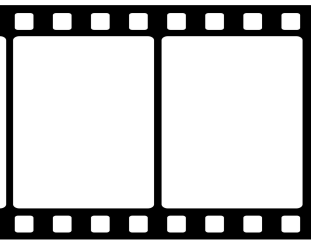
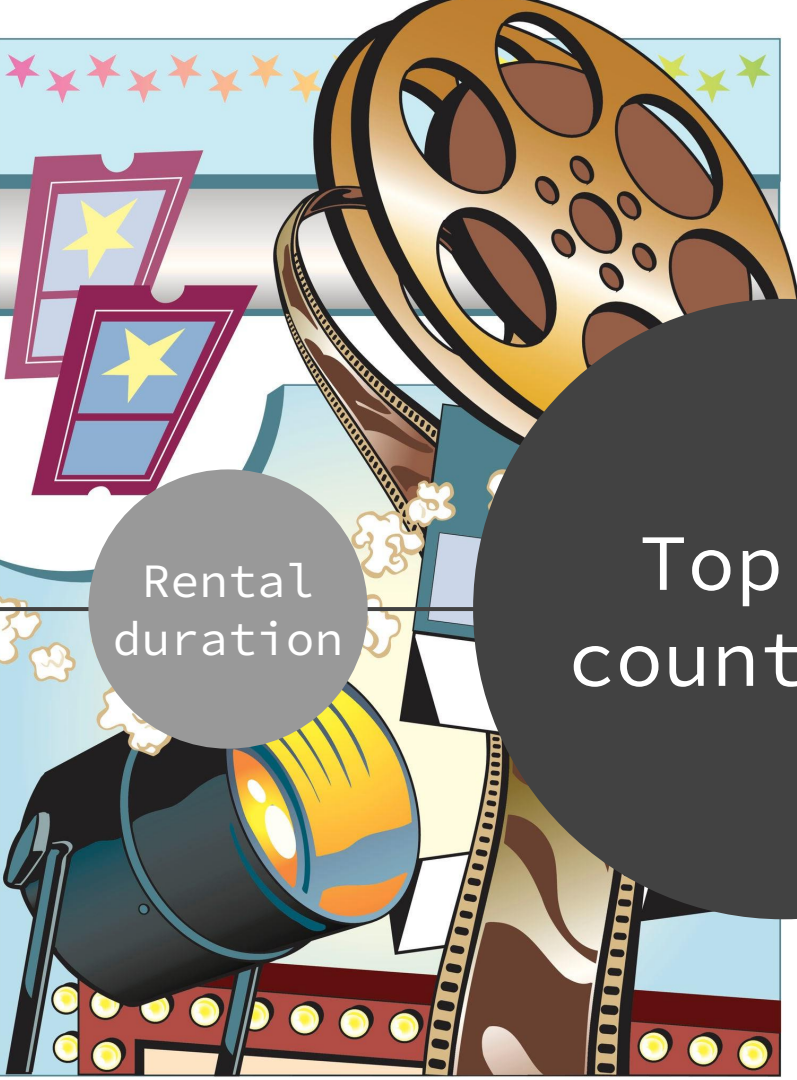


Rockbuster Analytics

Key findings and recommendations based on
recent data analysis



Samantha Fernandez Zanatta



Content

Top 10
countries

Rental
duration

Top 5
customers

Recommen
dations



Rockbuster introduction

This presentation summarizes key findings from Rockbuster's film rental data to support business strategy in content selection, regional investment, and customer engagement.

We used SQL queries and data visualizations in Tableau to analyze customer activity, sales performance, and film rental characteristics.



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PostgreSQL

Customer countries around the world

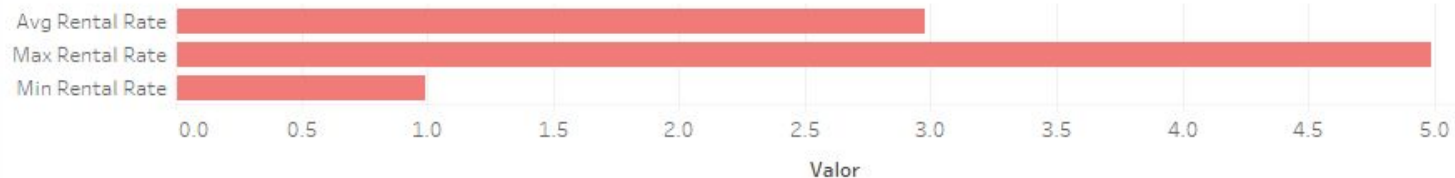


Understanding where Rockbuster's customers are located helps guide regional marketing strategies.

