



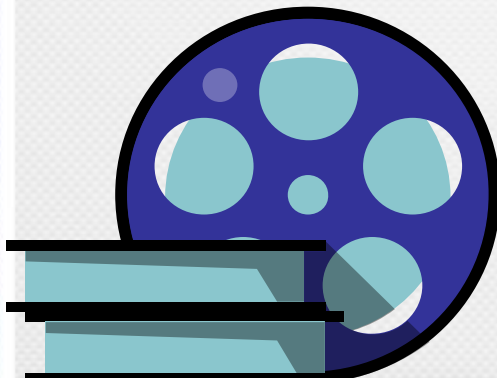
Rockbuster Stealth LLC

# Rockbuster Stealth LLC

1

## **Intro:**

Rockbuster Stealth LLC is a movie rental company transitioning to an online video rental service to compete with streaming giants like Netflix and Amazon Prime.



2

## **Motivation:**

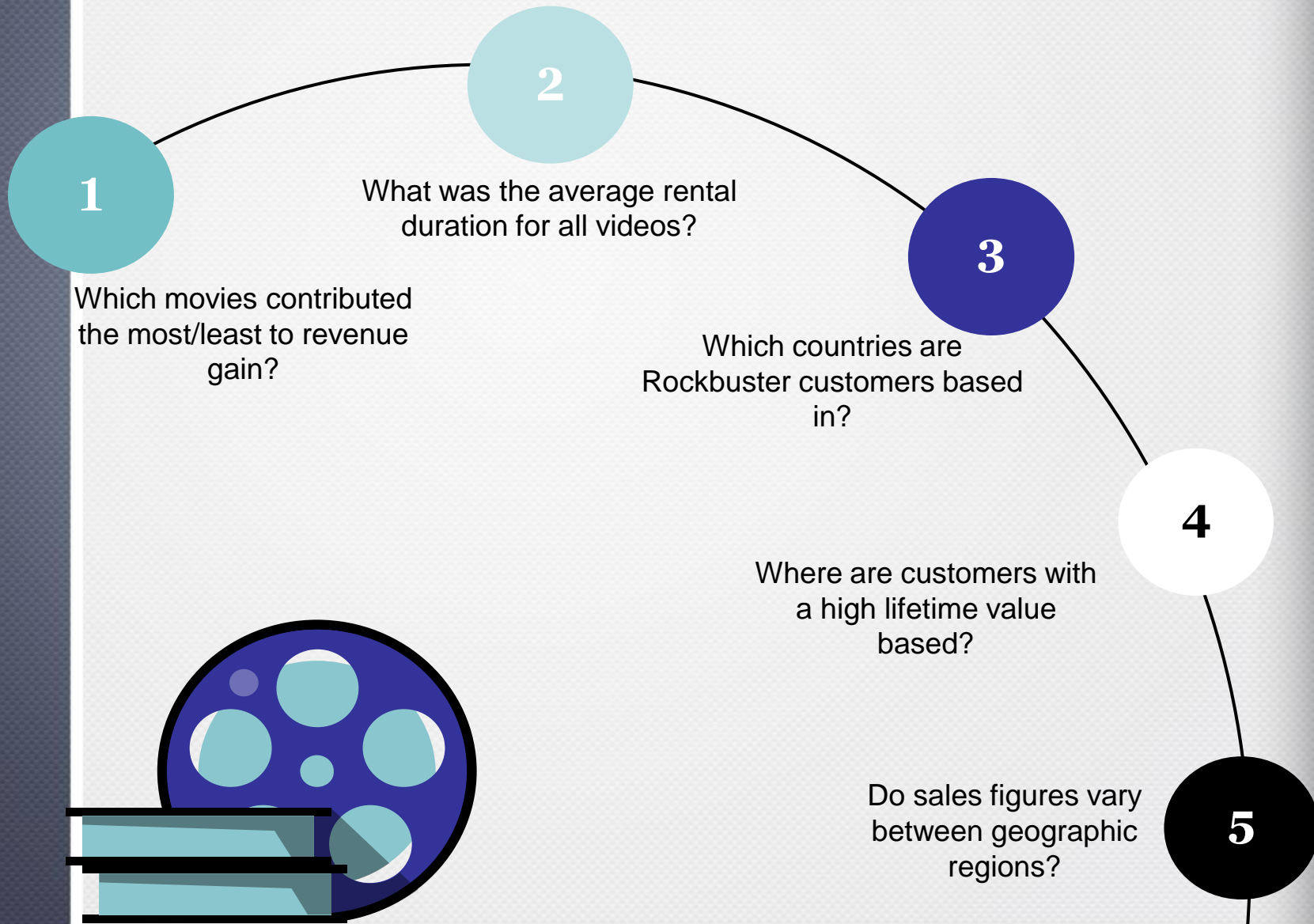
The company's management team aims to leverage existing movie licenses and data analytics to strategize the launch of the new service.

