

ROCKBUSTER STEALTH PROJECT ANALYSIS

Rockbuster Stealth LLC: A Movie Rental Comapny



INTRODUCTION:

The Rockbuster Stealth Data Analysis Project by CareerFoundry uses PostgreSQL to analyse data from a fictional movie rental company.

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licences to launch an online video rental service to stay competitive.

OBJECTIVE:

The primary objective of this data analysis project is to equip Rockbuster Stealth with actionable insights derived from a comprehensive examination of their film inventory, customer data, and payment records. The focus is on harnessing the power of SQL to answer key business questions and support decision-making for the company's 2020 strategy.

THE DATA SOURCE:

The Rockbuster database was utilised for the analysis. The data includes tables pertaining to video collection information such as customer, film, rental, and film category, to name a few.

[The Rockbuster Dataset](#)

KEY QUESTIONS:

The Rockbuster Stealth Management Board has asked a series of business questions, and they expect data-driven answers that they can use for their 2020 company strategy. Here are the main questions they'd like to answer:

- ▶ Which movies contributed the most or least to revenue gain?
- ▶ What was the average rental duration for all videos?
- ▶ Which countries are Rockbuster customers based in?
- ▶ Where are customers with a high lifetime value based?
- ▶ Do sales figures vary between geographic regions?

TOOLS:

- ▶ Microsoft Excel,
- ▶ Microsoft Word,
- ▶ Microsoft PowerPoint,
- ▶ Tableau,
- ▶ PostgreSQL

DATA OVERVIEW



1000 Films

Maximum

Minimum

Average



Film Length

185
mins

46
mins

115.2
mins



Rental Duration

7

5

3



Rental Rate

\$4.99

\$0.99

\$2.98



Replacement Cost

\$29.99

\$9.99

\$19.98



2 stores



599 customers.



599 cities.



109 countris.

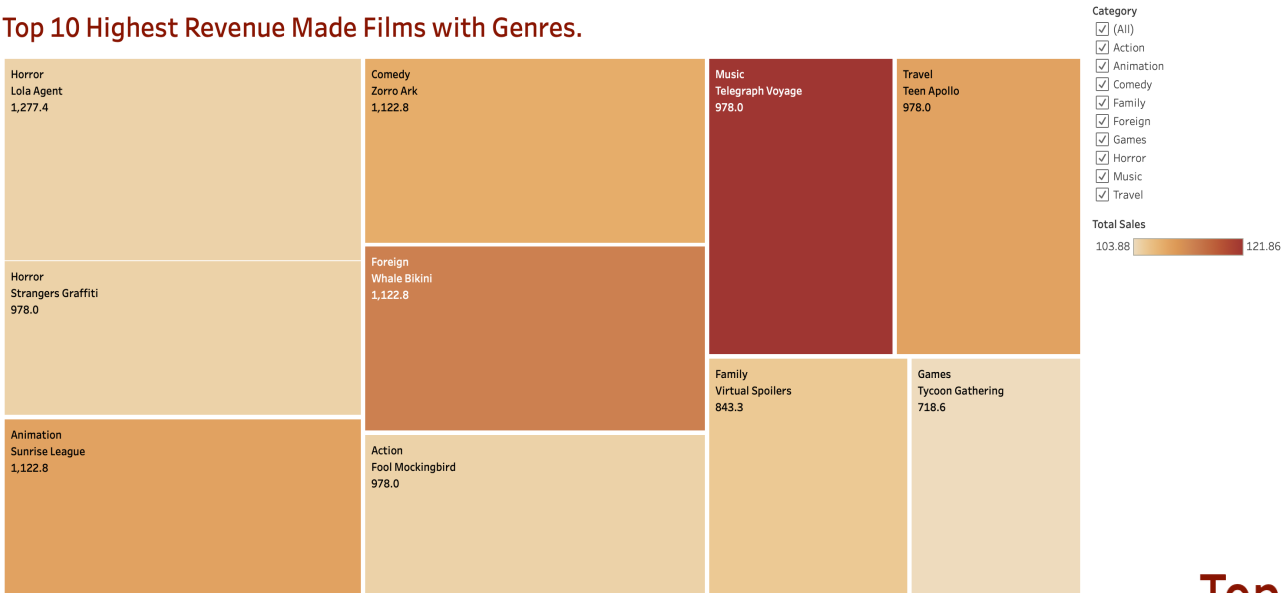
ENTITY RELATIONSHIP DIAGRAM

Extract an entity relationship diagram (ERD) and create a first draft of a Data Dictionary.



DATA ANALYSIS AND VISUALIZATION

Top 10 Highest Revenue Made Films with Genres.

