# The Rockbuster Stealth LLC Business Insights

## Launch an online video rental service.

**Canan Çengel Sattler**

# Key Questions and Objectives

- **Which movies contributed the most / least to revenue gain?**

  **Answer:** "Telegraph Voyage", "Zorro Ark", and "Wife Turn" generated the most revenue.

- **What was the average rental duration for all videos?**

  **Answer:** Approximately 5 days.

- **Which countries are Rockbuster customers based in?**

  **Answer:** Top countries: India, China, United States.

- **Where are customers with a high lifetime value based?**

  **Answer:** India, China, and the US contribute the most to total revenue.

- **Do sales figures vary between geographic regions?**

  **Answer:** Yes. Revenue and rental volumes show strong regional variation.
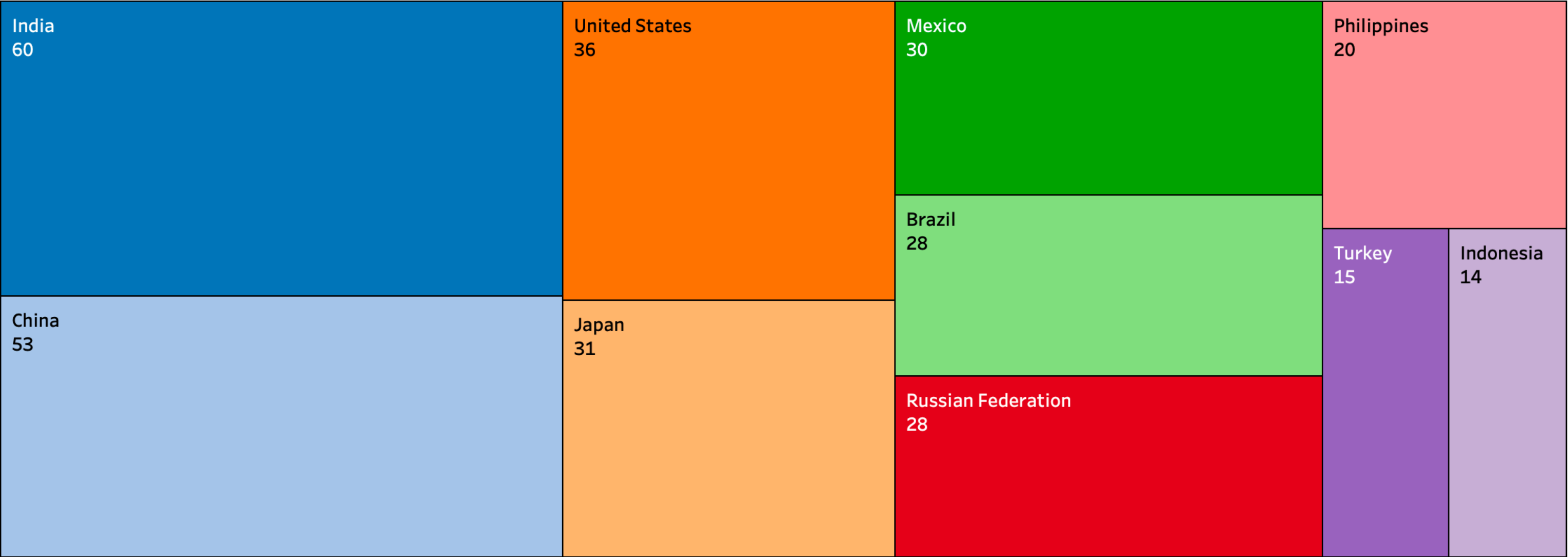
# Database Schema (ERD)

