

From Rentals to Streams

**Strategic Insights for Rockbuster Digital
Transition**

Guiding Questions for Rockbuster Online Strategy

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1. Which movies contributed the most or least to revenue gain?
2. What was the average rental duration for all videos?
3. Which countries are Rockbuster customers based in?
4. Where are customers with a high lifetime value based?
5. Do sales figures vary between geographic regions?

Analyzing Rockbuster Movie Rentals: Revenue & Duration

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Average

Rental Rate: \$2.98
Rental Duration: 5 days
Film Length: 115.3 min

Minimum

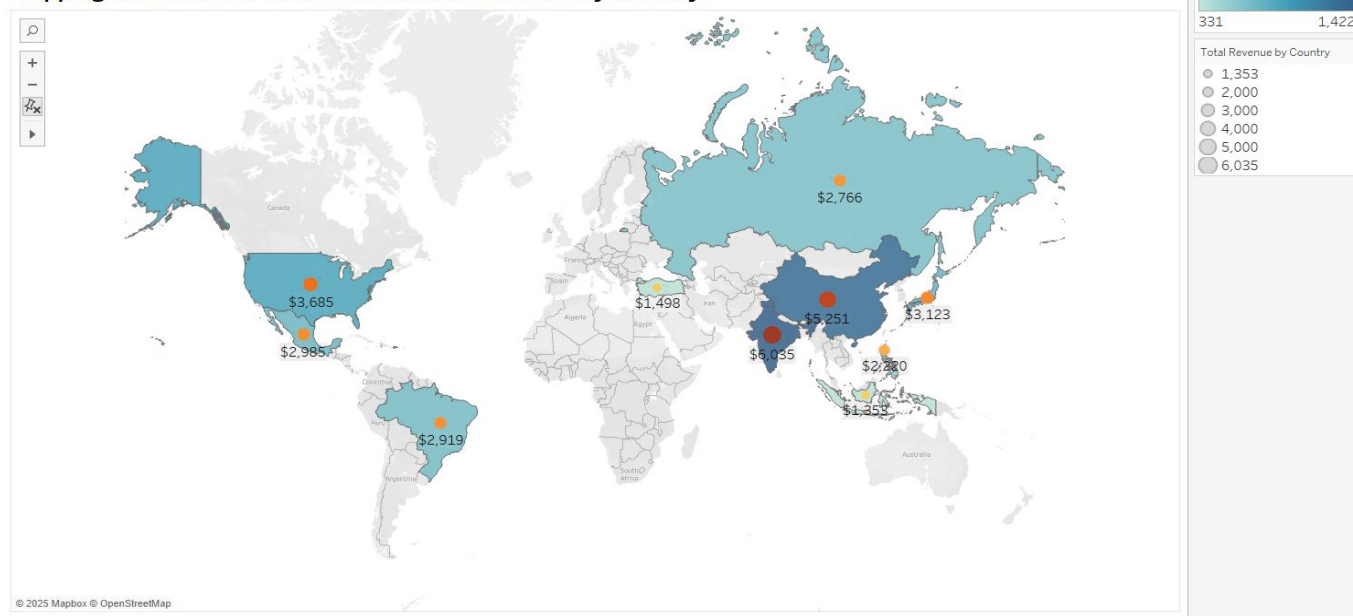
Rental Rate: \$0.99
Rental Duration: 3 days
Film Length: 46 min

Maximum

Rental Rate: \$4.99
Rental Duration: 7 days
Film Length: 185 min

What are the key countries driving Rockbuster customer base and revenue generation?

