

# Data Analytics Case Study Portfolio

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Noah Vaknin

# ABOUT ME

- Overview
- Values
- Traits

# OVERVIEW

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I AM RECENT GRADUATE FROM BINGHAMTON UNIVERSITY WHO MAJORED IN FINANCIAL ECONOMICS AND AM EAGER TO WORK IN A ROLE WHERE I CAN APPLY MY STRONG ANALYTICAL SKILLS, ABILITY TO FOCUS ON THE DETAILS AND COMMITMENT TO A POSITIVE OUTCOME. MY ACADEMIC TRAINING ALONG WITH MY PART-TIME EXPERIENCE AT NORTHWELL HEALTH HAS GIVEN ME A WELL-ROUNDED UNDERSTANDING OF PROBLEM SOLVING, TIME MANAGEMENT AND THE ABILITY TO WORK WELL IN A TEAM ENVIRONMENT

DURING MY INTERNSHIP I HAD THE OPPORTUNITY TO WORK WITH FINANCE PROFESSIONALS WHERE I WAS RESPONSIBLE FOR REVIEWING FINANCIAL STATEMENTS TO IDENTIFY VARIANCES TO BUDGET, OPTIMIZING KPI REPORTS AND CONSOLIDATING DATA TO PREPARE AND PLAN FOR AN IT SYSTEMS TRANSITION. IN ADDITION, THE COURSES THAT I HAVE TAKEN IN ACCOUNTING, FINANCE, STATISTICS, AND ECONOMICS HAVE PROVIDED ME WITH A SOLID FOUNDATION FOR THIS ROLE. LASTLY, I AM CURRENTLY ENROLLED IN CAREERFOUNDRY'S DATA ANALYTICS PROGRAM WHERE I'VE GAINED PRACTICAL SKILLS IN MICROSOFT EXCEL, TABLEAU, SQL, PYTHON, AND GITHUB.

# VALUES

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- **HARDWORKING** - I APPROACH EVERY TASK WITH DEDICATION AND PERSISTENCE, ENSURING THAT I PUT IN THE EFFORT NEEDED TO ACHIEVE THE BEST RESULTS.
- **DETAIL-ORIENTED** - I PAY CLOSE ATTENTION TO THE FINER DETAILS, MAKING SURE THAT NOTHING IS OVERLOOKED AND THAT MY WORK IS THOROUGH AND ACCURATE.
- **ACCEPTING** - I VALUE DIFFERENT PERSPECTIVES AND CREATE AN INCLUSIVE ENVIRONMENT WHERE EVERYONE FEELS RESPECTED AND HEARD.

# INTERESTS

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**LIFTING WEIGHTS** - COMMITTED TO STRENGTH TRAINING AND PERSONAL FITNESS.

**BASKETBALL & FOOTBALL** - ENJOY FOLLOWING AND PLAYING BOTH SPORTS.

**COOKING** - LOVE EXPERIMENTING WITH NEW RECIPES AND FLAVORS.



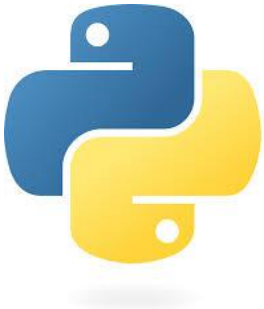


# INTRODUCTION

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Microsoft  
SQL Server  
Manager



The CareerFoundry Data Analytics program is a comprehensive, hands-on course designed to equip students with the skills and tools needed to excel in data-driven roles. Over the course of the program, I've gained expertise in:

- **Microsoft Excel** for data cleaning, analysis, and visualization
- **SQL** for database management and querying
- **Tableau** for creating interactive dashboards and visualizations
- **Python** for advanced data analysis and automation
- **GitHub** for version control and collaborative work

# ROCKBUSTER STEALTH DATA ANALYSIS PROJECT

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[https://github.com/NoahVaknin641/-Achievement-3-SQL-  
Rockbuster](https://github.com/NoahVaknin641/-Achievement-3-SQL-Rockbuster)

**Overview:** Rockbuster Stealth LLC, a former global movie rental chain, is planning to launch an online video rental service to stay competitive against streaming giants like Netflix and Amazon.

