Data-Driven Insights for Rockbuster's Strategy

LEVERAGING DATA TO LAUNCH A COMPETITIVE ONLINE VIDEO SERVICE

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Introduction

Rockbuster Stealth LLC, a global movie rental company, faces fierce competition from streaming giants like Netflix and Amazon Prime. To remain competitive, Rockbuster is transitioning to an online video rental service.

This analysis focuses on:
- Identifying key markets and customer groups.
- Understanding customer behavior and preferences.
- Recommending data-driven strategies for growth and profitability.

Data Overview

Data Sources:
- Customer demographics and payment records.
- Film inventory and rental transaction data.

Tools and Methodology:
- SQL for data extraction and analysis.
- Tableau for visualization and insights.

Key Metrics Analyzed:
- Revenue by country and region.
- Customer lifetime value and rental behavior.
- Popular genres and average rental durations.

Key Findings - Revenue vs Customers Correlation

Revenue vs Customers by Country
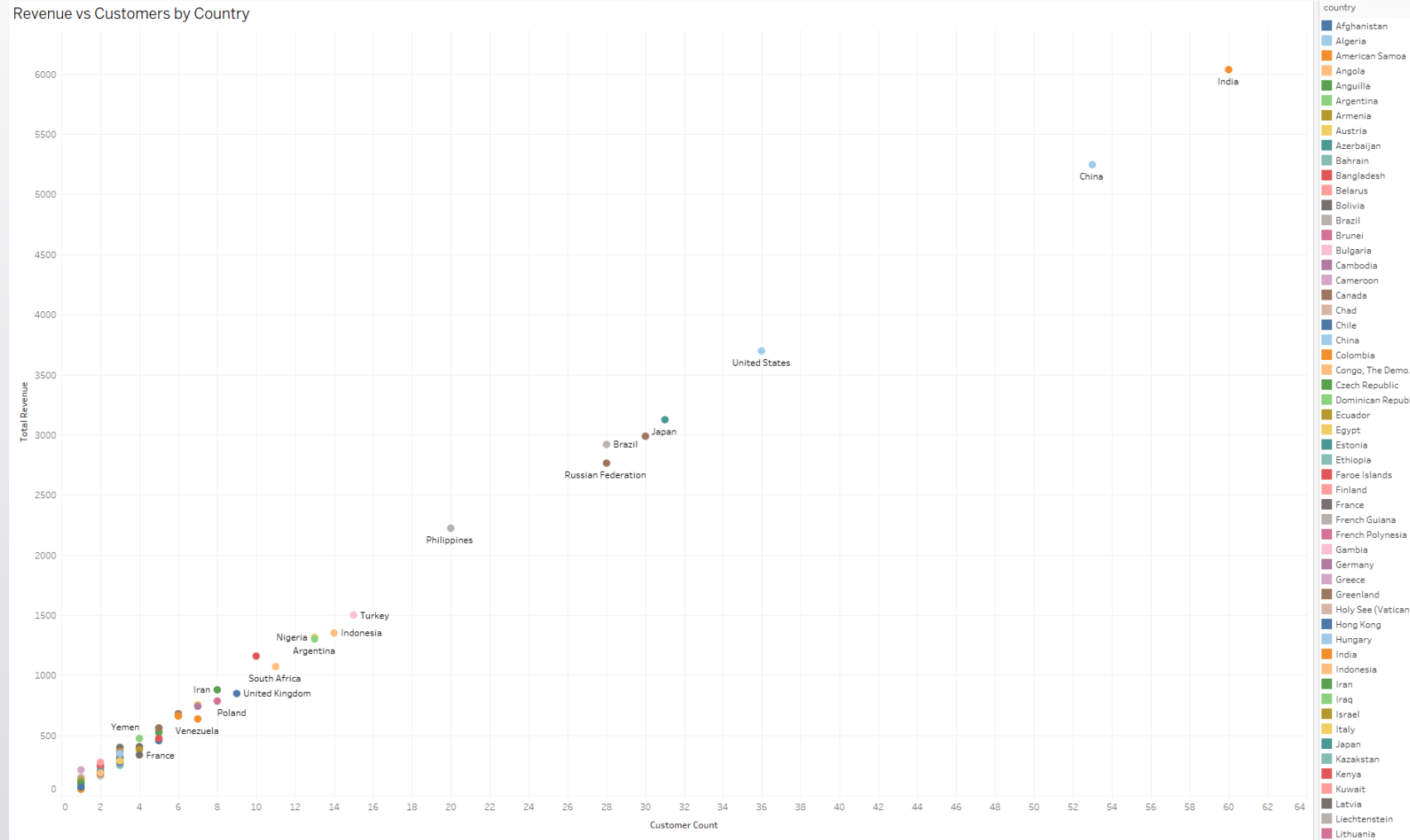
There is a strong correlation between the number of customers and total revenue.

