

# Rockbuster Stealth Data Analysis

Insights into Global Customers,  
Pricing and Revenue

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# The Overview

Rockbuster Stealth is a global video rental company seeking to improve its international market strategy by leveraging data analytics to understand customer trends, pricing effectiveness, and revenue distribution.



## Data Analysis Goals

Understand where Rockbuster's customers and revenue are concentrated

Evaluate rental pricing and duration efficiency

Identify high-value customer segments

Recommend strategic next steps for growth

# Summary of Analysis & Visuals

This presentation contains key findings from Rockbuster's film rental data in the following categories, with key business recommendations at the end.

1. Summary Statistics
2. Rental Rates & Duration Summary
3. Rental Rates vs Revenue
4. Global Payment & Customer Distribution
5. Top 10 Customer Countries
6. Top 5 Customers by Revenue
7. Best & Worst Performing Movies



Tools use: Excel, PostgreSQL, Tableau & Canva

[Tableau Map](#)  
[Tableau link for other visualizations](#)

# Summary Statistics

## Rental Rate



Total Film Inventory

4581

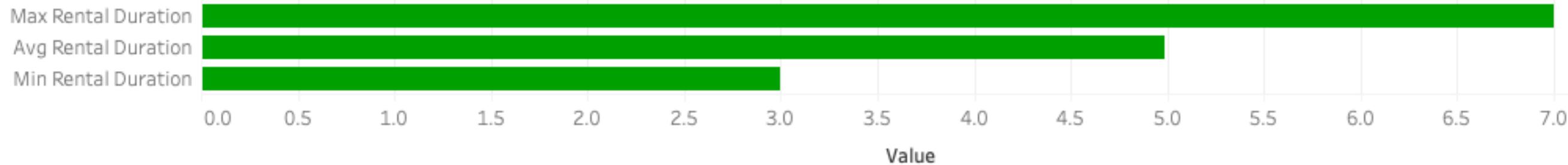
Number of Customers

599

Number of Rentals

16044

## Rental Duration



## Key Insight:

- Rockbuster maintains a relatively small inventory and customer base.
- However, customers average ~27 rentals annually, indicating strong engagement and loyalty.

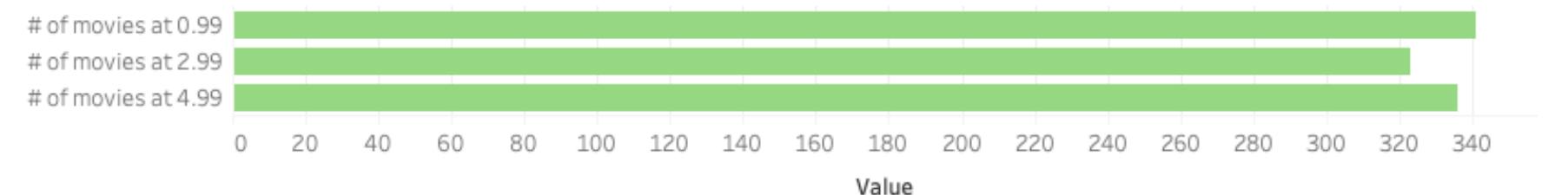
- The average rental duration is 5 days, with most rentals ranging from 3 to 7 days.
- Rentals are priced at clearly defined \$0.99, \$2.99, or \$4.99.
- No strong correlation between higher price and longer rental period

## Implication:

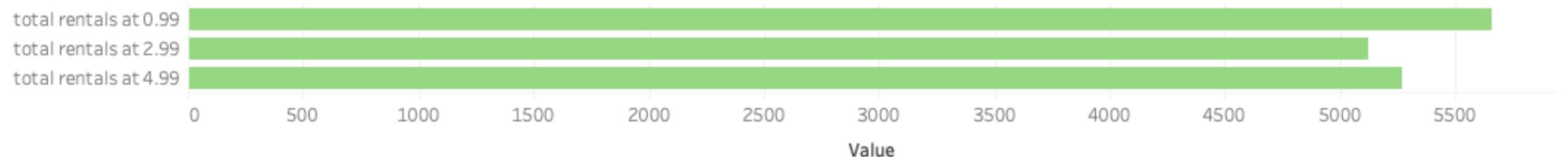
- Customers value extended access at moderate price points. Rockbuster could introduce **bundled pricing** for longer rentals to enhance value perception.
- The current pricing and duration model supports a loyal, high-frequency user base, which should be nurtured through strategic offers or subscription models.

