Rockbuster Stealth

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DATABASE ANALYSIS

Project Overview

Rockbuster Stealth LLC i s a movie rental company that used to have stores around the world.

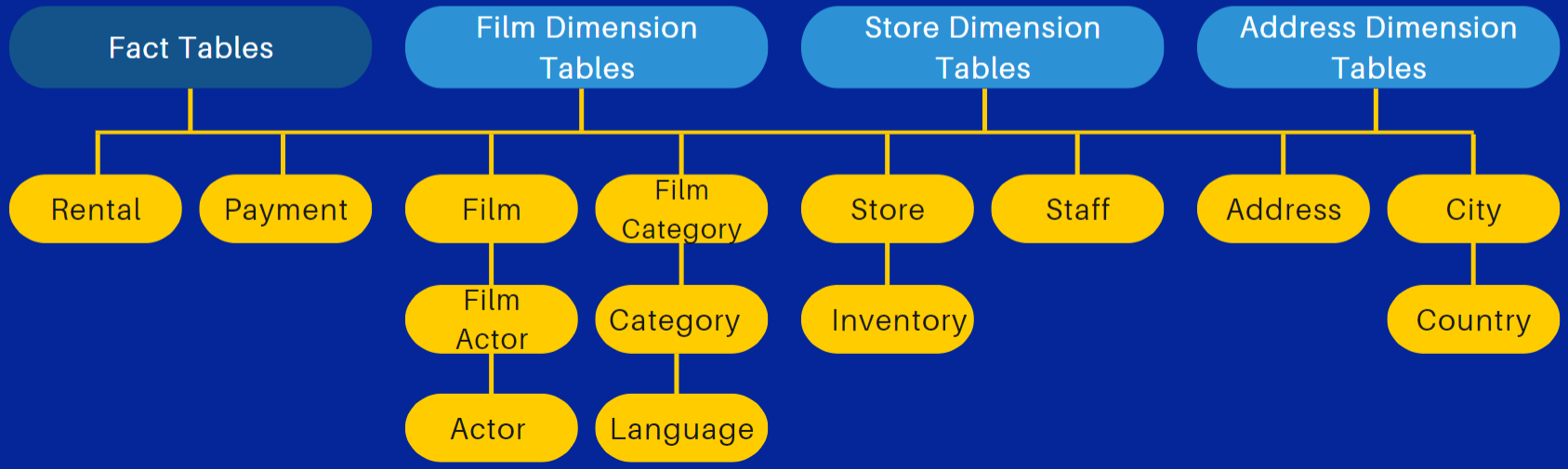
Situation: New Comptetitors

Facing stiff competition from streaming services such as Netflix and Amazon Prime,
the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive

Our Goal:

You've been hired as a data analyst by Rockbuster Stealth's business intelligence (BI) department to help with the launch strategy for the new online video service. The BI department helps other departments, from inventory to customer insights, with data-related queries. Your first task is to load all of Rockbuster's data into a relational database management system (RDBMS)

