

# ROCKBUSTER STEALTH

Data Analysis  
Project (SQL)

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# INTRODUCTION

ROCKBUSTER STEALTH LLC is a movie rental company currently strategizing to pivot its business model from physical brick-and-mortar stores to an online video rental service.

The following insights are taken from analysis of the Rockbuster film rental database, which contains data from the years 2005-2007.



# Key Questions & Objectives



## Films & Genres

- Which movies contributed the most/least to revenue gains?
- What was the average rental duration for all videos?



## Geographic Distribution of Customers & Sales

- In which countries are Rockbuster customers based?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?



## Key Takeaways

- Summary
- Recommendations

# Data Summary

No. of Films in Inventory	1,000
Genres	Action, Animation, Children, Classics, Comedy, Documentary, Drama, Family, Foreign, Games, Horror, Music, New, Sci-Fi, Sports, Travel
Film Ratings	G, PG, PG-13, R, NC-17
Release Year	2006
Language	English
Length	46 minutes (minimum) to 185 minutes (maximum); Average = 115 minutes
Rental Duration	3-7 days Average = 5 days
Rental Rate	0.99 - \$4.99 Average = \$2.98

# Movie Titles with Most/Least Revenue Gains



## Top 10 Most Rented

rented 800+ times each, generating  
\$3,380 - \$3,500 per title

1. Ridgemont Submarine
2. Apache Divine
3. Forward Temple
4. Bucket Brotherhood
5. Pulp Beverly
6. Harry Idaho
7. Rugrats Shakespeare
8. Massacre Usual
9. Network Peak
10. Rocketeer Mother

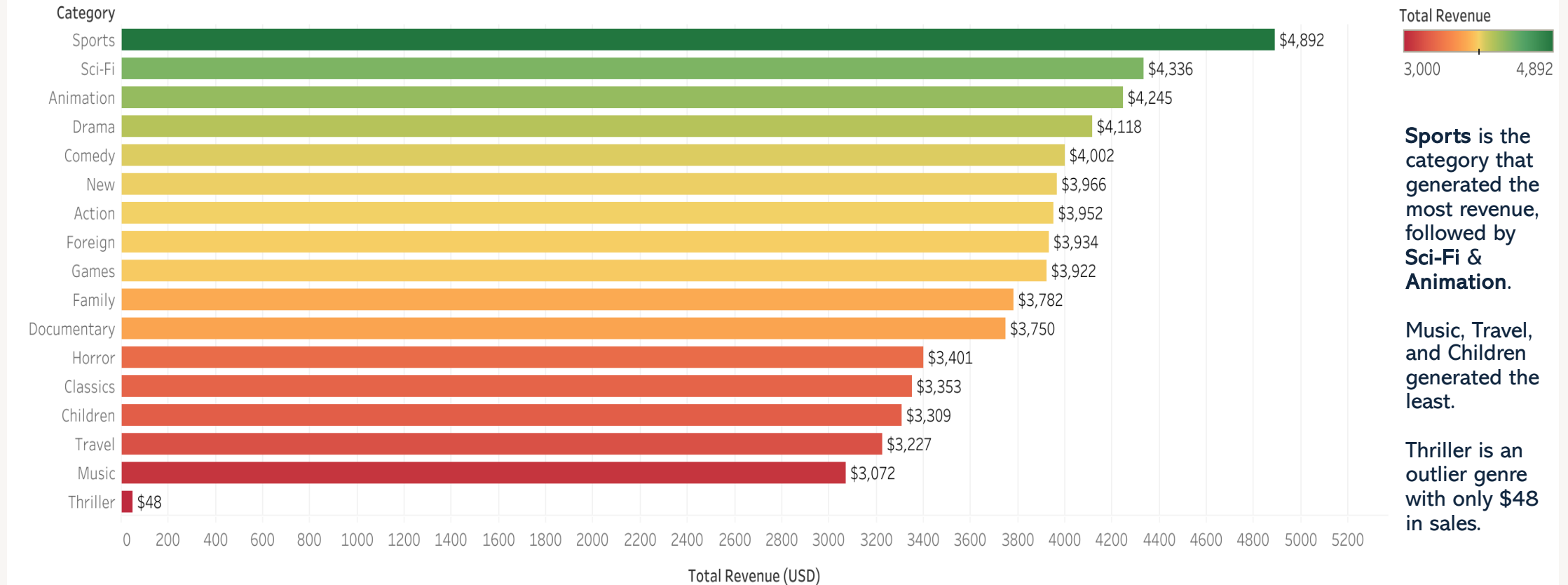
## Bottom 10 Least Rented

rented 98-120 times, generating  
\$410 - \$525 per title

1. Mixed Doors
2. Hardly Robbers
3. Mannequin Worst
4. Fever Empire
5. Bunch Minds
6. Train Bunch
7. Informer Double
8. Traffic Hobbit
9. Seven Swarm
10. Braveheart Human

# Which genres are the most lucrative?

Revenue by Film Category



# Global Customers & Sales



# Rockbuster's Top 5 Customers

Eleanor Hunt	Karl Seal	Marion Snyder	Rhonda Kennedy	Clara Shaw
Saint-Denis, Reunion (France)  Total amount paid: \$211.55	Cape Coral, United States  Total amount paid: \$208.58	Santa Barbara d'Oeste, Brazil  Total amount paid: \$194.61	Apeldoorn, Netherlands  Total amount paid: \$191.62	Molodechno, Belarus  Total amount paid: \$189.60





# Summary

## Key Takeaways

Rockbuster customers are based in almost every country, with a concentration in Asia and the Americas.

The most popular categories are Sports, Sci-Fi & Animation; least popular are Music & Travel.

The film inventory contains English language titles only.

## Recommendations

Consider incentivizing past customers to subscribe online & rewarding high value customers for their loyalty.

Market the most popular categories when first launching the new online service.

Ensure subtitles and/or voiceovers are available for audiences around the world, and consider expanding the movie collection to include more languages to match the global audience.

# Thank you!

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[Tableau Link](#)

