



ROCKBUSTER STEALTH

DATA ANALYSIS FINDINGS

Project **CONTENT**



Introduction



Key questions and objectives



Project Analysis



Conclusion and recommendations



Questions

Introduction

Rockbuster Stealth LLC is a global movie rental company that used to have stores across several regions around the world. With stiff competition from streaming services such as Netflix, Amazon Prime and other online streaming platforms, the Rockbuster Stealth management team is planning to launch an online video rental service in order to stay competitive.

In this project, I will load Rockbuster's data into a relational database management system (RDBMS) and use SQL to answer the Business questions that the different departments have.

Key questions and objectives

- **Descriptive statistics** for both the film and the customer tables.
 - Maximum, minimum and average values for rental rate, rental duration, film length and replacement cost.
- Sales revenue across regions
- Revenue generated by film genre
- Rockbuster's top 10 Countries in terms of customer numbers
- Rockbuster's top 10 cities that fall within the top 10 countries
- Top 5 customers from the top 10 cities who've paid the highest total amounts to Rockbuster

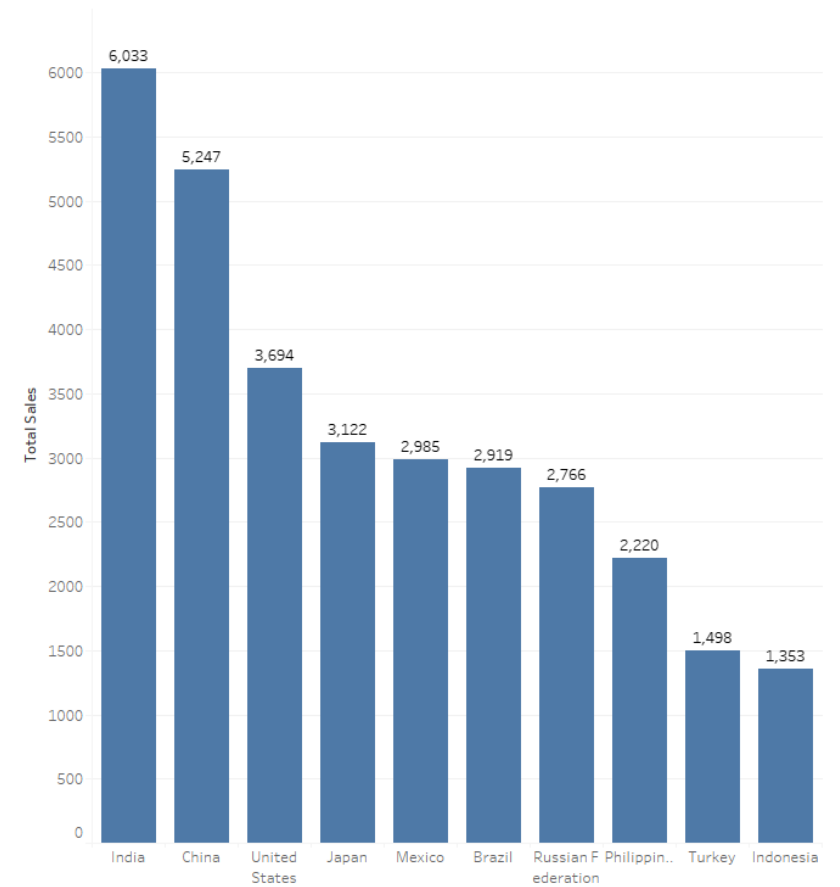
Sales revenue across regions / Top 10 regions

