



Rockbuster Stealth

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DATABASE ANALYSIS



Situation: New Competitors

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



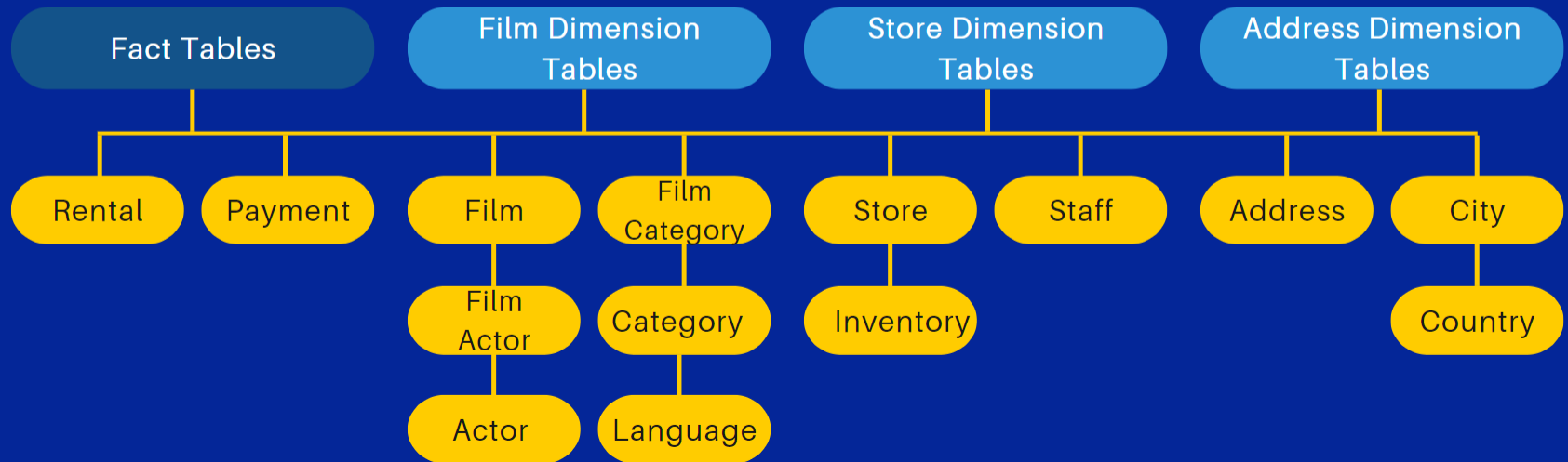
Our Goal:

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)

Project Overview

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

ERD SUMMARY



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 lifetime value based?

