

Data Analysis for Rockbuster's Streaming Launch

Rockbuster Stealth

Case Study: Using SQL and Tableau to answer business questions for a streaming launch
Data analysis project by Stephen Helvig

Why we're here



Rockbuster is pivoting to online streaming to stay competitive



Data insights guide catalog strategy, market focus, and customer growth

Quick takeaways

1

All ratings and categories perform proportionally well → catalog depth drives revenue

2

India & China dominate due to large customer bases, not higher per-customer spend

3

With high-value customers worldwide, streaming is essential to engage them effectively

Business Objectives & Questions

- Which films, categories, and ratings drive revenue?
- What is the average rental behavior?
- Where are Rockbuster customers located?
- Which customers deliver the highest lifetime value?
- Do sales vary across regions?



Data Overview

Film Dataset

958 films in catalog

Avg. rent duration: ~5 days

Avg. rental rate: \$2.98

Avg. film length: 115 minutes

Avg. replacement cost: ~\$20

Most common rating: PG-13

Most common release year: 2006

Customer Dataset

599 customers across 108 countries

Accounts created in 2006

Majority tied to store 1, most marked active

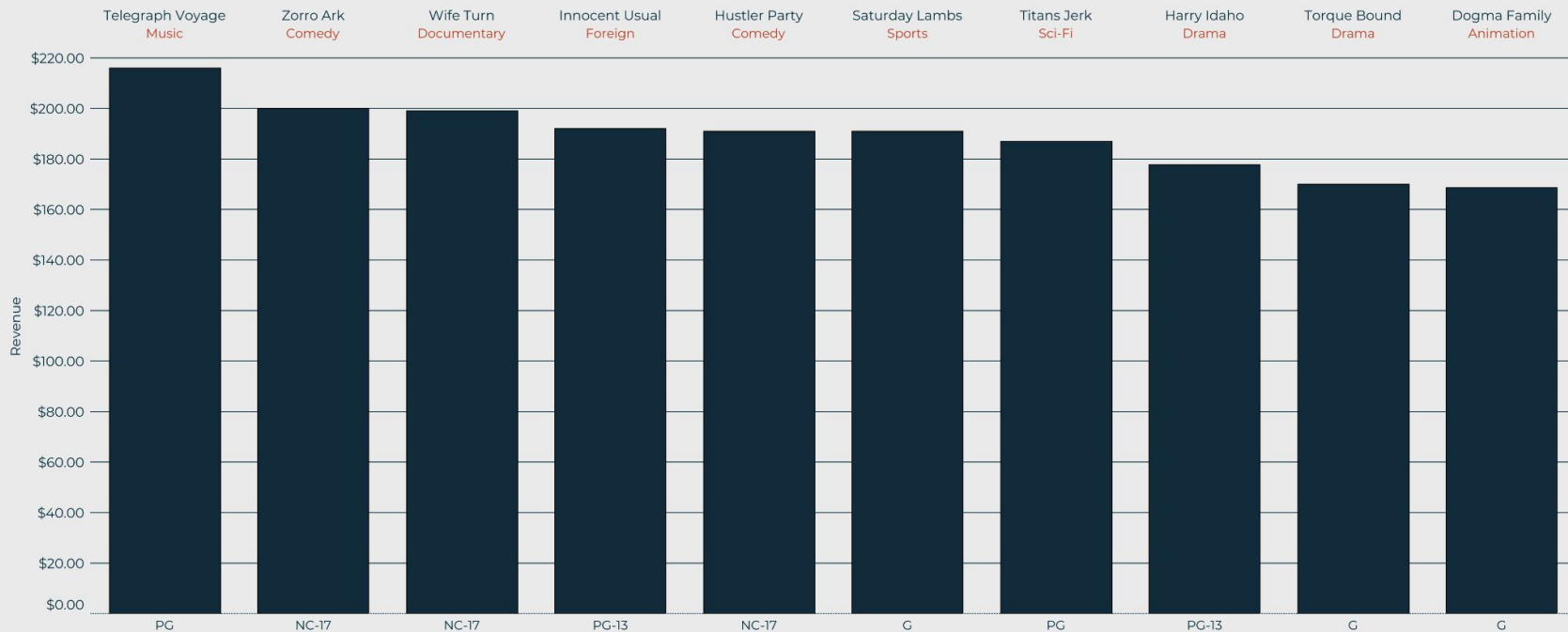
Top markets by customer count: India, China, US, Japan, Mexico