# Rental Rates & Revenue

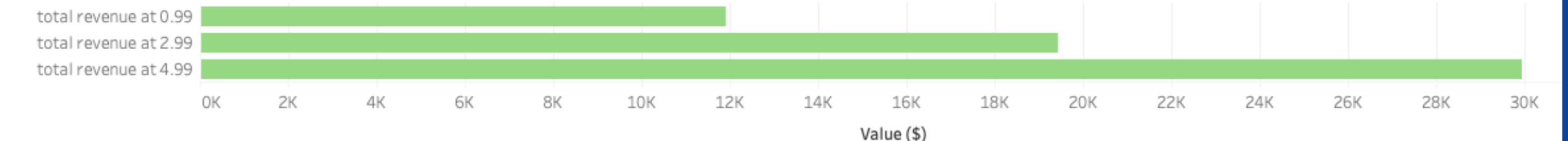
Rental Rate & Number of Movies



Rental Rate & Total Rentals



Rental Rate & Total Revenue



## Key Insight:

- \$4.99 rentals generated the highest total revenue, despite being less frequently rented.
- \$0.99 rentals are the most common, yet contribute the least to overall revenue.
- The difference in rental volume across pricing tiers is minimal, indicating stable demand even at higher prices.

## Implication:

- There is an opportunity to optimize revenue by increasing \$4.99 rentals, potentially through value-added promotions or bundled content.
- Rockbuster could consider adjusting the \$0.99 tier to \$1.99 without significantly impacting demand - this small change could yield a substantial revenue increase.

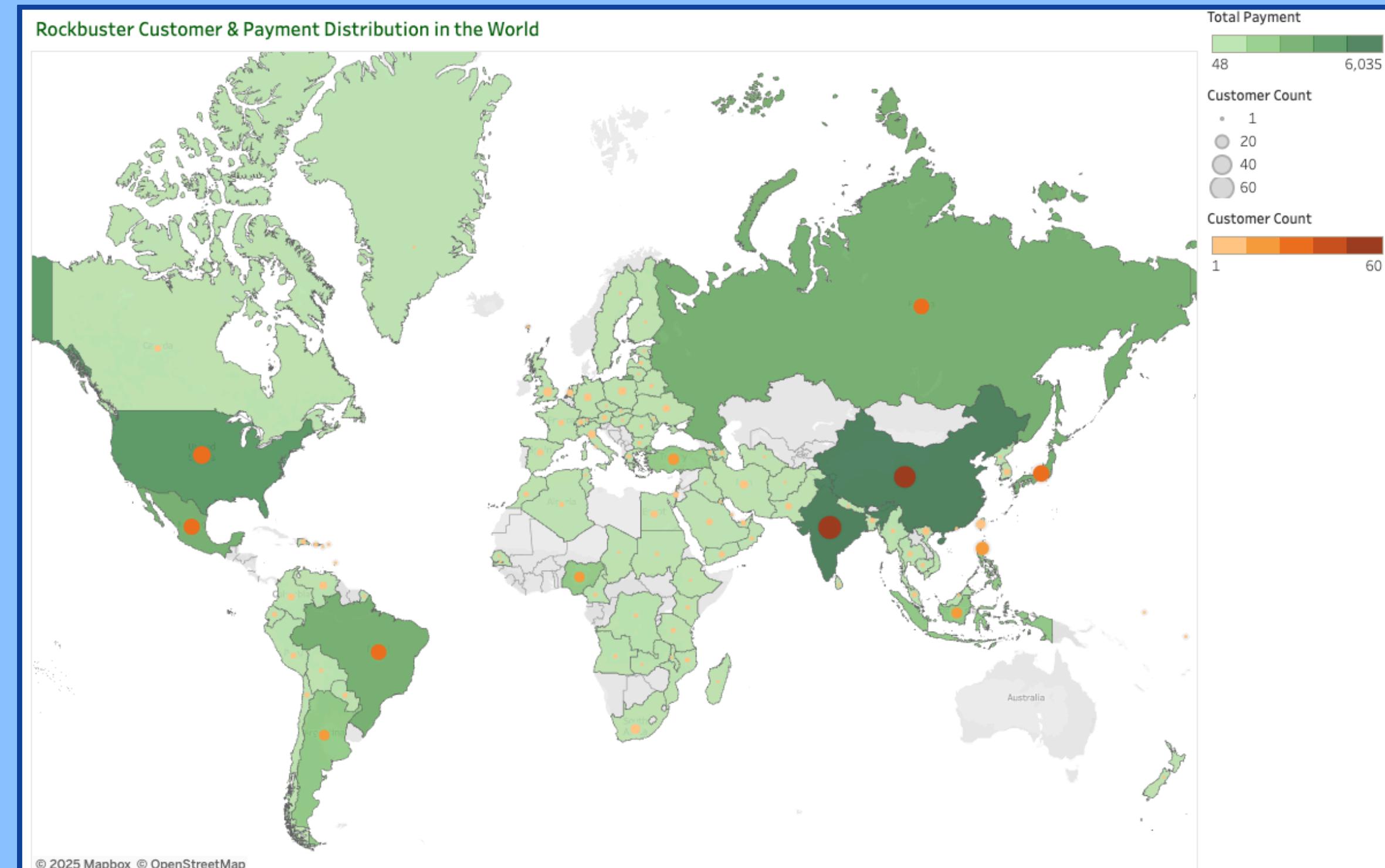
# Rockbuster Global Ranking of Payment & Customer Count