Mapping Rockbuster's Customer Base and Revenue by Country

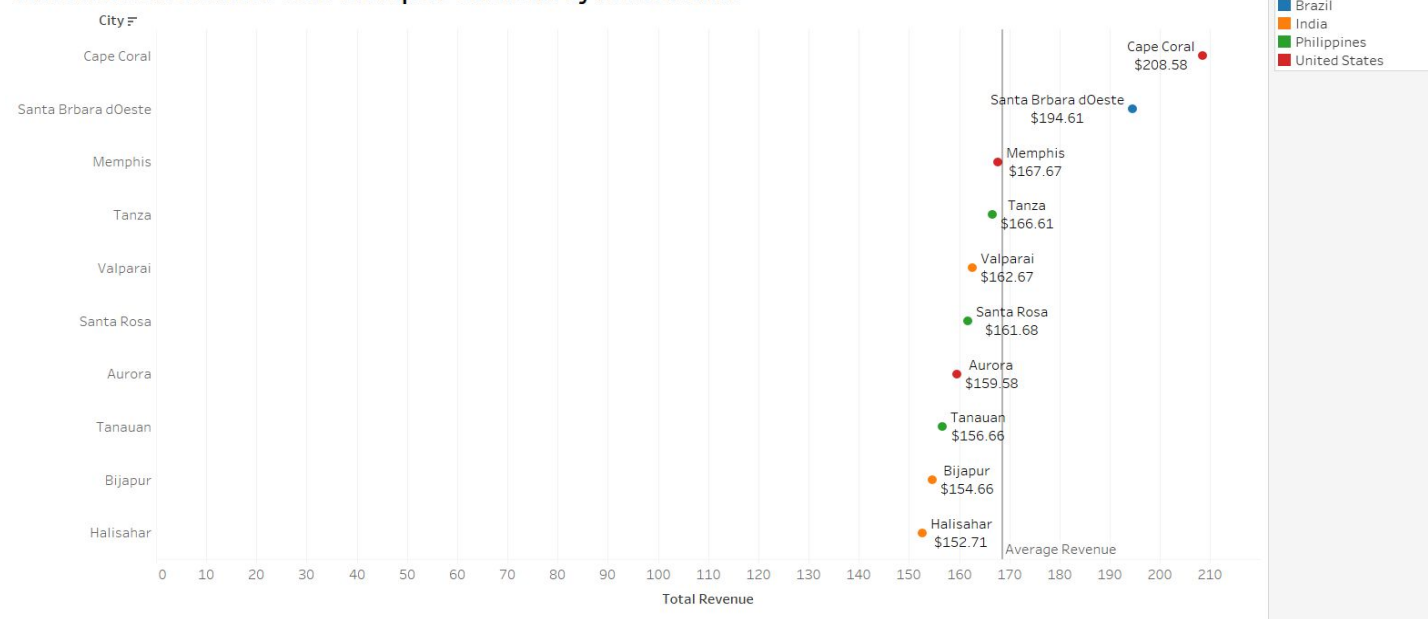


Top 10 countries by customer count include key markets like **India**, **China**, the **U.S.**, and **Japan**. Emerging markets such as Mexico, Brazil, and Russia show strong growth potential.

Darker colors represent higher customer counts, while larger bubbles indicate greater revenue contributions.

City-Level Revenue Leaders: Who Tops the Chart?

