Insights for Rockbuster's Online Rental Pivot

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What films do we have, and which ones do customers want to watch?

- Used PostgreSQL to dive into Rockbuster's film catalogue and customer network and answer ad-hoc questions
- Rockbuster has a diverse clientele that outpaces its inventory

Films in catalogue: 1,000

Most common release year: 2006

Total active customers: 584

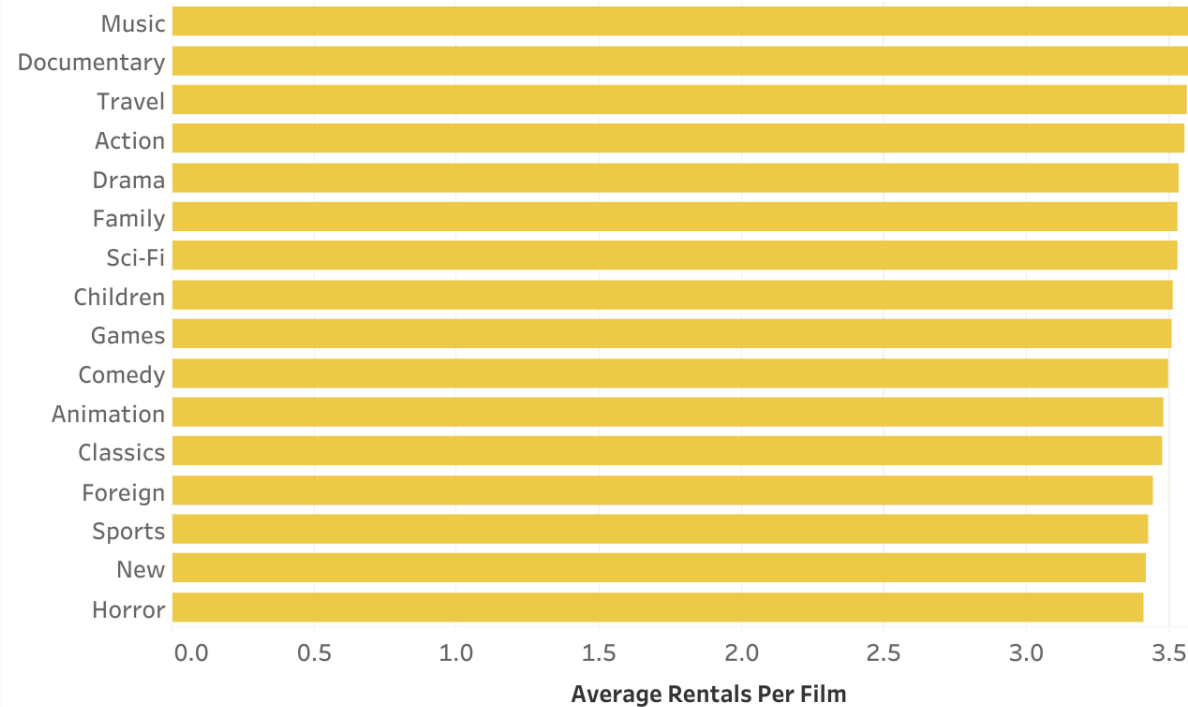**Top customer origin country: India**

Average rental rate: 2.98
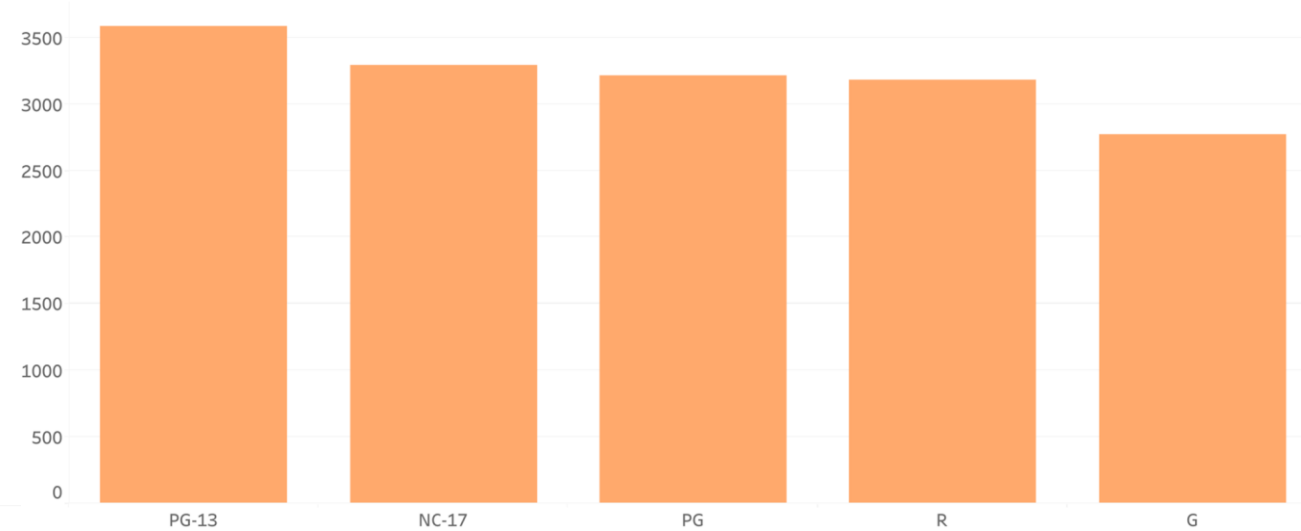
Average rentals per customer: 27

