Zosya Trimbacher

Data Analyst

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[LinkedIn](#)

[GitHub](#)

[Tableau](#)

About me

Hi, I'm Zosya Trimbacher — a data-driven problem solver with a background in operations and executive support in fast-paced tech environments.

After nearly five years at Delivery Hero, where I worked closely with global leadership and helped streamline internal processes, I decided to pivot toward data analytics to deepen my ability to uncover insights and support smarter decision-making.

Since then, I've developed a strong foundation in tools like SQL, Tableau, Excel, and Python, and I've built project work focused on operational performance, reporting, and customer analysis.

My goal is to apply both my operational experience and analytical skills in data-focused roles.

Rockbuster Stealth

To support Rockbuster's shift from DVD rental to online streaming by identifying top markets, valuable customers, and profitable genres.

Descriptive statistics, Revenue analysis, Customer profiling, Strategic targeting.

Postgres   Tableau

Rockbuster Stealth Analysis

Rockbuster Stealth is transitioning from DVD rentals to a global streaming platform. This analysis supports their 2020 strategy by identifying high-performing markets, top revenue drivers, and loyal customer segments using SQL.

OBJECTIVES

- Identify top and bottom revenue-generating movies.

- Locate high-value customers and their countries.

- Analyze average rental durations and genre performance.

- Support strategic decisions on market targeting and customer retention.

METHODS

- Used SQL queries to extract and analyze customer, payment, and rental data.

- Created CTEs and subqueries to explore patterns in revenue and customer behavior.

- Conducted aggregation, filtering, and joins to answer business questions.

- Visualized results in Excel and PowerPoint for business stakeholders.

DATA

Sourced from Rockbuster's internal PostgreSQL database. Tables included: films, categories, customers, payments, rentals, countries, cities. Link to my GitHub is here.

Movie categories bringing in most revenue
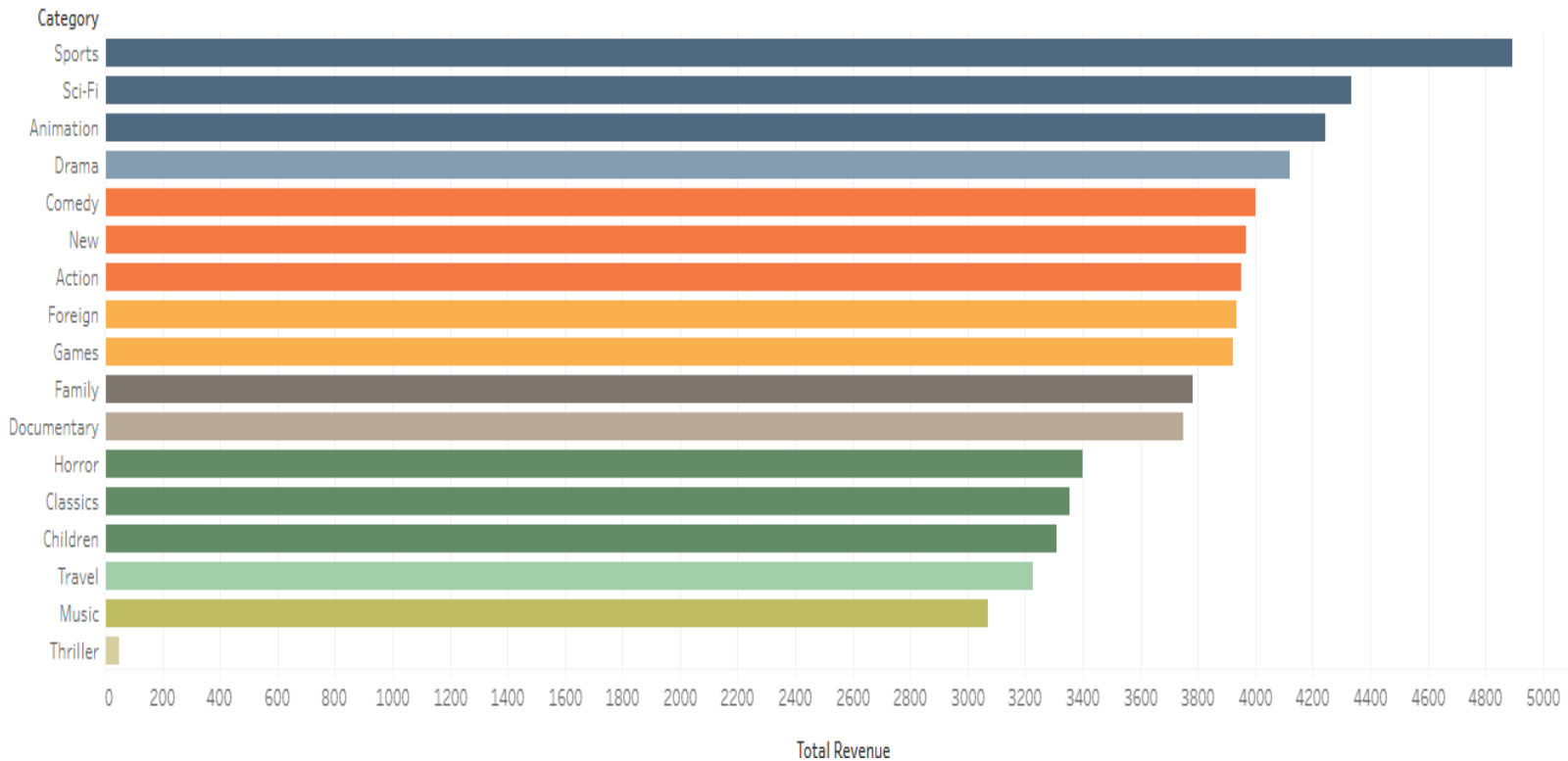
This chart shows which movie genres drive the most revenue.

