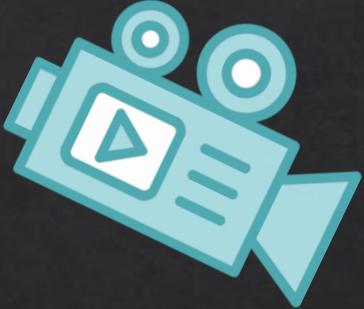


Case Study

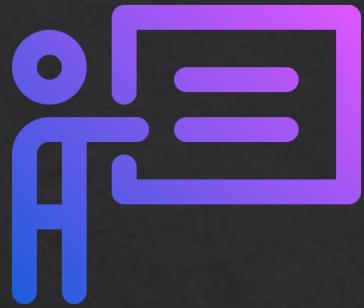
Atika AhmedSudi



Rockbuster

Rockbuster Stealth is shifting from physical storefronts to online streaming services in order to boost revenue, rental duration, customer base, and sales across regions. For the analysis, a data analyst is hired.

Tools: SQL, Tableau and Excel



Introduction

Rockbuster Stealth LLC is aiming to stay competitive in the era of streaming services and plans to establish an internet-based movie rental platform in 2020. To achieve this goal, the company will leverage its existing film licenses and employ its expertise in Data Analysis to derive valuable insights. These insights will assist the business intelligence department in formulating a robust strategy for a successful launch.

Data Collection and Prep

- ❖ Rockbuster Stealth LLC keeps its in-house info – from sales and stock levels to what customers think and how employees feel – all neatly organized in a database. When we want the goods, we fire off some SQL queries. Inside, you'll find numbers and labels like customer IDs, rental dates, movie titles, genres, ratings, prices, and how happy folks are with the service.
- ❖ Data cleaning involves relational databases, the creation of a data dictionary, the creation of an ERD, the filtering of data, the joining of tables, and the execution of subqueries.



Summary Statistics

Number of Films:
1000

Number of
Languages:
1 (English)