India and China lead in both customer count and revenue generation.

Countries with fewer customers tend to generate proportionally lower revenue.
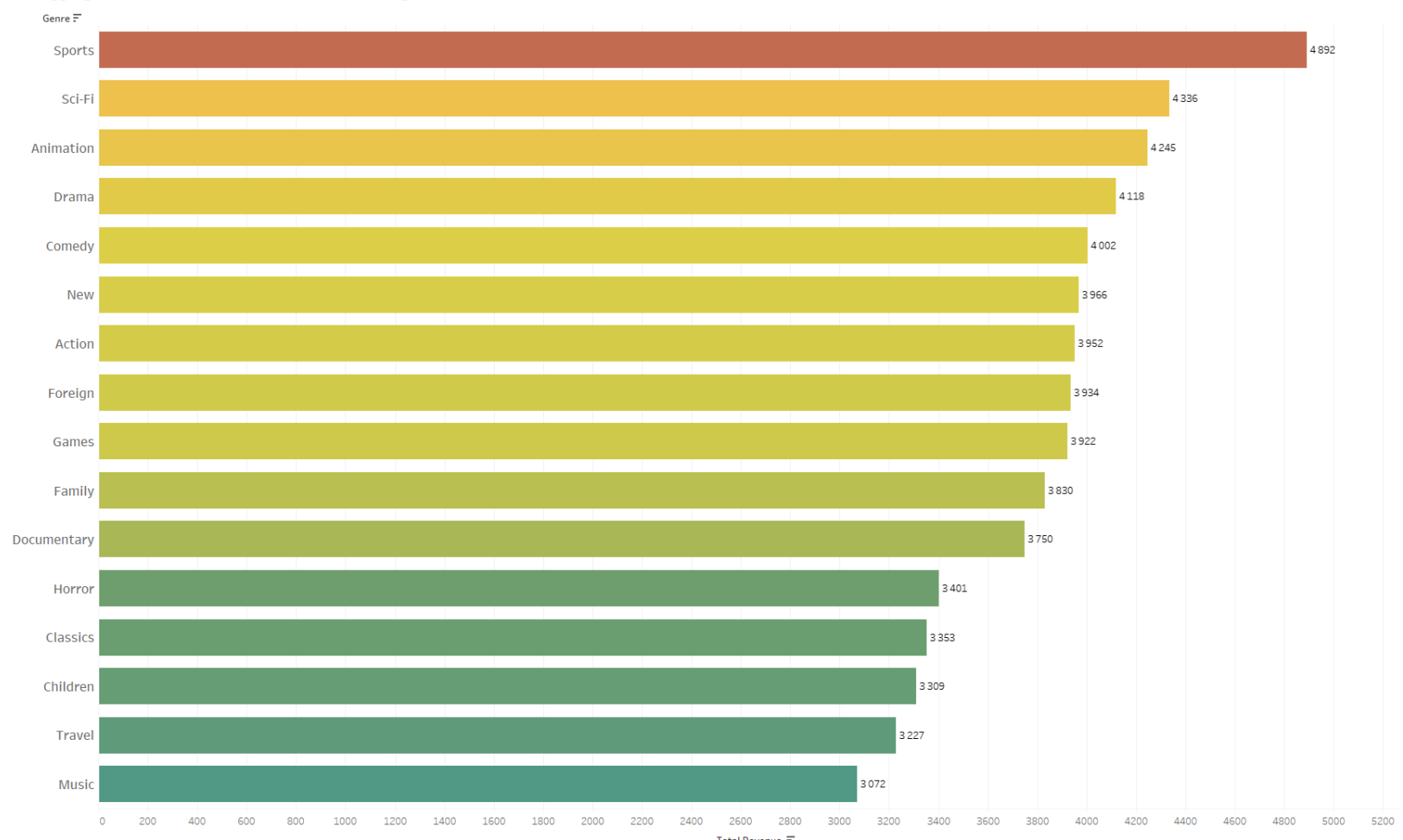
This analysis confirms the strategic importance of focusing on regions with higher customer bases.

Tableau Link – Click Here

Key Findings - Genre Revenue Ranking

Genre Revenue Ranking
Data aggregated from rental transactions across all regions.

Genre	Total Revenue
Sports	4 892
Sci-Fi	4 336
Animation	4 245
Drama	4 118
Comedy	4 002
New	3 966
Action	3 952
Foreign	3 934
Games	3 922
Family	3 830
Documentary	3 750
Horror	3 401
Classics	3 353
Children	3 309
Travel	3 227
Music	3 072

Sports is the top revenue-generating genre with $4,892, appealing to a broad audience base.