Business Relevance



Catalog and customer base are already global, reinforcing streaming viability

Top Performing Films

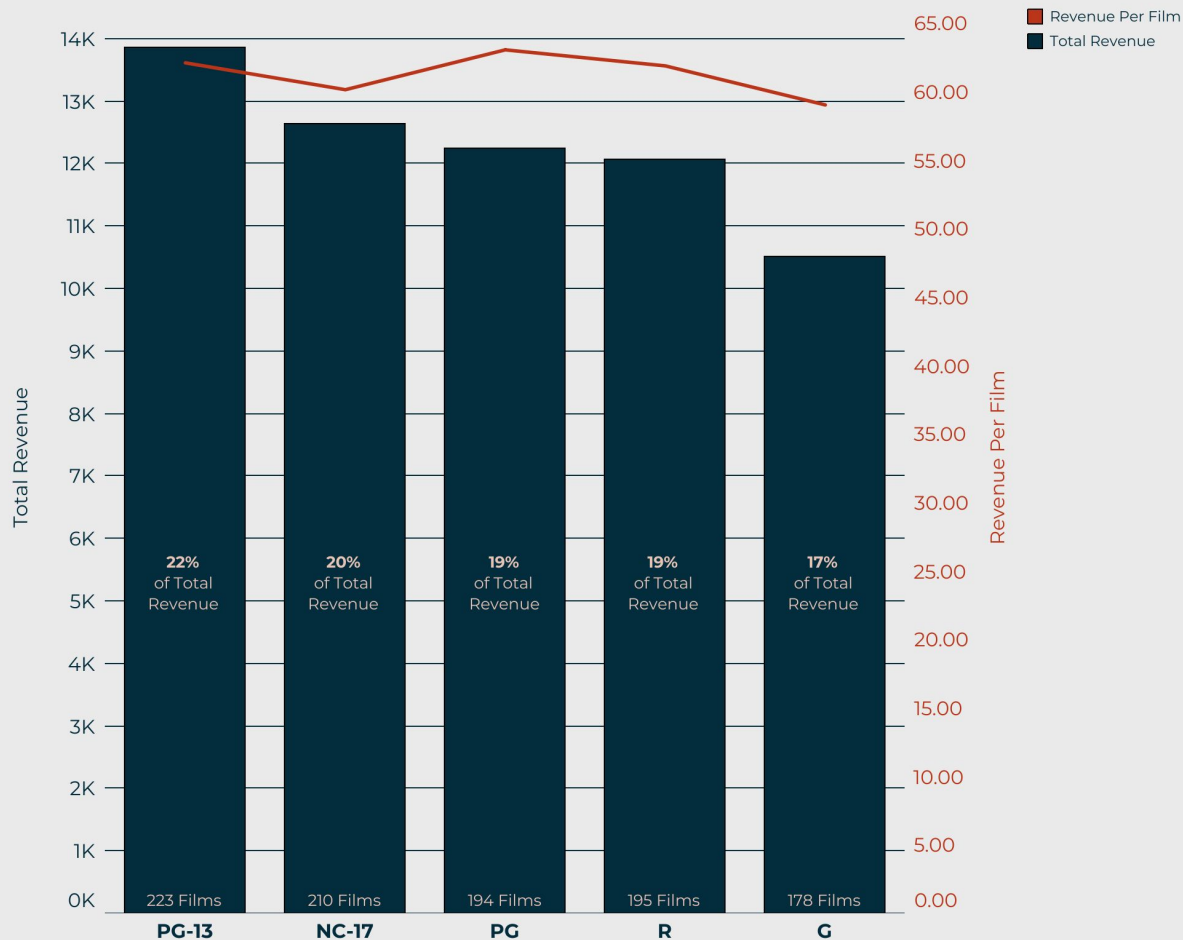


→ Revenue declines gradually. No single blockbuster dominates

→ Top films earn 3–4x the median, but most titles contribute steadily

→ Insight: A broad catalog is key. Variety ensures stable revenue, not just a few hits

