MovieNow:
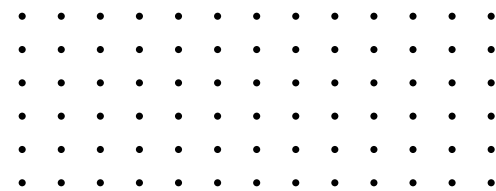# Driving Online Rental Growth through Data Analytics.

Leveraging PostgreSQL to optimize customer engagement and content strategy.

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Scenario

In this scenario, I work as a Junior data analyst for MoviesNow. **MoviesNow** is a streaming platform needing data-driven decisions for its movie rental operations.

The Goal is to analyze customer behavior, movie performance, and regional sales to drive revenue.

Key Questions: What are our top-performing genres? Which regions have the highest customer lifetime value (LTV)?

Main objectives & KPIs for MoviesNow

- Total number of rentals: revenue

- The average rating of all movies: customer satisfaction

- Number of active customers: customer engagement

- Information for operational decisions
  - Popularity of actors to decide which movies to invest in.
  - Revenue of the last months to estimate budget for short term investments.

- Information for strategic decisions
  - Success across countries to decide on market extensions.
  - Longterm development of revenue for long term investments.

Schema

customers
customer_id
name
country
gender
date_of_birth
date_account_start

movies
movie_id
title
genre
runtime
year_of_releas
renting_price

renting
renting_id
customer_id
movie_id
rating
date_renting

actors
actor_id
name
year_of_birth
nationality
gender

actsin
actsin_id
movie_id
actor_id