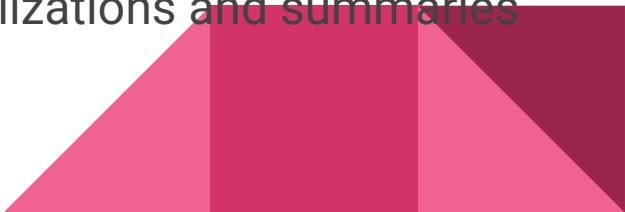# Rockbuster Stealth Data Analysis

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Project Overview

Rockbuster Stealth LLC is a global movie rental company that is transitioning from physical stores to an online video streaming platform to compete with services like Netflix and Amazon Prime. As a data analyst in the Business Intelligence (BI) department, your role is to help the company make data-driven decisions for this new online launch.

The project involves loading Rockbuster's existing data — including films, customers, and payments — into a PostgreSQL database. Using SQL, you will analyze the data to answer key business questions. The insights will be presented to the Rockbuster management team through clear visualizations and summaries to support their 2020 business strategy.

Key Questions and Objectives

- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries with a high lifetime value based?
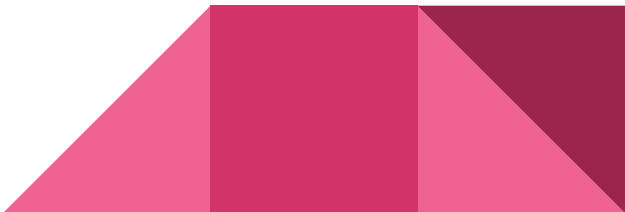- Do sales figures vary between geographic regions?

Rental Statistics

Average
- Rental_duration: 5 days
- Rental_rate: 2.98
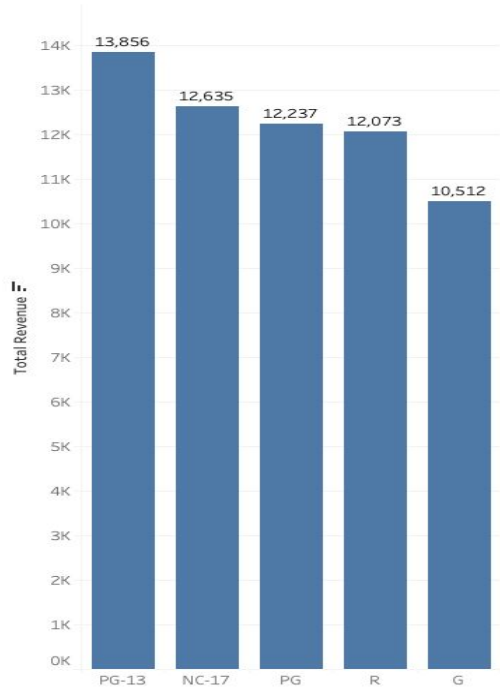- Replacement cost: 19.98
- Length: 115.27 minutes

Minimum
- Rental_duration: 3 days
- Rental_rate: 0.99
- Replacement cost: 9.99
- Length: 46 minutes

Maximum
- Rental_duration: 7 days
- Rental_rate: 4.99
- Replacement cost: 29.99
- Length: 185 minutes

Movies contributed the most/least to revenue

Total Revenue by Rating

Rating	Total Revenue
PG-13	13,856
NC-17	12,635
PG	12,237
R	12,073
G	10,512

- Movies rated PG-13 earned the highest total revenue ($13,856) followed by NC-17, PG and R rated films.
- The G-rated movies brought in the lowest revenue(10,512) overall.