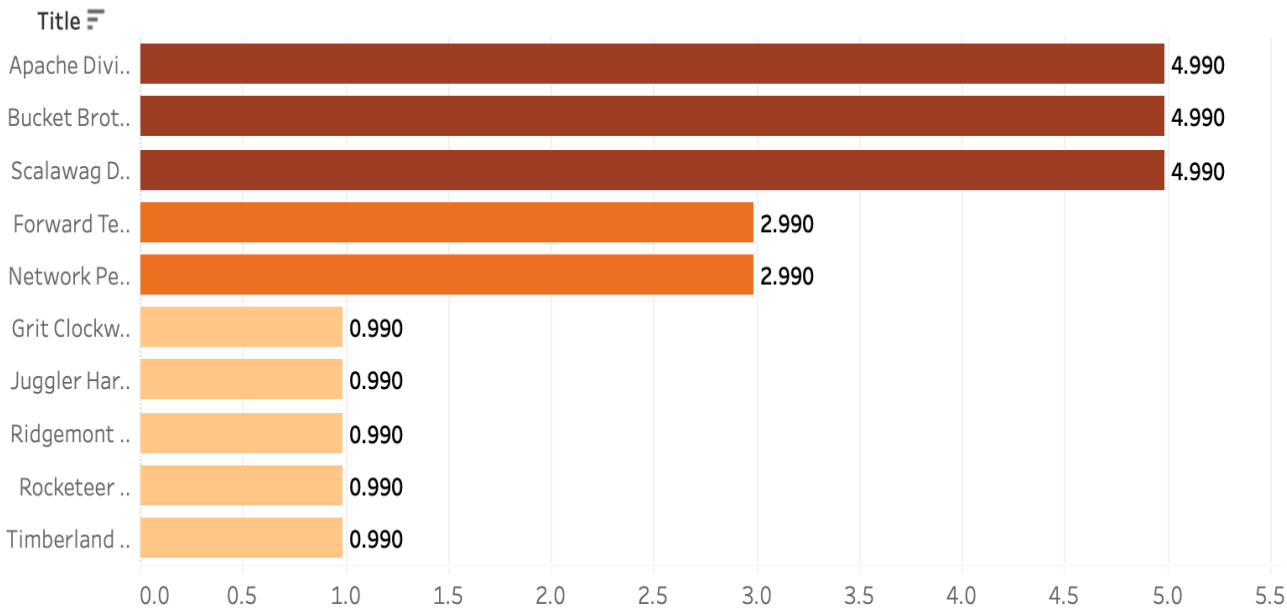


This treemap graph depicts the top ten highest-grossing films for Rockbuster, with a total revenue of **1277.4 dollars**. The Lola Agent is the highest-grossing picture, while The Telegraph Voyage is the best-selling.

Which movies contributed the most to revenue gain?

The bar chart displays the top ten rented movies, with Apache Divine, Bucket Brotherhood, and Scalawag Duck ranking as the top three most rented films. Following closely behind are Forward Temple and Network Peak, indicating a strong preference among customers for these particular movies. This suggests that these movies are highly popular and in-demand among Rockbuster's customer base.

Top ten Rented Movies



What was the average rental duration for all videos?

Rental Duration	min_rental_duration	max_rental_duration	avg_rental_duration	count_rental_duration	count_rows
	3	7	49.850	1000	1000
Rental Rate	min_rental_rate	max_rental_rate	avg_rental_rate	count_rental_rate	count_rows-2
	0.99	4,99	2.980	1000	1000
Length	min_length	max_length	avg_length	count_length	count_rows-3
	46	185	115.272	1000	1000
Replacement Cost	min_replacement_cost	max_replacement_cost	avg_replacement_cost	count_replacement_cost	count_rows-4
	9,99	29.99	20	1000	1000