# ROCKBUSTER



VIDEO SERVICES

## Methods:

- Microsoft SQL Management Studio
  - Data Cleaning and Filtering
    - Joining Tables
  - Subqueries and CTEs
  - Data Visualization

## Tools Used



Microsoft  
SQL Server  
Manager



## Objectives:

- Identify top-performing movies and customer preferences to maximize revenue
- Examine rental durations and geographic sales trends to refine market strategies
- Locate high-value customer regions to guide targeted marketing initiatives

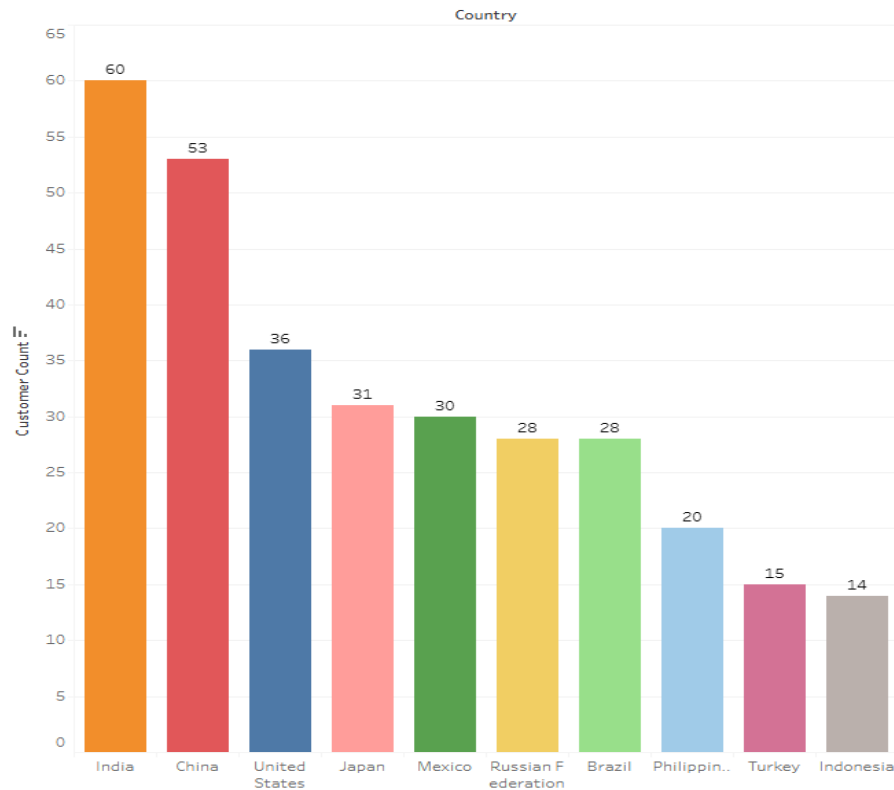
## Data:

Dataset that contains information about Rockbuster's film inventory, customers, and payments.