The ERD outlines the structure of the Rockbuster database, showing relationships between key entities like customer, film, rental, and payment. This schema served as the foundation for all data queries.
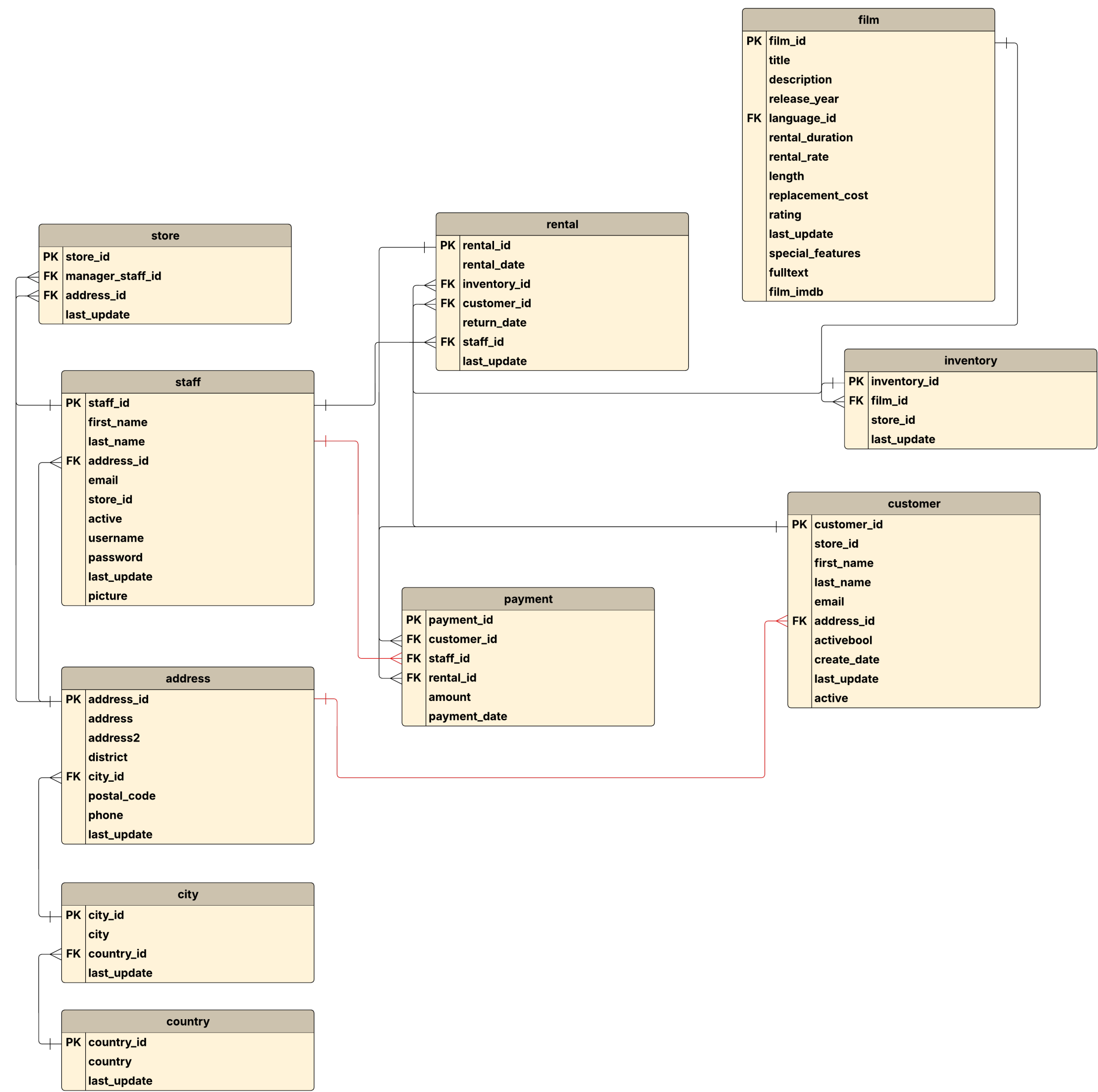
# Country Distribution