## Key Insight:

- Rockbuster currently serves a strong global reach with customers in 108 countries.
- The top-performing regions in China, India, Russia and the US deliver **both** volume and value, indicating robust market presence.

## Implication:

- Focus regional expansion on top markets with localized content and marketing.
- Strategic partnerships (e.g., with regional ISPs, telecoms, or streaming platforms) in top markets could enhance distribution and engagement.
- Pilot a “Premium Access” program in high-performing countries that offers early releases or extended rentals—using Rockbuster’s established loyalty base to test and refine global monetization strategies.



# Top 10 Countries by Customers

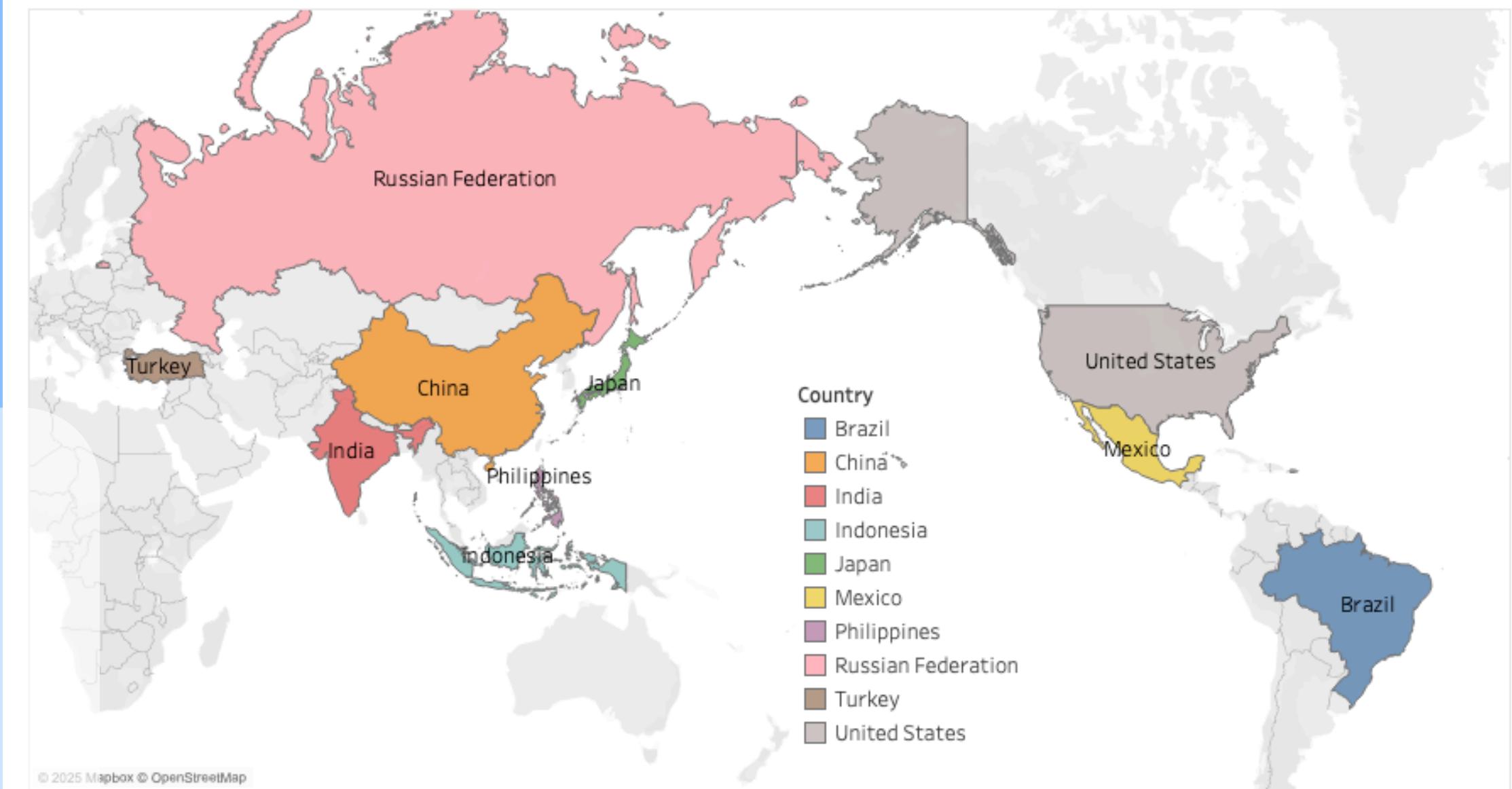
## Key Insight:

- Other than top countries, emerging markets such as Brazil, Mexico, and Turkey show growing customer bases and promising rental activity.
- The data reveals variability in customer behavior and sales across regions, highlighting the importance of localized approaches.
- Some markets like India show strong engagement and repeat purchasing behavior. 60 Indian customers generated \$6,034 in revenue, with an average of 23 rentals per customer annually.

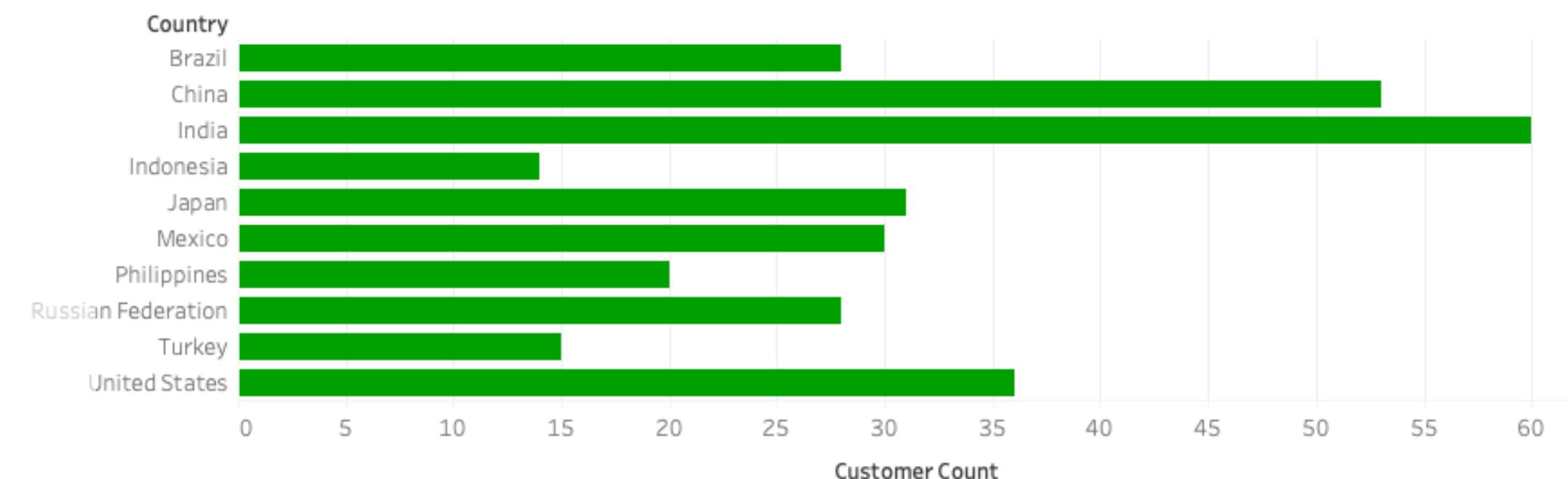
## Implication:

- Develop a “Regional Engagement Index” to monitor customer activity by country to help tailor **localization marketing, pricing and platform experience** in the most active and responsive markets.
- Develop emerging markets like Brazil and Mexico with geo-targeted campaigns or regional content bundles to accelerate engagement.