Cities shown are filtered from the top 10 countries by total revenue

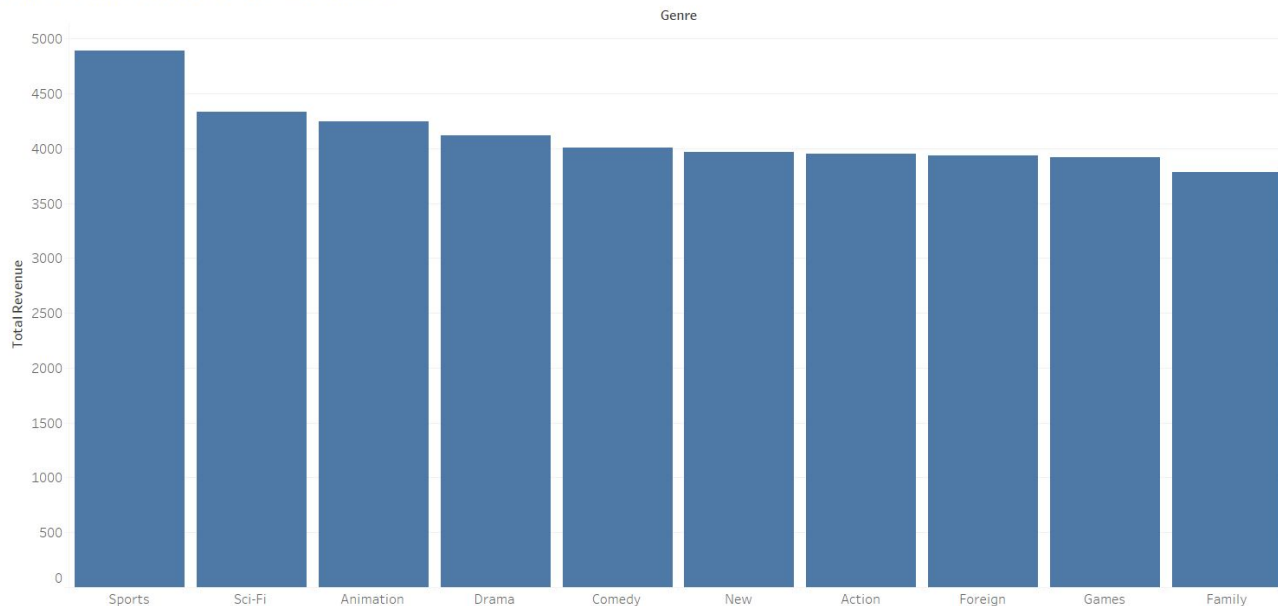


Rockbuster's revenue is driven significantly by cities such as **Cape Coral, US** (\$208.58k), **Santa Barbara D'Oeste, Brazil** (\$194.61k), and **Memphis, US** (\$167.67k).

Targeting these cities for the upcoming online platform launch could maximize early adoption and revenue.

What Sells at the Box Office: Top Genres by Customer Spend

Top 10 Film Genres by Total Revenue



The **Sports** genre dominates with the highest revenue, totaling **\$4,892**, closely followed by **Sci-Fi (\$4,336)** and **Animation (\$4,245)**.

These results highlight a strong audience demand for dynamic, visually engaging, and emotionally charged storytelling.

The data suggests that investing in high-energy genres can yield strong returns.

What Are the Top and Bottom Revenue-Generating Movies?

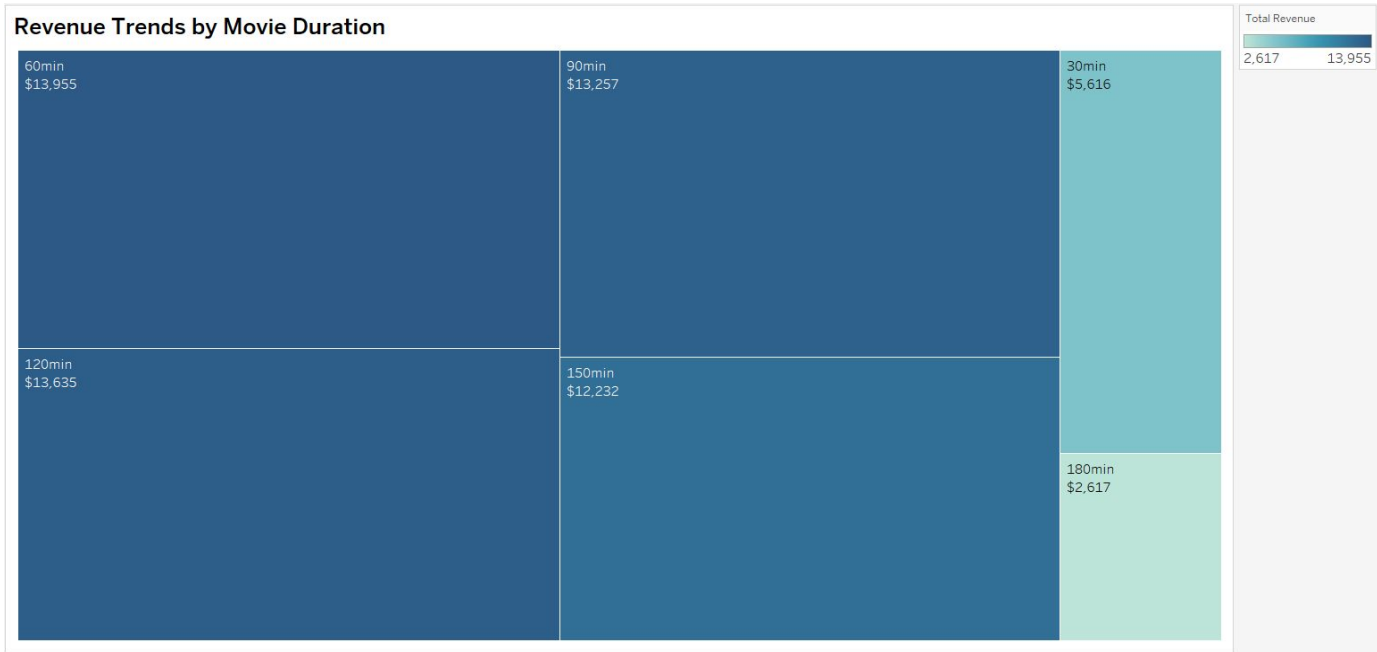
— — — **Blockbuster Hits**

Movie title	Genre	Total revenue
Telegraph Voyage	Music	\$215.75
Zorro Ark	Comedy	\$199.72
Wife Turn	Documentary	\$198.73
Innocent Usual	Foreign	\$191.74
Hustler Party	Comedy	\$190.78

