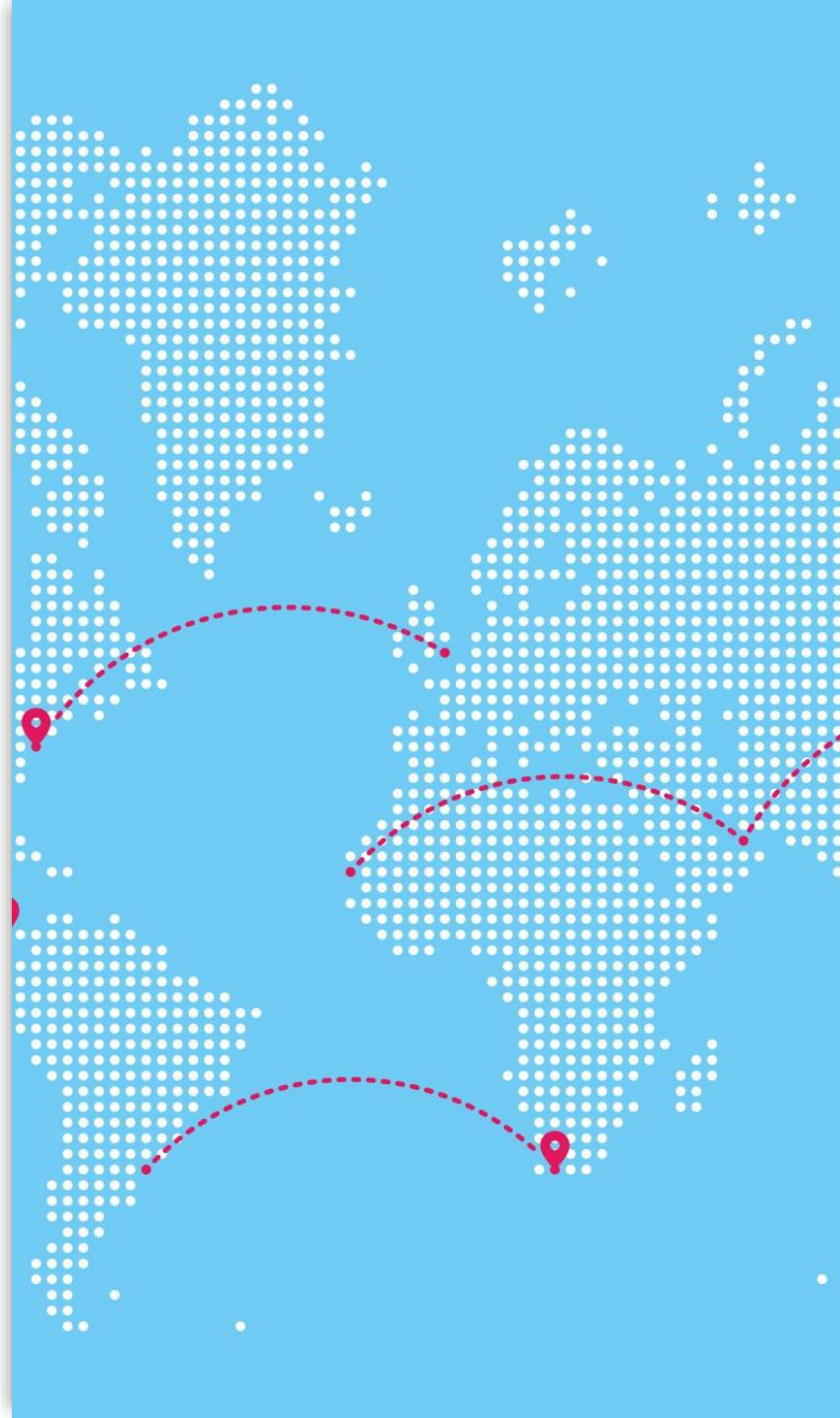Presented by: Rhys Ingalls

Date: April 27, 2025

Rockbuster SQL Analysis Presentation

Table of Contents

Introduction

- This presentation summarizes key findings from Rockbuster's customer and payment data. Highlights include top markets, customer behaviors, and strategic opportunities for growth.

Film Rental Pricing Overview

- Minimum Rental Rate: $0.99

- Maximum Rental Rate: $4.99

- Average Rental Rate: $2.98

- Insight: Rockbuster maintains a mid-range rental pricing model, making it accessible to a broad audience.

Most Common Film Rating

Top Rating: PG-13

Insight: A PG-13 catalog positions Rockbuster favorably to target family audiences and teenagers.

Customer Engagement

97% of customers are active.

Insight: High activity rates reflect strong customer retention and loyalty.

Top 10 Countries by Customer Count

1. India: 60

2. China: 53

3. United States: 36

4. Japan: 31

5. Mexico: 30

6. Brazil: 28

7. Russian Federation: 28

8. Philippines: 20

9. Turkey: 15

10. Indonesia: 14

- Insight: India and China lead the customer count, highlighting key international markets.

Key Cities in Top Countries

- Recommendation: Emphasise national marketing strategies instead of concentrating solely on hyper-local approaches.

1. Aurora (USA)

2. Atlixco (Mexico)

3. Xintai (China)

4. Adoni (India)

5. Dhule (India)

6. Kurashiki (Japan)

7. Pingxiang (China)

8. Sivas (Turkey)

9. Celaya (Mexico)

10. São Leopoldo (Brazil)

Top 5 High-Value Customers

Sara Perry (Atlixco, Mexico) - $128.70

Gabriel Harder (Sivas, Turkey) - $108.75

Sergio Stanfield (Celaya, Mexico) - $102.76
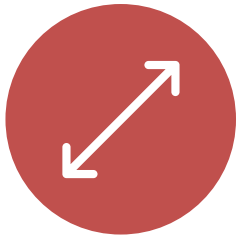
Clinton Buford (Aurora, USA) - $98.76

Adam Gooch (Adoni, India) - $97.80

Insight: Implement loyalty rewards for high-value customers.

Global Customer and Revenue Map

- View the full interactive map here:
  - https://public.tableau.com/app/profile/rhys.ingalls/viz/RockbusterPresentation_17457758804280/Sheet1?publish=yes

Recommendations

- EXPAND MARKETING IN INDIA, CHINA, AND USA

- LEVERAGE PG-13 CATALOG

- IMPLEMENT LOYALTY PROGRAMS

- MONITOR RENTAL PRICING

Thank You

THANK YOU FOR REVIEWING THESE INSIGHTS!

QUESTIONS AND DISCUSSIONS ARE WELCOME.