

# ROCKBUSTER

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## **Tools Used**

Excel, SQL, Tableau, PowerPoint



## **Goal**

Analyze a fictional movie company's data, answer key business questions related to movie revenue, customer behavior, and regional sales, and present the findings in order to aid the company's 2020 strategy



## **Data Source**

Rockbuster Data Set

## SKILLS DEMONSTRATED



Relational  
Databases



Database  
Querying



Filtering



Cleaning &  
Summarizing



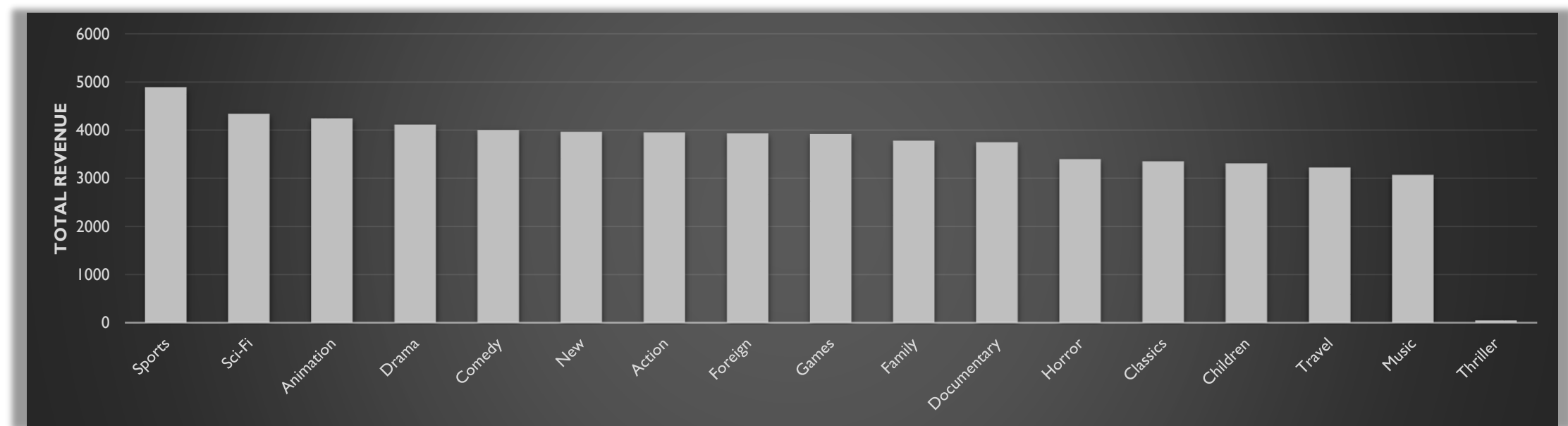
Subqueries



Common  
Table  
Expressions



Query  
Optimization