India leads with 60 customers, followed by China (53) and the United States (36). These insights are valuable for identifying core markets with the largest customer bases.
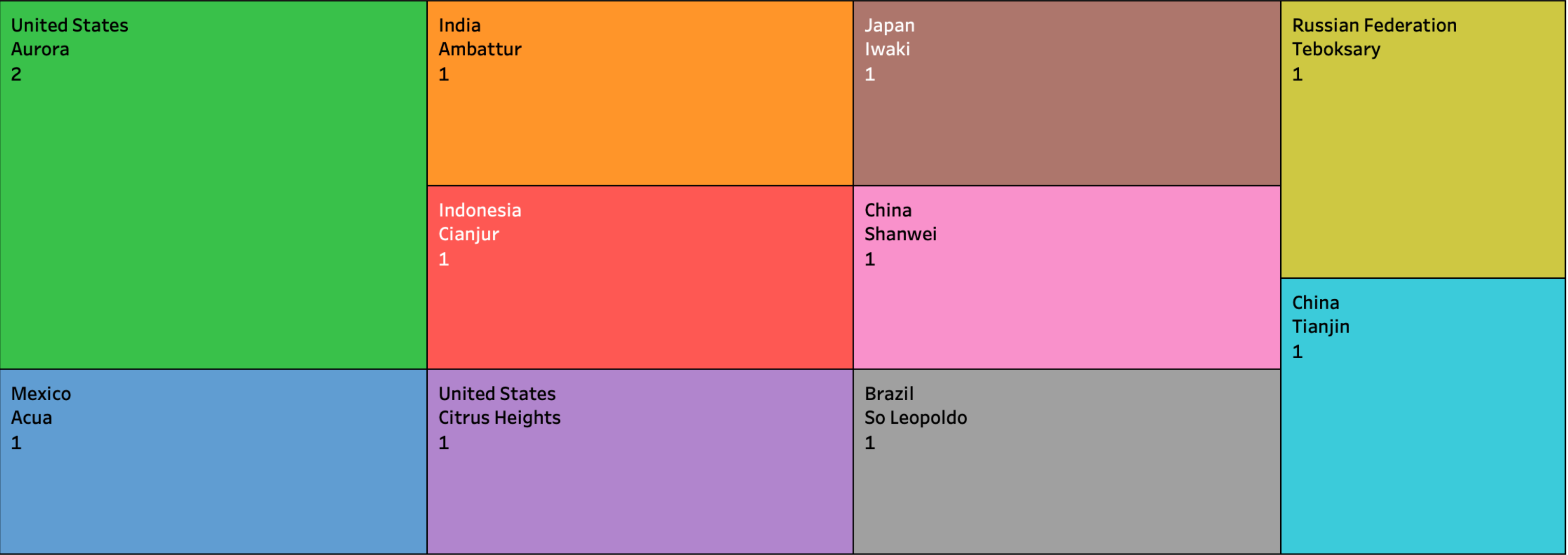
# City Distribution

As seen in the chart, Aurora is the only city with 2 customers, while the remaining cities each have 1. All these cities are located within the top 10 countries previously identified. The distribution highlights geographically dispersed customer representation.

**Customer Distribution by Country (Top 10 Countries)**

| India 60 | United States 36 | Mexico 30 | Philippines 20 |
| China 53 | Japan 31 | Brazil 28 / Russian Federation 28 | Turkey 15 / Indonesia 14 |

**Top 10 Cities by Customer Count**

| United States Aurora 2 | India Ambattur 1 | Japan Iwaki 1 | Russian Federation Teboksary 1 |
| | Indonesia Cianjur 1 | China Shanwei 1 | |
| Mexico Acua 1 | United States Citrus Heights 1 | Brazil So Leopoldo 1 | China Tianjin 1 |

# Customer Overview + Most Common First Name

Among 599 customers, '**Jamie**' is the most common first name. This insight can help personalize marketing campaigns or user interface localization.

