



# RockBuster

## - Answering business questions for an online video rental company

**OBJECTIVE:** The goal of the project is to make data-driven decisions to enable RockBuster, a fictional movie rental company, to successfully launch an online video rental service. This initiative aims to address business challenges, providing insights and answers needed by the management team to formulate a strategic plan for the year 2020. The overarching objective is to ensure sustained competitiveness in the market, particularly against formidable streaming giants such as Netflix and Amazon Prime.

# Instacart Analysis



## Dataset

The dataset contains information about Rockbuster's film inventory, rentals, customers, and payments, among other things.

- [Dataset](#)
- [Created Data Dictionary](#)



## Tools

- PostgreSQL, with specific applications such as pgAdmin, DbVisualizer
- Tableau
- Microsoft Excel



## Key Skills

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

# The Process

1

## **Data Loading and Database Management:**

Loaded data into RDBMS, created a data dictionary, and designed an entity relationship diagram.

2

## **Data Exploration and Analysis:**

Utilized PostgreSQL & Tableau for data analysis and querying, addressing various business questions and visual representation of insights.

3

## **Insight Presentation:**

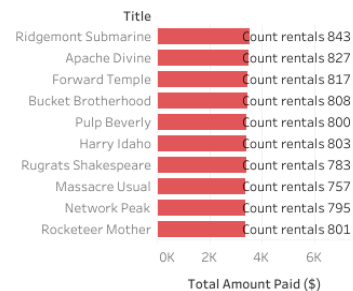
Presented findings to Rockbuster management with a comprehensive overview of data-driven results and strategic implication.

# RockBuster Analysis - Sample Visualizations

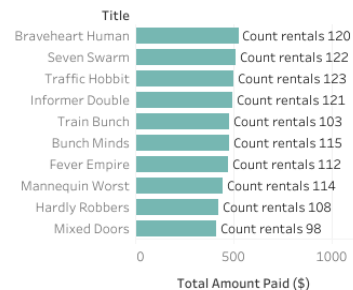
Business Question: Which movies contributed the most to revenue gain?

Business Question: Which countries are Rockbuster customers based in?

