

ROCKBUSTER STEALTH LLC DATABASE ANALYSIS

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BACKGROUND

Rockbuster

Rockbuster Stealth LLC is a former global movie rental company franchise. In response streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management aims to leverage its existing movie licenses by launching an online video rental service to remain competitive in the market.

OBJECTIVE

Use data driven insights to respond to important business inquiries regarding revenue, customer actions, and regional sales for 2020 company strategy.

PROCEDURE

Regional databases, Database querying, Filtering, Cleaning & Summarizing, Joining tables, Subqueries, Common table expressions, Query optimization.

TOOLS USED

Excel, SQL, Tableau & DbVisualizer



KEY QUESTIONS

Which countries are Rockbuster customers based in?

Where are customers with a high lifetime value based?

Which movies contributed the most / least to revenue gain?

What was the average rental duration for all videos?

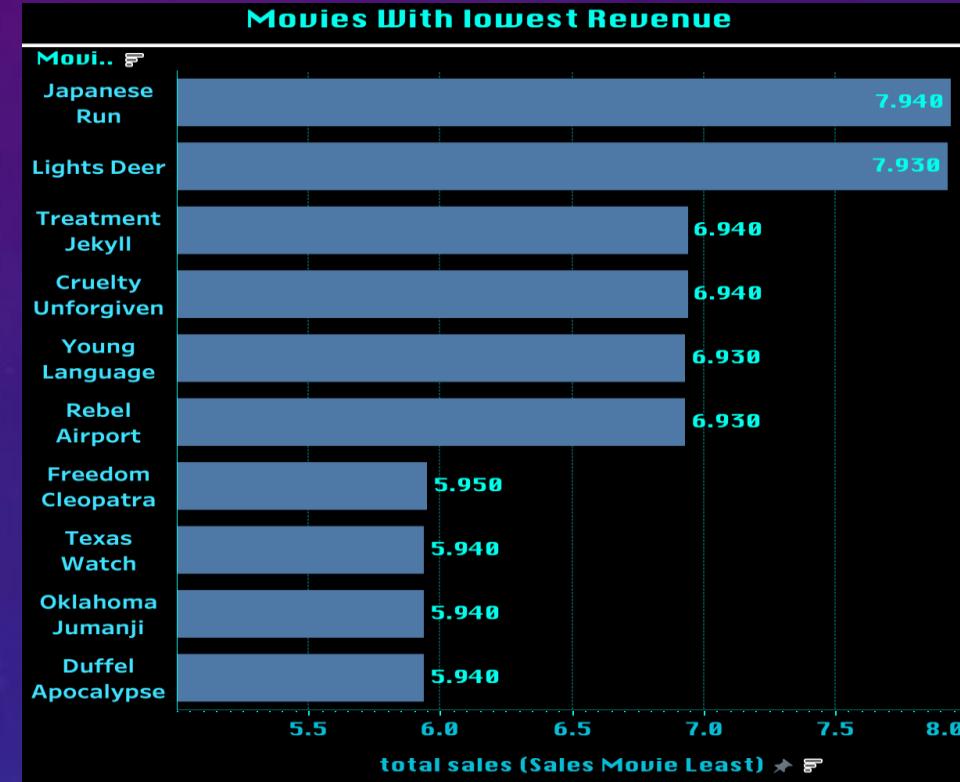
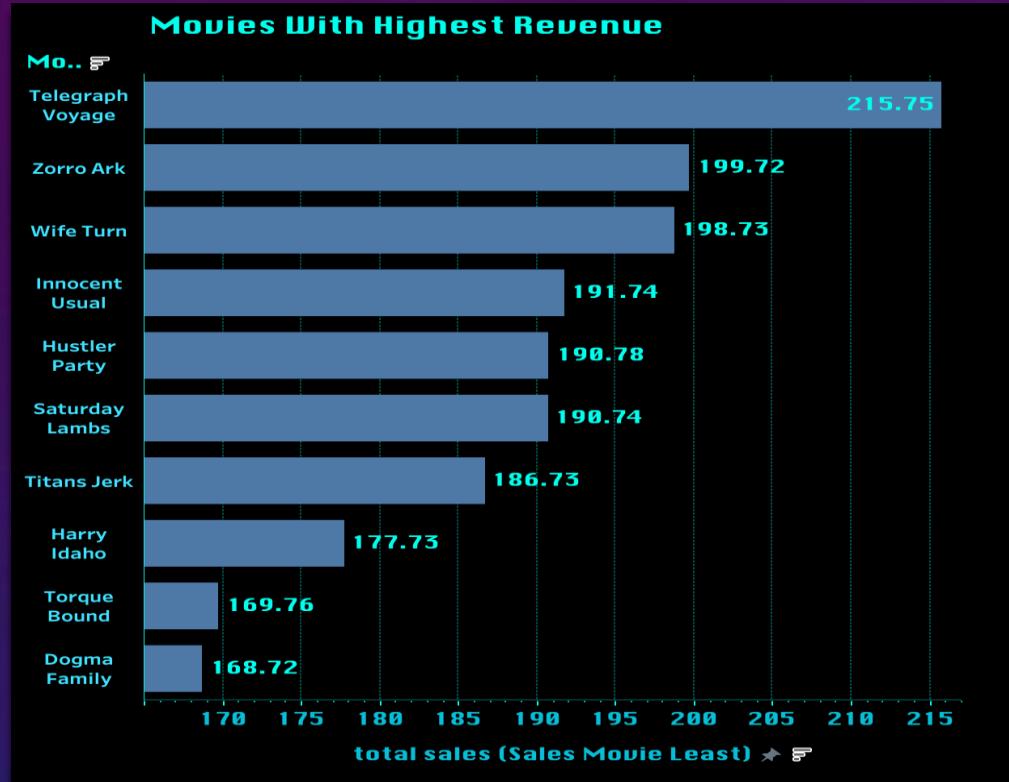
What about genres and revenue?