**Most Common First Name Among Customers**



## Customer Summary

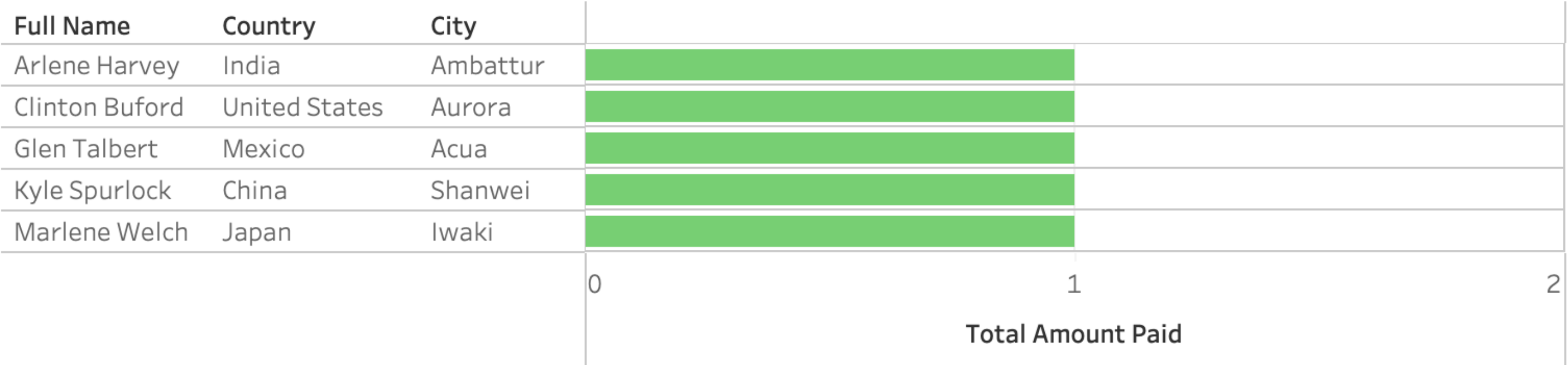| Max Customer Id | Min Customer Id | Total Customers |
|---|---|---|
| 599 | 1 | 599.0 |
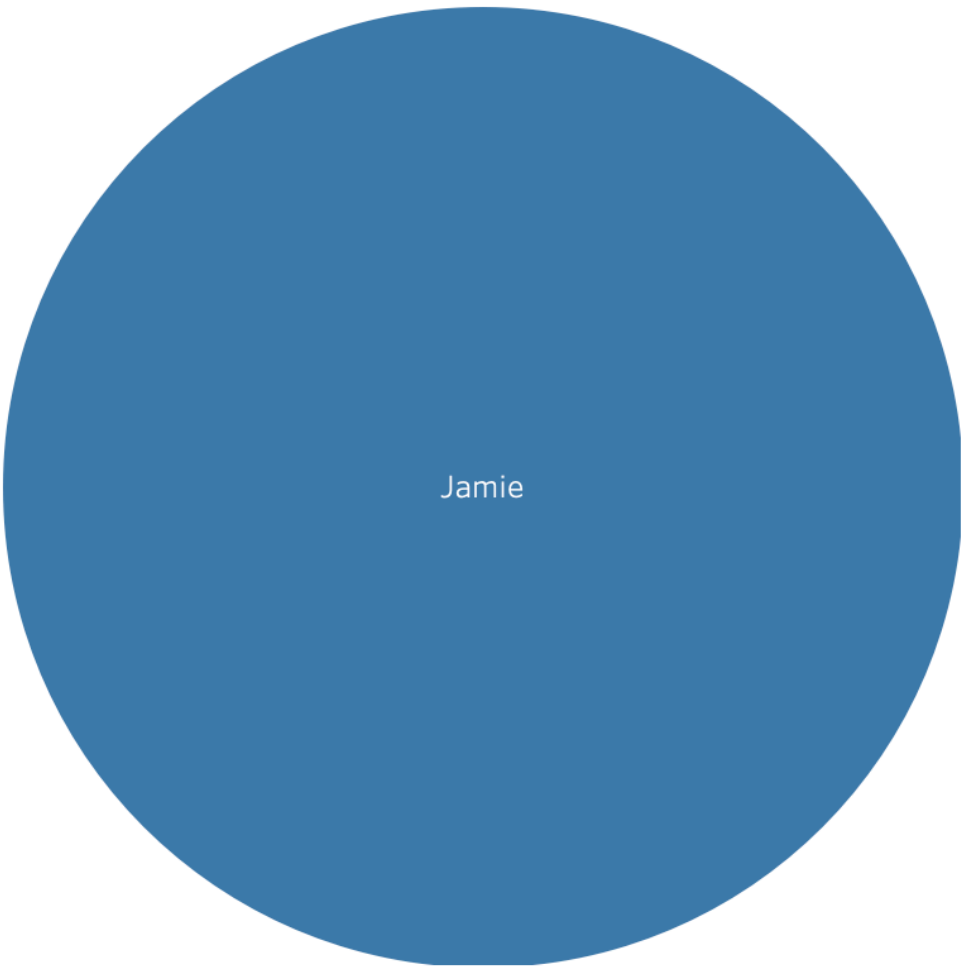
# Top Paying Customers

The top 5 customers, led by Arlene Harvey, contribute significantly to total revenue. These high-value individuals may benefit from loyalty programs or personalized offers.

