

# Rockbuster Stealth Analysis



## Introduction:

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 licenses to launch an online video rental services in order to stay competitive.

## Goal:

Assist the Rockbuster Stealth management board to find data-driven answers to key questions that can be utilized in their 2020 company strategy.

## Steps and Skills:

- SQL/Postgres
- Relational Database (Lucidchart)
- Database querying, cleaning, filtering
- Data Descriptions
- Joining, Subqueries, CTEs (Common Table Expressions)
- Visualizations in Tableau (line chart, bar chart, stacked bar chart, choropleth map, bubble chart)
- Interpret Results and Summarize findings/insights.

## Link for Project Presentation:

- [https://public.tableau.com/views/3\\_10RockbusterPresentation\\_17134027032480/Story-noheading?:language=en-US&publish=yes&:sid=&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/3_10RockbusterPresentation_17134027032480/Story-noheading?:language=en-US&publish=yes&:sid=&:display_count=n&:origin=viz_share_link)

## Tools Used:



# Rockbuster Stealth Analysis



## A look into the films' revenue gain

### Data Description

Descriptive Statistics: Film Table (Numeric Data)

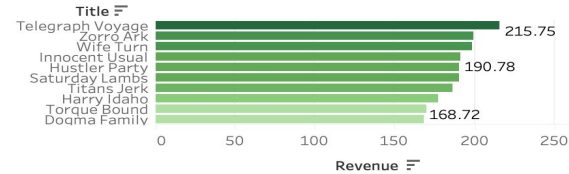
	rent_duration	rent_rate	length	replacement_cost	release_year
Minimum	3	\$0.99	46	\$9.99	1999
Average	4.985	\$2.98	115.272	\$19.98	1999
Maximum	7	\$4.99	185	\$29.99	1999

Film Table, Non-Numeric (Descriptive Statistics)

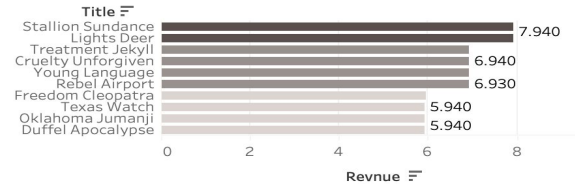
	Title	rating	special features	last_update
Mode	Academy Dinosaur	PG- 13	{Trailers,Commentaries,"Behind the Scenes"}	2024-03-26

Customer Table, Non-Numeric (Descriptive Statistics)

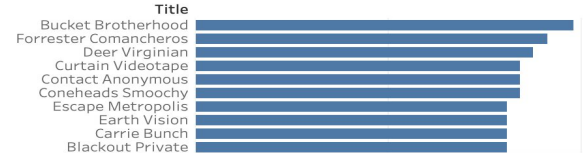
	first_name	last_name	address_id	activebool	create_date	active value
mode	Jamie	Abney	5	TRUE	2006-02-14	1



