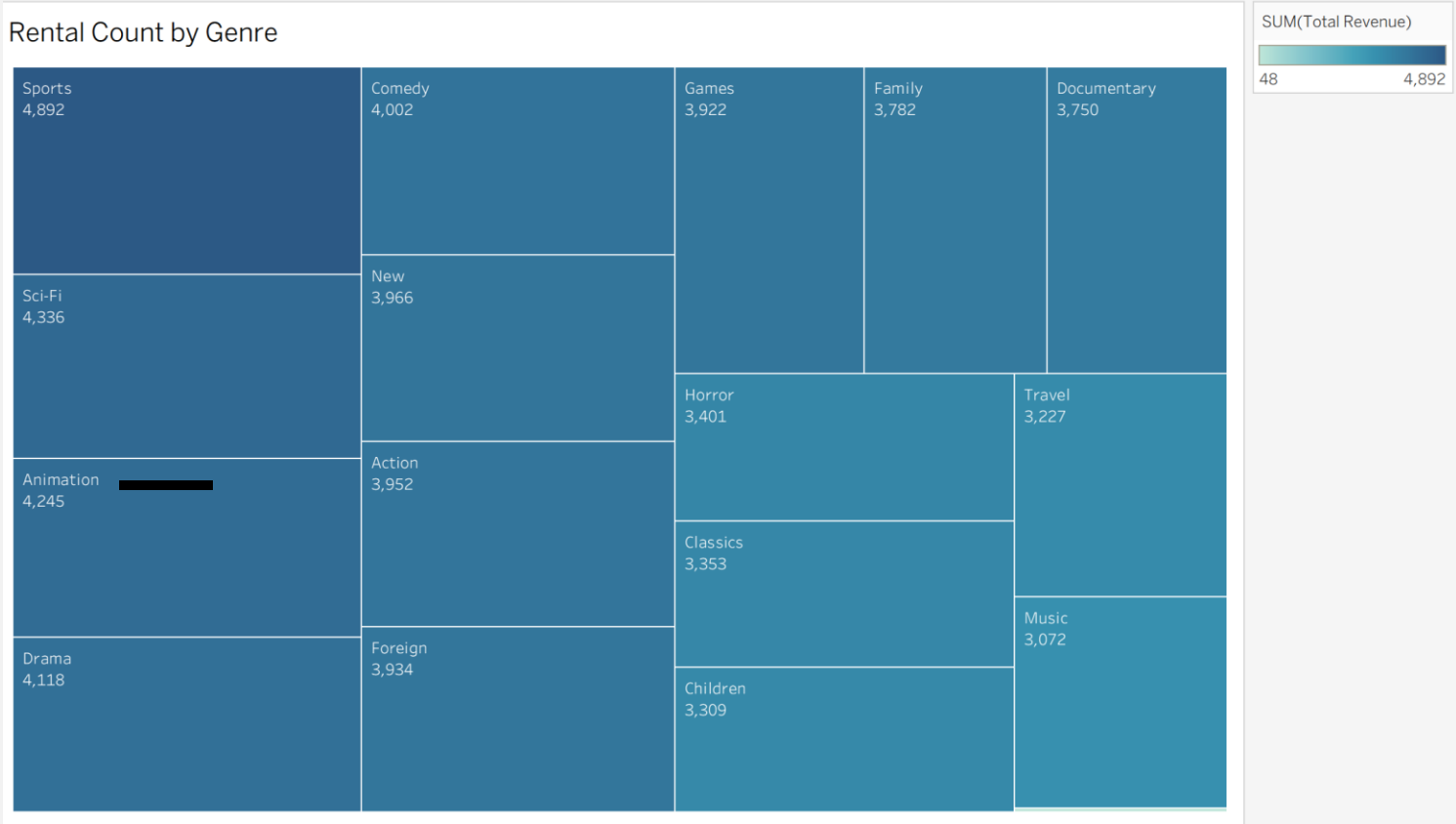
This map showcases the top 10 markets by revenue, providing clear direction for regional expansion. India, China, the U.S., and Japan stand out as the most strategic markets for launching a streaming platform. Meanwhile, Mexico, Brazil, and Russia demonstrate strong potential for growth, particularly with targeted promotions. In addition, the Philippines, Turkey, and Indonesia represent promising emerging markets where affordable pricing and mobile-first strategies could drive adoption.”

Emerging and Established Markets by Revenue?