Revenue by Rating

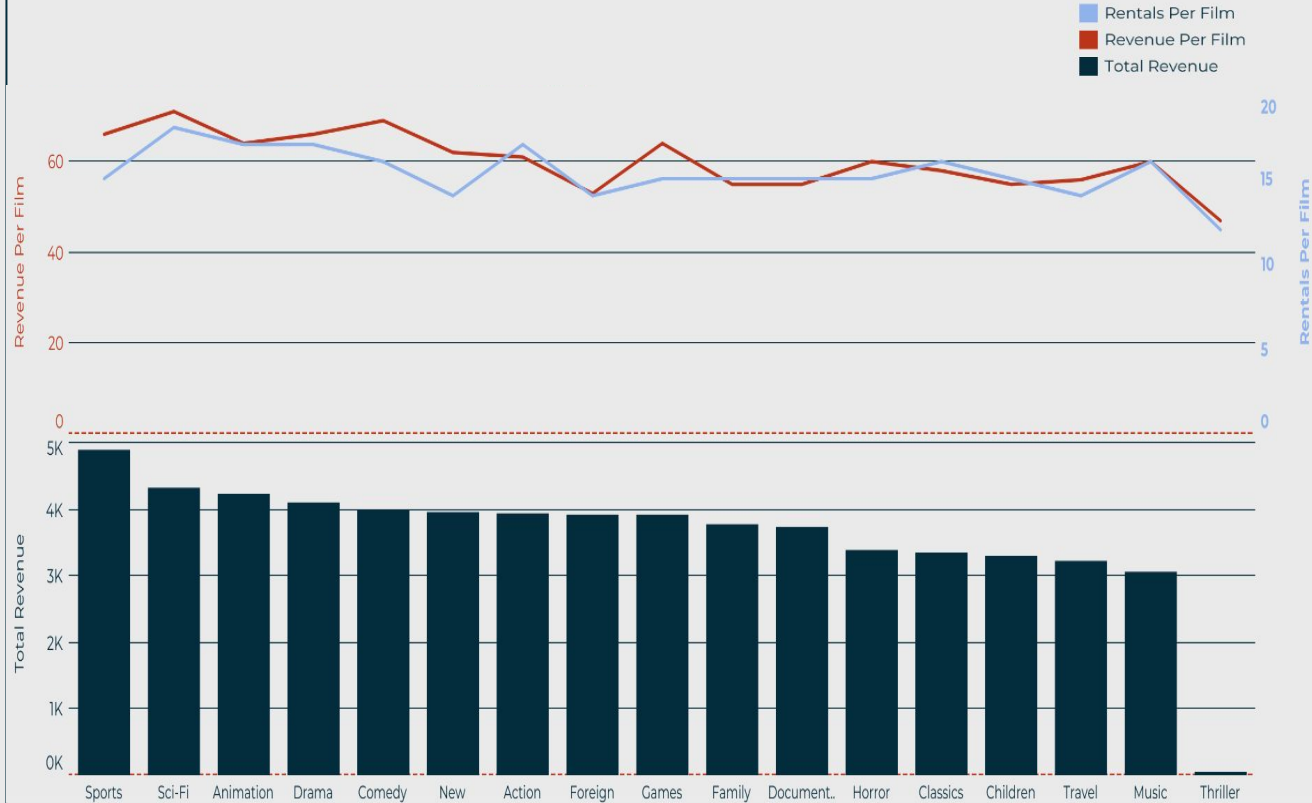


PG-13 leads in total revenue (~23%)

Every rating performs proportionally to its catalog size → more films = more revenue