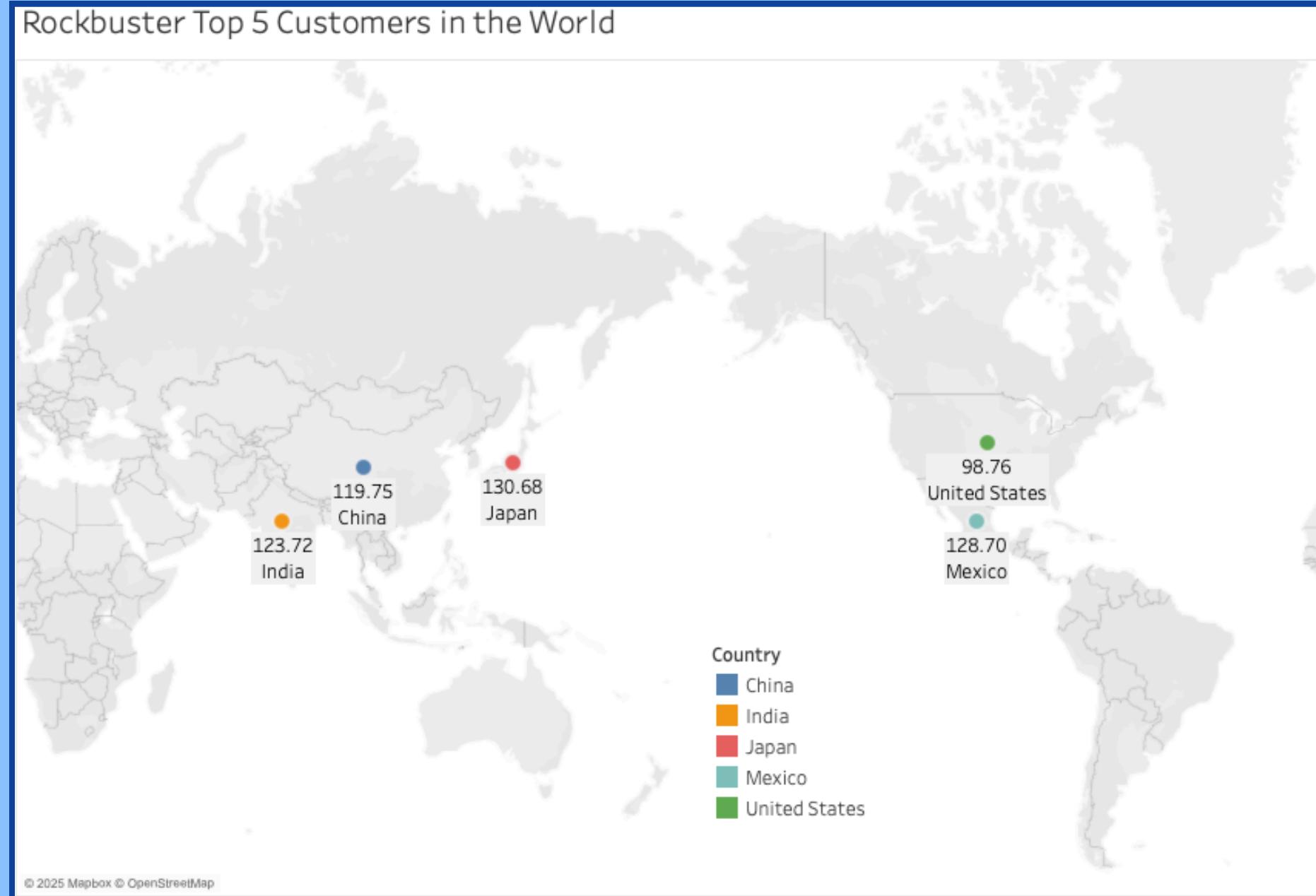
Top 10 Countries Map



Top 10 Countries Customer Count



# Top 5 Customers in the World



## Key Insight:

- The top 5 customers are geographically diverse, coming from China, India, Mexico, Japan, and the U.S.
- Their lifetime values range from ~\$98 to \$130, with “total amount paid” used as a proxy for customer lifetime value (CLV).
- These customers demonstrate exceptionally high rental frequency, sustained engagement and platform loyalty.
- More sensitive customer-level metrics, including names, rental counts and payment history, are available in the accompanying technical Excel sheet.