## Top 5 Customers by Total Amount Paid

| Full Name | Country | City | |
|---|---|---|---|
| Arlene Harvey | India | Ambattur | |
| Clinton Buford | United States | Aurora | |
| Glen Talbert | Mexico | Acua | |
| Kyle Spurlock | China | Shanwei | |
| Marlene Welch | Japan | Iwaki | |

Total Amount Paid

# Genre Distribution

**Foreign** and **Sports** genres dominate the catalog, **each with 73 films**. This indicates a diverse global library and strong audience interest in competitive or international content.

## Genre Distribution

| Foreign 73 | Documentary 68 | New 63 | Sci-Fi 61 | Classics 57 | Travel 57 |
|---|---|---|---|---|---|
| Sports 73 | Animation 66 | Drama 62 | Children 60 | Horror 56 | |
| Family 69 | Action 64 | Games 61 | Comedy 59 | Music 51 | |

# Rating Category Distribution

The **PG-13** and **NC-17** categories are the most prevalent in the film catalog. The low number of G-rated films suggests limited family content.
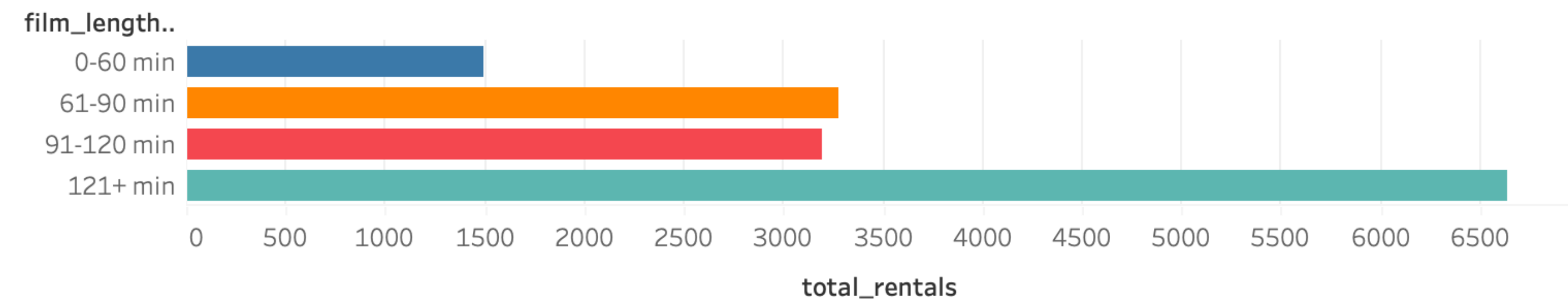
## Distribution of Films by Rating Category

| PG-13 223 | R 195 | G 179 |
|---|---|---|
| NC-17 210 | PG 194 | |

# Do Longer Films Get Watched More?

**Film Length vs Total Rentals**

Movies with **longer durations (121+ min)** are rented the most, indicating a preference for in-depth storytelling.



# Is Higher Price Less Popular?

The lowest-priced films ($1) are rented most often, but $3 films offer a balanced mix of popularity and revenue.

### Rental Rate vs. Rentals and Revenue

| Total Revenue ↓ | Rental Rate | Total Rentals |
|---|---|---|
| 29944.19 | 5 | 4,782 |
| 19451.27 | 3 | 4,670 |
| 11916.58 | 1 | 5,144 |

# Average Rental Duration?

The average rental duration across all transactions is approximately **5 days.** This indicates that customers typically hold onto films for several days, possibly rewatching or sharing them within a household. Understanding this behavior helps in optimizing rental periods and late fee policies.