Total sales across regions



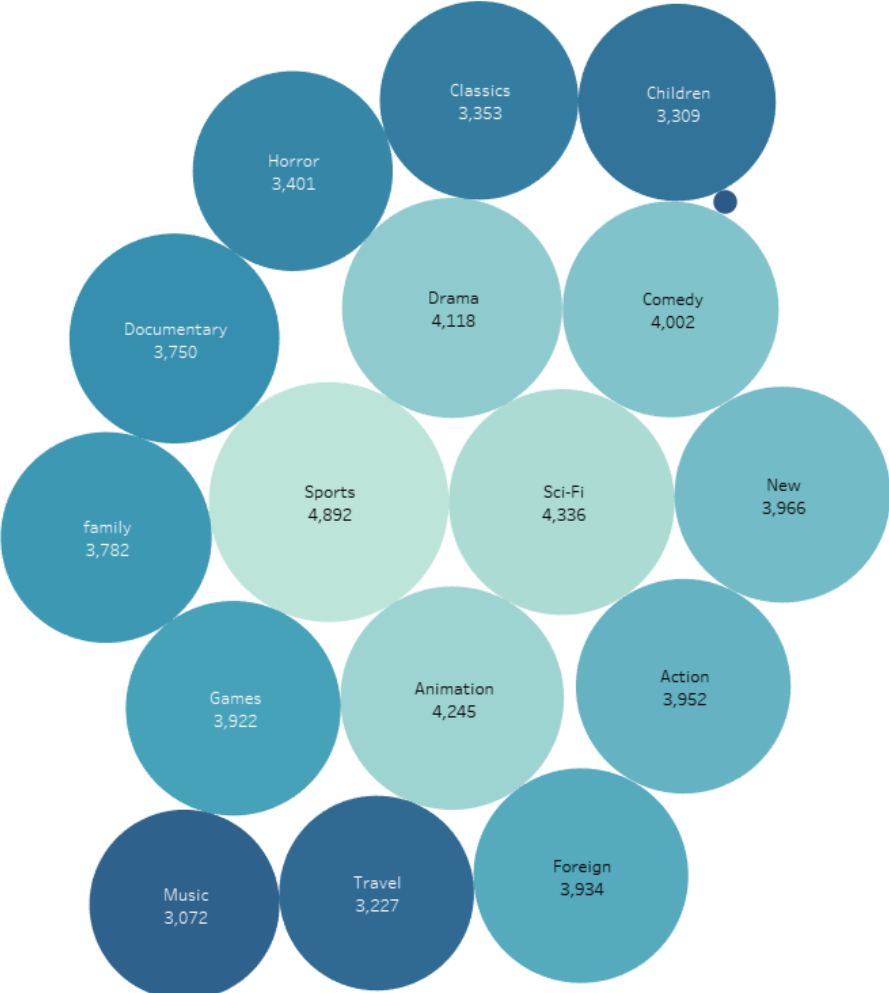
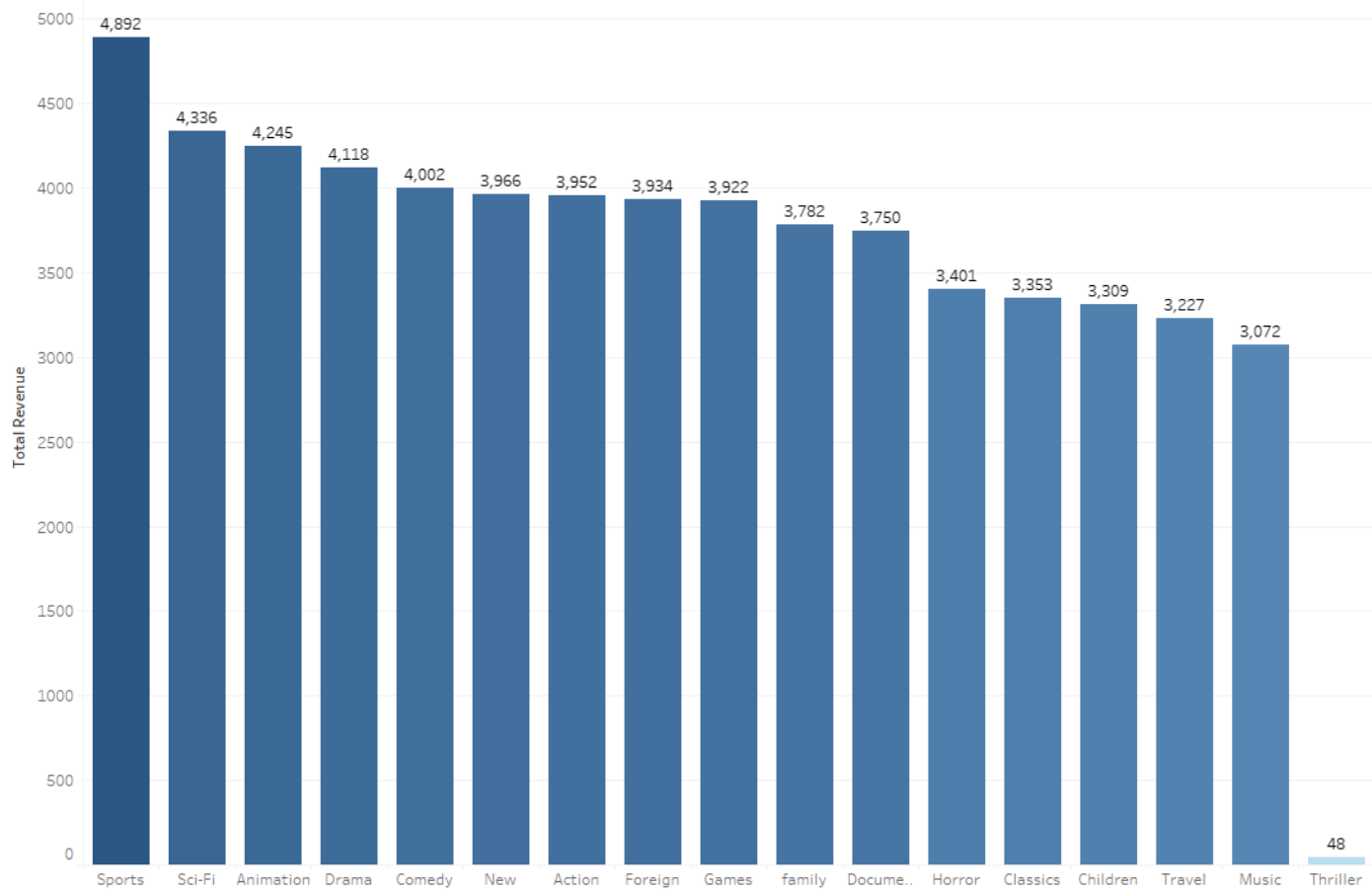
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Top 10 countries by revenue