Do sales figures vary between geographic regions?





WHICH MOVIES CONTRIBUTED THE MOST/ LEAST TO REVENUE GAIN?



Leverage Popular Titles:

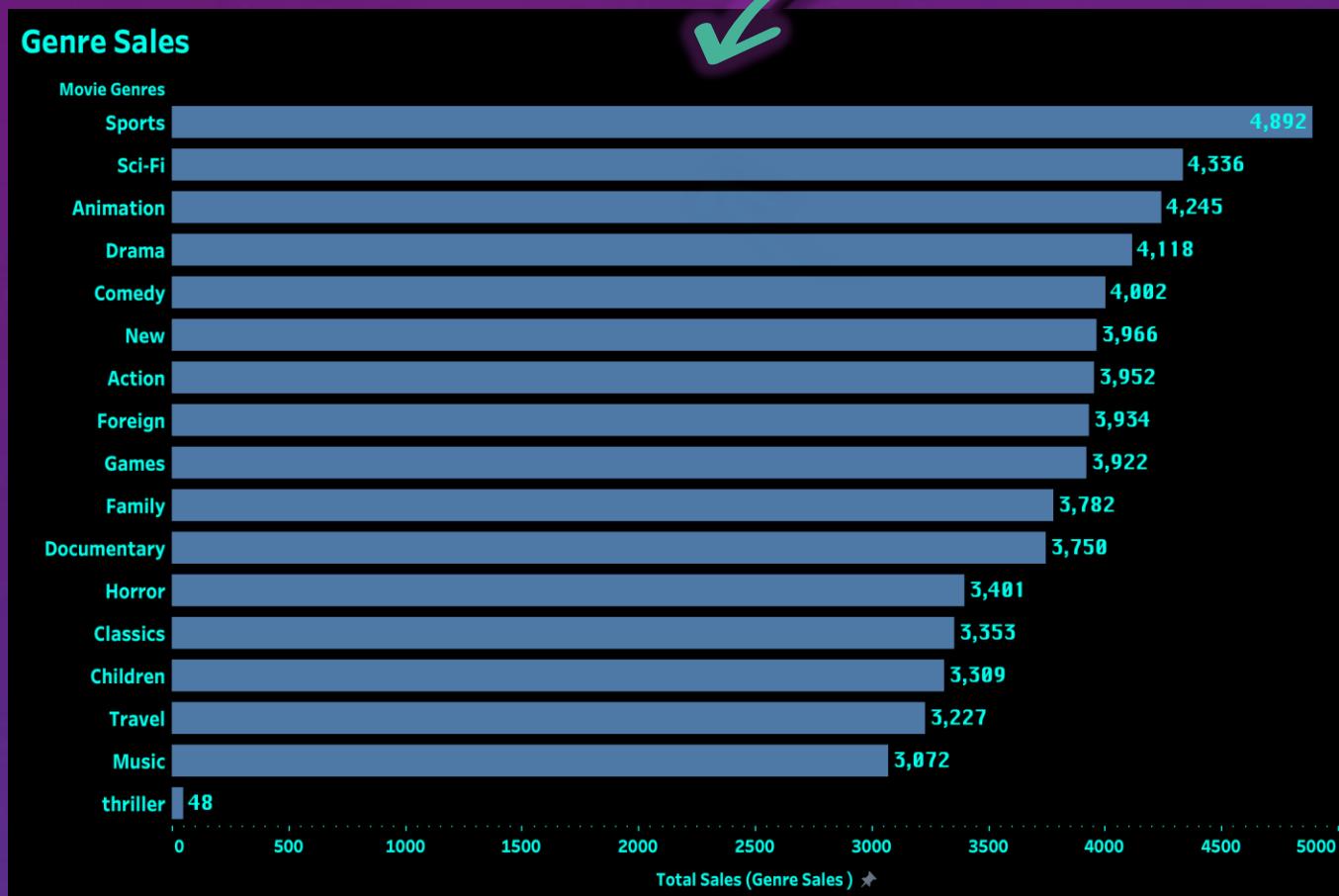
Promote the top revenue-generating movies like Telegraph Voyage and Zorro Ark through curated lists or special offers to capitalize on their popularity.

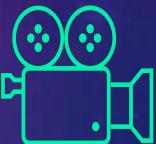
SALES BY RATING

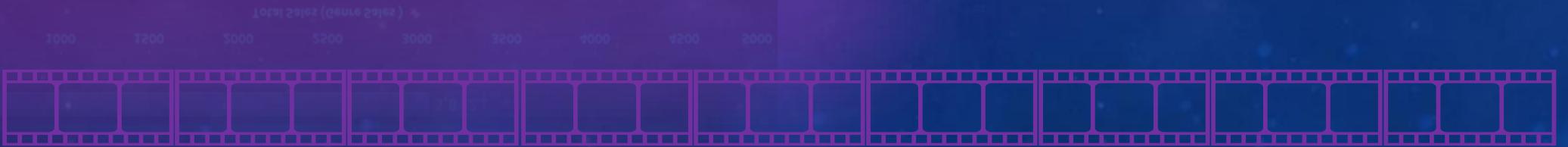
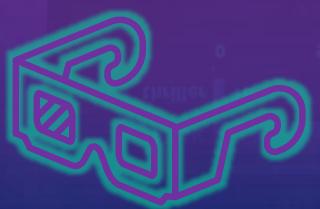
PG-13	13,856
NC-17	12,635
PG	12,237
R	12,073
G	10,512