## Implication:

- Develop a tiered loyalty or VIP rewards program to retain these high-value users and incentivize continued engagement.
- A customer segmentation model based on behavioral and geographic patterns could help identify and cultivate “**lookalike**” customers in other regions.
- Invite top customers to join a “Rockbuster Insiders” beta group to test new features or content bundles and **create a feedback loop** with Rockbuster’s most engaged customers to co-shape service innovation.

# Top 5 & Bottom 5 Movies

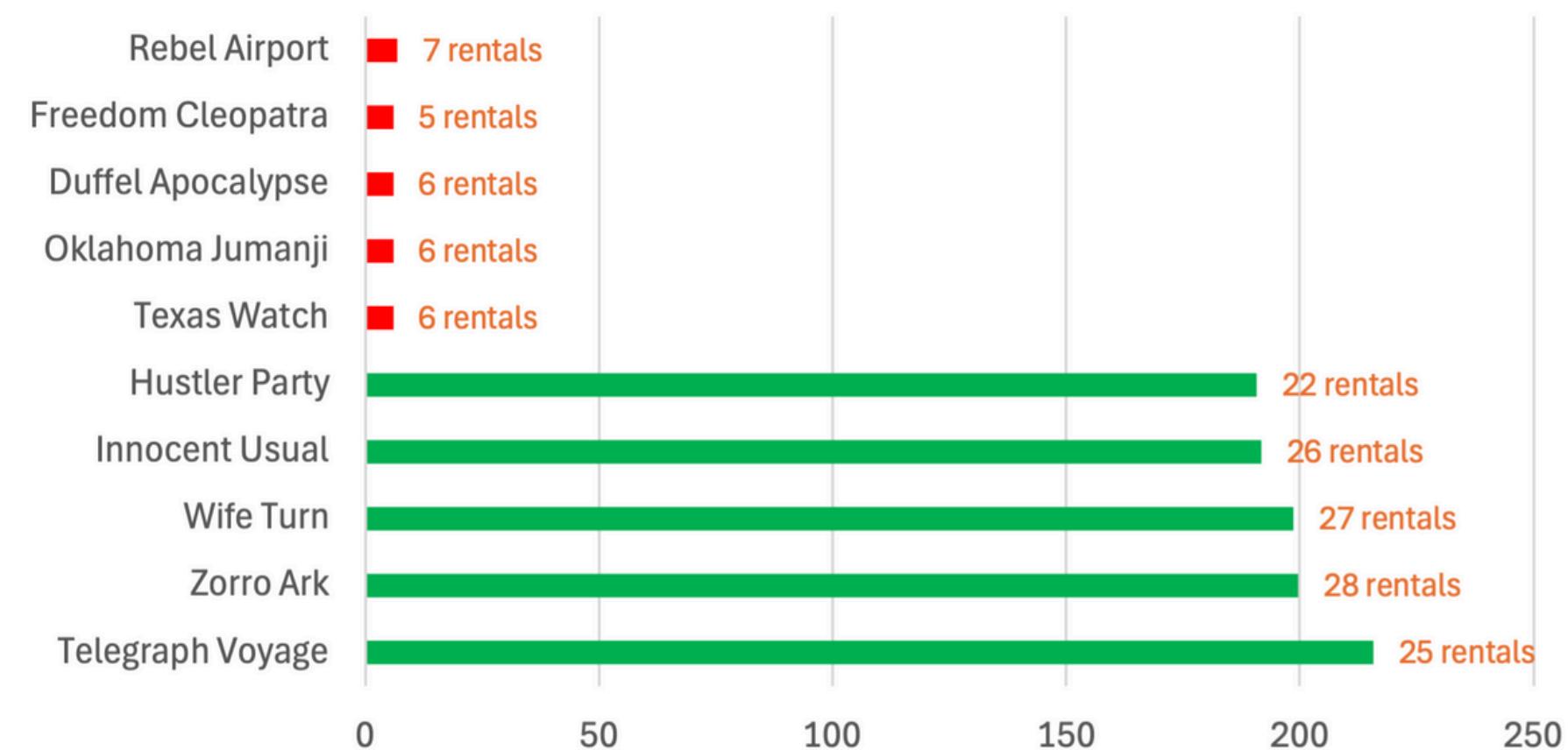
## Key Insight:

- Top 5 movies contribute only ~3% of total revenue, indicating broadly distributed sales across Rockbuster's catalogue.
- Lowest-performing movies generated as low as \$6 from both low pricing (0.99) low rental numbers.
- A genre-level analysis shows **sports, sci-fi, animation, drama, and comedy** are the most profitable.