Sales revenue by film-genre

Revenue by film genre



FILM-RENTAL DESCRIPTIVE STATISTICS



\$ 4,99

Maximum rental rate



\$ 0,99

Minimum rental rate



\$ 2,98

Average rental rate

Rental duration

Maximum rental duration	7 days
Minimum rental duration	3 days
Average rental duration	5 days

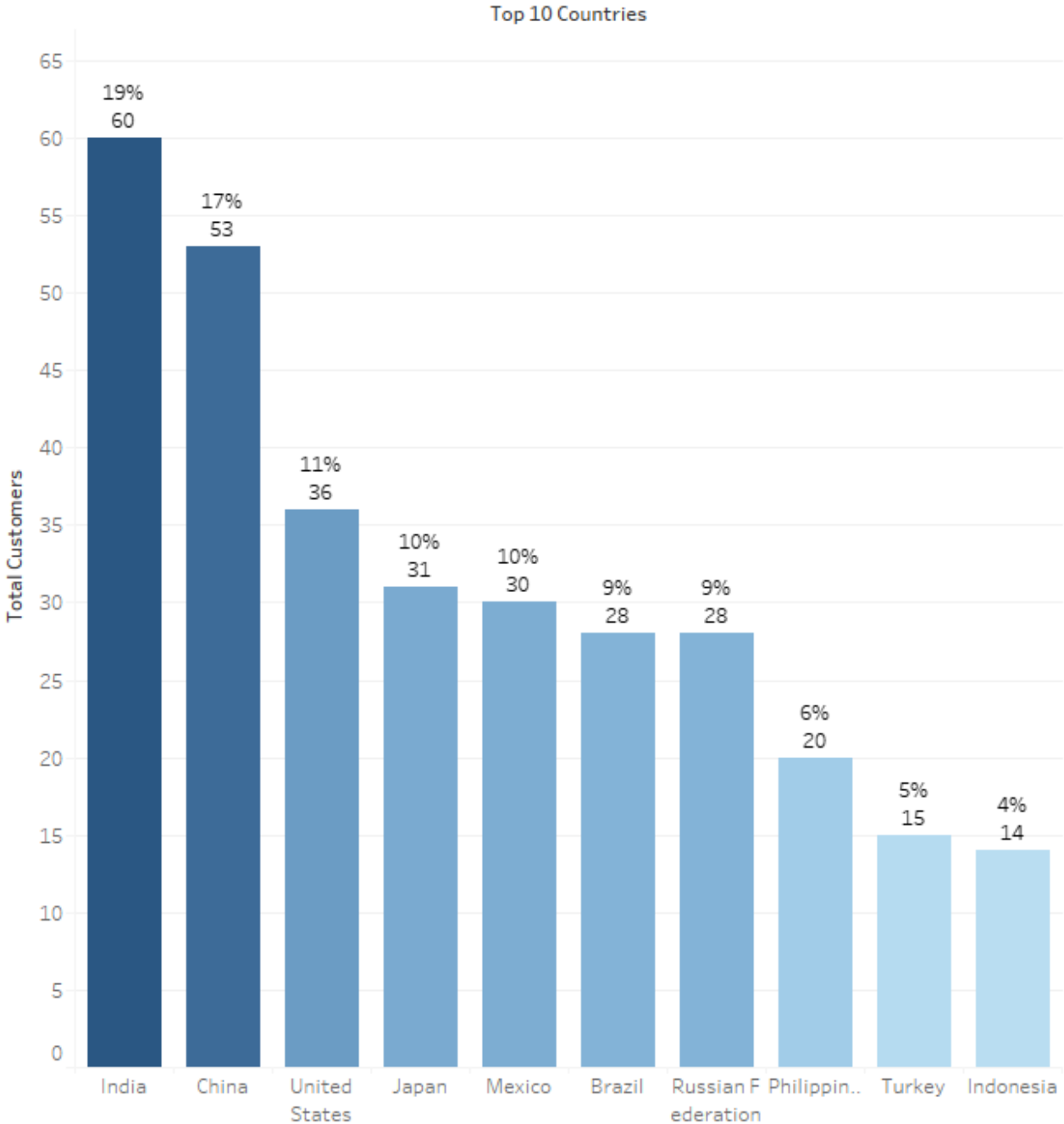
Film duration

Maximum film length	185 mins
Minimum film length	46 mins
Average film length	115.5 mins

Replacement Cost

Maximum replacement cost	\$ 29,99
Minimum replacement cost	\$ 9,99
Average replacement cost	\$ 19,98