Top 10 movies  
- Highest  
Revenue



Bottom 10  
Movies -  
Lowest  
Revenue



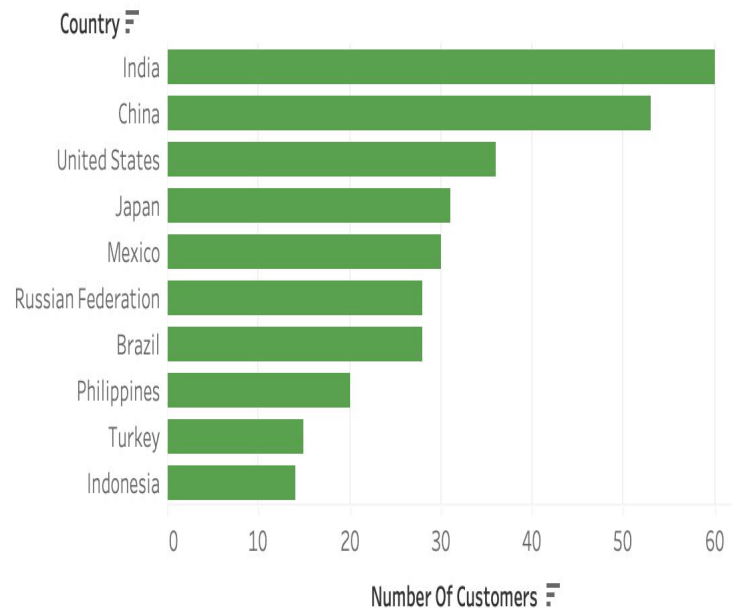
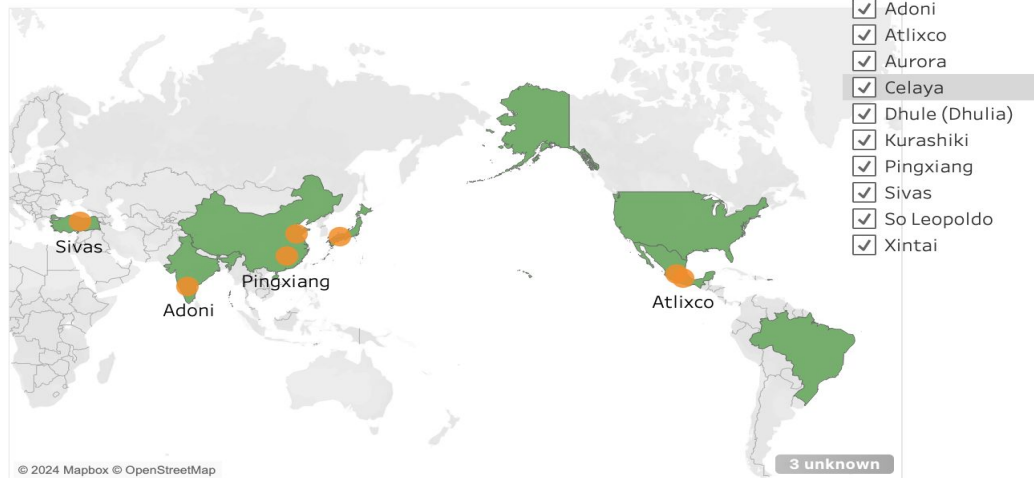
Movies rented  
the longest:  
(no correlations to top 10  
movies)

# Rockbuster Stealth Analysis



## Countries with the most customers

Top 10 cities within the top 10 countries  
(in terms of customer numbers)



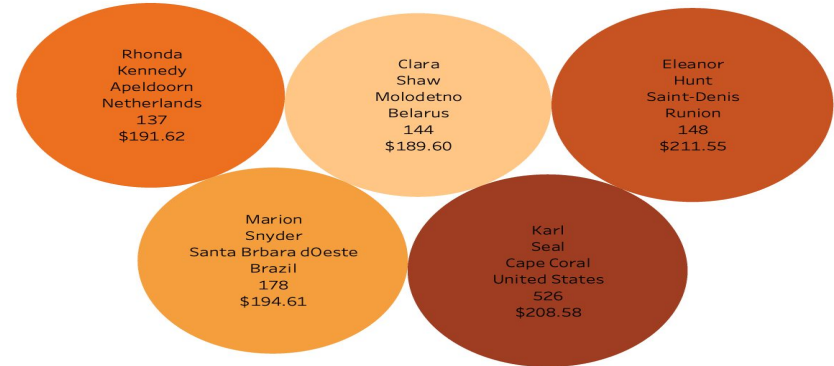
# Rockbuster Stealth Analysis



## Countries with the most revenue



## Top 5 customers from top 10 cities, who've paid the highest amounts to Rockbuster



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## Insights:

- The top 5 countries that bring the most revenue are
  - India \$6,000
  - China \$5,200
  - U.S.A #3,600
  - Japan #3,100
  - Brazil & Mexico \$2,900
- Geographical distribution is spread worldwide (no trends or centralized locations, interesting insight since most movies are in english)
- Top sales per top 5 customers averages to \$200 each
- Average rental duration is around 5 days for all videos
  - No correlation between longer movie rentals and top movies

## Recommendations:

- Interview top customers using questionnaires to find out what they like/don't like about Rockbuster's rental service
  - Since they are invested, they will likely know the process well and provide helpful feedback
- Use AI to formulate algorithms for movies that are similar to the top 10 movie list in order to advertise more movies similar (and vice versa for bottom list)
  - Collect revenue lists 3 months following to monitor for any increases
- Focus marketing for Rockbuster in the higher populated regions since they produce more revenue
- Introduce more movies with language dialects native to these top countries: India, China, Japan, Brazil, & Mexico