ERD SUMMARY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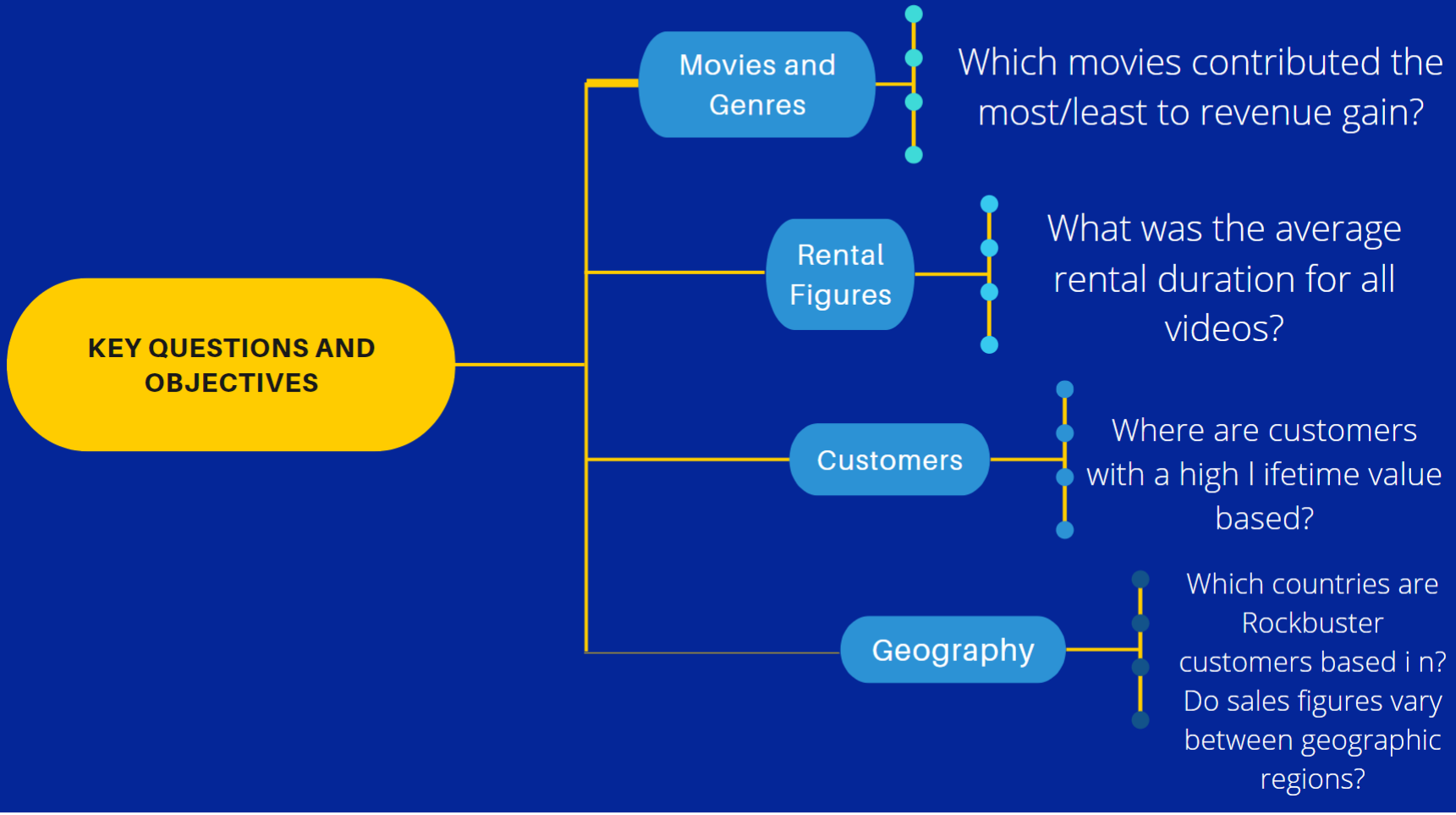
Film Dimension Tables
Store Dimension Tables
Address Dimension Tables
Rental
Payment
Film
Film Category
Store
Staff
Address
City
Film Actor
Category
Inventory
Country
Actor
Language

