

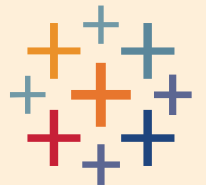
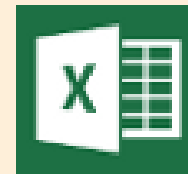
ROCKBUSTER STEALTH



OVERVIEW: RockbusterStealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition, the RockbusterStealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

OBJECTIVE: The goal of the project was to assist the Business Intelligence (BI) department to improve sales. My first task was to load Rockbuster's data (approx. 3 MB, that includes 15 tables) into a relational database management system (RDBMS). Then, I utilized SQL queries to analyze the data and address business questions. To visualize the findings, I employed Tableau, resulting in insights such as the revelation that the revenue gain from the top 10 nations with the highest number of customer accounts accounted for 52% of the total revenue gain. Additionally, I identified the top 10 movies that contributed the 3% to the revenue gain. Based on these insights, the recommendation is to prioritize countries with the majority of customers and focus on the top revenue-generating movies.

TOOLS:



DATA PREPARATION

- ✓ Loaded data into relational data management system;
- ✓ Extracted entity relationship diagram(ERD);
- ✓ Created a data dictionary documenting the relationship between tables, keys, data types and other details.

DATA CLEANING

- ✓ Performed CRUD functions to maintain a standardized format, enabling accurate data filtering and summarization for output.

DATA EXTRACTION & ANALYSIS

- ✓ Used Table JOINS, Subqueries, and Common Table Expressions (CTEs) to extract records, providing a comprehensive understanding of the current business status.

VISUALIZATION & STORYRELLING

- ✓ Results from SQL queries were saved in csv files and used to generate visualizations for the final presentation and Tableau visualizations.