Release Year of
All Films:
2006

Min Rental
Duration (days):
3

Max Rental
Duration (days):
7

Avg Rental
Duration (days):
4.985

Min Rental Rate:
\$0.99

Max Rental Rate:
\$4.99

Avg Rental Rate:
\$2.98

Min Movie
Length (min):
46

Max Movie
Length (min):
185

Avg Movie
Length (min):
115

Min Replacement
Cost:
\$9.99

Max
Replacement
Cost:
\$29.99

Avg Replacement
Cost:
\$19.98

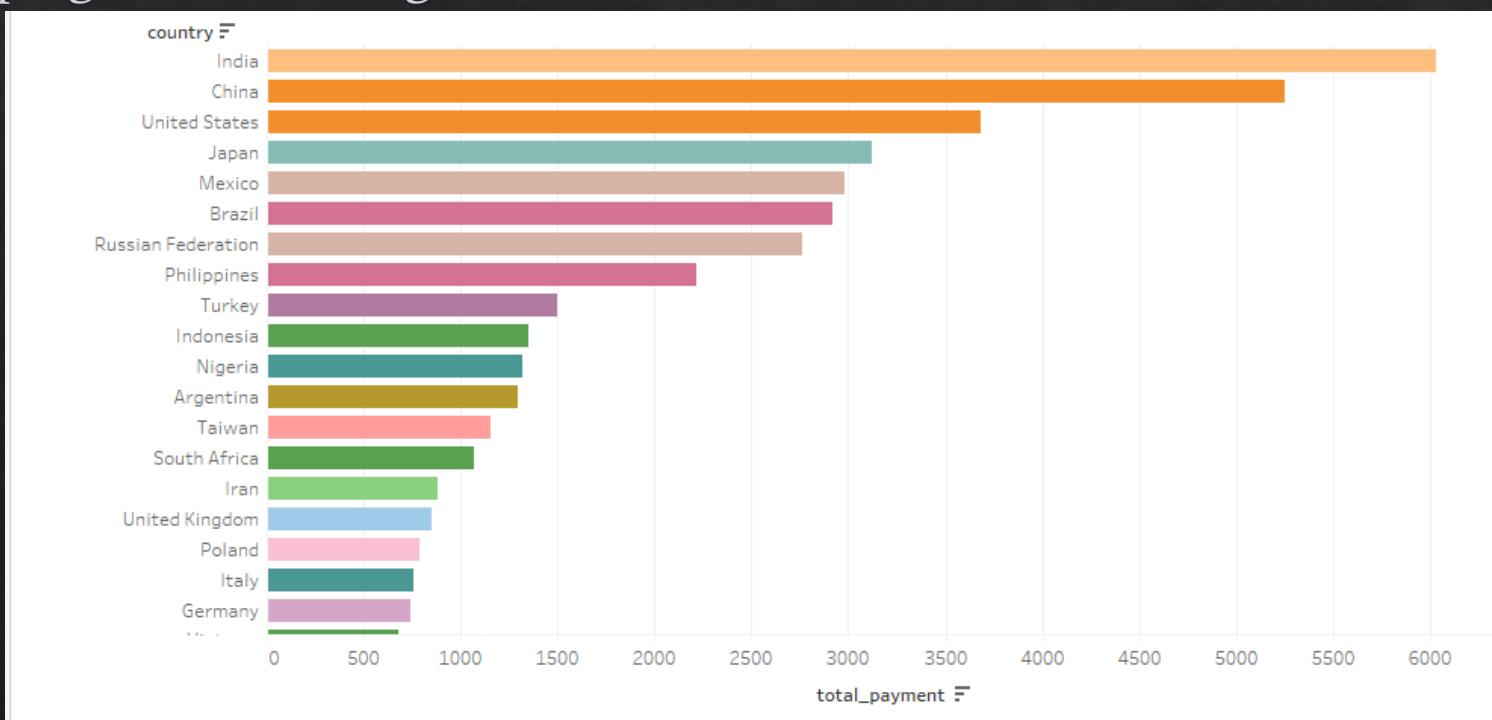
Top 10 Highest Movie Revenue:

Among Rockbuster's array of cinematic gems, a definitive compilation of achievements stands out – the Top 10 Highest Movie Revenue list. These remarkable films have not only graced screens worldwide but have also significantly contributed to Rockbuster's financial success. Their substantial earnings play a key role in the overall triumph of the film collection, showcasing blockbuster accomplishments.

Film ID	Movie	Genre	Revenue
	Ridgemont		
730	Submarine	New	\$110.72
892	Titanic Boondock	Animation	\$149.78
286	Enough Raging	Travel	\$51.84
664	Patriot Roman	Action	\$52.85
550	Maguire Apache	Family	\$33.91
504	Kwai Homeward	Drama	\$42.8
580	Mine Titans	New	\$138.83
982	Women Dorado	Action	\$38.81
315	Finding Anaconda	Family	\$26.9
992	Wrath Mile	Documentary	\$22.87