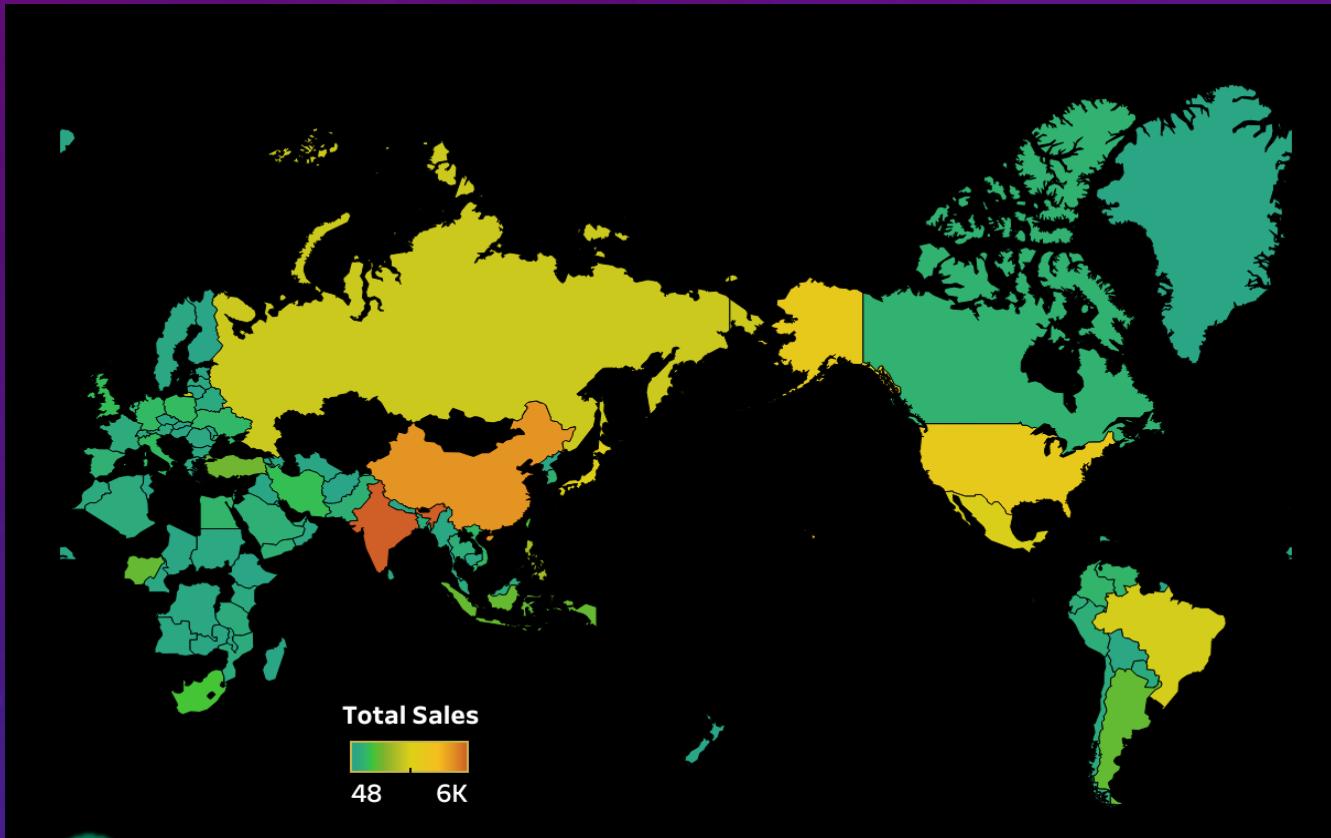
WHAT ABOUT GENRES AND REVENUE?