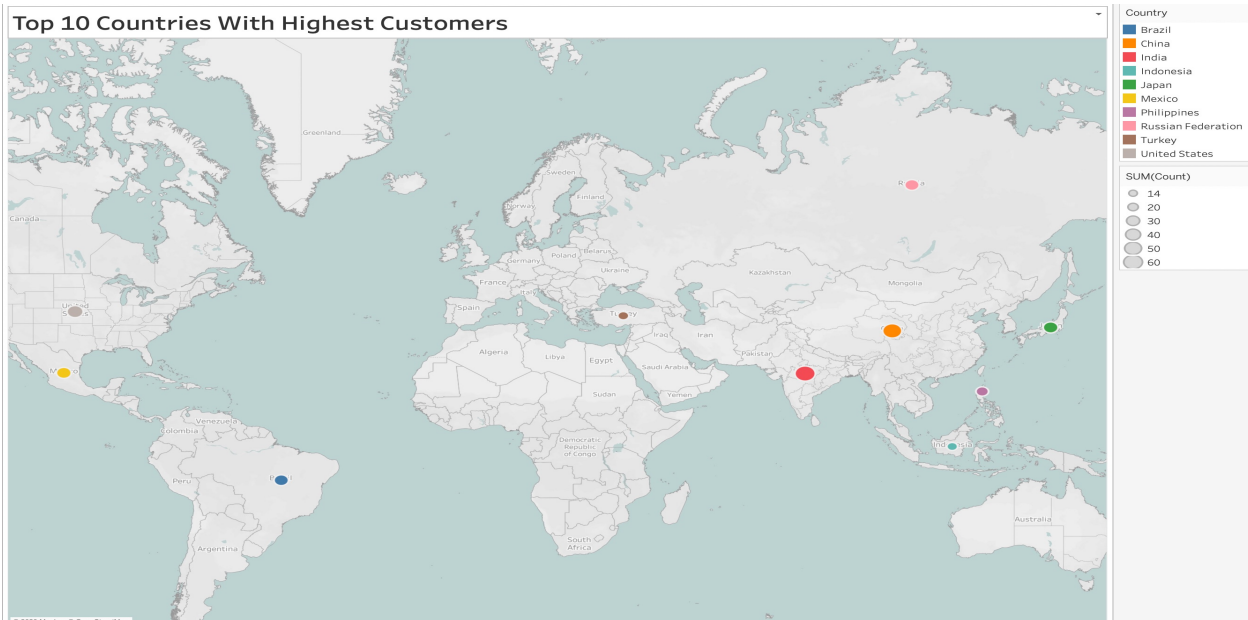
All videos have an average rental duration of 49.850 minutes. This simple computation addresses the fundamental question presented by Rockbuster's management team, This estimate will assist the team in understanding their movie rental period, rental rate, movie length, and replacement cost. It will also assist them in viewing movie performances and demand, as well as revenue from various perspectives.

Do sales figures vary between geographic regions?

This computation displays the top ten films by sales and revenue in various areas. Canada looks to have a higher overall sales figure (668.16) than Australia (633.17). This shows that, based on the data presented, sales statistics vary by region, with Canada having larger overall sales than Australia. To draw more solid conclusions and comprehend the relevance of this discrepancy, you may wish to undertake more statistical analysis and analyse other data points.

film_title	total_sales	total_revenue	category	country
Telegraph Voyage	121.86	978.04	Music	Canada
Whale Bikini	113.85	1122.75	Foreign	Canada
Teen Apollo	109.86	978.04	Travel	Australia
Sunrise League	109.85	1122.75	Animation	Canada
Zorro Ark	108.85	1122.75	Comedy	Canada
Virtual Spoilers	105.87	843.31	Family	Australia
Fool Mockingbird	104.86	978.04	Action	Canada
Strangers Graffiti	104.86	978.04	Horror	Australia
Lola Agent	104.84	1277.44	Horror	Australia
Tycoon Gathering	103.88	718.56	Games	Canada