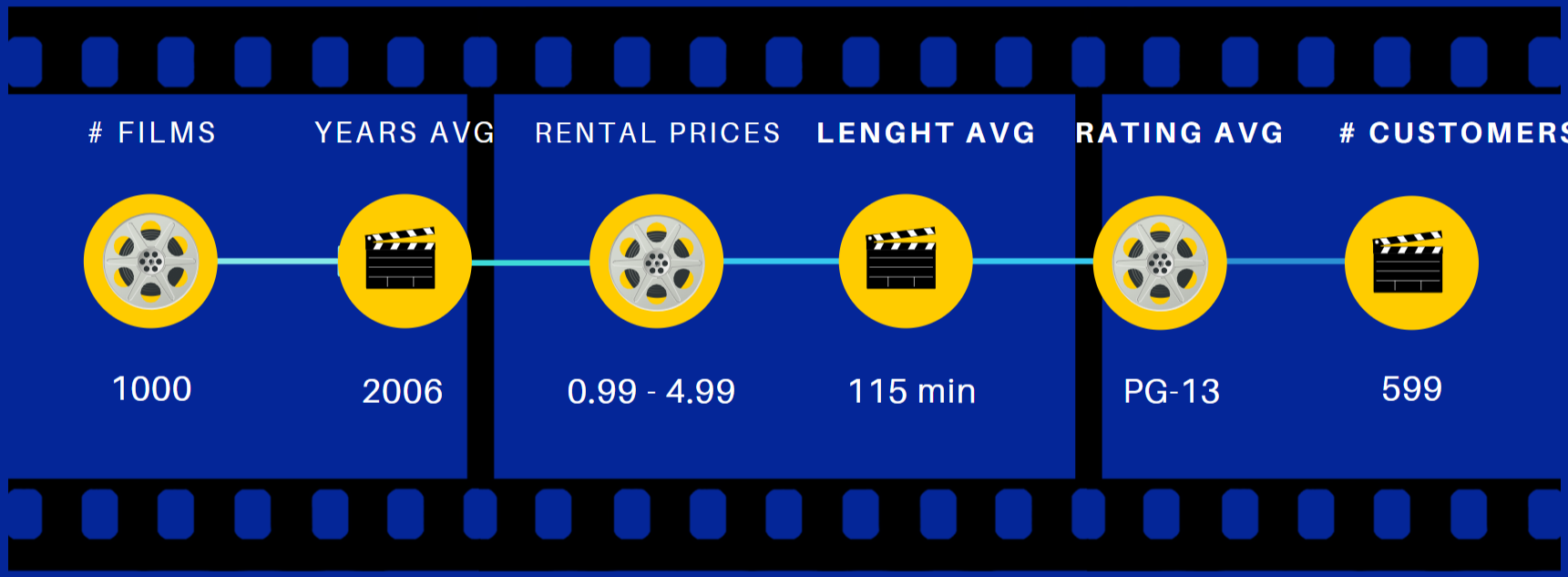

KEY QUESTIONS AND OBJECTIVES
Movies and Genres
Which movies contributed the most/least to revenue gain?
Rental Figures
What was the average rental duration for all videos?
Customers
Where are customers with a high l ifetime value based?
Geography
Which countries are Rockbuster customers based i n? Do sales figures vary between geographic regions?