 **Sports** films top the charts with the highest total sales, followed by **Sci-Fi** and **Animation** movies

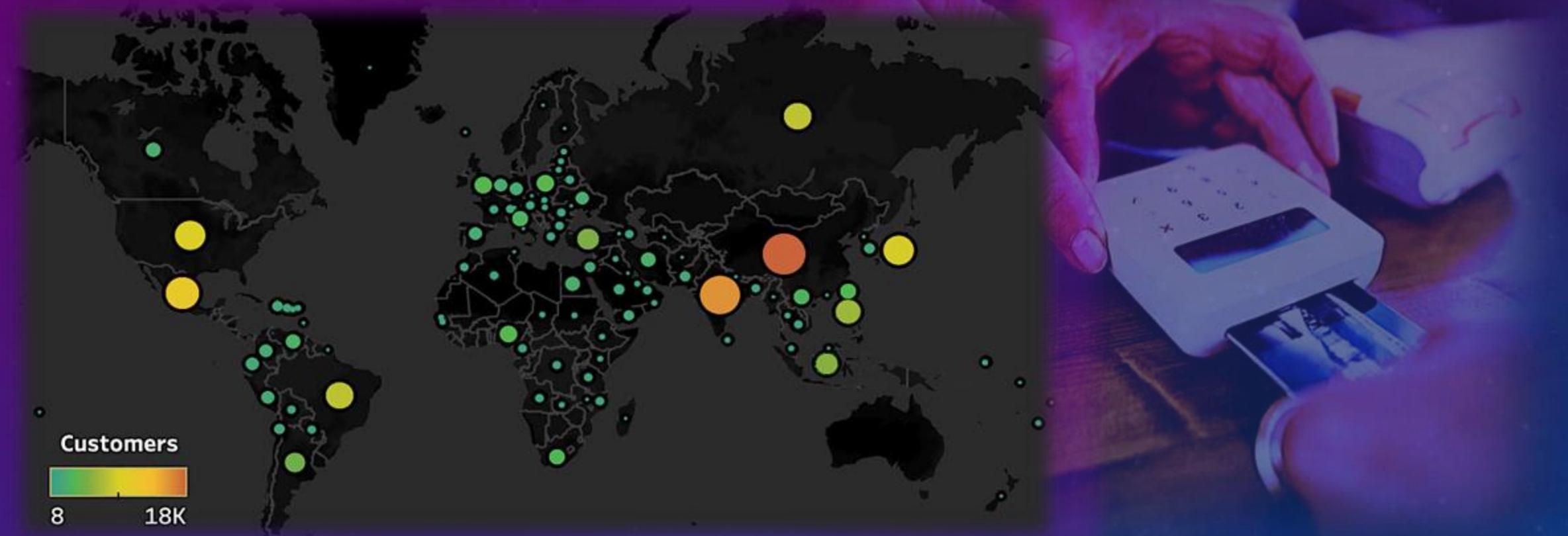


DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?