# ANALYSIS

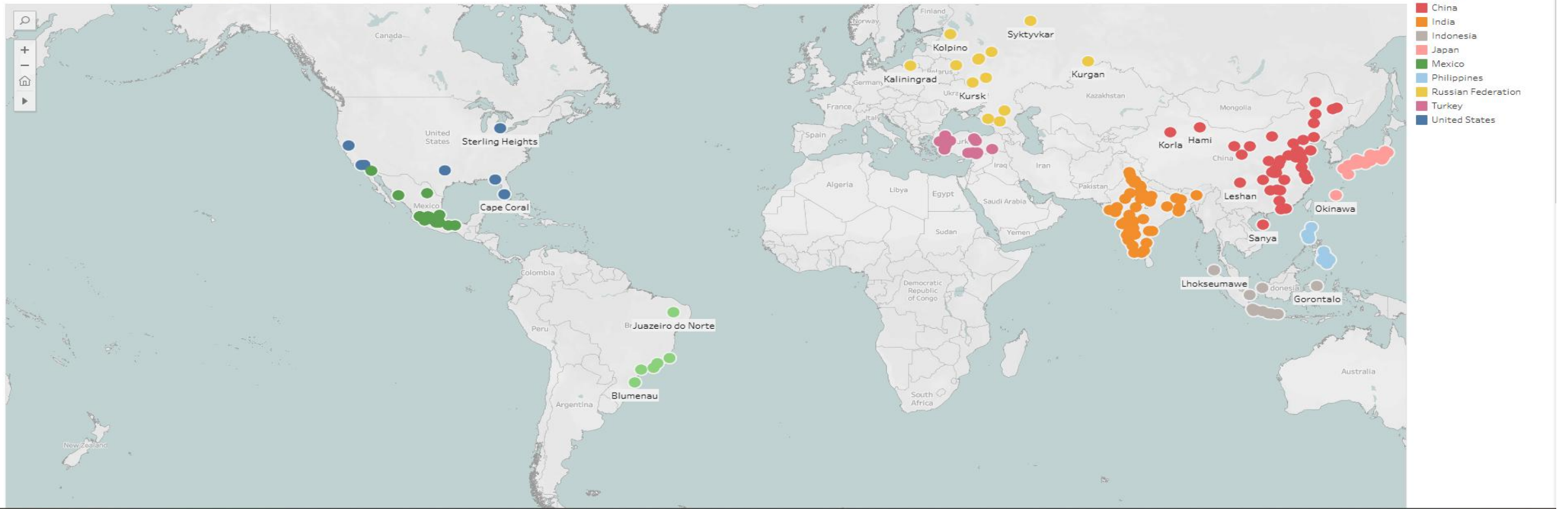
Customer Per Country



- Here you can see the top 10 countries with the highest customer base
  - India and China make up a large portion of the customer base
  - On average, the more customers per country, the more revenue that country earns