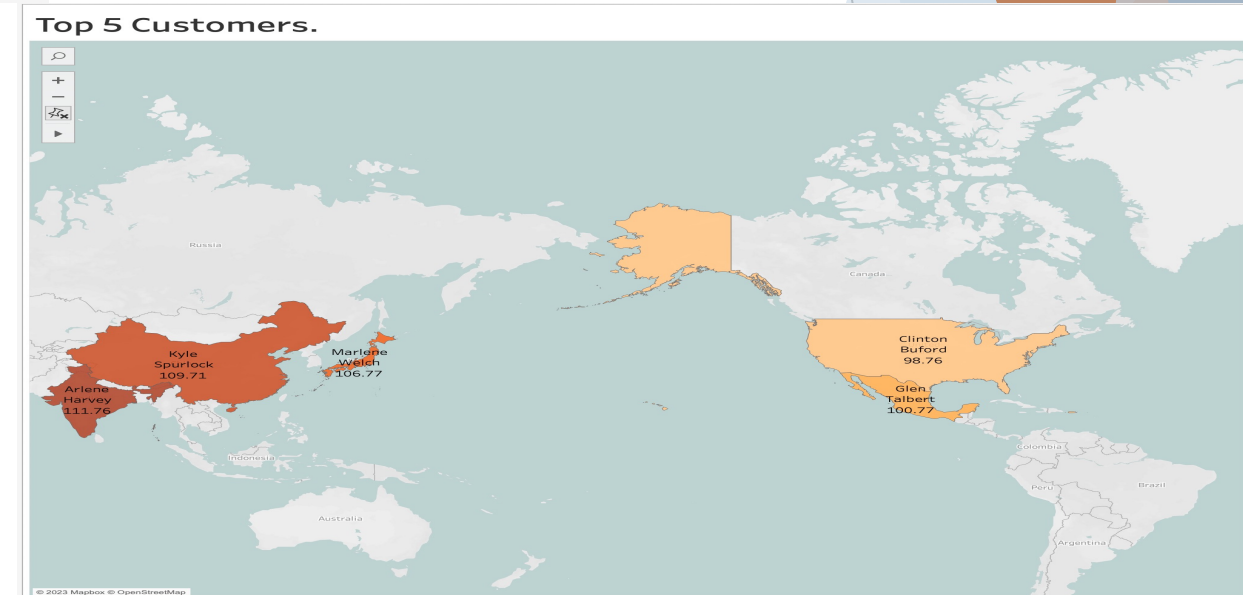
GEOSPATIAL ANALYSIS



Which countries are Rockbuster customers based in?

The top 10 nations by number of Rockbuster customers are represented on a map in this graph. The countries with the most Rockbuster users are BARAZIL, CHINA, INDIA, JAPAN, MAXICO, PHILIPPINES, RUSSIA, TURKEY, AND THE UNITED STATES.

The top 5 customers from the top ten countries that gave Rockbuster the highest overall payment are represented in this graph.





Recommendations

To successfully transition from a traditional film rental business to an online platform and effectively compete with other online film rental companies, consider the following recommendations:

User-Friendly Website and App: Develop a user-friendly and intuitive website and mobile app that makes browsing, searching, and renting films a seamless experience. Ensure the interface is responsive, visually appealing, and easy to navigate.

Diverse Film Collection: Offer a vast and diverse collection of films spanning different genres, languages, and eras. Cater to various tastes and preferences, ensuring there's something for everyone.

Personalized Recommendations: Implement a robust recommendation system that suggests films based on users' viewing history, ratings, and preferences. This enhances user engagement and encourages them to explore new titles.

Flexible Subscription Plans: Provide flexible subscription plans catering to different needs, such as unlimited streaming, pay-per-view, or bundled packages. Allow customers to adjust their plans based on their viewing habits.

Exclusive Content and Premieres: Partner with independent filmmakers or acquire exclusive rights to certain films. Hosting premieres and exclusive content can attract dedicated audiences.

Transparent Pricing: Clearly communicate pricing details, including subscription fees, rental costs, and any additional charges. Avoid hidden fees to build trust with customers.

High-Quality Streaming: Invest in robust streaming technology to deliver high-quality video and audio experiences. Smooth playback without buffering issues is crucial for customer satisfaction.

Customer Reviews and Ratings: Integrate a review and rating system for films, allowing users to share their opinions. This adds credibility and helps users make informed choices.

Social Engagement: Utilize social media platforms to engage with your audience. Conduct film-related discussions, contests, and interactive events to build a sense of community around your platform.

Responsive Customer Support: Provide efficient customer support through multiple channels, such as live chat, email, and phone, to address any issues or inquiries promptly.

Partnerships and Promotions: Collaborate with other entertainment-related businesses, such as cinemas or streaming platforms, for cross-promotional campaigns and exclusive offers.

Data Security and Privacy: Assure users of their data security and privacy. Implement strong encryption, secure payment gateways, and transparent data usage policies.

Continuous Innovation: Stay up-to-date with industry trends and emerging technologies. Regularly update your platform with new features and improvements to stay competitive.

- By implementing these recommendations, ROCKBUSTER film rental company can create a compelling online presence, attract a loyal customer base, and successfully compete in the dynamic landscape of online film rental services.



Thank You.

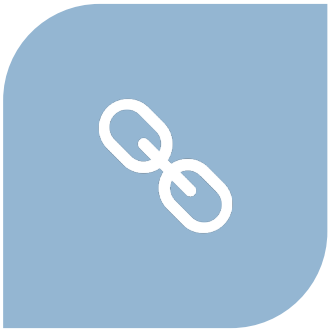
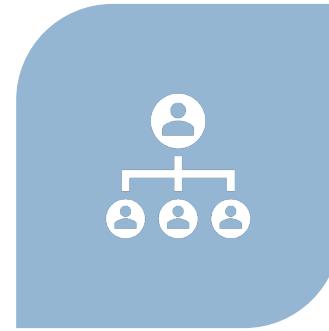


TABLEAU LINK.



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GITHUB