Insight: Growth depends on catalog expansion across all ratings, not just PG-13

Revenue & Rentals per Film / Revenue by Category

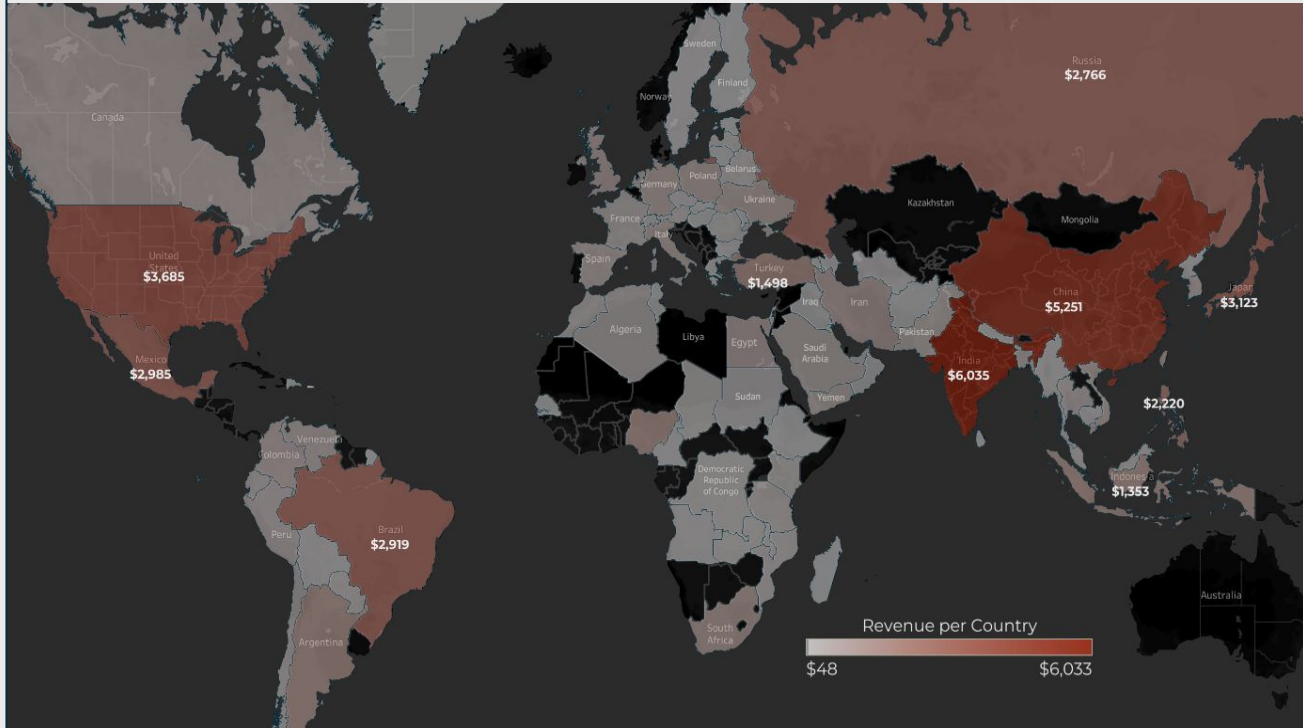


Sports leads overall, but Sci-Fi, Animation, Drama, and Comedy are close behind

Revenue and rentals *per film* are fairly consistent. *Music* produced the top film while still being a smaller category

Insight: All categories are fairly efficient. Balanced catalog growth matters more than chasing "winner" genres