3

## **Objective:**

As a data analyst, I am tasked with loading Rockbuster's data into an RDBMS, using SQL to analyze the data, and presenting findings to the management board to inform the 2020 company strategy.

# Key Questions





# Overview

1000 Film Title

109 Country

600 City

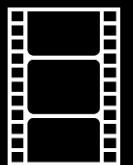
599 Customer

200 Actor ID

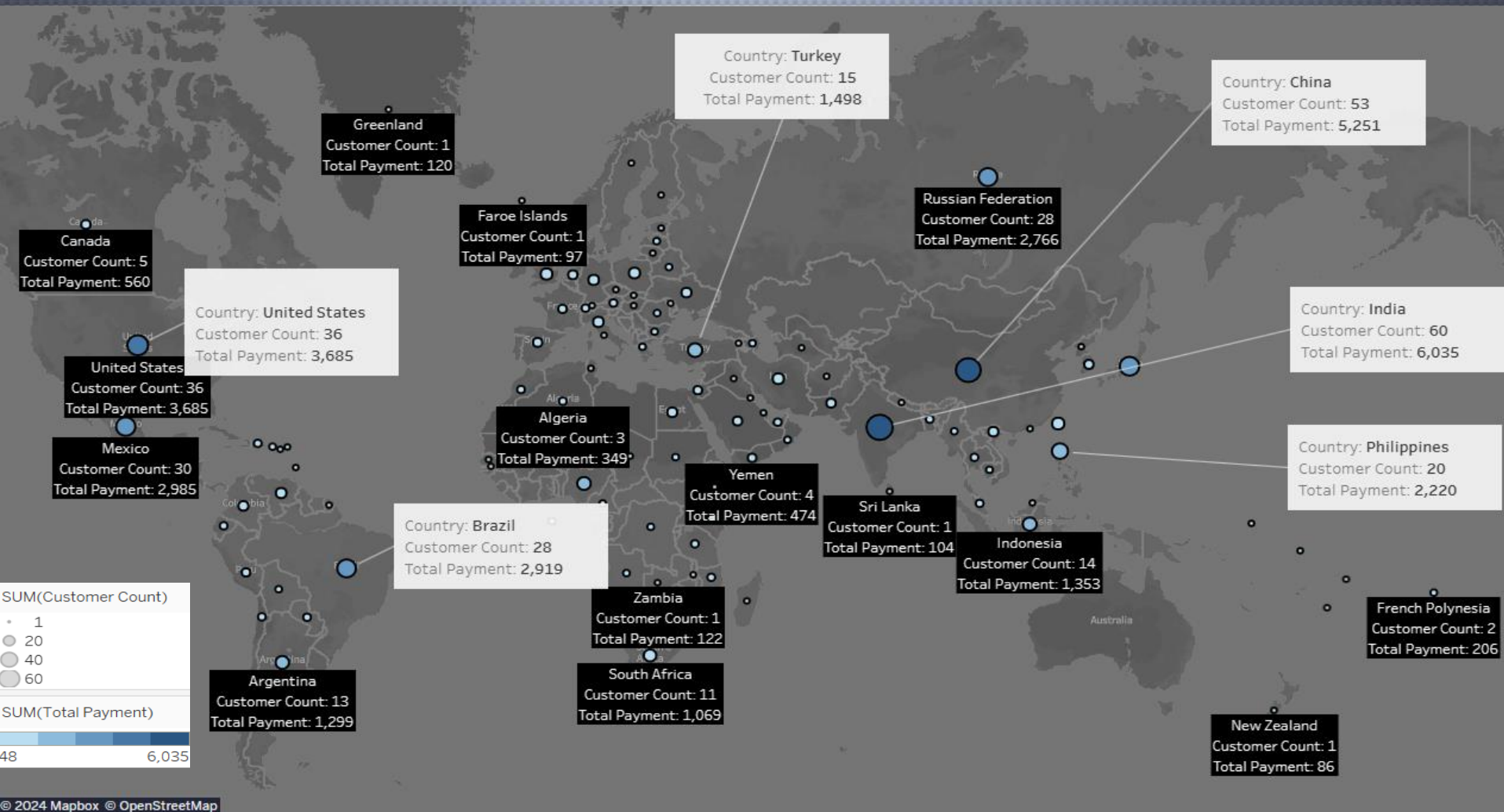
20 Categories

6 Languages

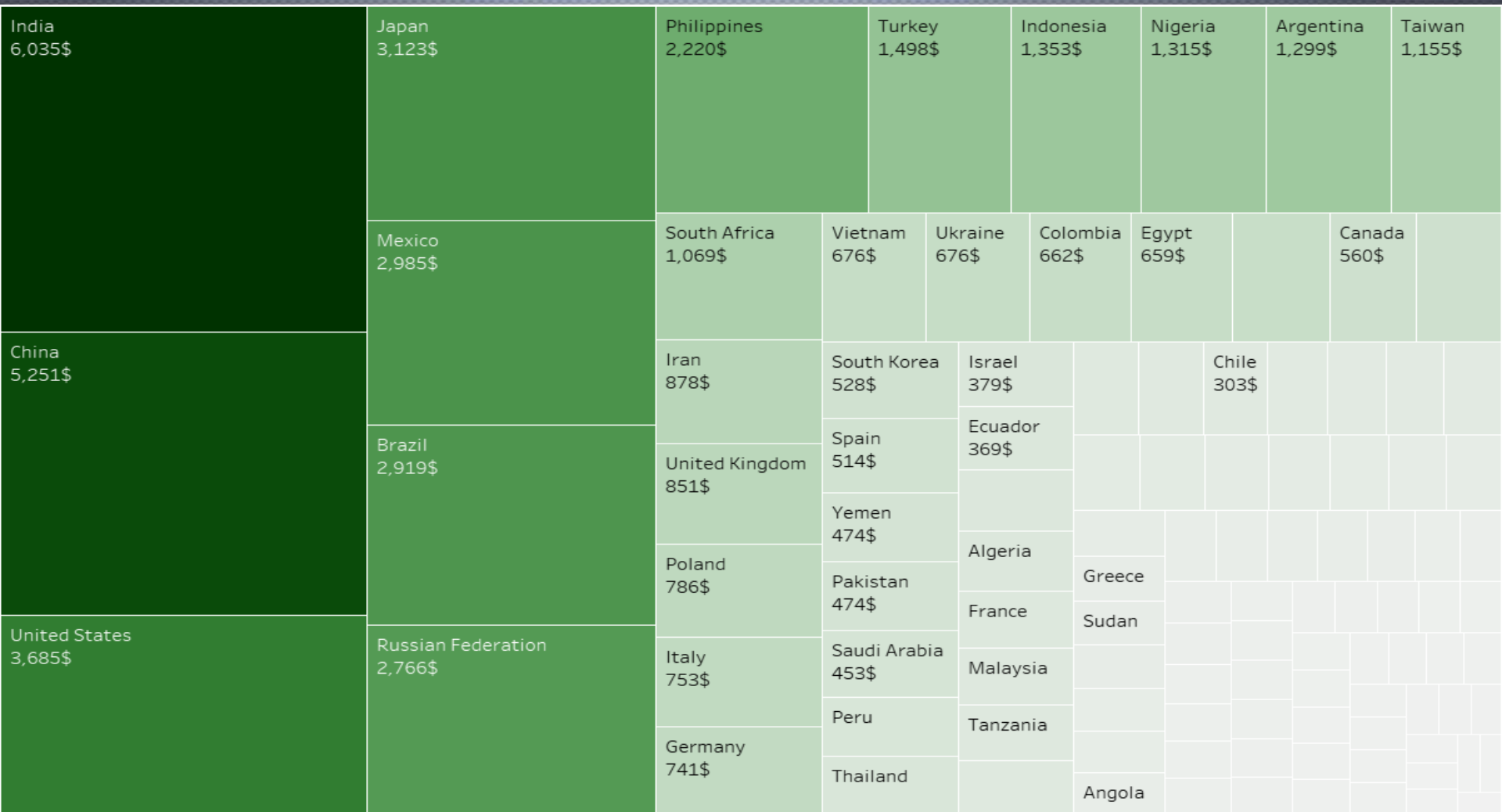
Average Rental Duration	5 days
Shortest Rental Duration	3 days
Longest Rental Duration	7 days
Average Rental Rate	\$2.98
Highest Rental Rate	\$4.99
Lowest Rental Rate	\$0.99
Average Amount Paid	\$102.36
Total Amount Paid	\$61,312.04