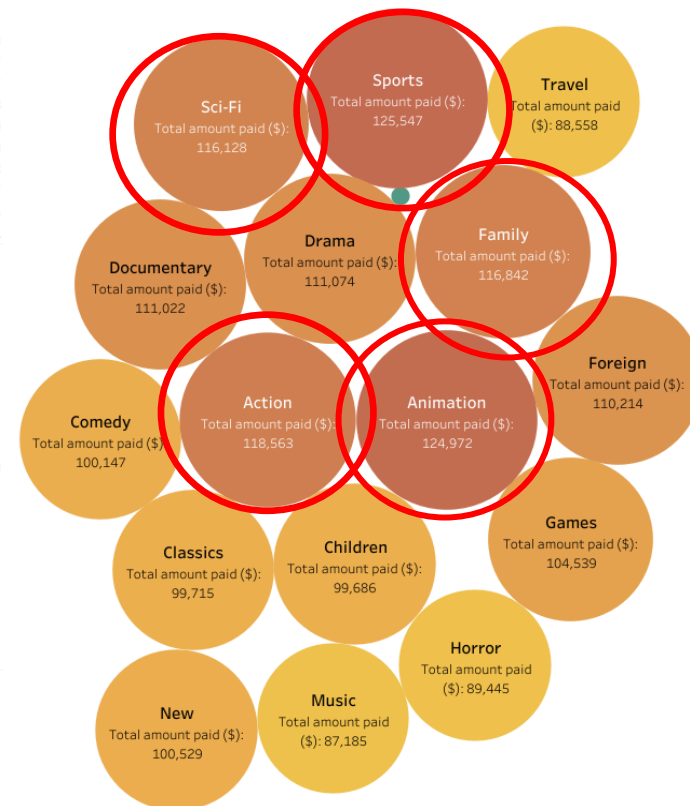
TOP 10 Movies



BOTTOM 10 Movies



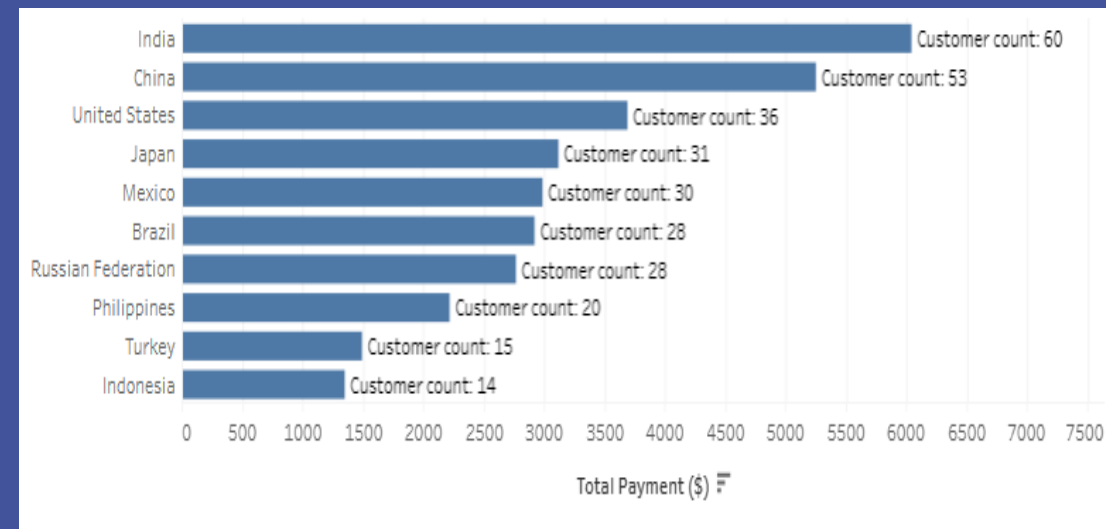
Total Amount Paid per Movie Category



## TOP 5 Movie Categories:

- SPORTS
- ANIMATION
- ACTION
- FAMILY
- Sci-Fi

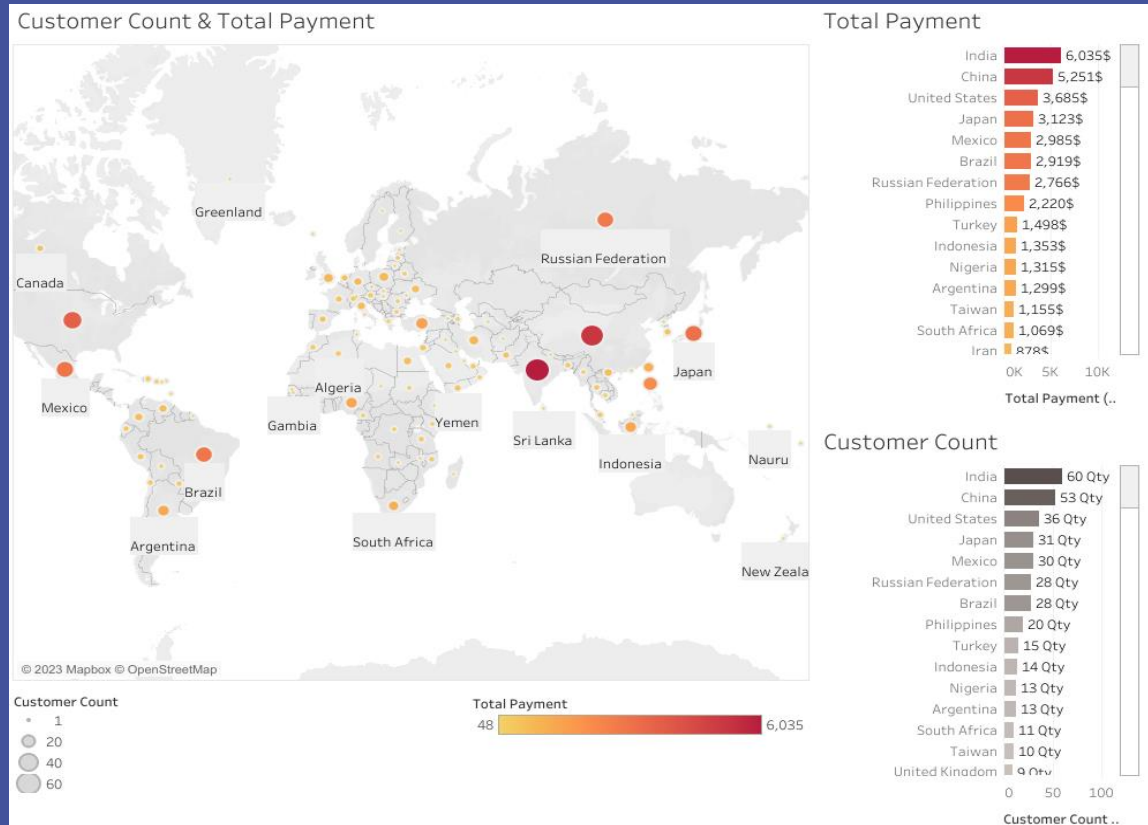
## TOP 10 Countries: India, China, USA, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey and Indonesia



