

# Data Analysis Project

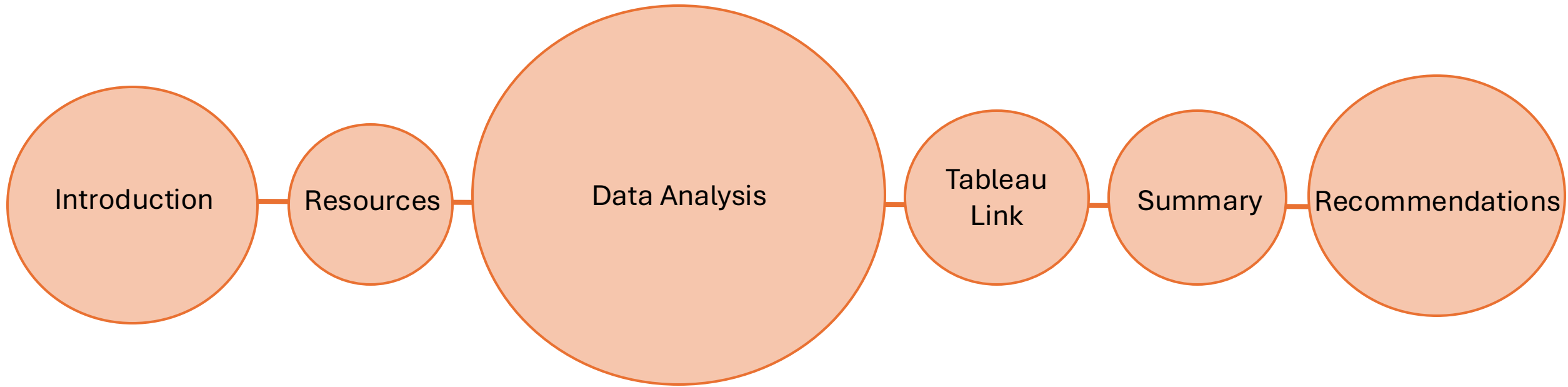
FROM REELS TO RESULTS: A STRATEGY  
FOR VIDEO RENTAL SUCCESS

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# Contents



# Overview



- ❑ Rockbuster Stealth LLC is a global movie rental company shifting from physical stores to an online service using existing movie licenses to stay competitive.
- ❑ 599 active customers.
- ❑ Operations span 109 countries worldwide.
- ❑ Data analysed is from the year 2006.
- ❑ 1,000 film titles across 20 genres

# Rockbuster Rewinds... to Fast-Forward!



## What Happened to Rockbuster Stealth?

- Once a global chain of physical movie rental stores, Rockbuster Stealth was a household name.



## Why the Panic?

- Streaming giants like Netflix and Amazon Prime disrupted the traditional rental model.



## What's the Plot Twist?

- Rockbuster Stealth is making a **bold move**: launching a new online video rental service.

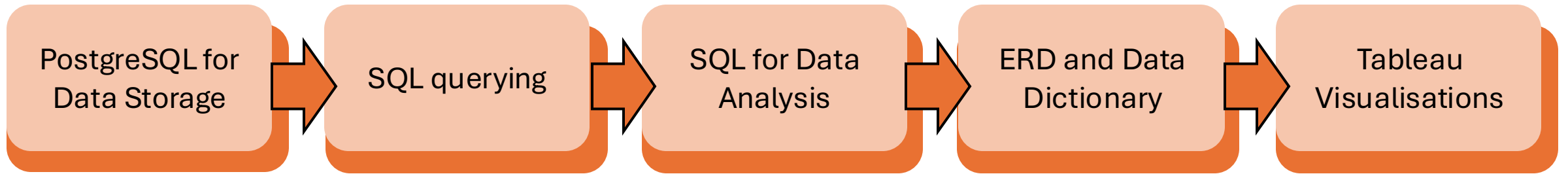


## The Mission?

- Analyse 2006 sales data using SQL to identify the most promising movie genres and regions, uncovering actionable insights to inform a successful launch strategy.