Most popular genres and ratings

- Music, documentary, travel, action and drama are rented most, but most genres perform similarly

- PG-13 films rented most frequently; G films rented least frequently
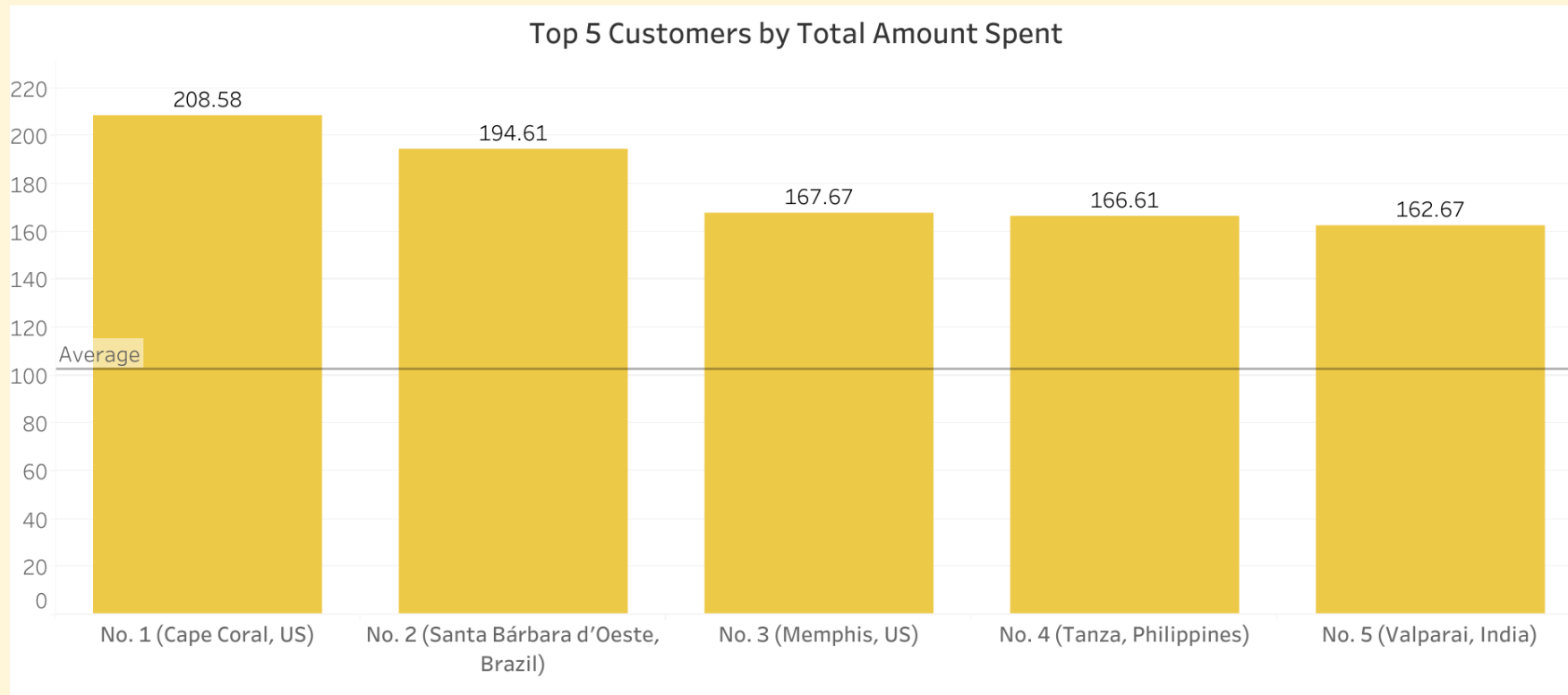