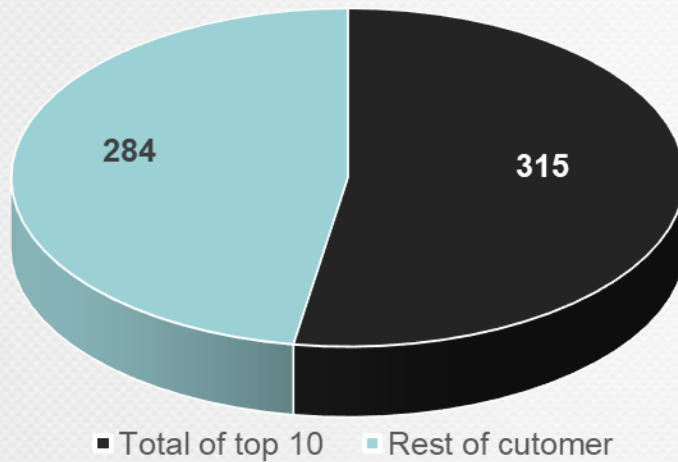
# Geographical Distribution Of Customers and Total Payment



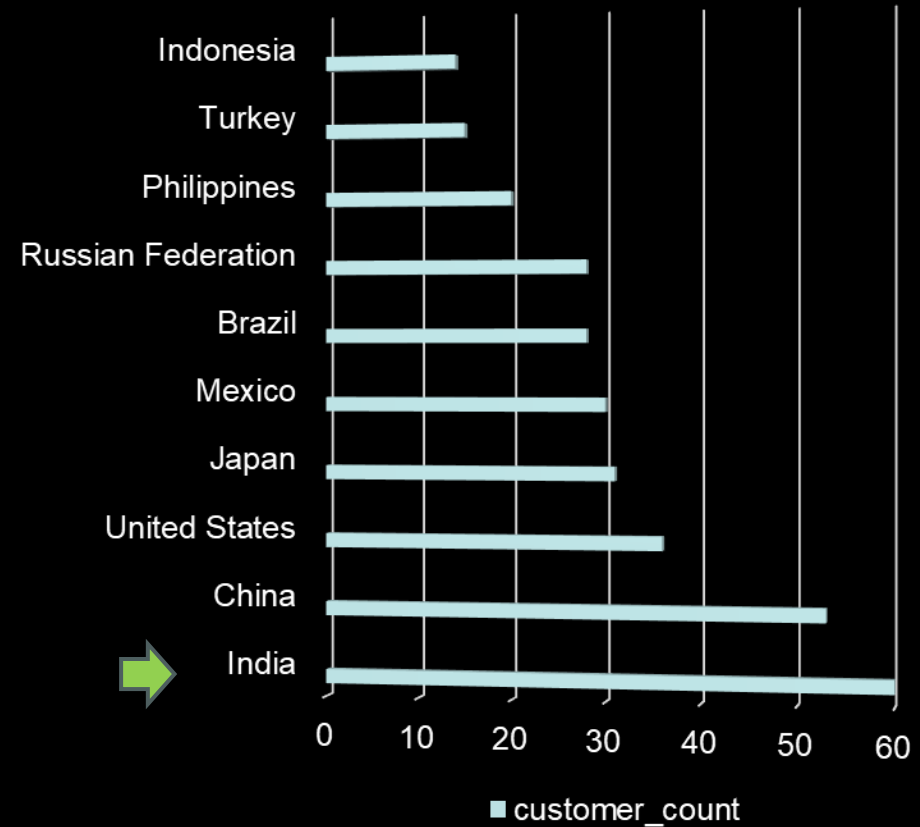