Top 10 Countries customer count and their percentages



Highlight Top 10 Countries

Highlight Top 10 Countries

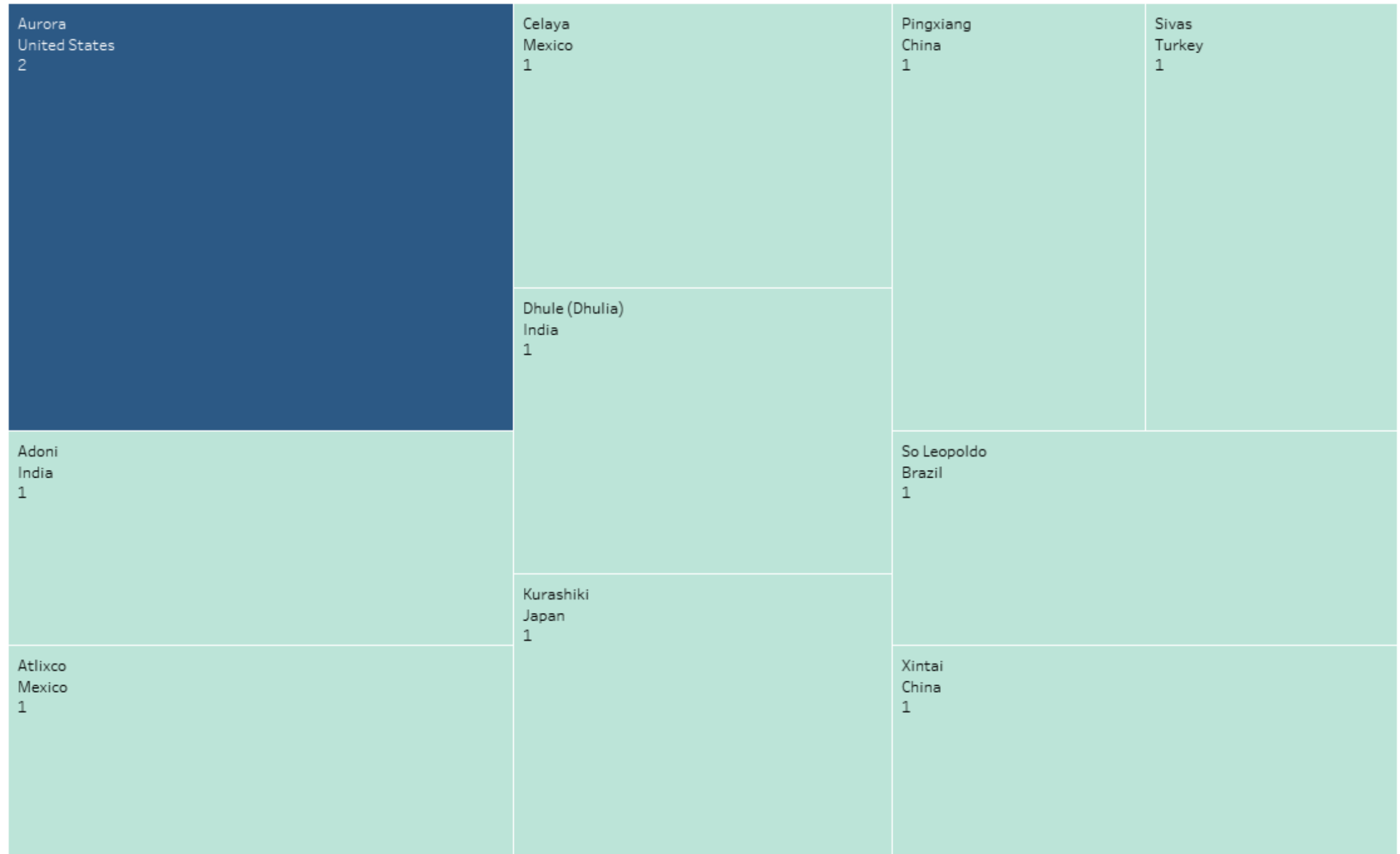
Summary

Count:	10
% of Total SUM(count_of_customers)	
Sum:	100%
Average:	10%
Minimum:	4%
Maximum:	19%
Median:	9%
SUM(count_of_customers)	
Sum:	315
Average:	31.50
Minimum:	14
Maximum:	60
Median:	29.00

SUM(count_of_customers)

1460

Top 10 Cities in top 10 Countries



TOP 5 PAYING CUSTOMERS

ARLENE HARVEY



Customer ID: 225
Country: India
City: Ambattur
Total paid...

111.76

KYLE SPURLOCK



Customer ID: 424
Country: China
City: Shanwei
Total paid...

109.71

MARLENE WELCH



Customer ID: 240
Country: Japan
City: Iwaki
Total paid...

106.77

GLEN TALBERT



Customer ID: 486
Country: Mexico
City: Acua
Total paid...

100.77

CLINTON BUFORD



Customer ID: 537
Country: United States
City: Aurora
Total paid...

98.76

Conclusions & recommendations

Conclusions

- The top 10 major movie rental regions by customer count and revenue generated sorted in descending order include India, China, United States, Japan, Mexico, Brazil, Russian Federation, The philippines, Turkey and Indonesia.
- The top 5 customers also come from the top 5 regions reinforcing the findings that these top countries have a reliable and strong customer base.
- The most rented movie-genre that generated the highest revenue according to the data are Sports, Sci-fi, animation, Drama, comedy, with the rest of the categories within close range but for the Thriller genre with a distant least revenue.
- Close to 70% of the revenue generated among the top 10 countries come from only 4 countries, namely; India, China, United States and Mexico – Making South Asia, East Asia and North America the most lucrative regions.
- Maximum and minimum rental rates are respectively \$ 4,99 and \$ 0,99 making an average of \$ 2,98.

Recommendations:

- Rockbuster Stealth LLC should strongly consider investing in the top 10 countries mentioned above and particularly in South, East Asia and North America. Emerging markets such as Japan, Mexico and Brazil should also be targeted with robust ad campaigns. Film rental rates should be competitive with other major online streaming platforms and promotion incentives be offered to first-time registrants and regular customers.

Tableau Link:

[Tableau Link to Achievement 3 - Task 3.10](#)

Q & A

For any inquiries regarding these analysis, please do
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THANK YOU