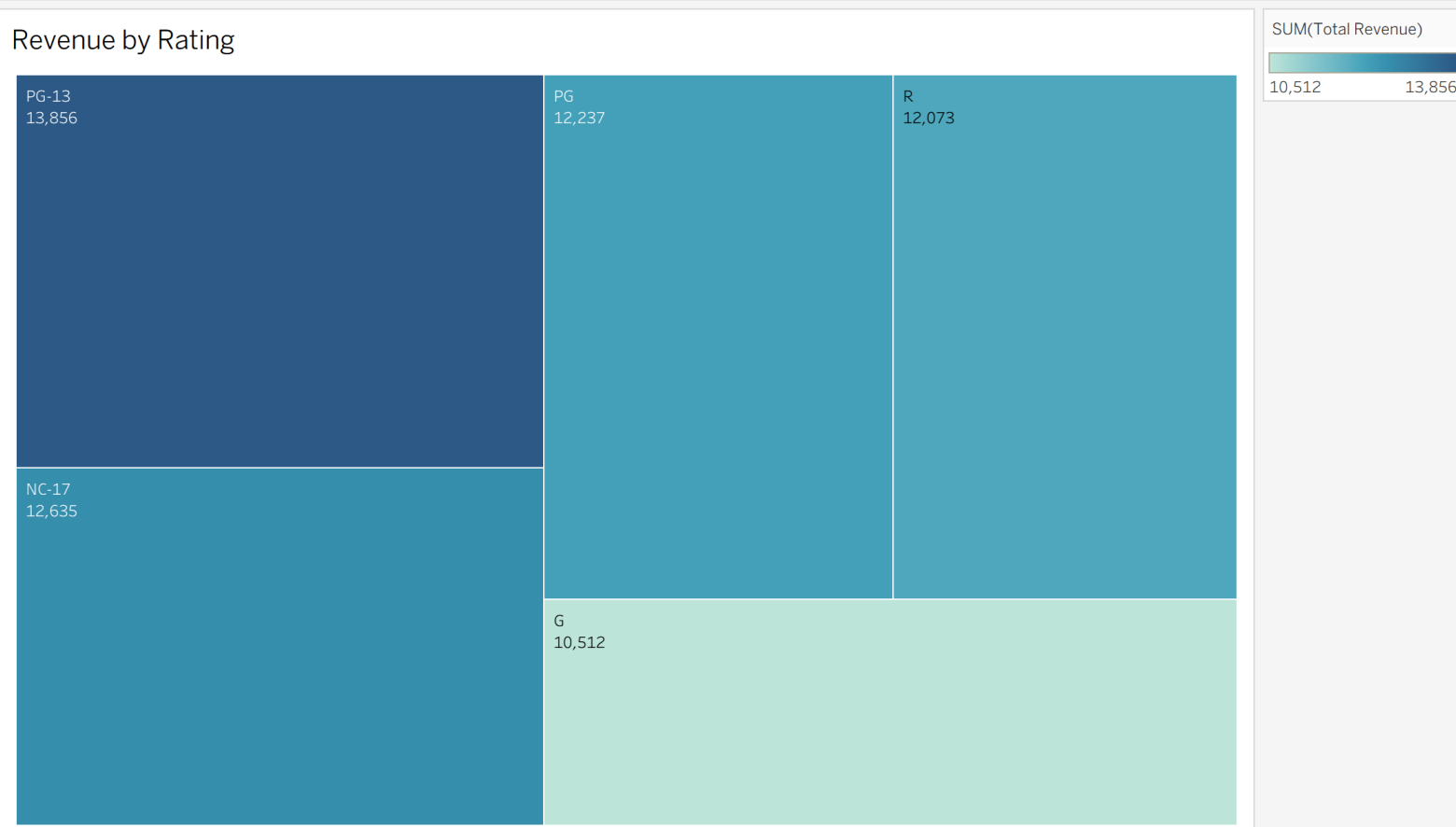
This visualization shows rental counts by genre, where Sports leads as the most rented category with nearly 4,900 rentals, followed by popular genres like Sci-Fi, Animation, Drama, and Comedy, each exceeding 4,000 rentals, while other categories such as Games, Family, Documentary, Action, and Foreign films also maintain strong demand, and niche genres including Horror, Classics, Children, Travel, and Music contribute meaningful but comparatively smaller shares, highlighting both the dominance of mainstream genres and the diverse appeal across Rockbuster’s catalog.”