BUSINESS OVERVIEW

Total revenue-**\$61,312**

Rental rates- **\$0.99/day** to
\$4.99/day

1000 movies licenses in
inventory

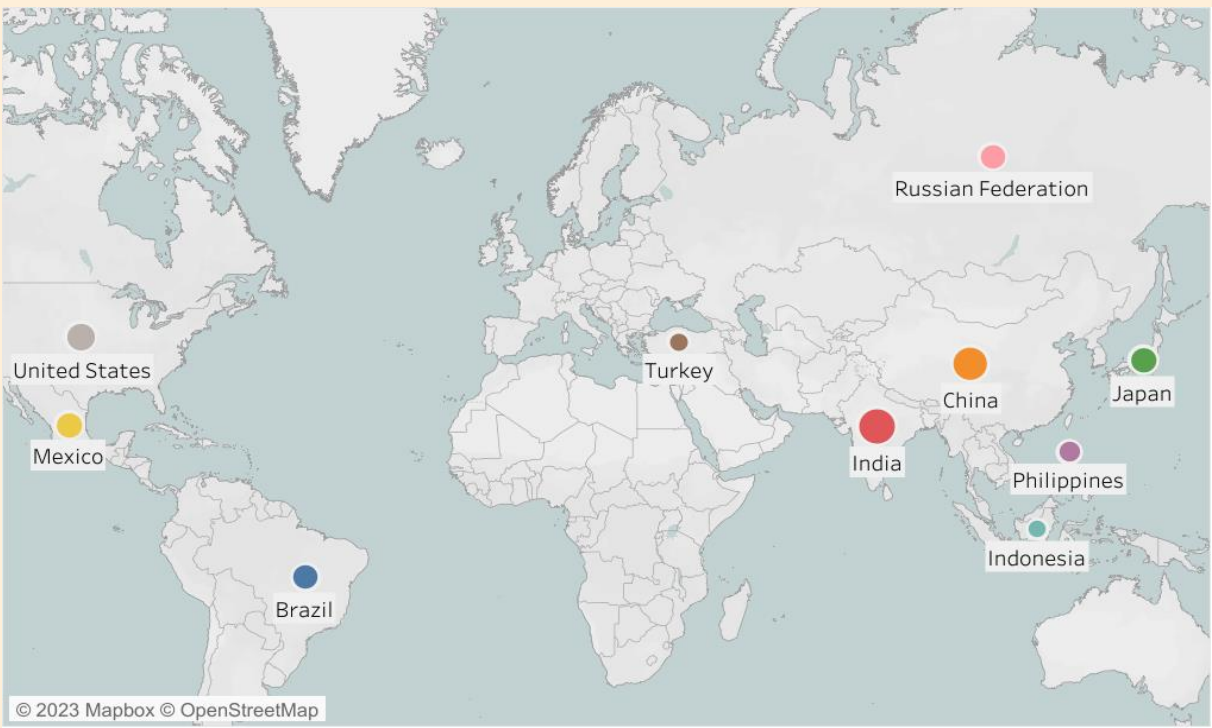
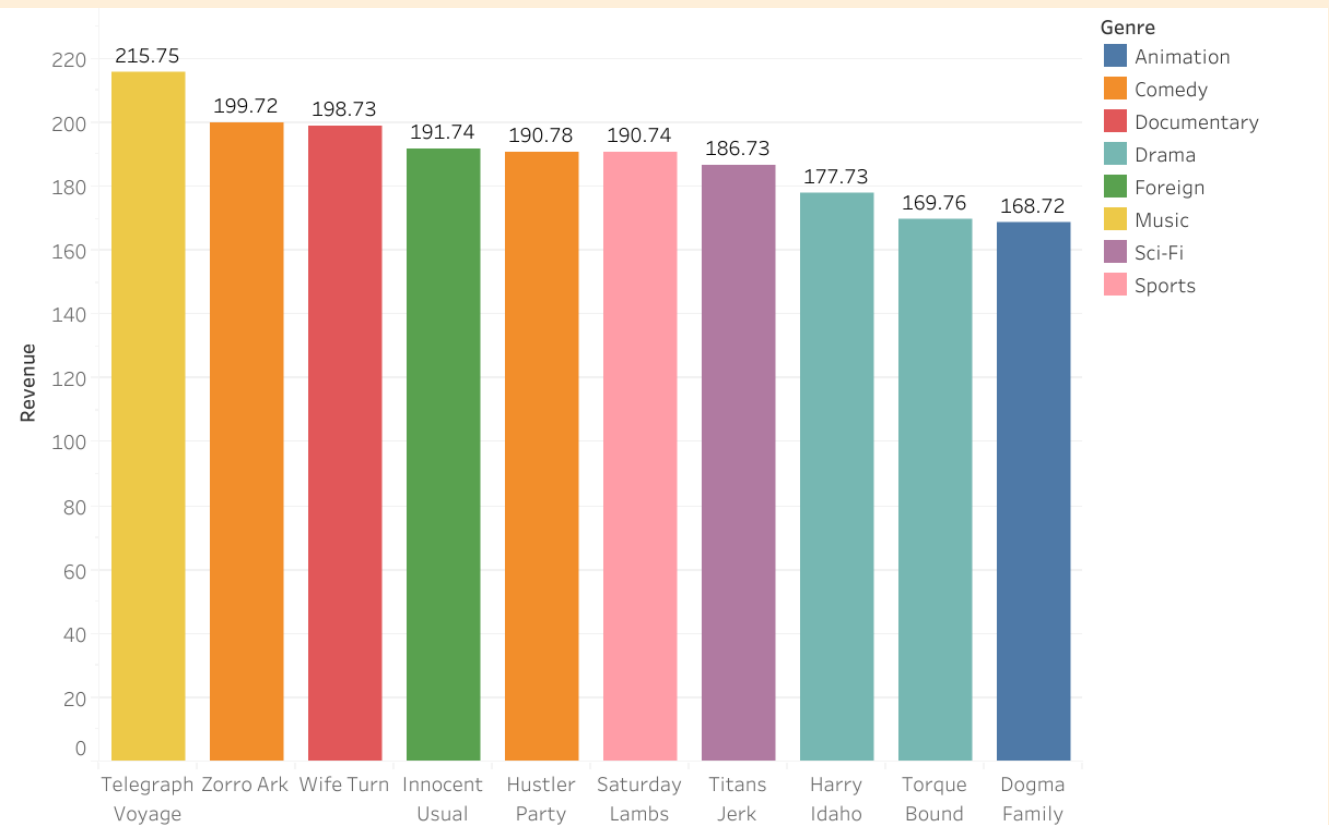
599 Customers in **108**
countries

Average rental duration- **5**
days

Movie length: **46 min-185**
min

RECOMMENDATION

- Top 10 movies contributes **3.08%** to total revenue gain. To increase revenue, it is crucial to concentrate on the top 10 movies genre or type that captivates audience and leave them spell bound.



- The revenue gain from top 10 nations with most customers accounts is **52%** of the entire revenue gain. Therefore, focus on countries like India and China, where majority number of customers are located.

LINKS FOR FURTHER EXPLORATION

- [Rockbuster Power point presentation](#)
- [Rockbuster Stealth LLC Data Dictionary with ERD](#)
- [SQL queries and documentation in GitHub](#)