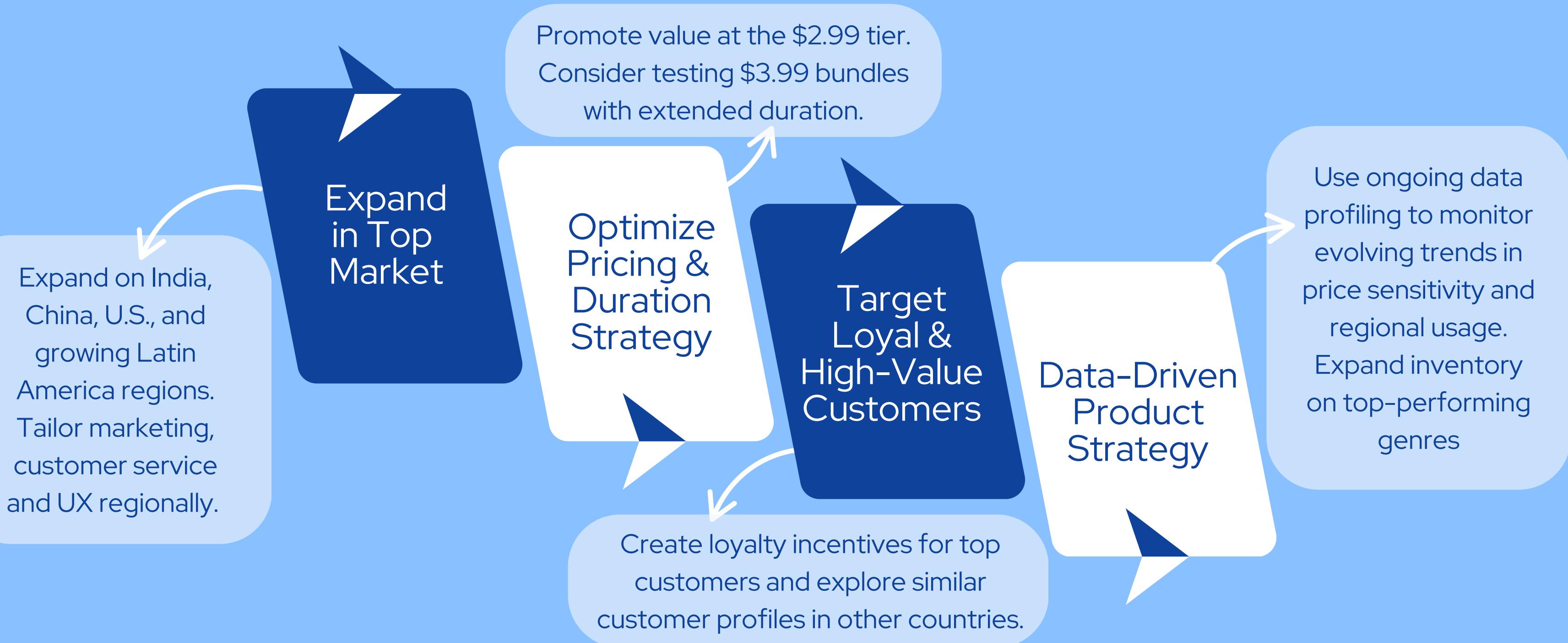
## Implication:

- Expand inventory on high-performing genres and films to increase total sales volume.
- Conduct more specific film-trait analysis to develop more effective content strategy.
- Consider removal, remarketing or price adjustments of low-performing films.
- **Board request:** top and underperforming movies have been identified and should become a recurring KPI for content and pricing strategy reviews.

Revenues (\$) Generated by the Bottom 5 and Top 5 Films in the Rockbuster Catalogue



# Future Growth Plan





# Thank You!

Please contact me  
for any questions

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