Sci-Fi ($4,336) and Animation ($4,245) complete the top three, demonstrating their strong market appeal.

Understanding these trends is critical for strategic content acquisition and targeted marketing.

Tableau Link – Click Here

Key Findings - Top Genre by Country

Top Genre by Country
Visualizing the top-performing genres by country based on total revenue. Bubble sizes represent revenue, providing an intuitive overview of genre popularity.

Sports is the most dominant genre globally, especially in countries like India and the United States.
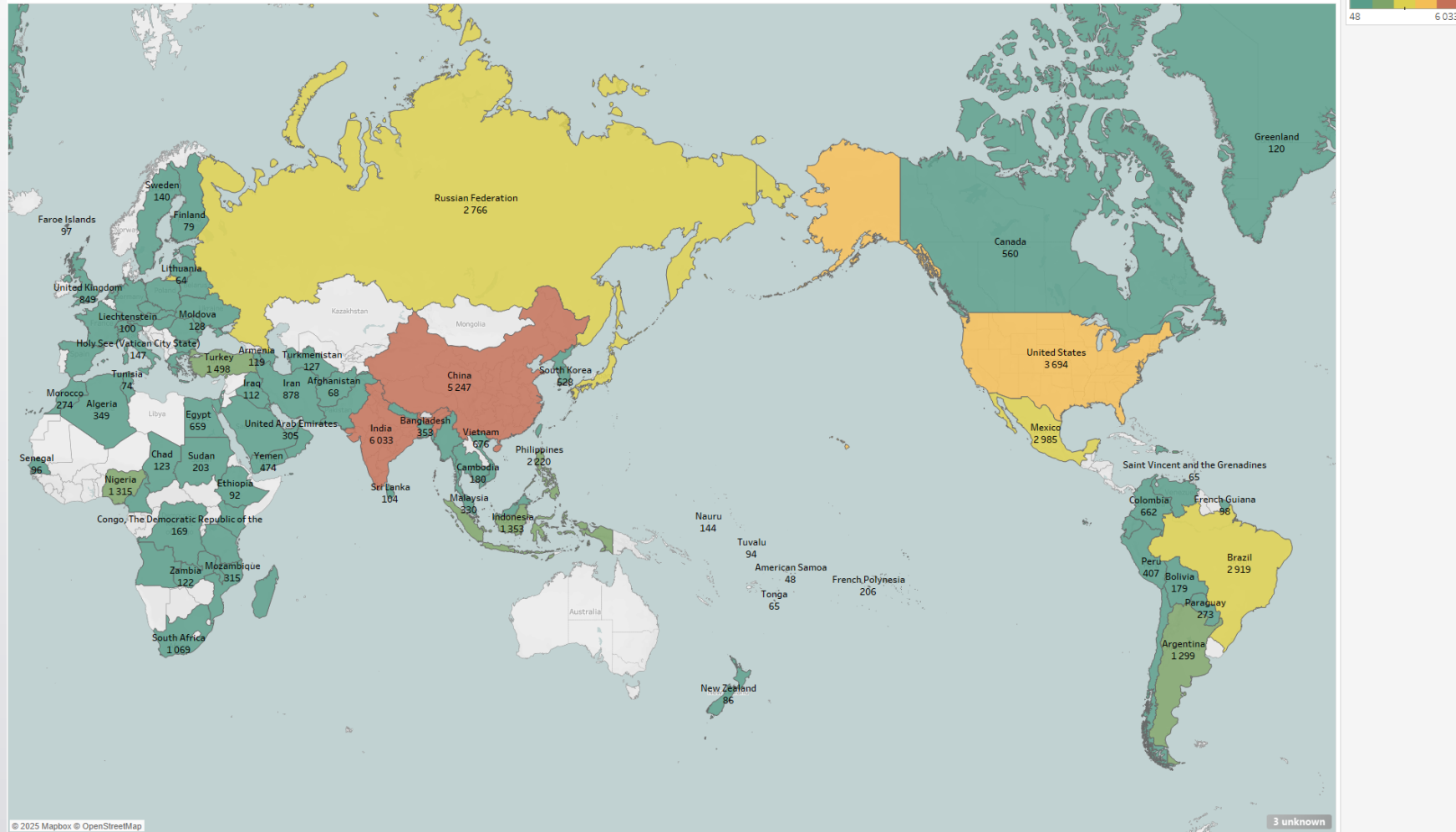
Animation and Sci-Fi also perform well in countries like China and the Russian Federation.

Understanding these patterns can help target marketing strategies more effectively.

The visualization highlights the diversity of genre preferences across countries, aiding in localized strategy development.