- Sports and Sci-Fi are the top-earning categories, outperforming all others.

- Other strong contributors include Animation, Drama, and Comedy.

- This insight supports smarter catalog strategy as the company transitions to streaming.

Rockbuster's customers location & revenue generated by each country.

This map highlights Rockbuster's strongest revenue regions.

- India ($6,035), China ($5,251), and the U.S. ($3,685) lead in total revenue.

- Other key markets include Japan, Mexico, and Brazil.

- These regions represent the best opportunities for an initial streaming rollout.

- Global sales insights help prioritize countries for future investment and expansion

Recommendations

- Target top markets: Launch first in India, China, and the U.S., where spending and customer value are highest.

- Promote high-performing genres like Sports, Sci-Fi, and Animation to maximize engagement.

- Reward loyalty: Introduce incentives for top-paying customers to drive retention.

- Refine catalog: Phase out low-revenue titles and focus marketing on profitable content.

- Monitor regional behavior to fine-tune pricing and tailor the streaming experience.

- Start with pilot cities, expanding based on revenue potential and customer density.
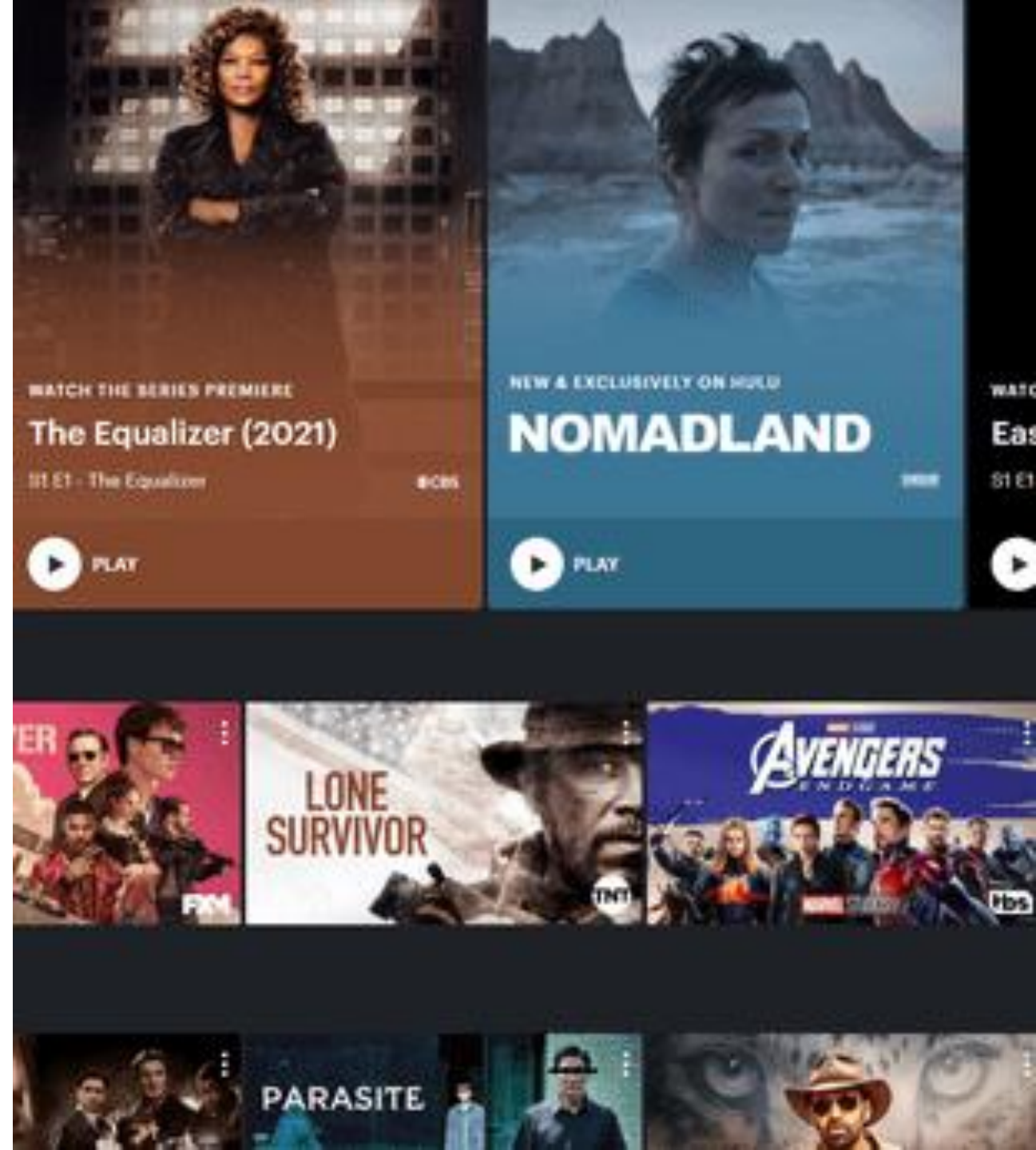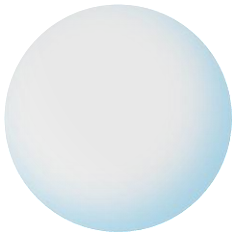
Rockbuster Stealth (SQL project)
Project Challenges & Reflections

Challenge

- Dataset spread across multiple tables.

- Joins sometimes produced overly broad results.

- Hard to extract insights cleanly.

Solution

- Used CTEs and subqueries to simplify queries.

- Applied filtering and aggregation for focus.

- Targeted high-value customers, markets, and genres.

Reflection

- Structured SQL approach worked well for clarity and reusability.

- NULLs and inconsistent rental durations slowed progress.

- Next time: build ERD upfront + optimize queries earlier.