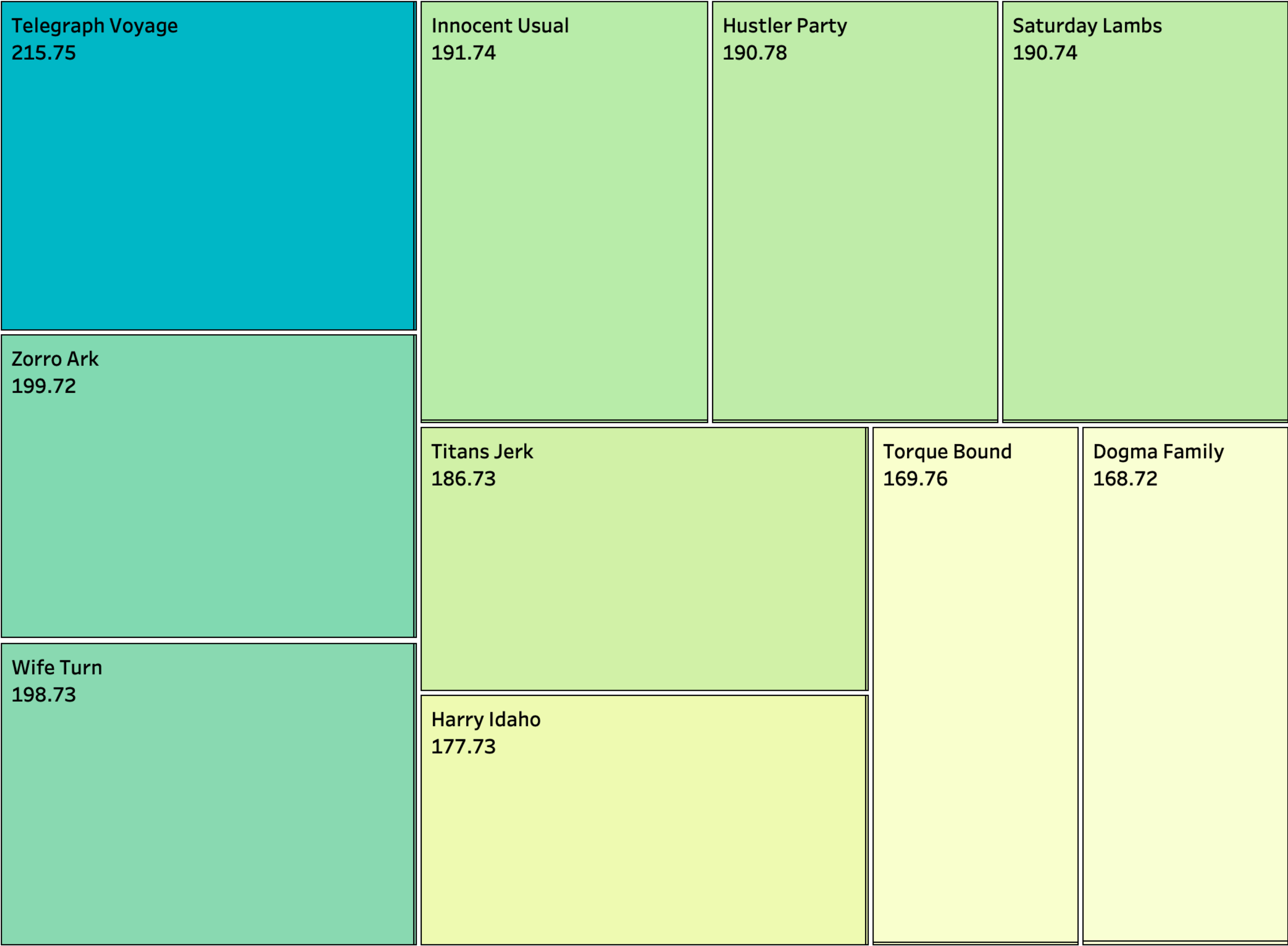### Avg Rental Duration (Avg ..
| 4 days 24:36:28.541706 | 1 |
|---|---|

# Which movies contributed the most to revenue gain?
## Top 10 Films by Revenue

The film **"Telegraph Voyage"** generated the highest revenue at **$215.75**, closely followed by **"Zorro Ark"** and **"Wife Turn"**.

These top-performing titles indicate strong audience preference, making them ideal for promotion, bundling, or further production decisions.