Geography

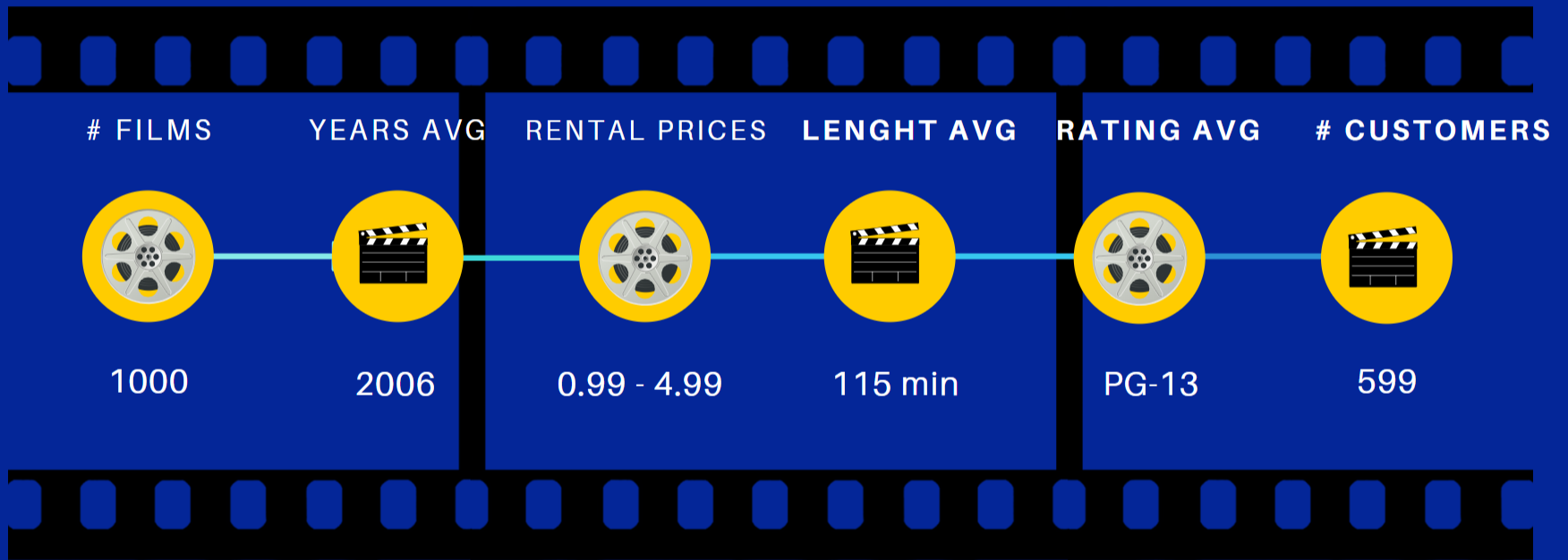
Which countries are Rockbuster customers based in?
Do sales figures vary between geographic regions?

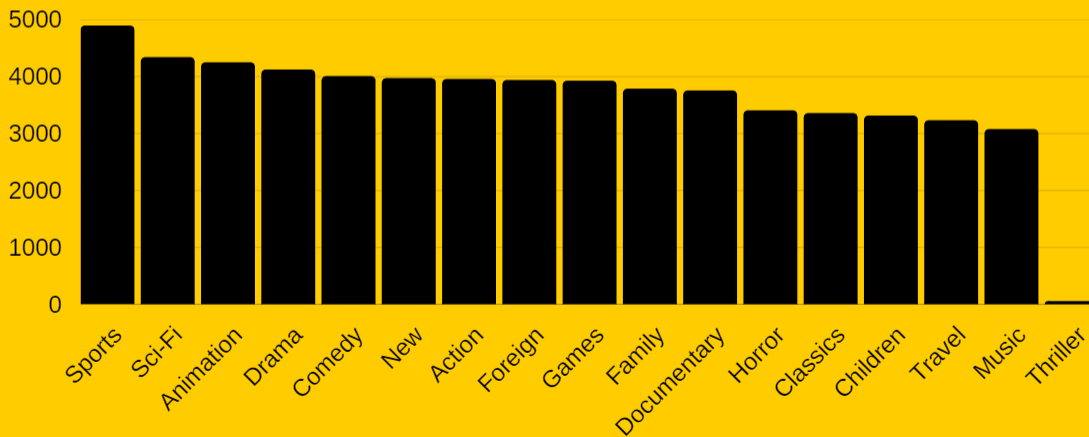
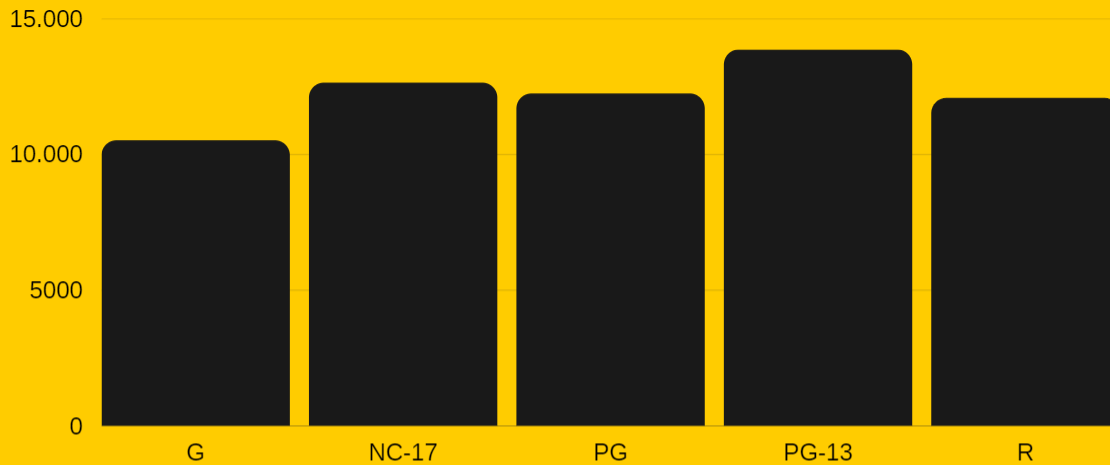
THE POWER OF VISUALS