# Rockbuster Revenue per Country



# Rockbuster's Top 10 Customers' Country

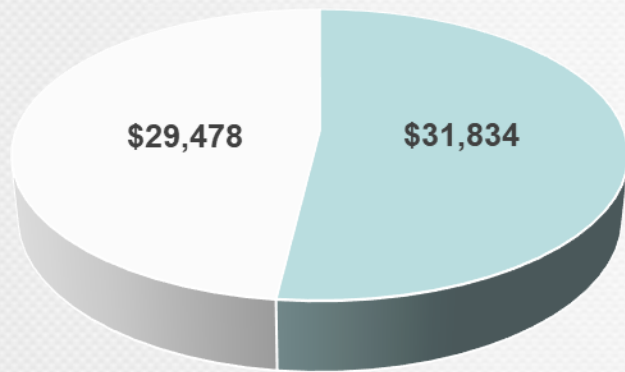


**Total Number of Customers  
599**



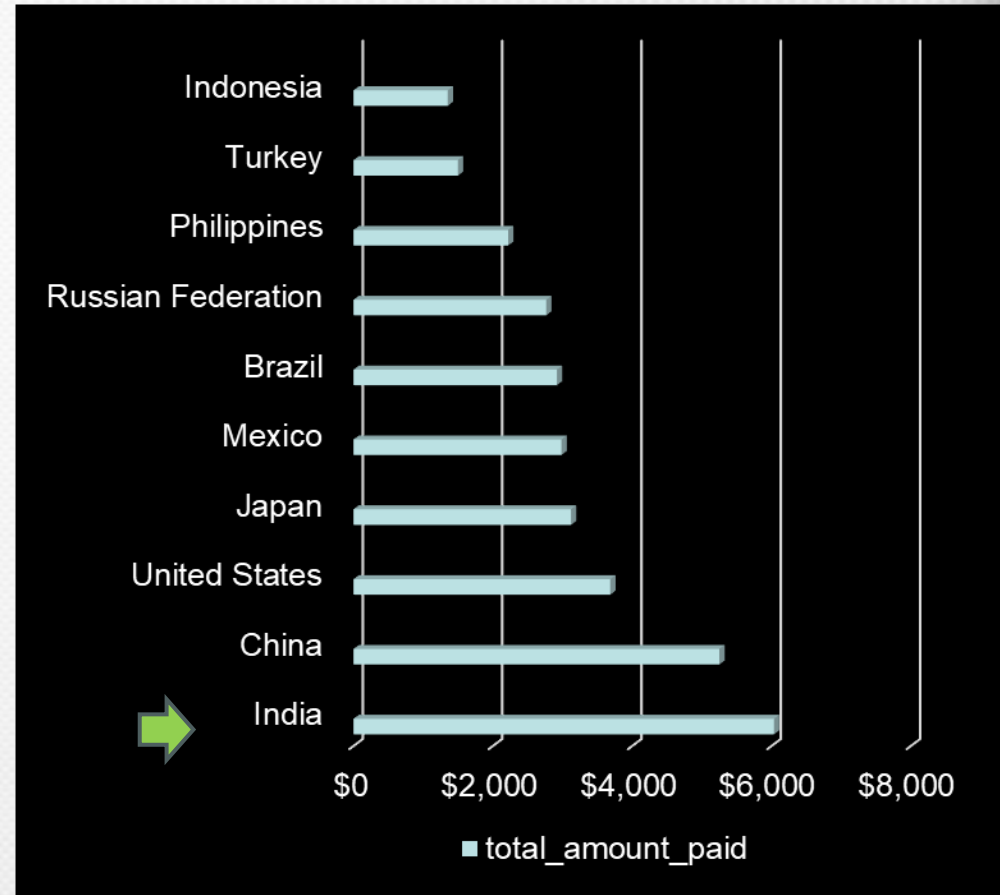