Tableau Link – Click Here

Key Findings - Revenue by Country

Revenue by Country

SUM(total_revenue)
48   6 033

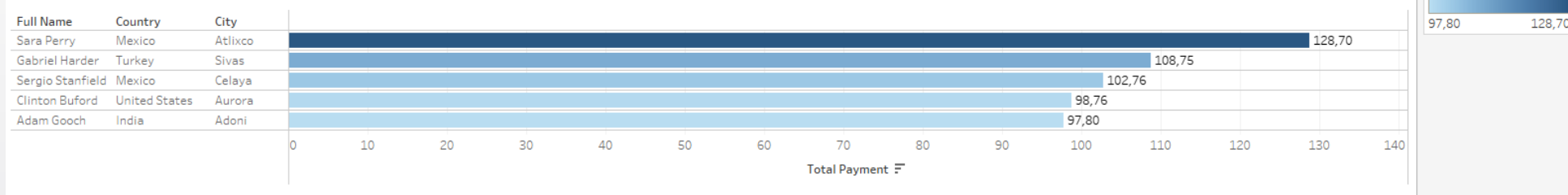The map highlights revenue distribution across countries.

Countries such as India, China, and the United States generate the highest revenues, accounting for a significant share of the global market.

These insights can help prioritize regional strategies and market focus.

Tableau Link – Click Here

Key Findings - Top Customers and Rental Data Overview

Top Customers and Revenue

Full Name	Country	City	Total Payment
Sara Perry	Mexico	Atlixco	128,70
Gabriel Harder	Turkey	Sivas	108,75
Sergio Stanfield	Mexico	Celaya	102,76
Clinton Buford	United States	Aurora	98,76
Adam Gooch	India	Adoni	97,80

SUM(Total Payment)
97,80   128,70

Top Customers and Revenue:

Key customers like Sara Perry (Mexico, Atlixco: $128.70) and Gabriel Harder (Turkey, Sivas: $108.75) contribute significantly to profitability.
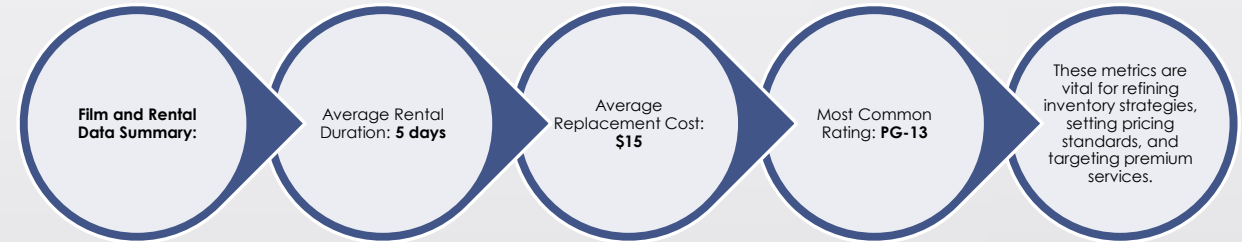
Visualizing top 5 customers by their total payment provides insight into the most valuable clients.

Film and Rental Data Summary

Count of Film and Rental ..	1,0
avg_length	115,0
avg_rent	3,0
avg_rental_duration	5,0
avg_replacement_cost	20,0
count_length_values	1 000,0
count_release_year_valu..	1 000,0
count_rent_values	1 000,0
count_rental_duration_v..	1 000,0
count_replacement_cost..	1 000,0
count_rows	1 000,0
max_length	185,0
max_rent	5,0
max_rental_duration	7,0
max_replacement_cost	30,0
min_length	46,0
min_rent	1,0
min_rental_duration	3,0
min_replacement_cost	10,0

Customer Data Summary

Count of Customers Data ..	1,0
count_rows	599,0
modal_store_id_value	1,0

Film and Rental Data Summary:

Average Rental Duration: **5 days**

Average Replacement Cost: **$15**

Most Common Rating: **PG-13**

These metrics are vital for refining inventory strategies, setting pricing standards, and targeting premium services.

Customer Data Summary:

Total Customers: **599**

Store Data indicates all customers belong to a single store ID (modal_store_id_value = 1).

This slide integrates top customer data and summary statistics for rental and film performance. It highlights the importance of high-value customers and provides a summary of key operational metrics that influence overall profitability and decision-making.

Tableau Link – Click Here & Here & Here

Summary and Recommendations

Key Insights:

Focus on top-performing regions (e.g., India, China, USA).

Invest in popular genres (Sports, Animation, Sci-Fi).

Target high-value customers for retention.

Recommendations:

Expand Streaming Services: Prioritize high-revenue regions.

Personalized Marketing: Tailor campaigns to genre preferences.

Loyalty Programs: Retain top customers with exclusive perks.