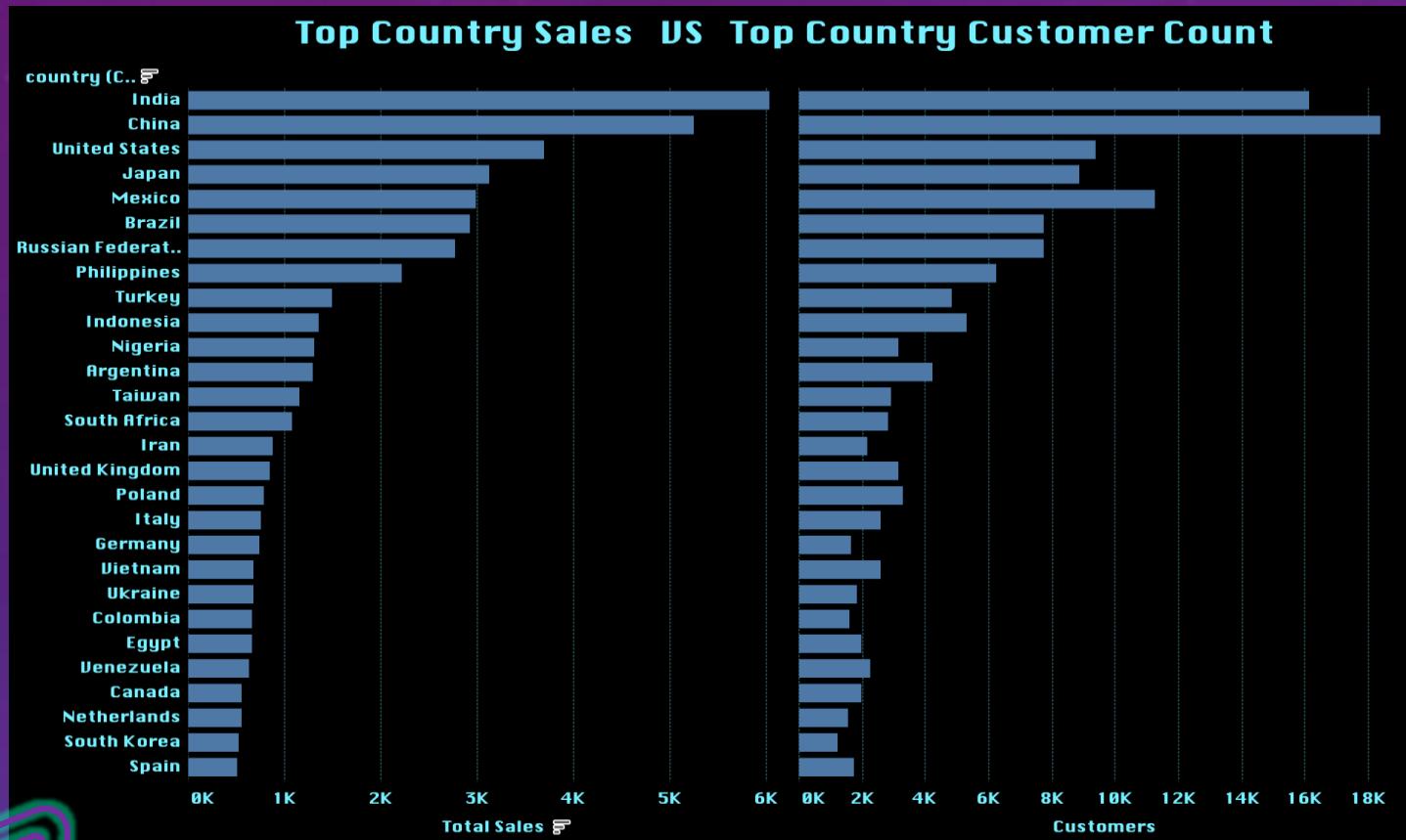
India	6,035
China	5,251
United States	3,685
Japan	3,123
Mexico	2,985
Brazil	2,919
Russian Federation	2,766
Philippines	2,220
Turkey	1,498
Indonesia	1,353
Nigeria	1,315
Argentina	1,299
Taiwan	1,155
South Africa	1,069
Iran	878
United Kingdom	851
Poland	786
Italy	753
Germany	741

WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?