# ANALYSIS

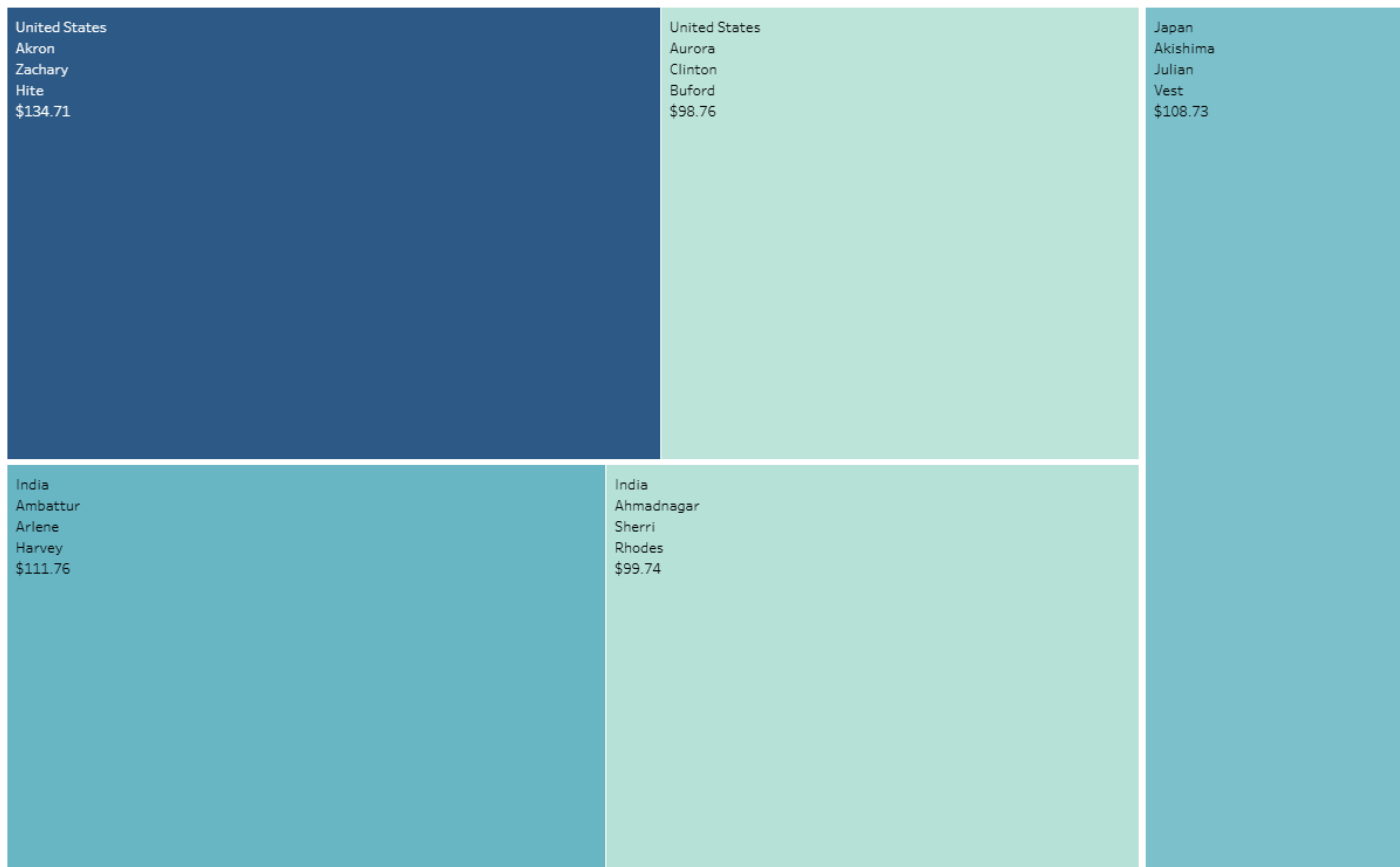
Amount of Customers by City



Similarly to the country breakdown, we see a lot of cities in India and China have the greatest amount of customers

# ANALYSIS

Top Paying Customers



- Here we can see unlike a lot of the previous data, the top paying customers actually reside in the USA.
  - However, this isn't they're stark of a difference between the other data as the United States is they're in total consumers per country

# SUMMARY

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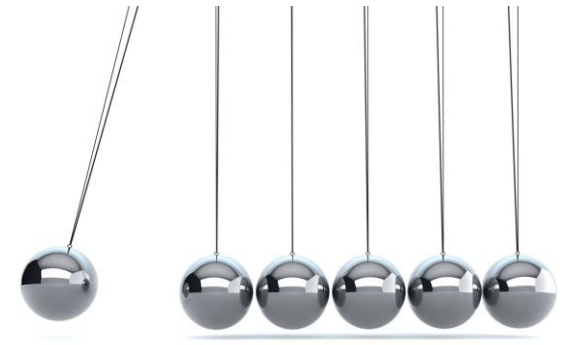
- **Customer Base:** The largest customer groups are located in India, China, and the United States, indicating these regions drive most of the business.
- **Revenue Distribution:** Asia and America contribute the majority of the company's revenue, showing these markets hold the greatest potential for growth.
- **Movie Performance:** Analysis shows that certain movies in the catalog have little to no rental activity, which suggests they are not appealing to customers.



# RECOMMENDATIONS

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- Increase Marketing in Key Regions: Allocate more marketing resources to Asia and America, focusing on India, China, and the U.S., to capitalize on their strong customer bases.
- Streamline the Movie Catalog: Remove underperforming movies with minimal or no rentals to save on licensing fees and invest in movies with higher demand.
- Enhance Popular Offerings: Prioritize securing licenses for movies that are already popular or have potential to perform well in key regions, ensuring a stronger appeal to customers.
- Localized Strategies: Consider tailoring content or promotions for regional audiences, particularly in India and China, to further boost engagement and rentals.



# THANK YOU



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