

01



PROJECT OVERVIEW

PROBLEM - Rockbuster Stealth LLC is losing business to online streaming competitors and must shift to an online rental model. To succeed, the company needs to analyze existing data on customer behavior, inventory, and market trends, using these insights to guide the launch.

GOAL - to develop a data-driven strategy, Rockbuster Stealth LLC must pivot from its declining physical rental business to an online video rental model. This requires analyzing customer behavior, inventory, and market trends to ensure a successful launch and competitive presence in the digital streaming market.



ROCKBUSTER STEALTH LLC

A movie rental company that used to have stores around the world. Facing stiff competition from streaming services.

02

KEY QUESTIONS TO ANSWER

- Which country has generated the highest revenue?
- Where are the highest numbers of customers located?
- Who are the top customers, and what are their profiles?
- What are the average rental duration and rental rate?



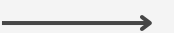
MY ROLE - DATA ANALYST

Integrate Rockbuster's data into an RDBMS, analyze it using SQL, and provide insights to guide the online service launch.

ACHIEVEMENT

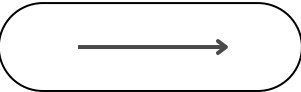
SKILLS / TOOLS / PROCEDURES

Relational databases
SQL
Database querying
Filtering
Cleaning and summarizing
Joining tables
Subqueries
Common table expressions



SQL PROCESS

03



Create ERD and
Data Dictionary
for a clear
data overview

01

Clean data -
missing values,
duplicates, etc

02

Summarize the data
to get a better
overview

03

Use JOIN subqueries
and CTEs to gain
insight

04

Create visualizations
- Tableau
for stakeholder
presentation

05

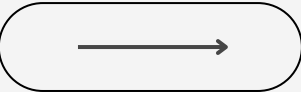
Compiled results
into a presentation
and present

06

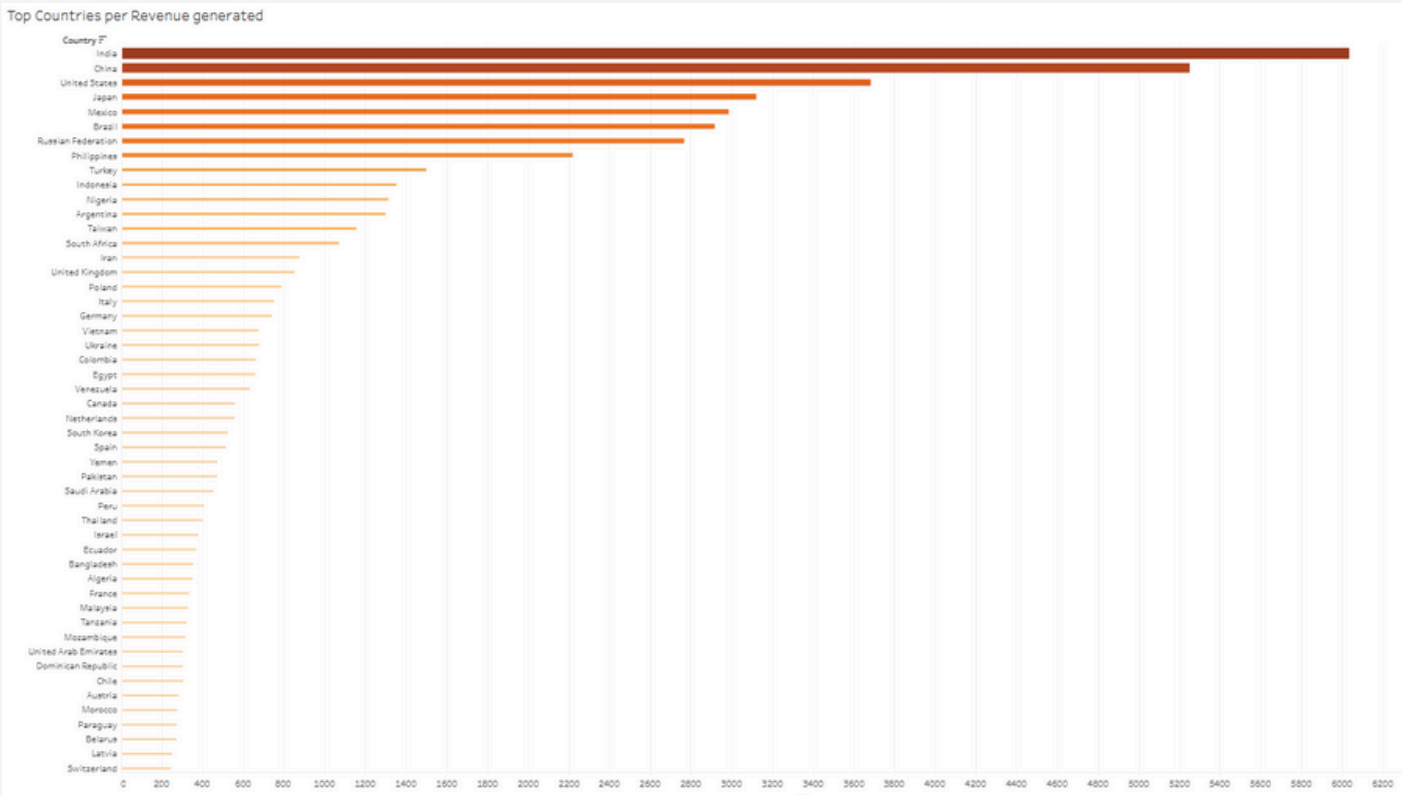
- 1. INDIA
- 2. CHINA
- 3. USA
- 4. JAPAN
- 5. MEXICO

WHERE ARE (HIGH-VALUE) CUSTOMERS LOCATED?