# Resources

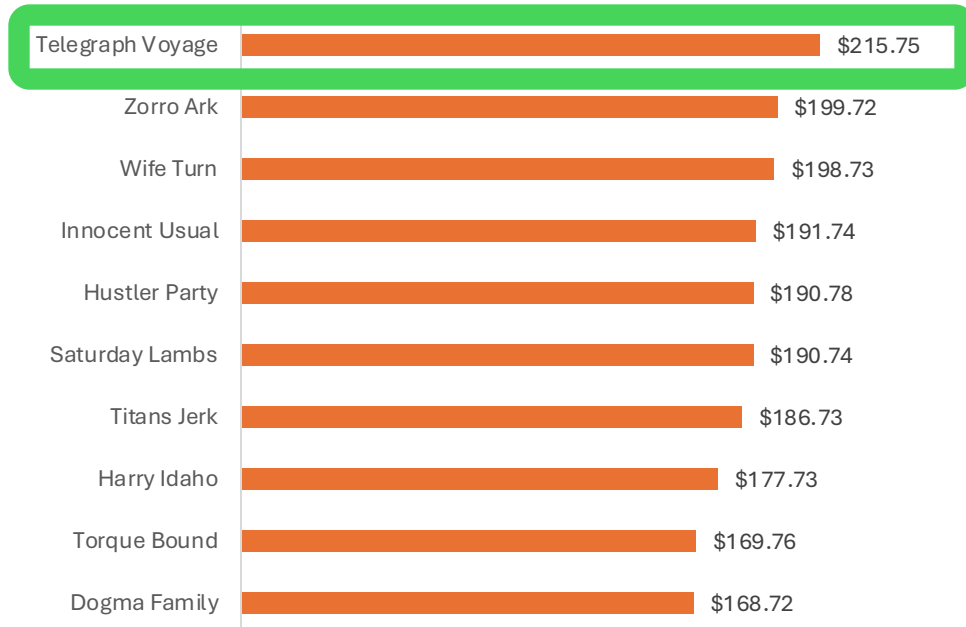
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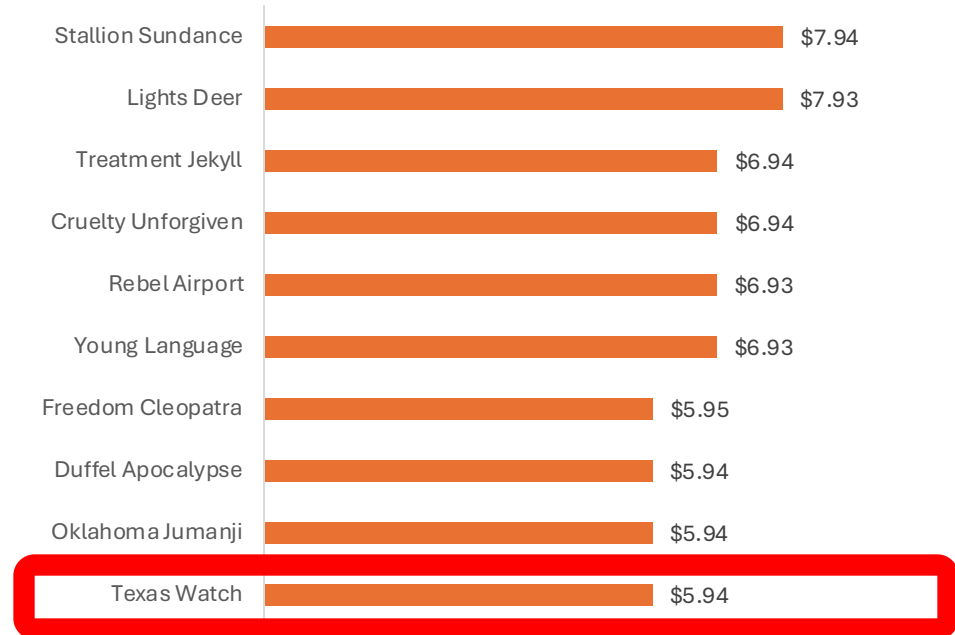
# Key Questions Driving the Rockbuster Strategy

 What Are the Most/Least Popular Movies? Statistically, What Do Our Movies Look Like? Where in the World Are Our Customers? Does Geography Impact Customer Sales? Who Are Our Most Valuable Patrons?

# Which Are the Most/Least Popular Movies?



Only 3% of revenue in 2006 comes from the top 10 titles — revenue is broadly distributed, not blockbuster-led.