Rental counts by Genre



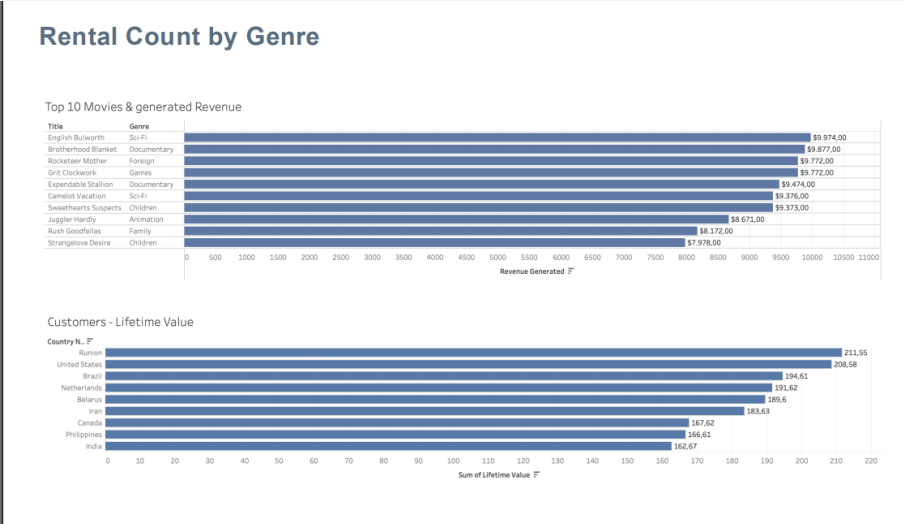
This chart shows revenue distribution by film rating. PG-13 films generate the highest revenue at around 13,856, followed by NC-17 titles at 12,635. PG and R films contribute nearly the same levels of revenue, with 12,237 and 12,073 respectively, while G-rated films bring in the lowest revenue at 10,512. Overall, the visualization highlights that mid- to higher-rated categories (PG-13, NC-17, PG, and R) are the strongest revenue drivers, while general audience content generates comparatively less.

Revenue by Rating



Rental count by Genre

The bar chart highlights the movies that generated the most revenue. At the top is a film in the Science Fiction genre, which earned the highest revenue overall. This is followed closely by a Documentary, along with other strong performers from the Foreign and Games categories. Children’s films, Family titles, and Animation also appear among the top revenue earners, showing that demand is spread across a variety of genres. Even the lowest of the top ten films still produced close to eight thousand dollars, demonstrating that each of these titles made a significant contribution to total revenue.



INSIGHTS & RECOMMENDATIONS



Market Reach

- India, China, and the USA account for the largest share of customers and revenue. Strengthening customer engagement in these regions could further boost performance and reinforce Rockbuster's global presence.

Content Focus

- Genres such as PG-13 films consistently attract high demand. Prioritizing investment in these categories can enhance sales while ensuring audiences remain engaged with popular content.

Resource Efficiency

- A portion of the catalog shows little to no rental activity. Streamlining the film library by phasing out underperforming titles would free up resources and allow greater focus on movies with proven demand



INSIGHTS & RECOMMENDATIONS

Business Metric

Revenue Distribution Across Movies & Genres

Insights

PG-13 titles and popular genres (Sci-Fi, Drama, Comedy) generate the strongest sales, while weaker titles show minimal rentals.

Action

Focus on high-performing genres; phase out low-demand titles to reduce licensing costs.

Geographic Customer Distribution & Spending

India, China, and the USA are the largest markets by customer base and revenue. Mexico, Brazil, and Russia show growth potential; emerging markets (Philippines, Turkey, Indonesia) respond to affordable, mobile-first strategies.

Expand marketing in Asia and North America; target promotions in Brazil, Mexico, and Russia; adopt mobile-first and affordable pricing for emerging markets.

Regional Strategies

Europe shows steady growth; North America remains strong; Japan's market is driven by localized preferences.

Allocate more resources to Europe, maintain focus in North America, and invest in localized content for Japan.

Rental Duration

Average rental is 5 days (range: 3–7), but less relevant as the business shifts to digital streaming.

Prioritize building a seamless on-demand streaming platform with flexible access.

INSIGHTS & RECOMMENDATIONS

Business Metric	Insights	Action
Europe	Customer activity continues to rise steadily, signaling reliable long-term growth potential.	Increase investment and marketing resources to capture more of the expanding European market.
North America	The region remains a stronghold with a solid customer base and established revenue streams.	Maintain momentum while experimenting with new genres and targeting underserved segments to unlock additional opportunities.
Japan	Audience behavior is shaped by distinct cultural and local content preferences.	Develop and promote localized titles that reflect Japanese tastes to strengthen market position.