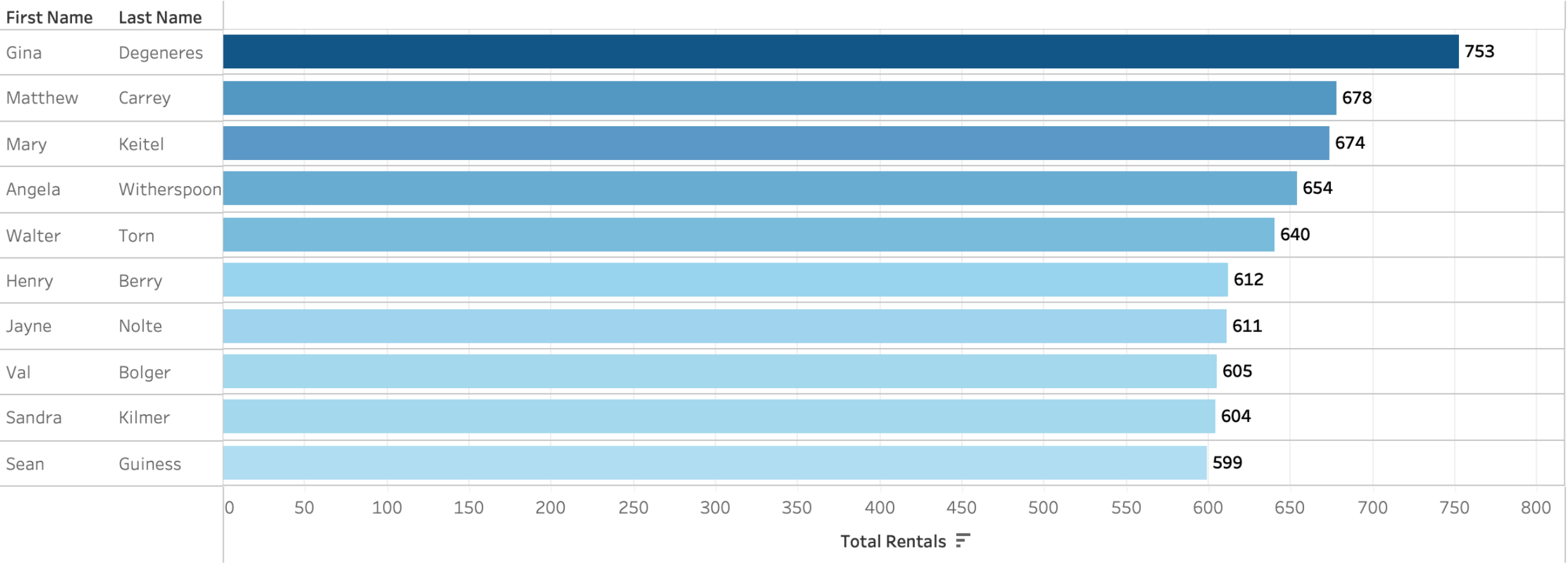| Telegraph Voyage 215.75 | Innocent Usual 191.74 | Hustler Party 190.78 | Saturday Lambs 190.74 |
| Zorro Ark 199.72 | Titans Jerk 186.73 | Torque Bound 169.76 | Dogma Family 168.72 |
| Wife Turn 198.73 | Harry Idaho 177.73 | | |

# Top Watched Actors

The top-watched actor is also **Gina Degeneres**, with over **750 rentals**. Her dual status as the most popular and profitable actor offers valuable promotional potential.

## Top 10 Most Watched Actors

| First Name | Last Name | Total Rentals |
|------------|-----------|---------------|
| Gina | Degeneres | 753 |
| Matthew | Carrey | 678 |
| Mary | Keitel | 674 |
| Angela | Witherspoon | 654 |
| Walter | Torn | 640 |
| Henry | Berry | 612 |
| Jayne | Nolte | 611 |
| Val | Bolger | 605 |
| Sandra | Kilmer | 604 |
| Sean | Guiness | 599 |

# Actors Who Bring the Most Revenue

Gina Degeneres stands out as the highest revenue-generating actor with $3,129.17. This suggests a strong audience connection and commercial value in her performances.

Woody Hoffman 2315.92

Scarlett Damon 2403.81

Henry Berry 2392.36

Matthew Carrey 2543.78

Mary Keitel 2426.92

Angela Witherspoon 2357.11

Cameron Zellweger 2322.94

Walter Torn 2403.18

Gina Degeneres 3129.17

Christian Akroyd 2378.97

# Where are high-value customers located?

Revenue distribution shows strong regional variation. Countries like **India**, **China**, and the **US** account for a large portion of total earnings, suggesting concentrated market potential in specific regions.