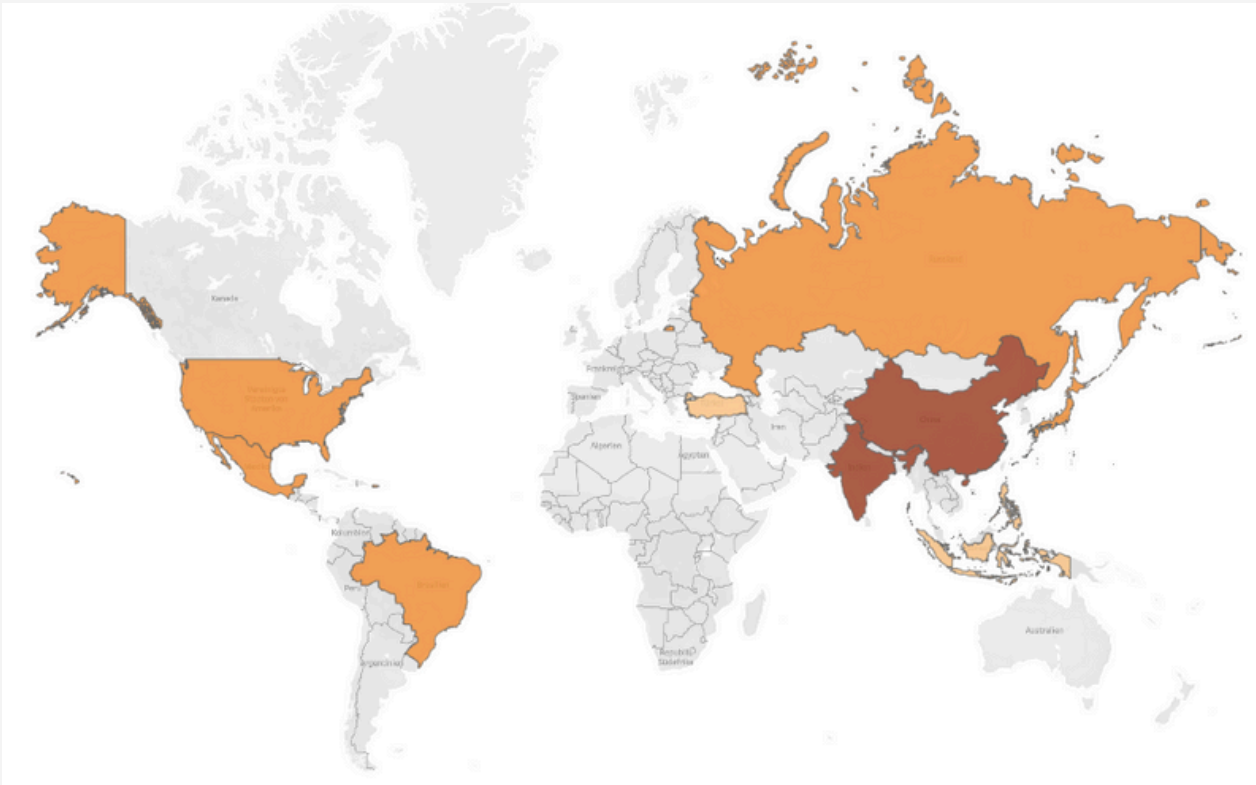
The top 5 countries ranked by revenue and the top 5 countries ranked by the number of customers coincide.



Top countries per revenue generated

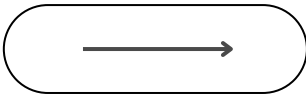


Top 10 countries per customer



KEY CUSTOMER INSIGHTS

Top 5 customers basic profile



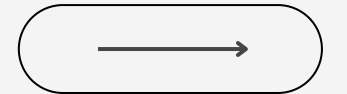
TURKEY FEMALE 130S	01	MEXICO MALE 128S	02	INDONESIA MALE 124S	03	CHINA MALE 120S	04	USA MALE 99S	05
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Rental figures

AVERAGE Rental (days)	AVERAGE Rental rate
4.98	2.89

STRATEGIC RECOMMENDATIONS

The analysis provides key strategies for Rockbuster Stealth's online transition, focusing on market prioritization, customer retention, competitive positioning, and persona development to ensure a successful launch and competitive edge.



- Acknowledge that the main markets are the most populated countries globally. Evaluate market potential and assess the level of competition.
- Develop **retention strategies** for key markets and acquisition strategies for mid-tier markets.
- Perform **competitor analysis** to identify weaknesses and aim to become the preferred provider.
- Create detailed personas representing the profiles of the best customers and test strategies.



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