56% OF CUSTOMERS;  
52% REVENUE

# RockBuster Analysis - Sample Visualizations

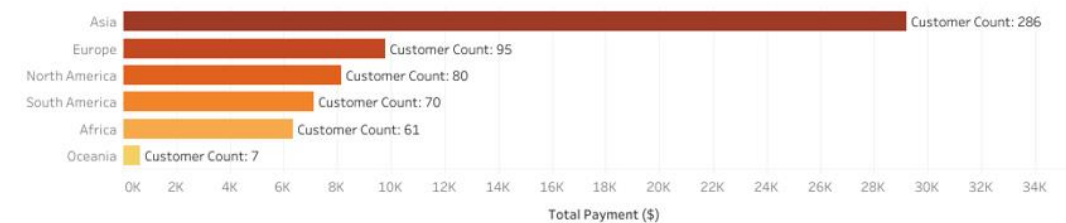
Business Question: Which countries are Rockbuster customers based in?



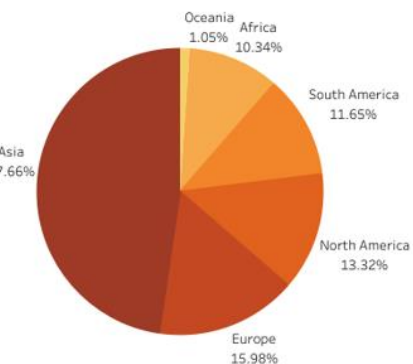
109 COUNTRIES ALL OVER THE WORLD

599 CUSTOMERS

Business Question: Do sales figures vary between geographic regions?



Revenue by Geographic Regions



Asia is the top continent, with 48 % global revenue & customer count. The weakest zone is Oceania, with only 1 % global revenue.

# Recommendations

## Inventory

Invest in more movies in categories like Sport, Animation, Action, Family and Sci-Fi

## High-revenue Markets

Direct promotional efforts and marketing resources to the top 10 countries: India, China, USA, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey and Indonesia

## Loyalty Rewards

Introduce Customer Loyalty Program and Top Customer Rewards.

## New Customers

Expand into the European, American, African, and Oceanian markets to attract new customers and drive acquisition efforts.

## Special Promotions for the Asian market

Create tailored promotions for the Asian market to leverage its high revenue contribution.



## Deliverables:



Project presentation



Interactive Tableau Dashboards



All analyzed key questions, SQL queries and findings



GitHub

GitHub project folder

# MANY THANKS

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Data Analyst