THE POWER OF VISUALS

Let´s answer the questions

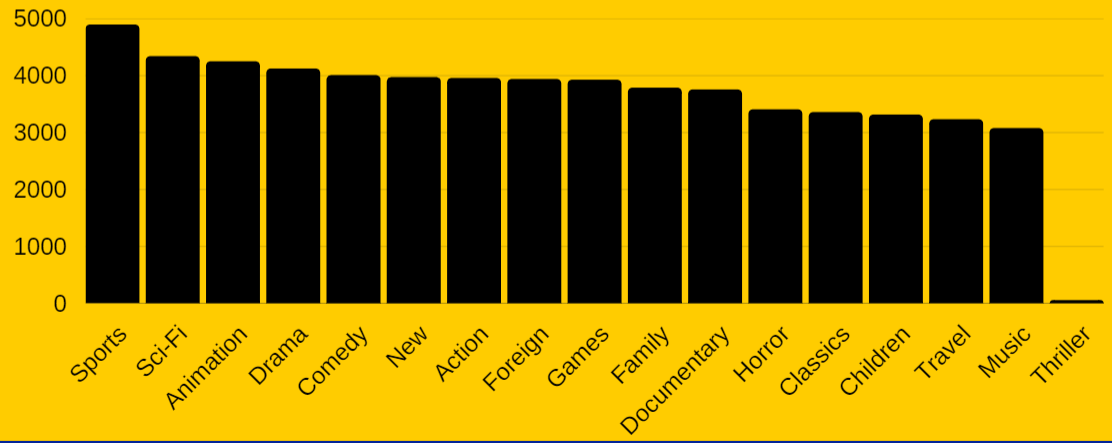
ROCKBUSTER STEALTH KPIS

Quick Overview



Movies and Genres

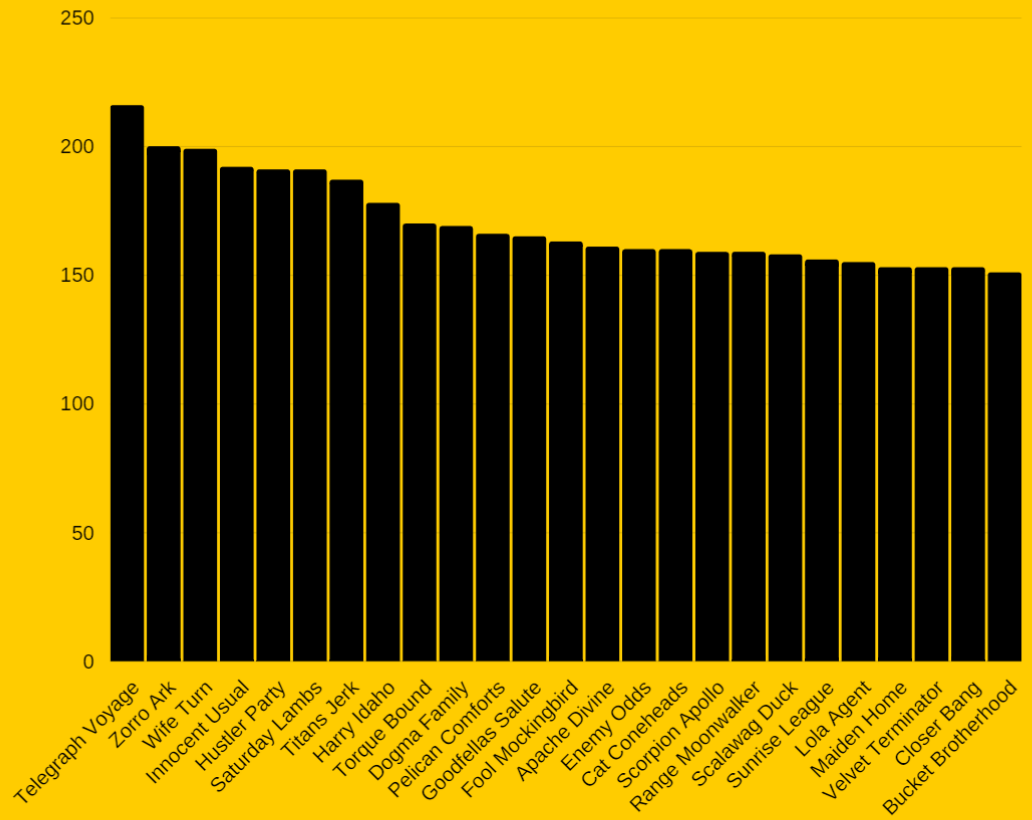
Incomes by Movies- Genres- Rating