Geographic Distribution of Sales

Geographic Distribution of Sales

SUM(Total Sales)
· 48
○ 2,000
○ 4,000
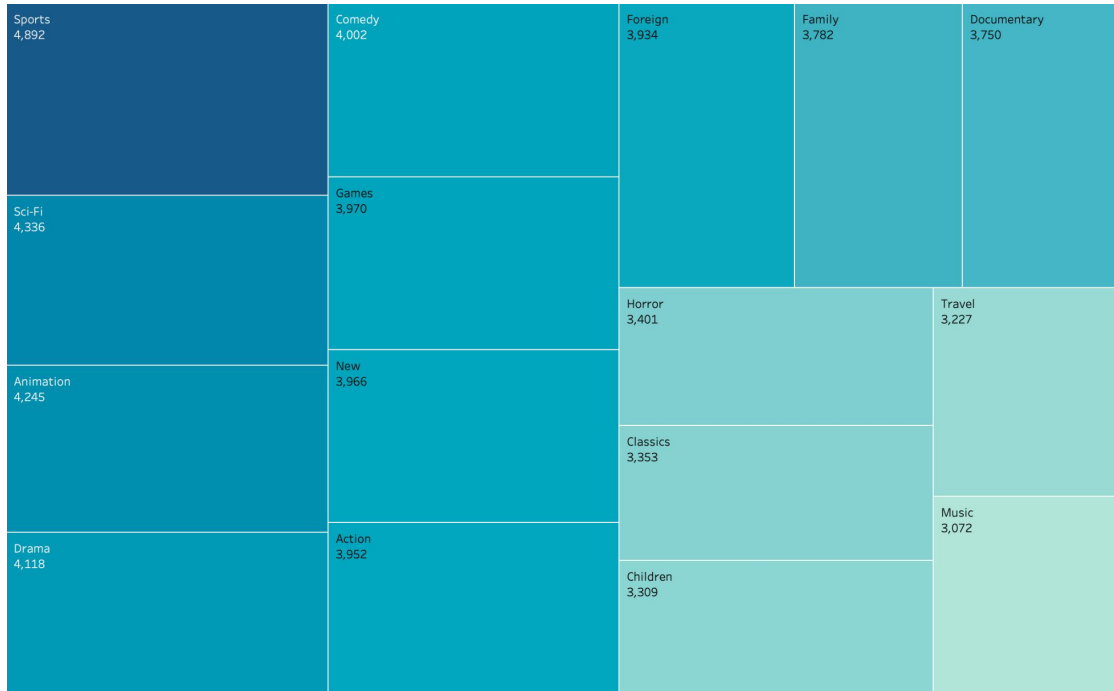○ 6,035

SUM(Total Sales)
48   6,035

Top 5 countries by revenue

- India
- China
- United States
- Japan
- Mexico

The analysis shows that customer lifetime value varies significantly by country. The top countries with the highest total revenue are **India, China, and the United States**, indicating that these regions have strong, loyal customer bases that generate consistent income for Rockbuster.

Total revenue by movie genre

Sports 4,892	Comedy 4,002	Foreign 3,934	Family 3,782	Documentary 3,750

Sci-Fi 4,336	Games 3,970

Animation 4,245	New 3,966	Horror 3,401	Travel 3,227

Classics 3,353

Drama 4,118	Action 3,952	Children 3,309	Music 3,072

- The analysis shows that **Sports**, **Sci-Fi**, and **Animation** are the top three highest-earning genres, generating the most revenue for Rockbuster.
- Genres such as **Music**, **Travel**, and **Children** earned the least, indicating lower viewer interest.

Summary of analysis

The analysis provides key insights into Rockbuster's movie rental performance across genres, ratings, and regions.

- On average, movies were rented for **5 days** with a **rental rate of $2.98**, a **replacement cost of $19.98**, and an average **length of 115 minutes.**
- Movies rated **PG-13** generated the highest total revenue ($13,856), followed by **NC-17** and **PG** films, while **G-rated** movies earned the least.
- Geographic analysis shows that **India, China, the United States, Japan, and Mexico** are Rockbuster's top-performing countries, with strong customer bases and higher lifetime value.
- In terms of genres, **Sports**, **Sci-Fi**, and **Animation** movies were the top revenue earners, while **Music**, **Travel**, and **Children** genres showed lower engagement and profitability.

Recommendation and Next Steps

- **Focus on Top Genres:** Invest more in **Sports**, **Sci-Fi**, and **Animation** films by acquiring similar titles or creating marketing campaigns to boost viewership.
- **Improve Low-Performing Genres:** Explore ways to increase interest in **Music**, **Travel**, and **Children** genres through bundled offers or targeted promotions.
- **Strengthen Key Markets:** Prioritize marketing efforts in **India**, **China**, and the **United States**, as these countries have the highest customer lifetime value and revenue.
- **Expand Digital Strategy:** Since Rockbuster is shifting online, enhance the streaming platform experience with personalized recommendations and flexible pricing.
- **Track Performance Regularly:** Use dashboards to monitor sales by genre, region, and customer type to identify changing trends early.

Thank you

Tableau Link

[Rockbuster Revenue by Genre](#)

[Rockbuster's Geographic Distribution of Sales](#)

[Rockbuster's Revenue by Movie Genre](#)