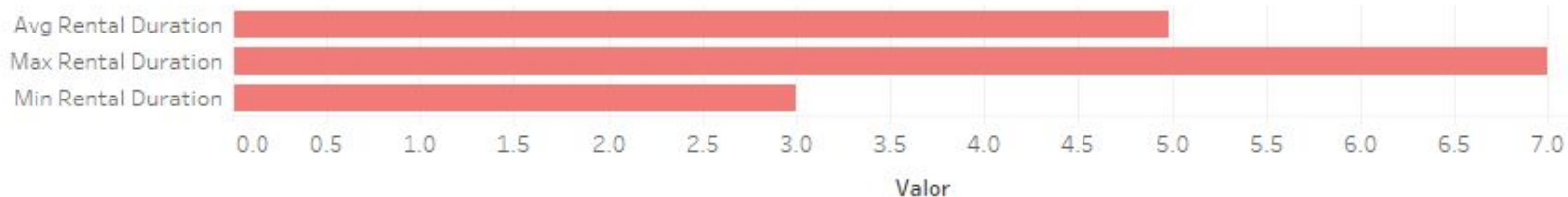
Rental Rate & Rental Duration

- Most films are priced between **\$0.99 and \$4.99**, with durations from **3 to 7 days**
- There is **no strong correlation** between higher price and longer duration
- Genres with **lower rental duration but higher price** may be less competitive
- Optimizing price-duration balance could improve customer satisfaction and revenue

