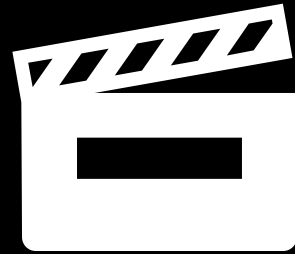


# Rockbuster

## Market analysis



# Rockbuster— Background

Rockbuster, a video rental company, plans to launch a new online video rental service, but competition is high for streaming videos. Members of the stealth management board seek to understand how much revenue different movies generate and in which regions.

## Data sets

- Rockbuster inventory
- 3MB

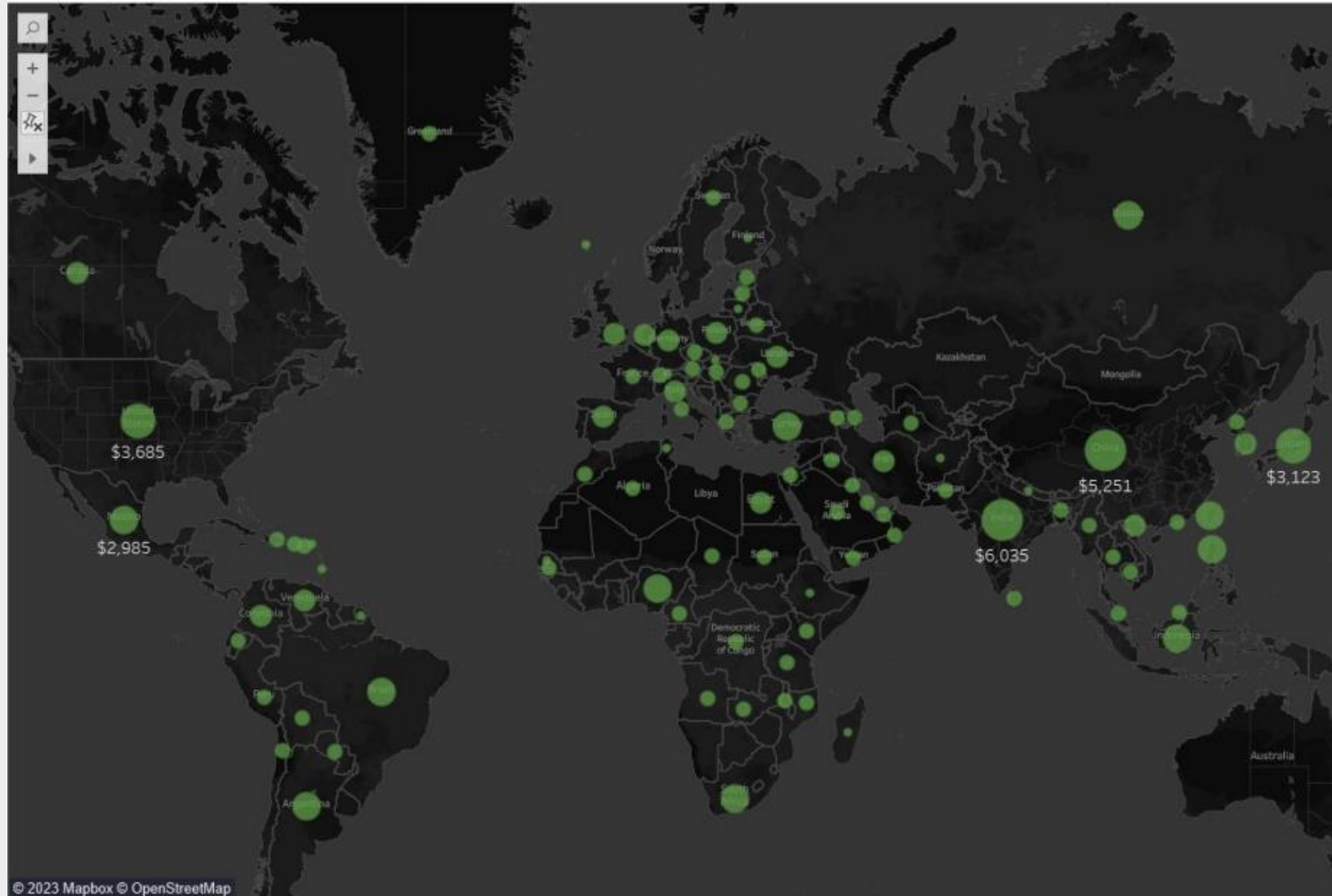
## Tools

- PostgreSQL
- GoogleSheets
- GoogleSlides
- Tableau

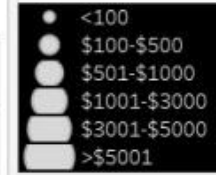
## Analytical Skills

- Relational databases
- SQL syntax for CRUD operations
- Data cleaning and summary in SQL
- Filtering in SQL
- Joining tables in SQL
- Subqueries
- Common table expressions (CTEs)