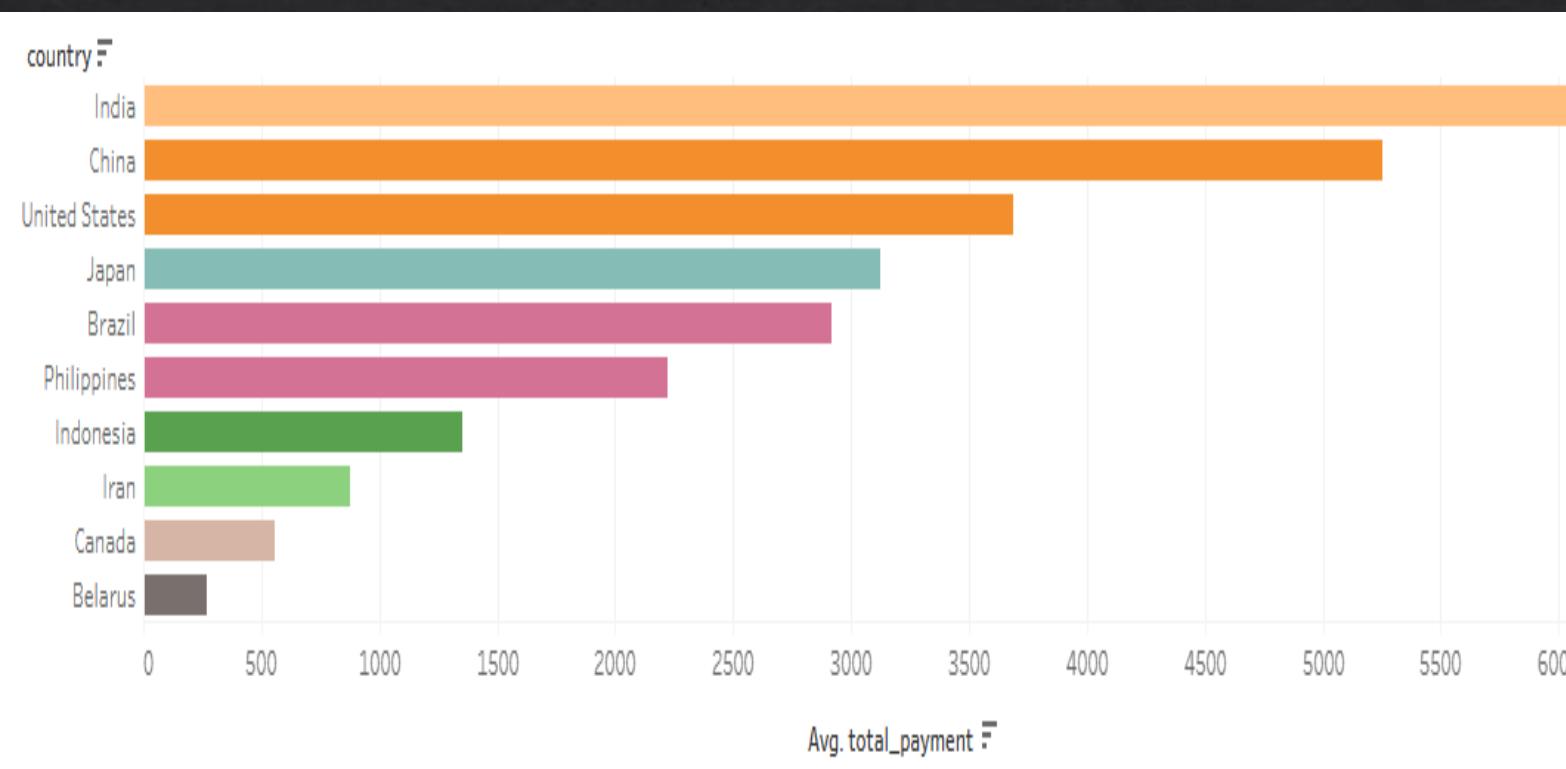
Countries with the Highest Revenue

Amidst the intricate web of revenue dynamics, specific countries emerge as noteworthy players. Through detailed analysis, it becomes clear which nations have made the most substantial contributions to Rockbuster's financial well-being. This league of top contributors spans continents, encompassing India, China, the USA, Japan, and Mexico. Their inclusion underscores their pivotal role in shaping Rockbuster's global cinematic narrative.