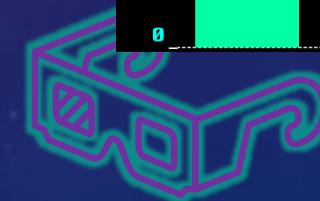
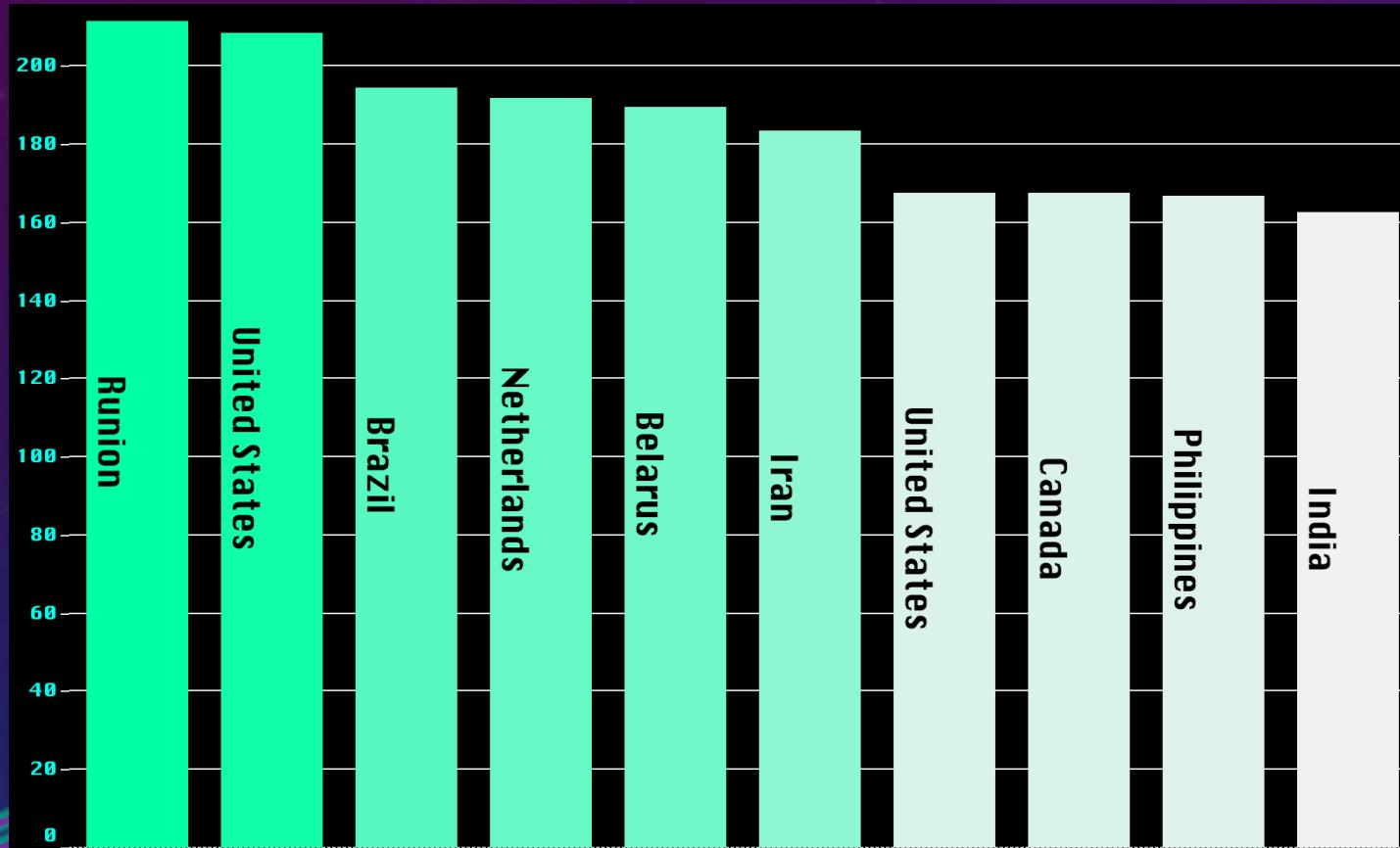
Rockbuster has customers in 109 countries.

Correlations Between Top Country Sales & Top Customer Count



Our top 10 countries are the same for both customer count and total revenue. We can see they follow a similar pattern - it is as expected that higher customers make higher sales numbers for said country.

WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?



Other Insights

Total Customers
599

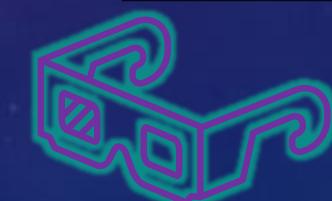
14 Countries have
revenue > \$1000

Total countries
represented 108

Average rental
rate \$2.89

Average rental
duration 5 days

1000 movies catalogues
Across 20 genres



SUMMARY & RECOMMENDATIONS

We can use this data to make informed decisions surrounding the 2020 company strategy for the online video rental launch.

- Advertise in top countries to build on existing customer base
- Implement user recommendations including films based on purchase history as well as top-selling films
- Discard the films that produced no revenue and replace with licensing for newer movies
- Price rentals based on movies' popularity
- Incentivize top paying customers using promotions and coupons for online video rentals

Thank You
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