# Rockbuster's Revenue from Each Top 10 Customers' Country



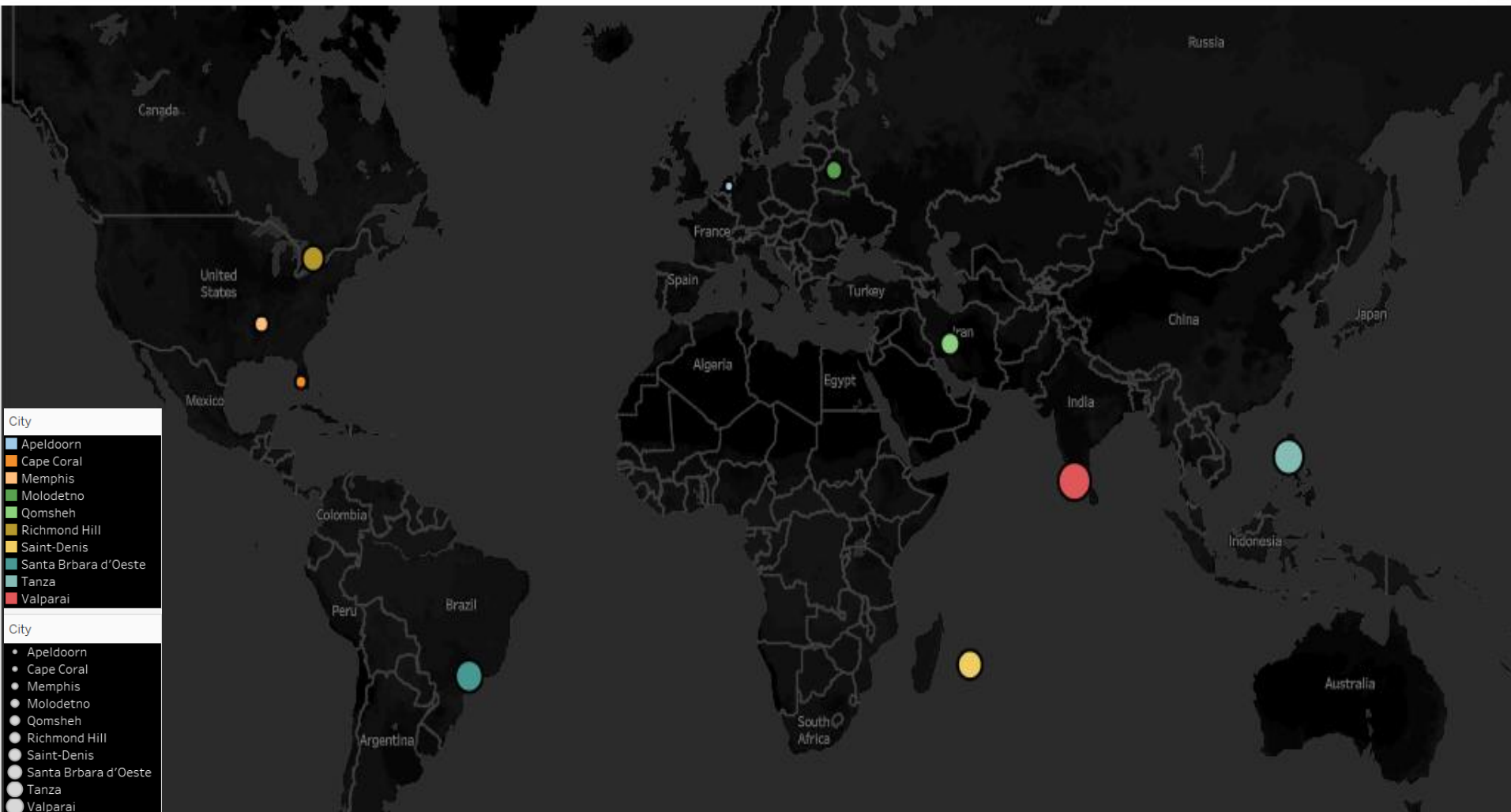
■ Total amount of Top 10   ■ Rest payments