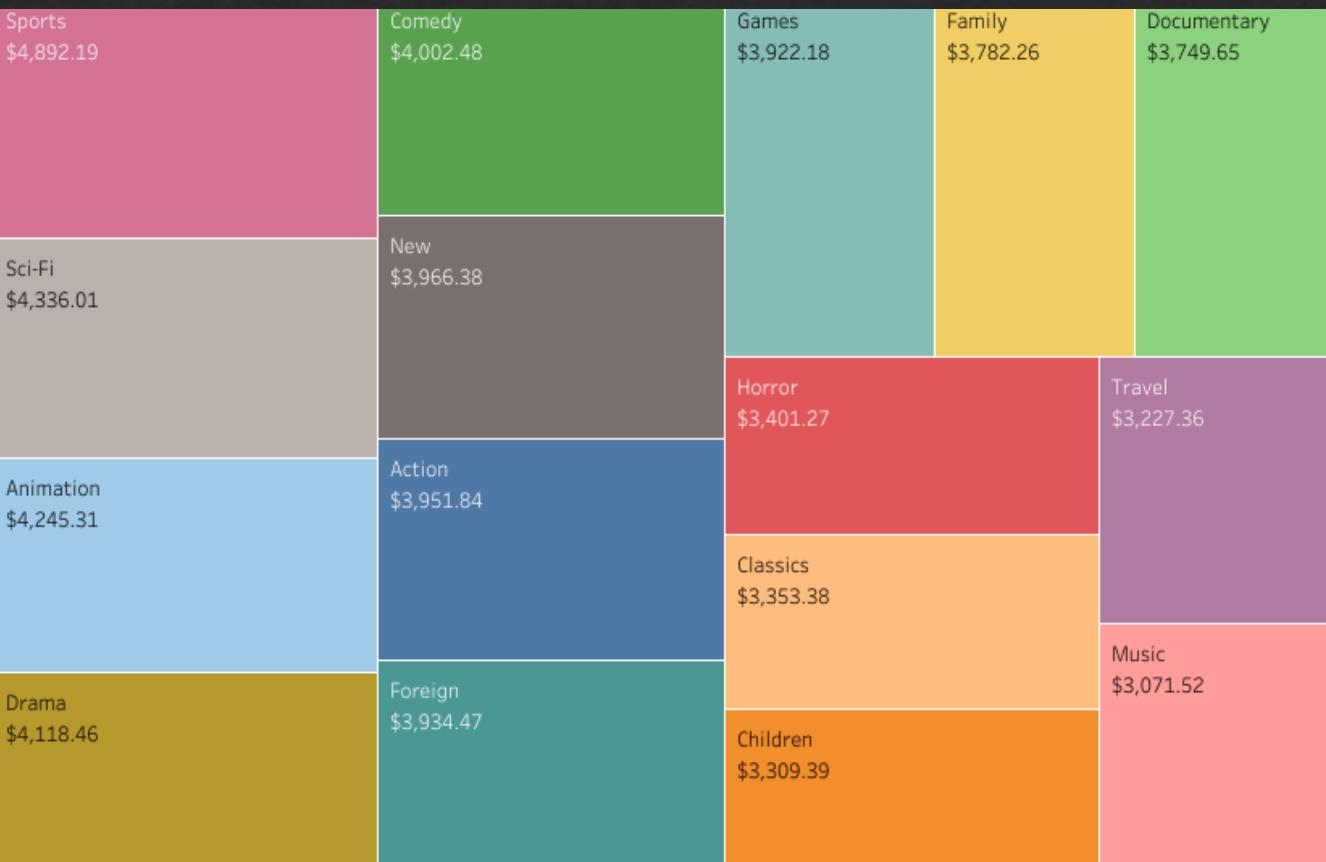
Average Revenue of Top 10 Countries:

The crescendo of revenue orchestration reaches its peak as we delve into the average financial contributions of these distinguished nations. Here, we shine a spotlight on India, China, the USA, Japan, and Brazil. The financial impact of each nation, when combined harmoniously, creates a symphony that echoes throughout Rockbuster's international cinematic journey.