Revenue Distribution by Country

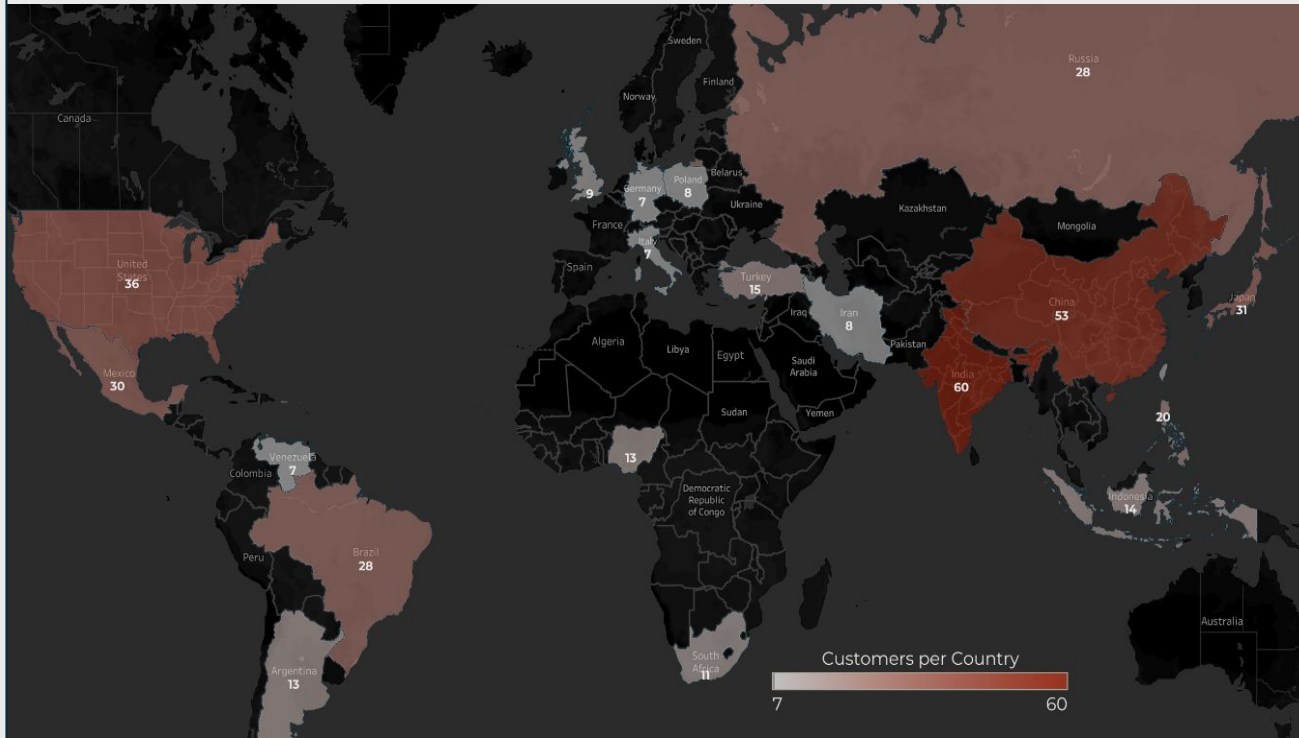


India & China together account for ~20% of Rockbuster's revenue

Revenue is broadly distributed, with contributions across Asia, the Americas, and Europe

Insight: Revenue strength appears tied to population size and market scale, which raises the question of how the customer base aligns