**Total Amount of Payments  
\$61,312**





# Rockbuster's Top 10 Customers' Cities Distribution



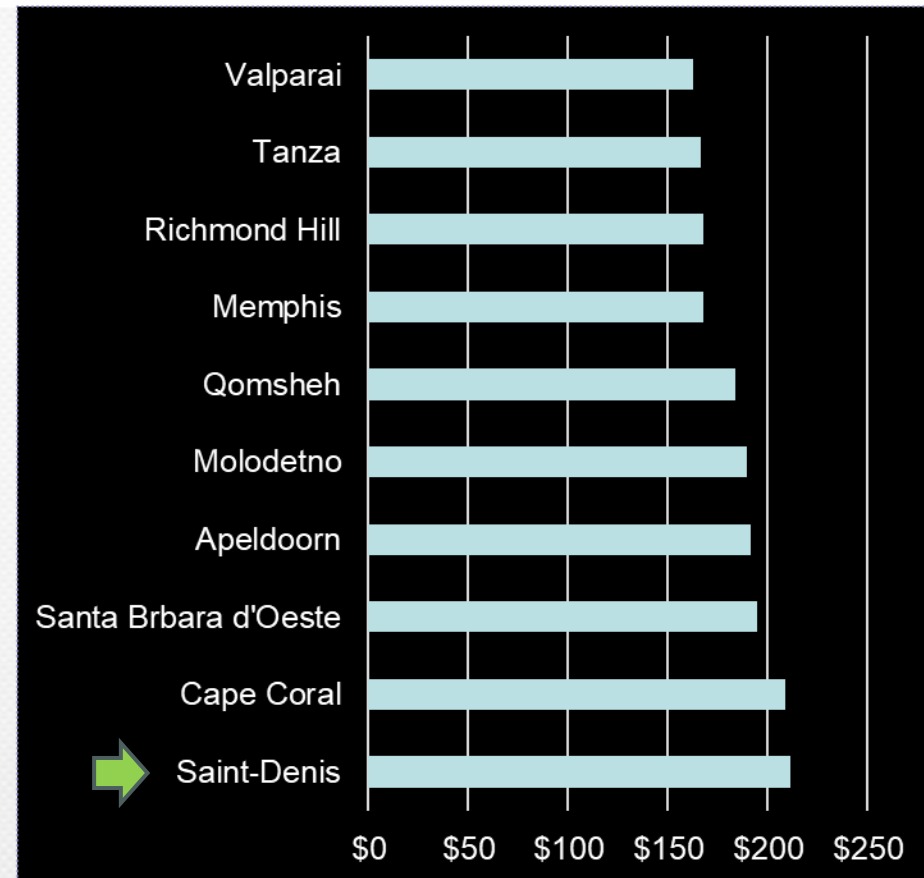
# Rockbuster's Revenue From Each Top 10 Cities and Customer\_ID



Country	City	customer_id
France	Saint-Denis	148
United State	Cape Coral	526
Brazil	Santa Brbara d'Oeste	178
Netherland	Apeldoorn	137
Belarus	Molodetno	144
Iran	Qomsheh	459
United State	Memphis	181
Canada	Richmond Hill	410
Philippinies	Tanza	236
India	Valparai	403