Rating by Genres

Genres, the threads that weave the fabric of cinema, reveal Rockbuster's multifaceted triumphs. Through insightful revenue analysis, specific genres rise to prominence – Sports, Sci-Fi, Animation, Drama, and Comedy. These genres stand as pillars, upholding Rockbuster's reputation, captivating audiences, and boosting revenues.



Countries where Customers are Based:

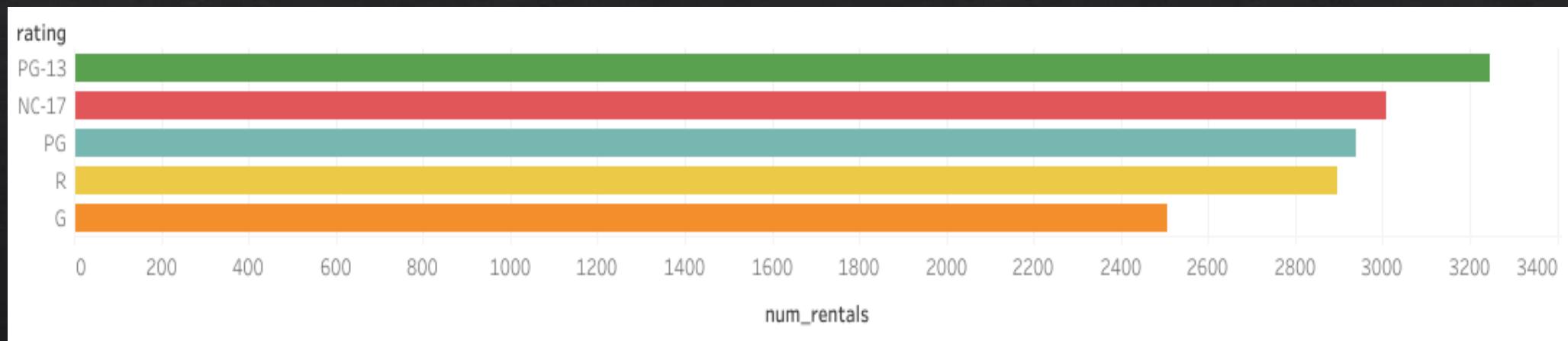
Beneath the glamour lies the essence of any cinematic empire – the audience. Rockbuster's skill in understanding these patrons' demographics and preferences is evident. The fusion of revenue and geographical analyses unveils the core of Rockbuster's global reach, affirming the company's ability to create an engaging online presence.



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MPAA Ratings:

In the realm of movie ratings, intrigue abounds. Exploring rental rates uncovers audience preferences. The PG-13 rating emerges as a standout, commanding the highest financial allegiance. Following closely are NC-17, PG, and R ratings. Notably, the G rating maintains its presence, a reminder that amidst diverse preferences, a balanced cinematic experience thrives.



Results

- ❖ Rockbuster Stealth LLC's reach spans the globe, drawing in a diverse tapestry of customers. Notably, India, China, Japan, Mexico, and the United States, emerge as strongholds of both revenue and customer loyalty. Curiously, popular movie genres paint different strokes in each of these countries – "Sports" finds enthusiasts in India, the United States, and Mexico, while "Animation" captivates China, and Japan embraces the allure of the "New".
- ❖ The cinematic canvas of 2006 is dominated by movie ratings of "PG-13" and "NC-17." Although India and China house the majority of our audience, our presence extends across a remarkable 109 countries. Anchoring our revenue streams are genres like sports, science fiction, animation, drama, and comedy.
- ❖ Our plan takes shape as a result of these observations. We recommend that you invest in foreign language films, where the appeal of Chinese accents and Indian stories may find resonance. Taking deliberate steps, we suggest expanding our marketing efforts in India, China, the United States, Japan, and Mexico. We intend to paint our cinematic narrative using the fundamentals of sports, sci-fi, animation, drama, and comedy. We advocate adding customer loyalty programmes to this symphony as a show of gratitude to our valued customers.

Thank You

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