## Rental Revenue by Country in 2006

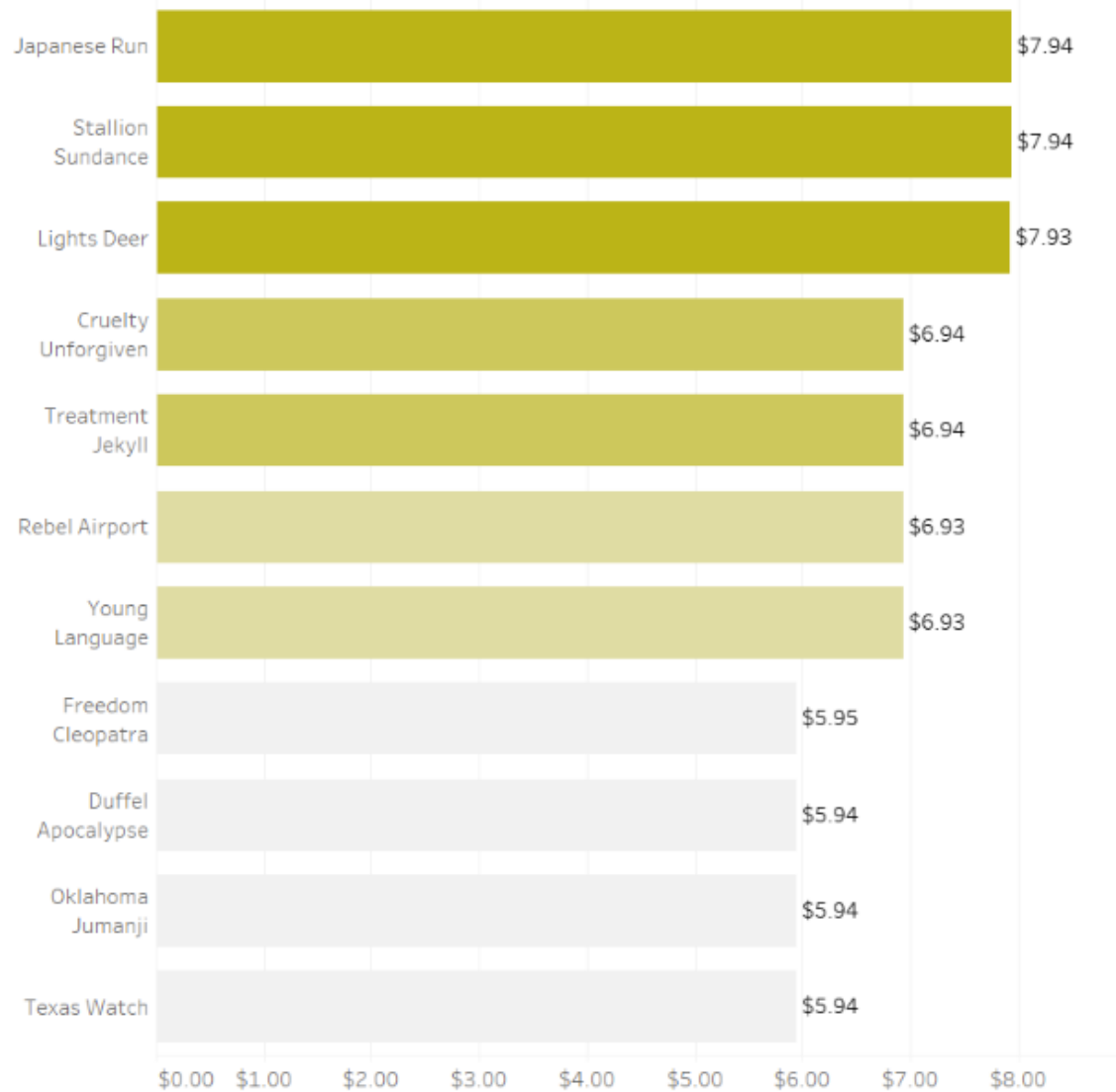


### Revenue



India, China, United States, Japan, and Mexico generated the most revenue in 2006.