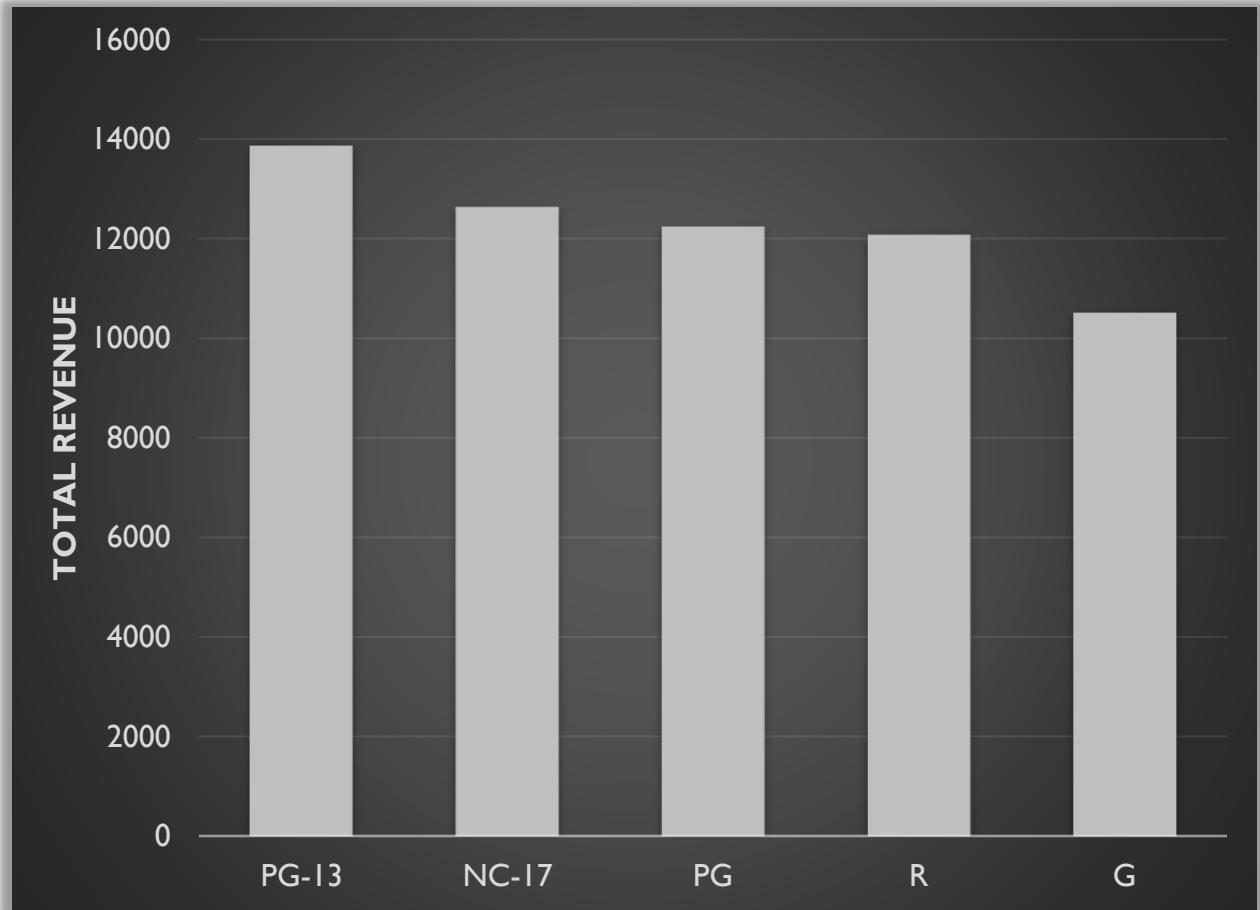


## KEY TAKEAWAY #1

The highest revenue movie genres are sports, sci-fi, animation, drama, and comedy.

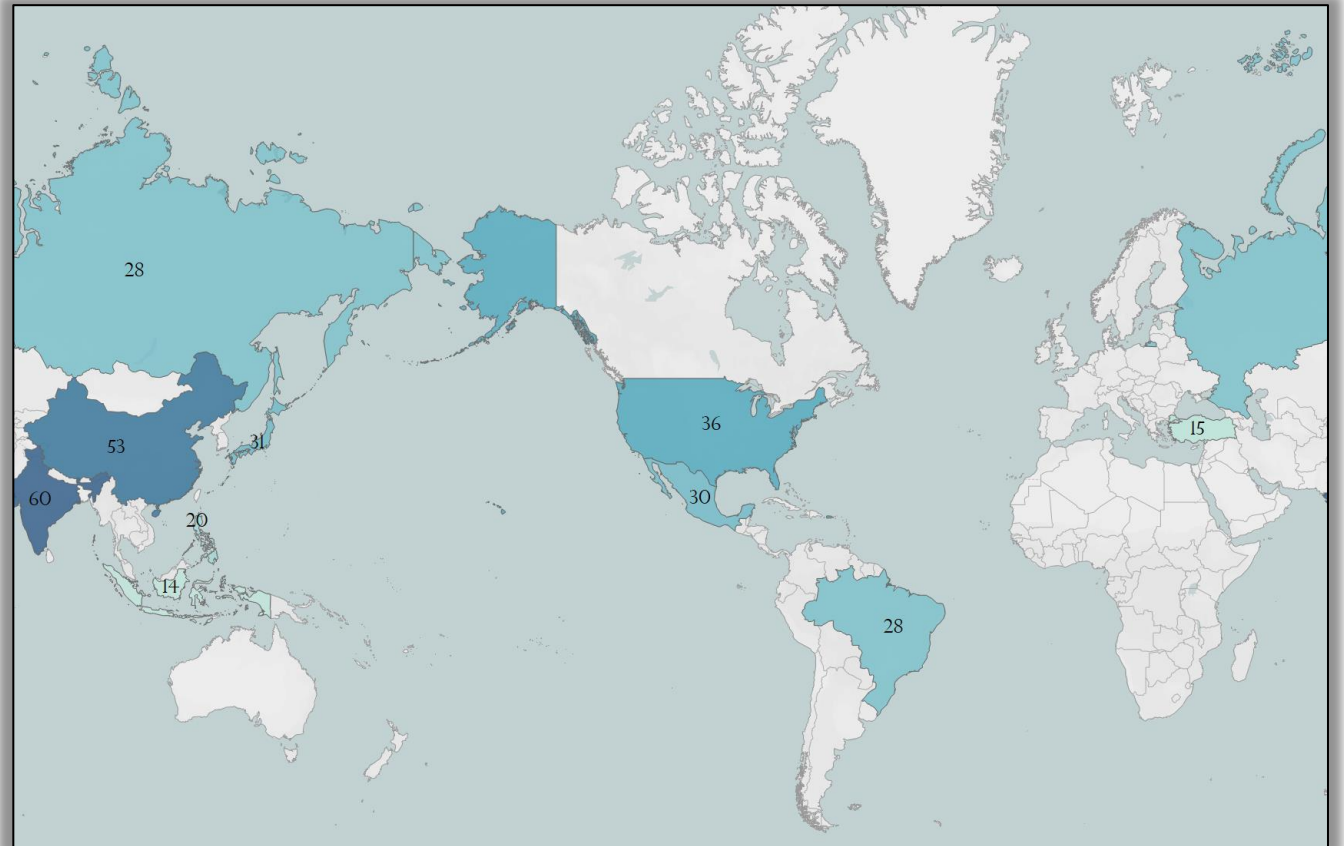
## KEY TAKEAWAY #2

Movies with a PG-13  
MPAA rating bring in the  
most revenue.



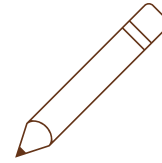
## KEY TAKEAWAY #3

The highest revenue countries are India, China, The United States, Japan, and Mexico (in that order).



[Tableau Link](#)

# PROJECT LINKS



Project Brief



Data Dictionary



Example SQL Queries



Final Presentation

THANK YOU!

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