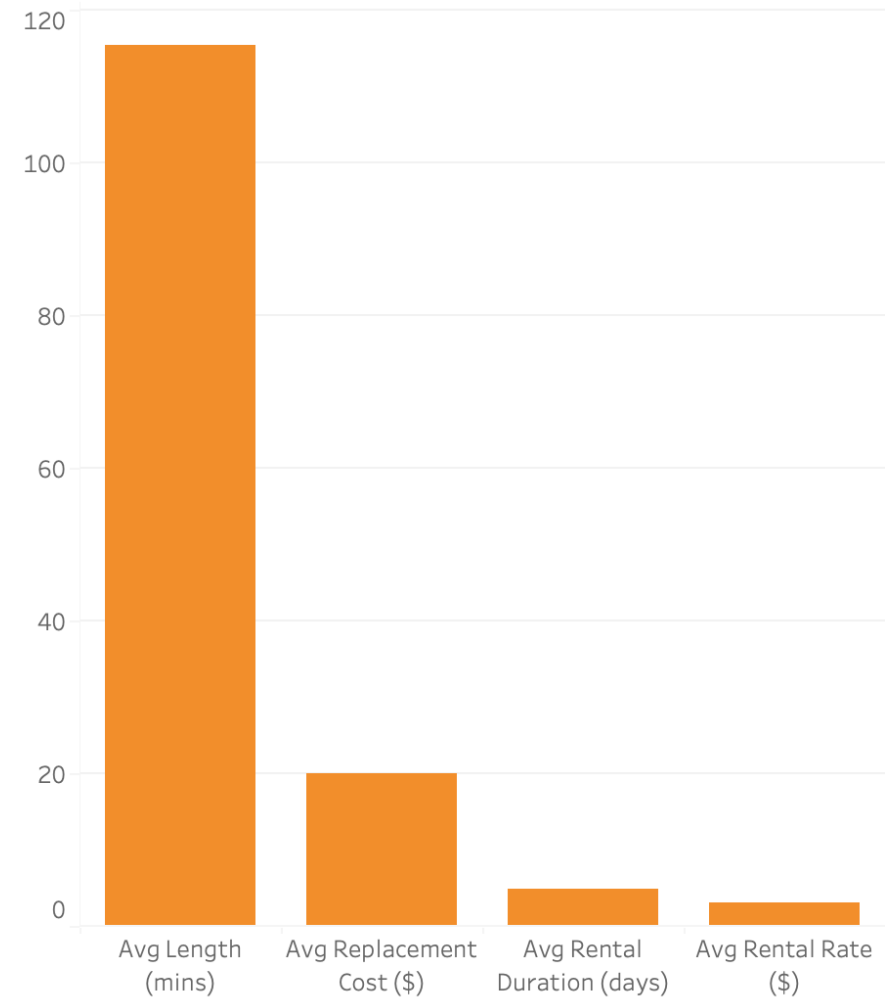


Top vs. bottom earners reveal clear value drivers and underperformers in 2006.

# Statistically, What Do Our Movies Look Like?

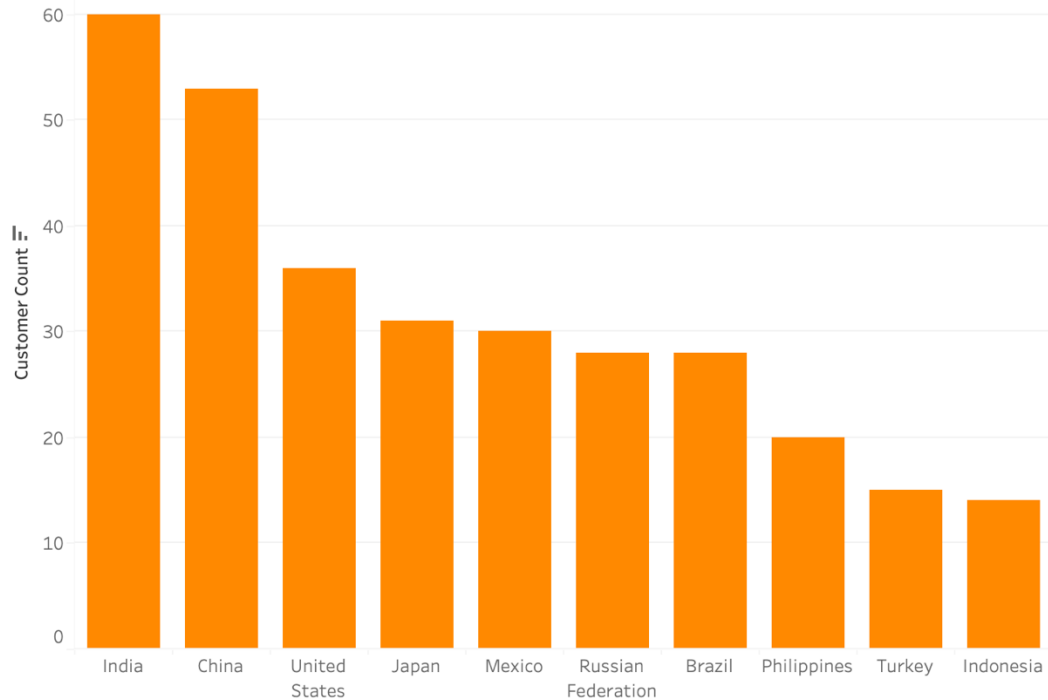
Avg Length (mins)	115.3
Avg Rental Duration (days)	5.0
Avg Rental Rate (\$)	3.0
Avg Replacement Cost (\$)	20.0

With most rentals lasting 5 days, rental rates averaging \$3, and a \$20 replacement cost, there's room to explore pricing tiers and loss-prevention strategies.