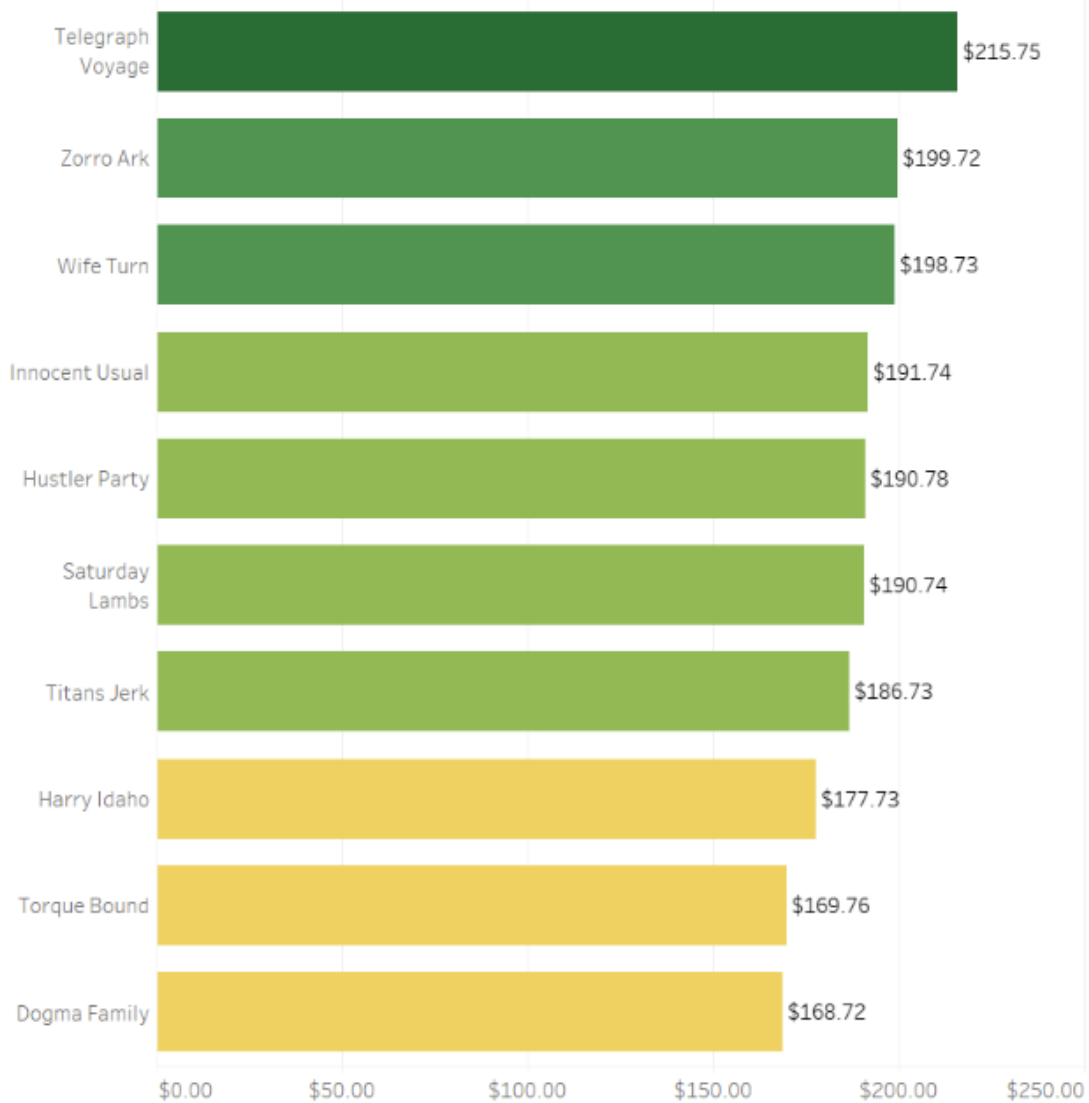
## Bottom Ten Revenue Generating Movies



Revenue



## Top Ten Revenue Generating Movies



Revenue



# Rockbuster— Results

## Insights

1. The best performing markets are in India, China, Japan, and the United States. Advertise new online rental in these countries first.
2. Majority of customers are in India, China, United States, Mexico, Brazil.
3. The movies generating the least revenue bring in 2.7% of the top revenue movies. Consider removing these movies.

## Recommendations

1. Analyze genres that bring in most revenue in the best performing markets and whether this is impacted by rental rate
2. Obtain video streaming speeds and internet access data by country to see if the same countries that Rockbuster is performing well in also have strong connections to be able to rent online
3. Monitor how viewing shifts by genre and country when moving to streaming video rental

[GitHub-SQL](#)

[Tableau](#)