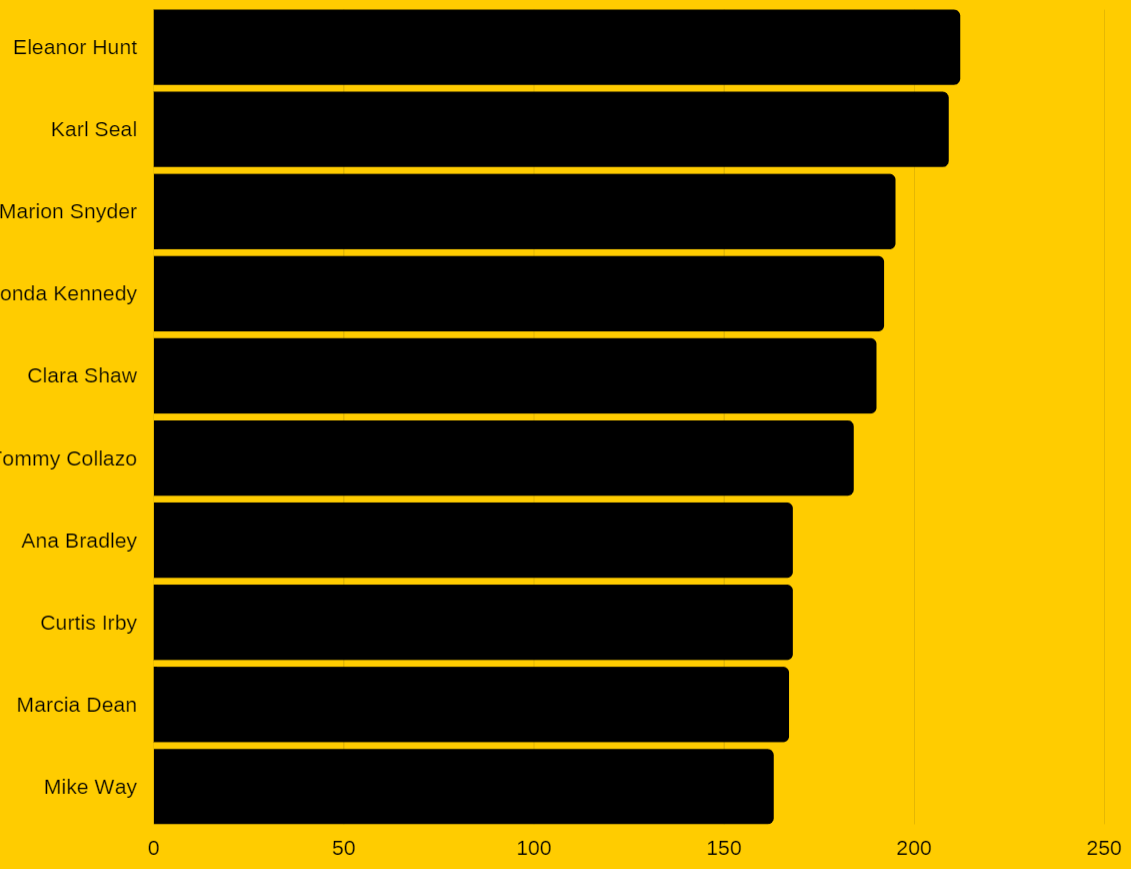


Movies and Genres

Incomes by Movies- Genres- Rating

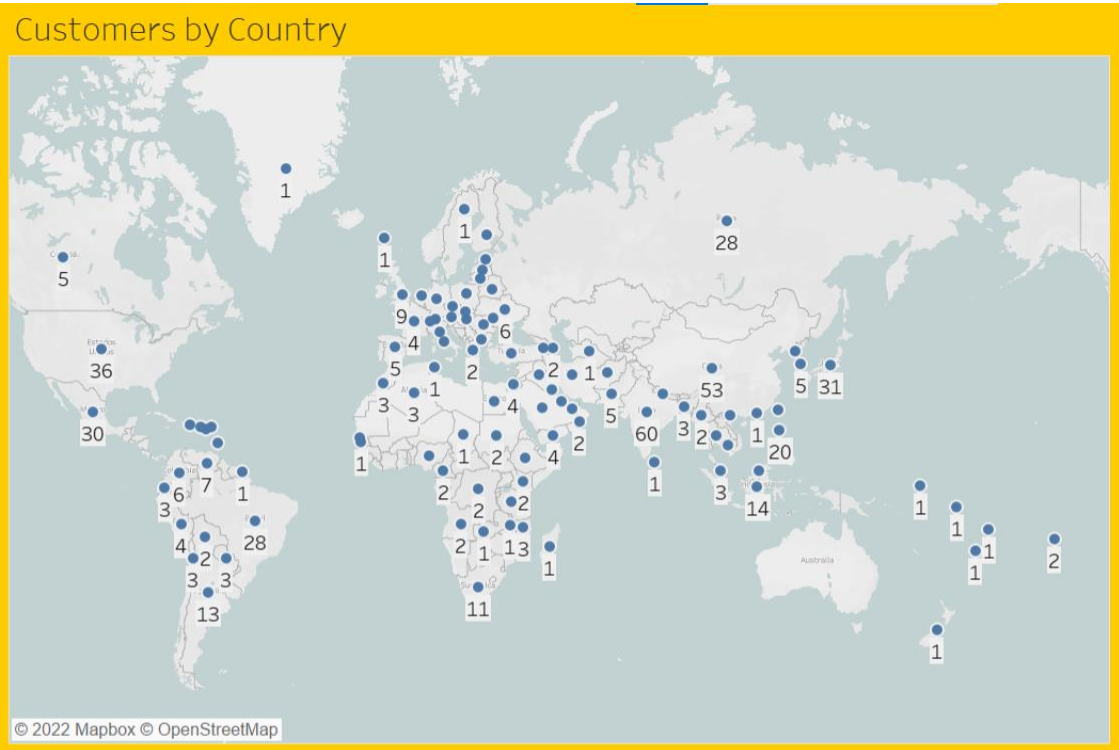
Top 25

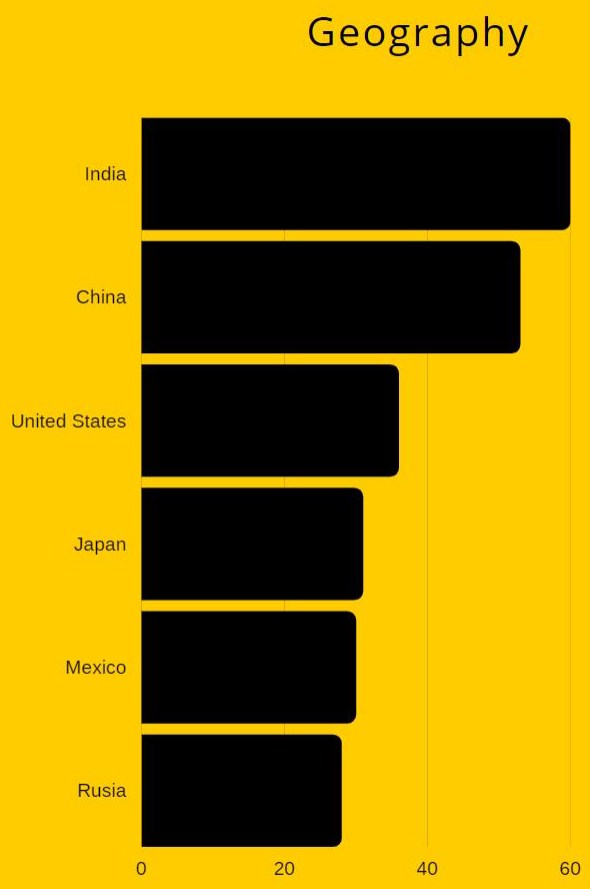