Customers by Country

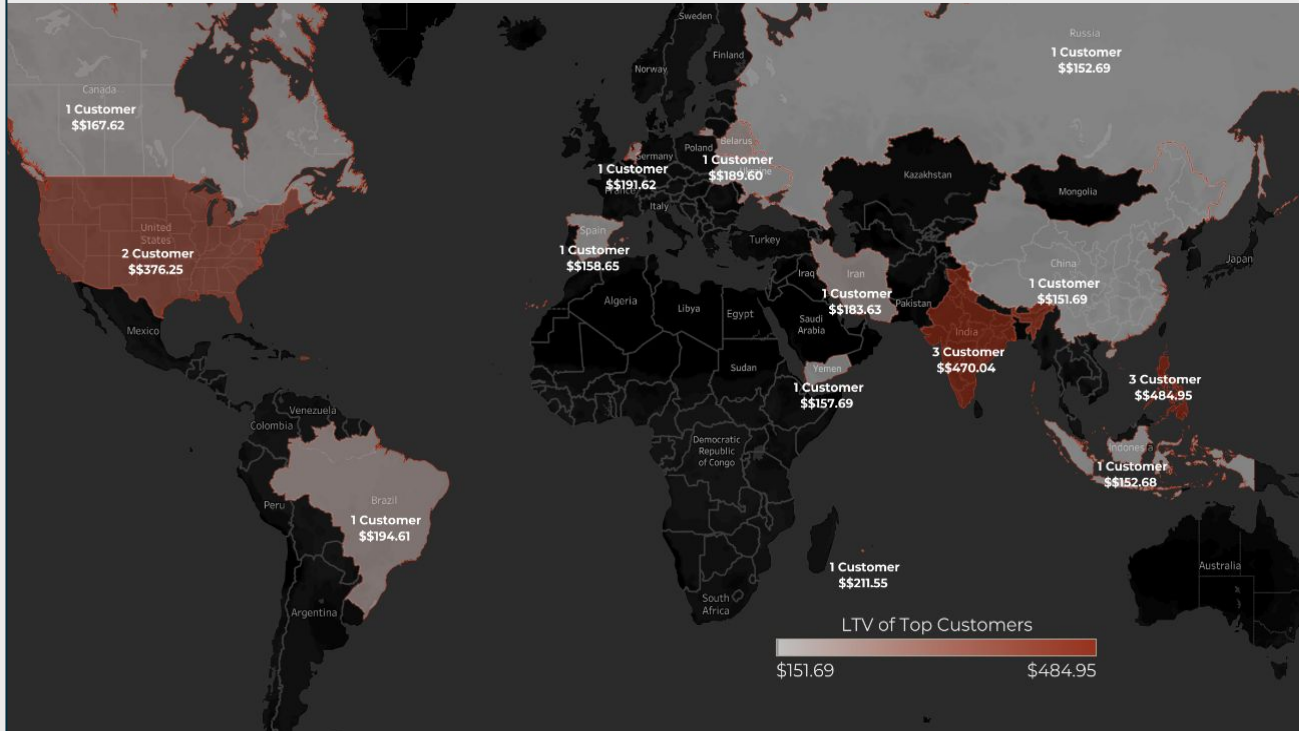


India (60) and China (53) have the largest customer bases, followed by the US (36), Japan (31), and Mexico (30)

Customer counts mirror revenue distribution, confirming that scale in population drives both metrics

Insight: Some mid-sized markets like Japan and Mexico generate strong customer bases relative to size, setting up the question of per-customer value

Top 20 LTV Customer Locations



High-value customers are globally dispersed, found in places like Réunion, Belarus, the Netherlands, Brazil, and the US

Their locations do not always align with the largest markets by revenue or customer base

Insight: Rockbuster's most valuable customers can emerge anywhere, showing the need for global retention and personalization strategies



Key Insights

1. **Catalog depth drives growth:** Revenue scales consistently with film availability across categories and ratings
2. **Content strategy:** Niche films can outperform averages, proving the value of variety alongside mainstream genres
3. **Markets & customers:** India and China dominate in total revenue and customer base, but mid-sized regions (Japan, Mexico) deliver strong per-customer value
4. **High-value individuals:** Top customers are globally scattered, showing retention and personalization should extend beyond large markets

Recommendations / Next Steps

1. Expand catalog breadth

- Add depth across all ratings and categories, not just top performers
- Emphasize variety to capture broad customer demand

2. Prioritize content investment

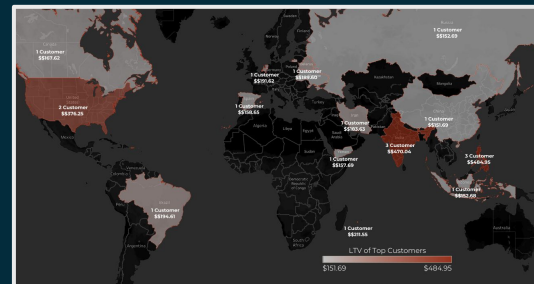
- Secure additional rights in top-demand genres (Sports, Sci-Fi, Animation, Drama)
- Maintain niche categories that can produce stand out performers (Music, Documentary)

3. Leverage global reach

- Streaming removes geographic barriers → scale acquisition across all high-population markets
- Ensure platform and marketing are accessible in major global regions (Asia, Americas, Europe)

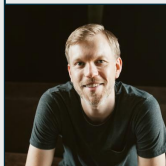
4. Personalize retention efforts

- Use viewing history, recommendations, and tailored offers to keep customers engaged and maximize lifetime value





Thank you



If you have any questions, contact:
stephenhelvig@gmail.com