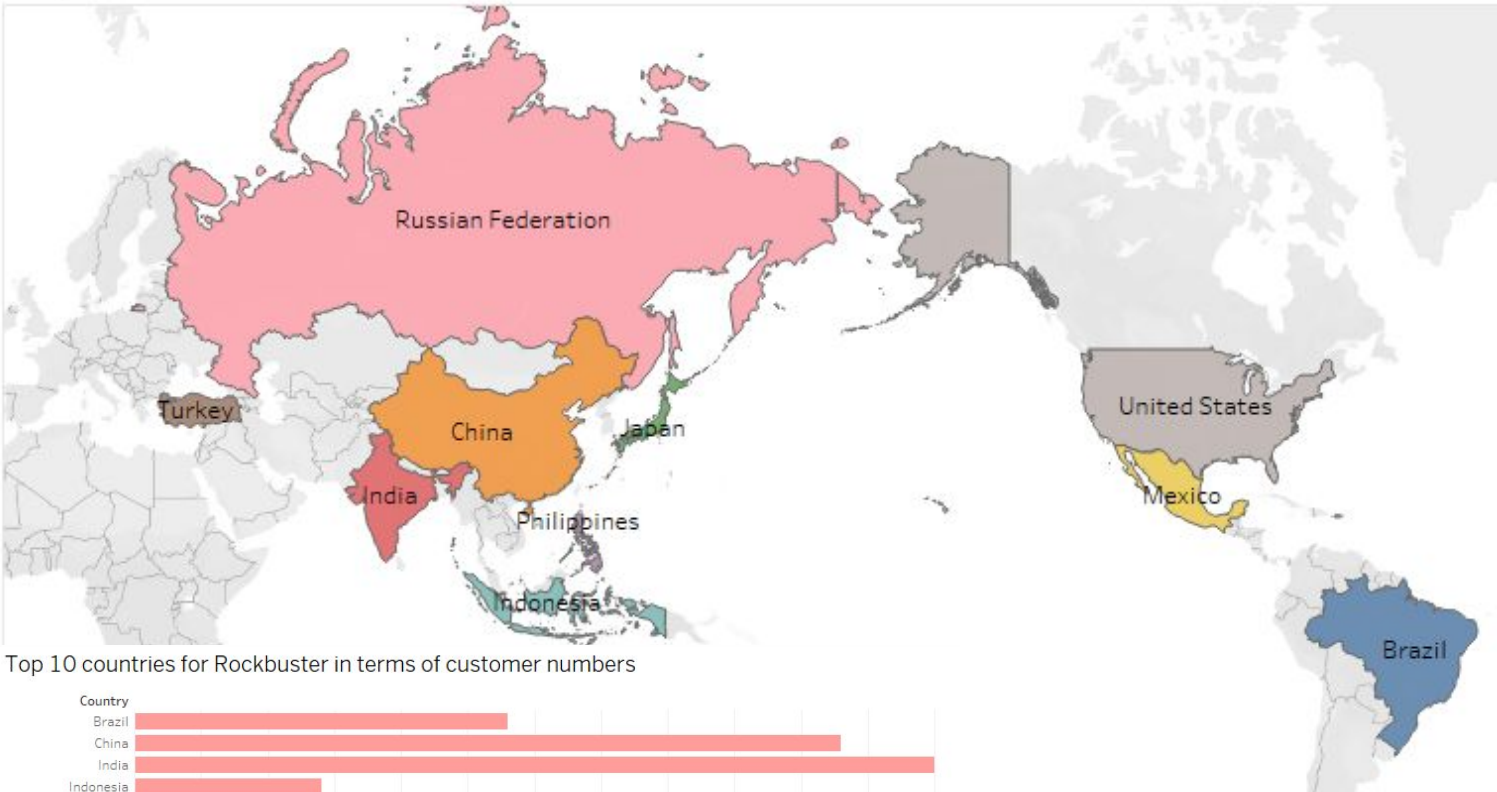
Rental_Rate



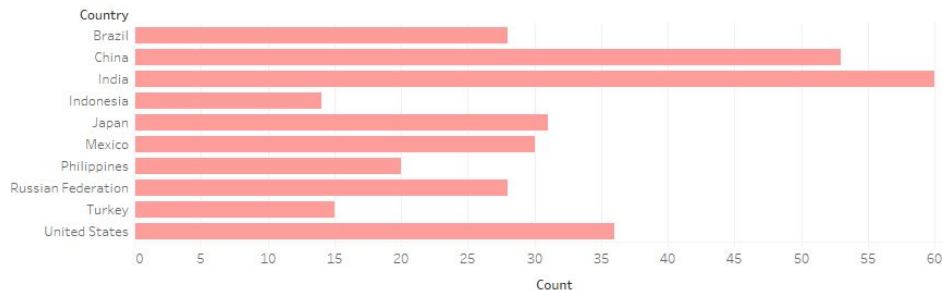
Rental_Duration



Top 10 countries for Rockbuster in terms of customer numbers.

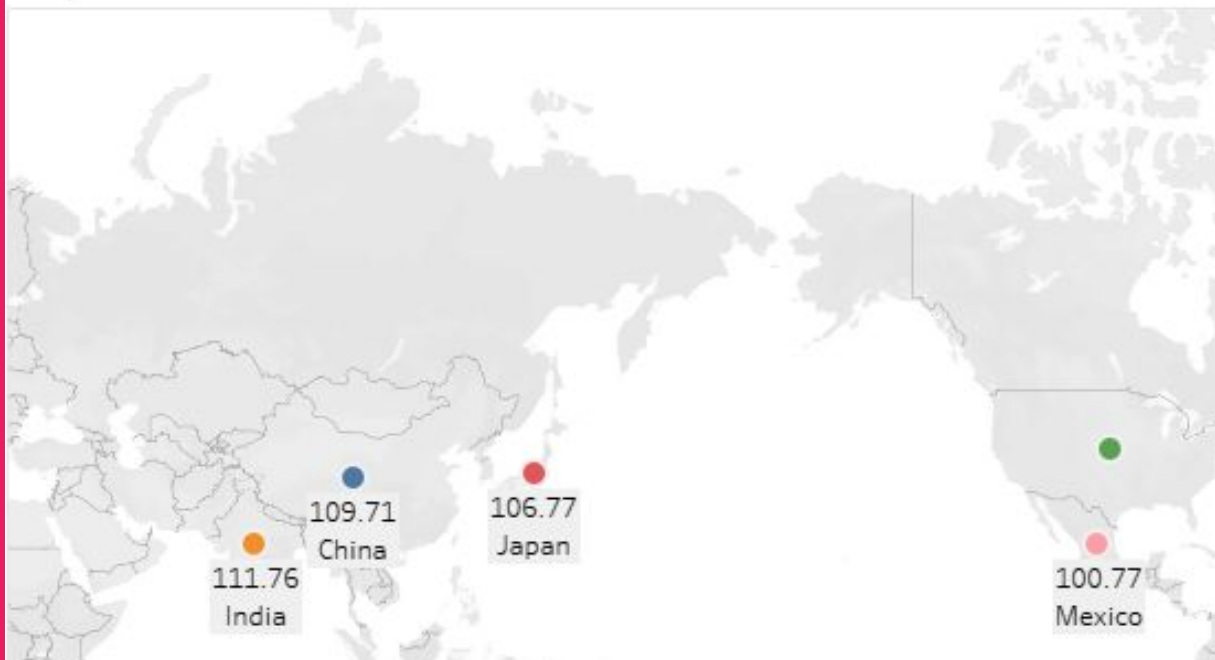


Top 10 countries for Rockbuster in terms of customer numbers



The top 10 countries with the highest number of Rockbuster customers are shown here. India leads the list, followed by the United States and China, while Indonesia rounds out the top ten. These markets represent the strongest customer engagement opportunities for Rockbuster.

Top 5 customers



These are the five most active Rockbuster customers among the top 10 countries. Their high rental frequency highlights valuable engagement patterns and potential for targeted loyalty strategies

	customer_id integer	first_name character varying (45)	last_name character varying (45)	country character varying (50)	city character varying (50)	total_amount_paid numeric
1	225	Arlene	Harvey	India	Ambattur	111.76
2	424	Kyle	Spurlock	China	Shanwei	109.71
3	240	Marlene	Welch	Japan	Iwaki	106.77
4	486	Glen	Talbert	Mexico	Acua	100.77
5	537	Clinton	Buford	United States	Aurora	98.76

Key Business Recommendations

- **Invest in Top Categories:** Boost content acquisition and promotion for best-performing genres
- **Focus on High-Revenue Countries:** Intensify campaigns in countries with highest returns
- **Segment Based on Activity:** Customize customer experience by region and behavior
- **Leverage Monthly Trends:** Align marketing and pricing strategies with peak rental months





Thank you!

Any questions or suggestions?