Least Watched Movies

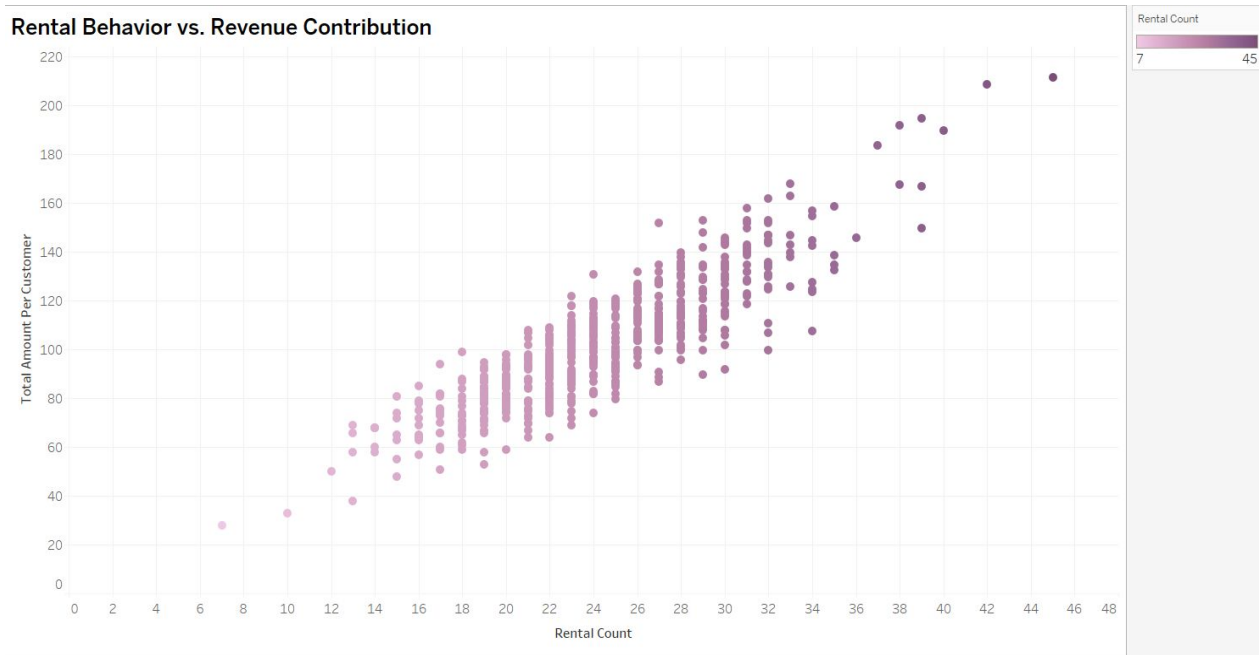
Movie title	Genre	Total revenue
Oklahoma Jumanji	New	\$5.94
Texas Watch	Horror	\$5.94
Duffel Apocalypse	Documentary	\$5.94
Freedom Cleopatra	Comedy	\$5.95
Young Language	Documentary	\$6.93

Which Film Length Drives More Revenue?



Most top-earning movies fall within the **60–120** minute range, indicating that feature-length films of this duration are key revenue drivers for Rockbuster.

Who Spends the Most? Analyzing Customer Rental Patterns



The scatter plot visualizes the relationship between **rental frequency** (x-axis: number of rentals) and **total revenue per customer** (y-axis). Each dot represents a customer, showing how much they've spent based on how often they rent.

High Renters: Small group, high revenue — ideal for loyalty rewards.

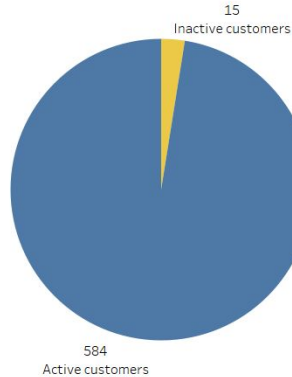
Average Renters: Moderate engagement — target with personalized offers.

Low Renters: Low activity — re-engage with discounts or email campaigns.

Rockbuster Customer Engagement: Who's Active, Who's Not?