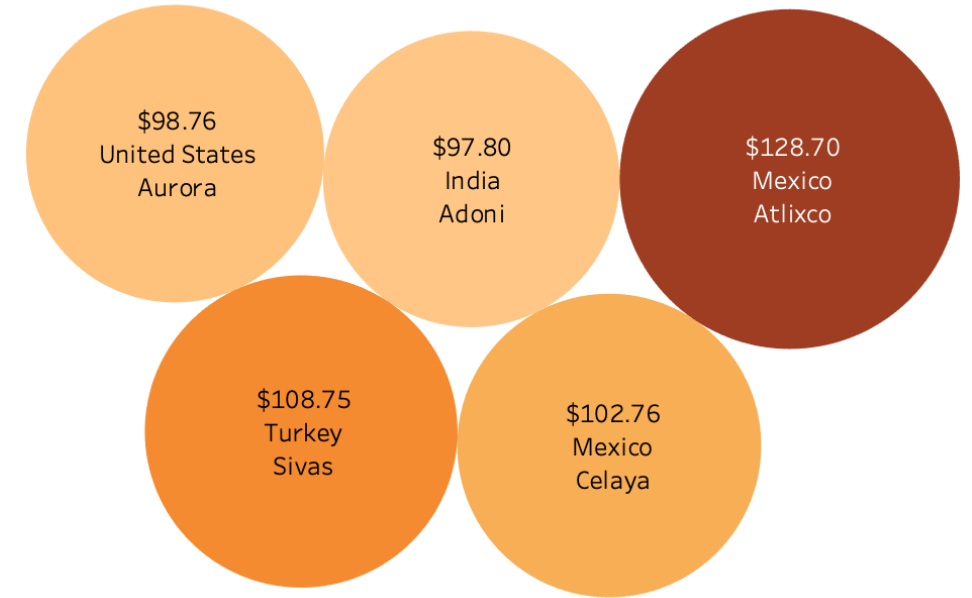


# Where in the World Are Our Customers?



Rockbuster Stealth operates globally, but revenue is concentrated among just 10 key markets, namely India, China, and the United States.

# Where Do Customers Have the Highest Average Sales Number?



Rockbuster's top five revenue-generating customers are concentrated in cities across Mexico, Turkey, the U.S., and India .

# Who Are Our Most Valuable Patrons?

Customer ID	First Name	Last Name	Countries	Cities	Total Amount Paid (\$)
84	Sara	Perry	Mexico	Atlixco	128.70
518	Gabriel	Harder	Turkey	Sivas	108.75
587	Sergio	Stanfield	Mexico	Celaya	102.76
537	Clinton	Buford	United States	Aurora	98.76
367	Adam	Gooch	India	Adoni	97.80

Among the top five cities, these five highly active customers highlight strong engagement.

# Summary

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Revenue is evenly distributed across a wide range of movie titles — not driven by blockbusters alone.



Typical rentals last 5 days at \$3, with a \$20 replacement cost — suggesting potential for tiered pricing and improved loss prevention.



Top customer bases include India, China, the U.S., Japan, and Mexico — revealing key markets for engagement.



Loyal customers are concentrated in North America and Asia, offering clear targets for retention strategies.



Focusing the online platform on high-performing regions could maximise growth and profitability.

# Recommendations

## Launch Strategy

Prioritise top 10 countries and cities for a phased online rollout to maximise early adoption and reach.

## Customer Targeting

Focus marketing on high-value segments to drive retention and increase lifetime value.

## Content & Pricing

- Top-performing movies should guide licensing decisions to boost revenue and cut costs.
- With most rentals lasting 5 days and rates averaging \$3, explore tiered pricing or loyalty incentives for longer rentals.
- Benchmark pricing against streaming competitors to ensure market competitiveness.

## Ongoing Monitoring

Implement SQL-driven reporting to regularly track performance and guide data-led decisions.



# Questions



Let's discuss how  
data can drive  
Rockbuster Stealth's  
comeback strategy



# THANK YOU

for your attention