Customers

Higher Lifetime Value



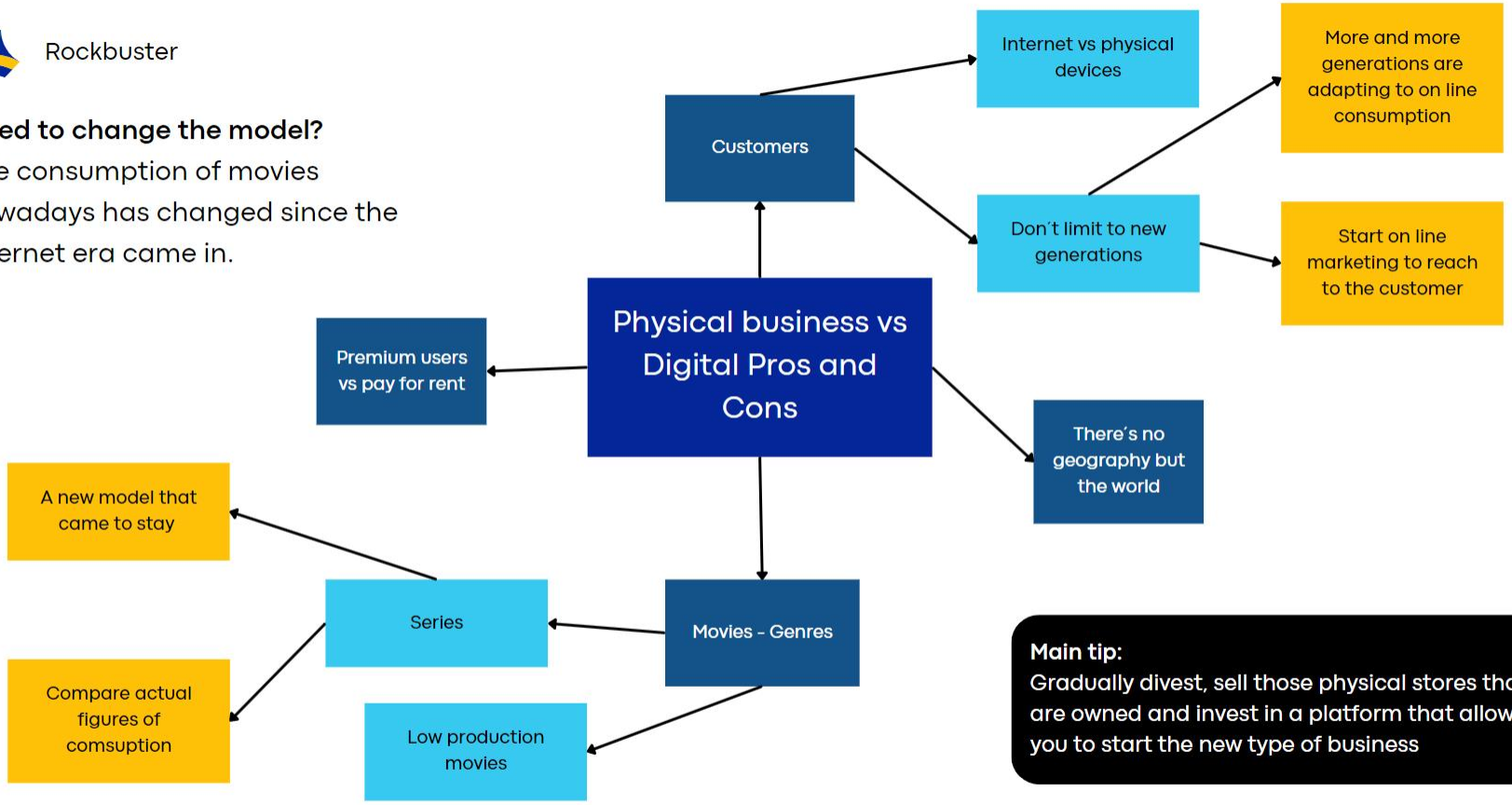


Customer by Countries - Regions

Rockbuster

Need to change the model?

The consumption of movies nowadays has changed since the internet era came in.



Main tip:

Gradually divest, sell those physical stores that are owned and invest in a platform that allows you to start the new type of business

Message us for inquiries or comments.

Thank you!