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Active vs. Inactive Customers

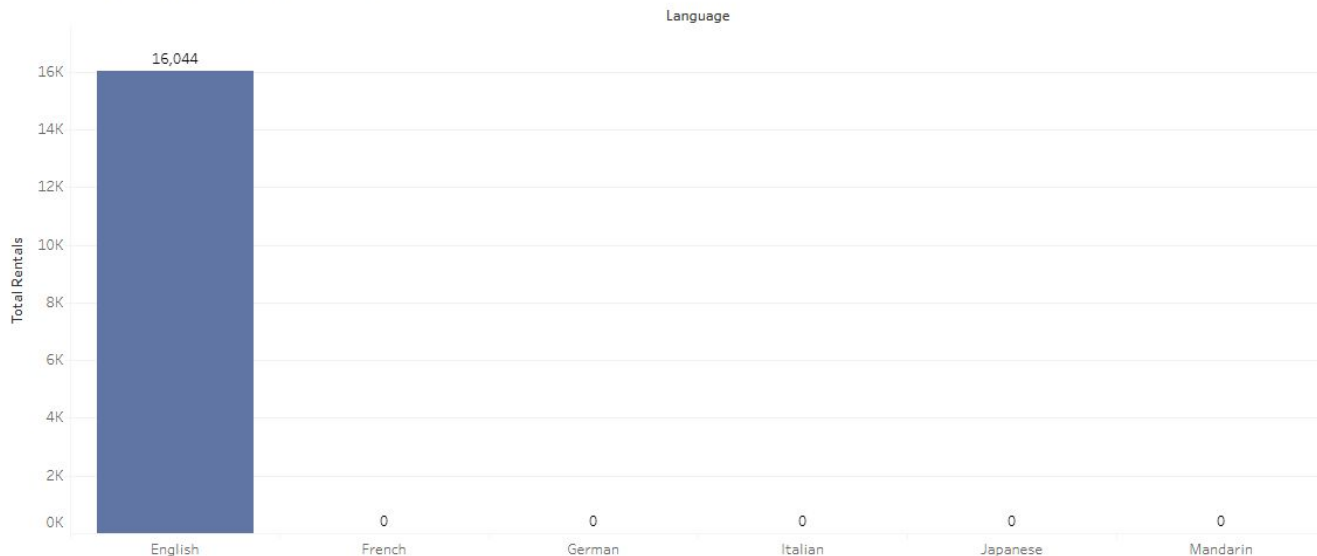


Rockbuster maintains a strong engagement with **584** active customers, representing 97.5% of the user base. The **15** inactive customers (2.5%) highlight an opportunity for targeted reactivation campaigns to boost retention and revenue.

Rewarding loyal customers can boost retention and support sustained growth.

Time to Diversify: No Rentals in Non-English Films

Rental Volume by Language — English Dominates



The bar chart clearly shows that **English-language films account for all 16,044 rentals** and engage **599 unique customers** in the Rockbuster collection. Other languages have zero rentals, indicating a significant content and engagement gap.

This data highlights a clear opportunity for improvement in language diversity.

Rockbuster should broaden its film collection to include more languages to reach a wider audience.

Conducting market research will identify customer preferences, enabling targeted promotion of multilingual content.

Offering subtitles or dubbing can also make existing films more accessible, boosting rentals and engagement.

Key Insights & Strategic Recommendations

Key Insights:

- **Customer Hotspots:** The U.S., India, China, and Japan lead in customer count, while specific cities like Cape Coral and Santa Barbara D'Oeste top revenue charts.
- **Revenue-Driving Genres:** Sports, Sci-Fi, and Animation are top-performing genres, indicating strong engagement with high-energy, visually rich content.
- **Optimal Film Duration:** Movies between 60–120 minutes consistently generate higher revenue, marking them as the sweet spot for content length.
- **Emerging Markets:** Countries like Mexico, Brazil, and Russia are showing promising customer growth and should be prioritized in expansion plans.
- **Customer Engagement:** 97.5% of customers are active, with a small inactive segment offering opportunities for reactivation and loyalty programs.

Strategic Recommendations:

- **Introduce a Customer Loyalty Program** - Reward frequent rentals with discounts, early access, or bonus content to increase retention and lifetime value.
- **Expand multilingual content and top genres** to better align with customer preferences and boost growth.
- **Prioritize 60–120 Minute Films** to maximize viewership and returns.
- **Launch Regional Campaigns** in emerging markets to boost growth.
- **Focus Launch Efforts** on revenue-leading cities to drive early adoption and engagement.
- **Review Low-Performing Titles** to optimize content licensing.

Explore the Full Dashboard in Tableau

Tableau Link: [Strategic Insights for Rockbuster Digital Transition](#)

Thank you!

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