Average Rentals Per Film by Genre

Movie Rentals by Rating

Where do our top customers live?
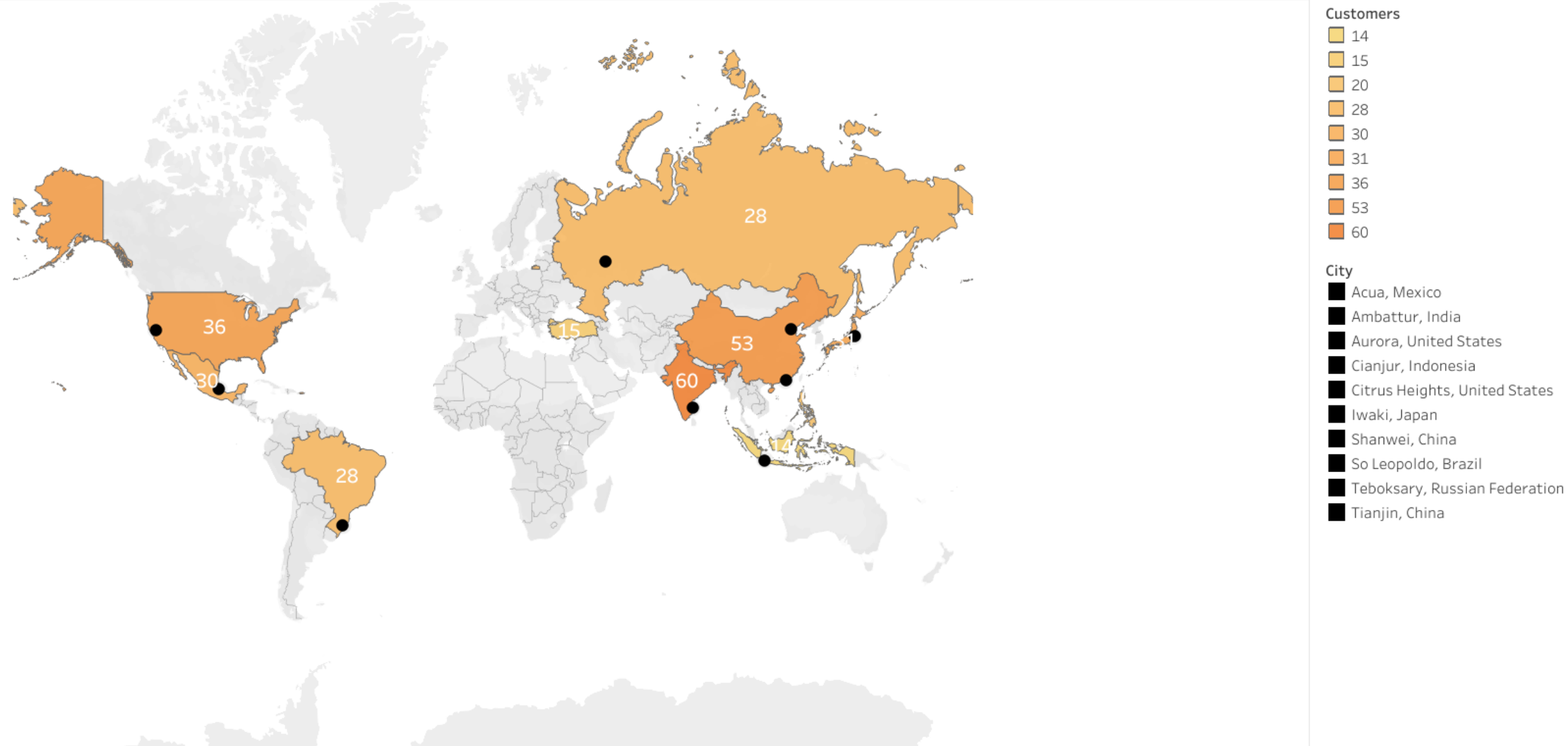
- Rockbuster's top five customers are spread across the globe
- Rewards could be customized to customers' preferred genres

Top 5 Customers by Total Amount Spent

	208.58	194.61	167.67	166.61	162.67

Average

No. 1 (Cape Coral, US)   No. 2 (Santa Bárbara d'Oeste, Brazil)   No. 3 (Memphis, US)   No. 4 (Tanza, Philippines)   No. 5 (Valparai, India)

Top Countries and Cities for Rockbuster Customer Counts

Customers
- 14
- 15
- 20
- 28
- 30
- 31
- 36
- 53
- 60

City
- Acua, Mexico
- Ambattur, India
- Aurora, United States
- Cianjur, Indonesia
- Citrus Heights, United States
- Iwaki, Japan
- Shanwei, China
- So Leopoldo, Brazil
- Teboksary, Russian Federation
- Tianjin, China

Map data points: 28, 36, 30, 15, 53, 60, 28, 14

View an interactive map of top countries and cities for customer origin: https://public.tableau.com/app/profile/jacquelyn.marmaduke/viz/rockbusterviz/customermap?publish=yes

Recommendations

- Diversify film catalogue: Include a broader range of release years, and consider focusing on top-performing genres and ratings (PG-13, music, documentary, travel)
- Consider rewards for customer loyalty, leveraging existing repeat customers to build online membership base
- Model pricing and rental length structure after current approach to cultivate a video store for the modern era