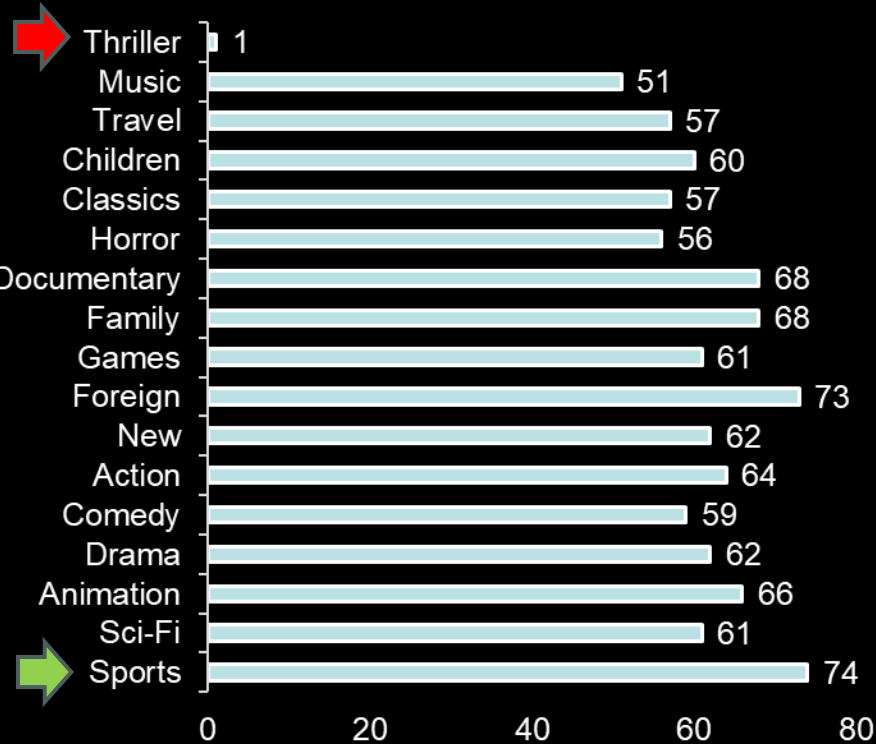


**Total Amount of Payments**  
**\$1,844**

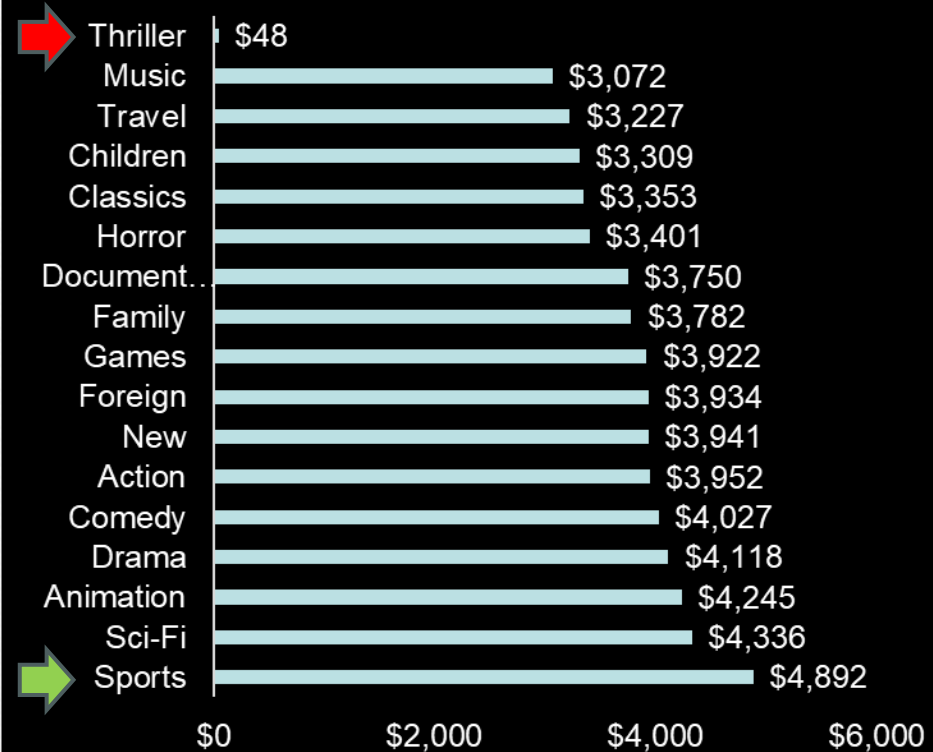


# Revenue From Each Genre

Title Counts



Title Revenue

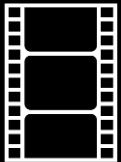
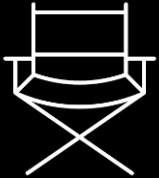


DATE SCENE TAKE

Total Number of Title  
1000

Total Amount of Payments  
\$61,312

# Recommendation



## **Customer Experience Enhancement:**

- ✓ Enhance satisfaction with personalized services, efficient complaint resolution, and loyalty programs.

## **Targeted Marketing Allocation:**

- ✓ Focus marketing efforts on Top 10 countries and cities for maximum impact.

## **Tailored Product/Service Offerings:**

- ✓ Align offerings with best-selling categories to resonate with the target audience.

## **Collaborative Promotional Campaigns:**

- ✓ Partner with influencers and creators to create authentic promotional content.

## **Language and Subtitle Support:**

- ✓ Expand accessibility by offering multilingual support and subtitles.

## **Investment in Marketing:**

- ✓ Allocate resources to digital strategies, social media, and SEO for effective marketing.

## **Product/Service Expansion:**

- ✓ Diversify offerings to reach new markets, introduce innovation, and complement existing services.





Questions?

A stage spotlight is positioned in the upper right corner, casting a bright, circular beam of light onto a dark, smoky background. The smoke is thick and billowing, creating a dramatic atmosphere. The spotlight's housing is visible, showing some mechanical details and a warm, orange glow from the light source.

Thanks for  
Your  
Attention