While top countries dominate the chart, emerging markets such as **Indonesia, Nigeria,** and **Argentina** also show moderate revenue potential.
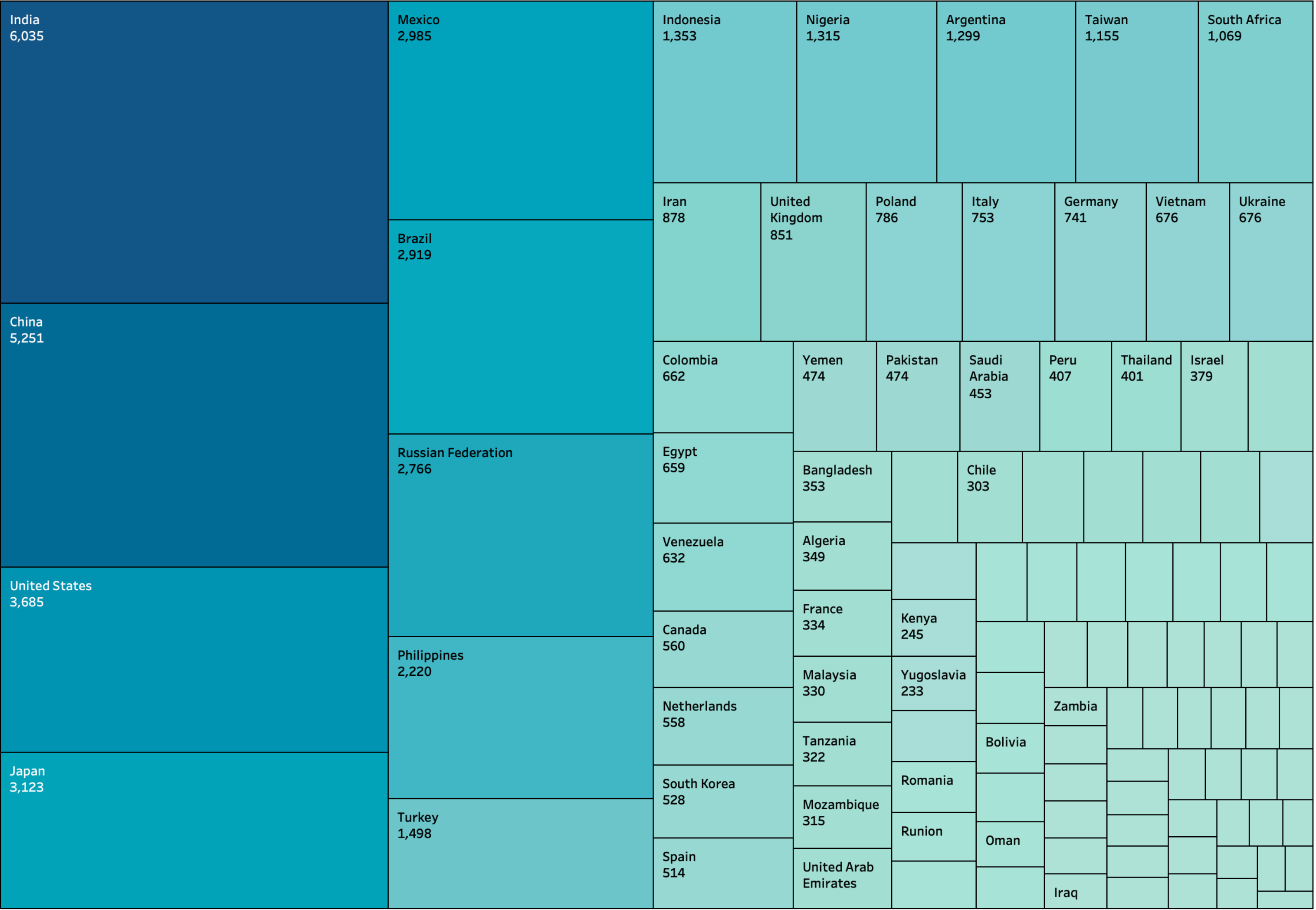
# Next Steps / Recommendations

- Partner with high-performing actors like Gina Degeneres for promotions.

- Focus marketing efforts on Sports and Foreign genres — largest and top-earning segments.

- Consider adding more G-rated content to balance the rating spectrum.

- Explore price sensitivity—$3 rentals offer balance in popularity and revenue.

- Prioritize customers from India and China due to scale, and UK for higher value per customer.