Let's answer the questions

ROCKBUSTER STEALTH KPIS

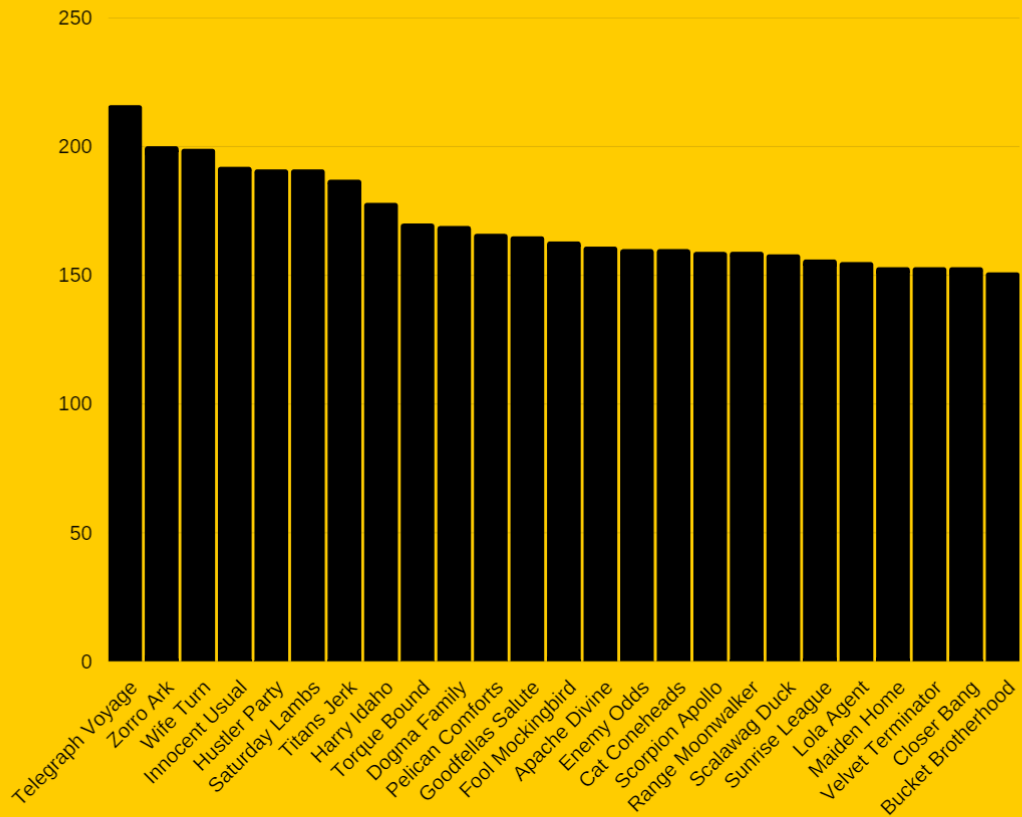
Quick Overview





Movies and Genres

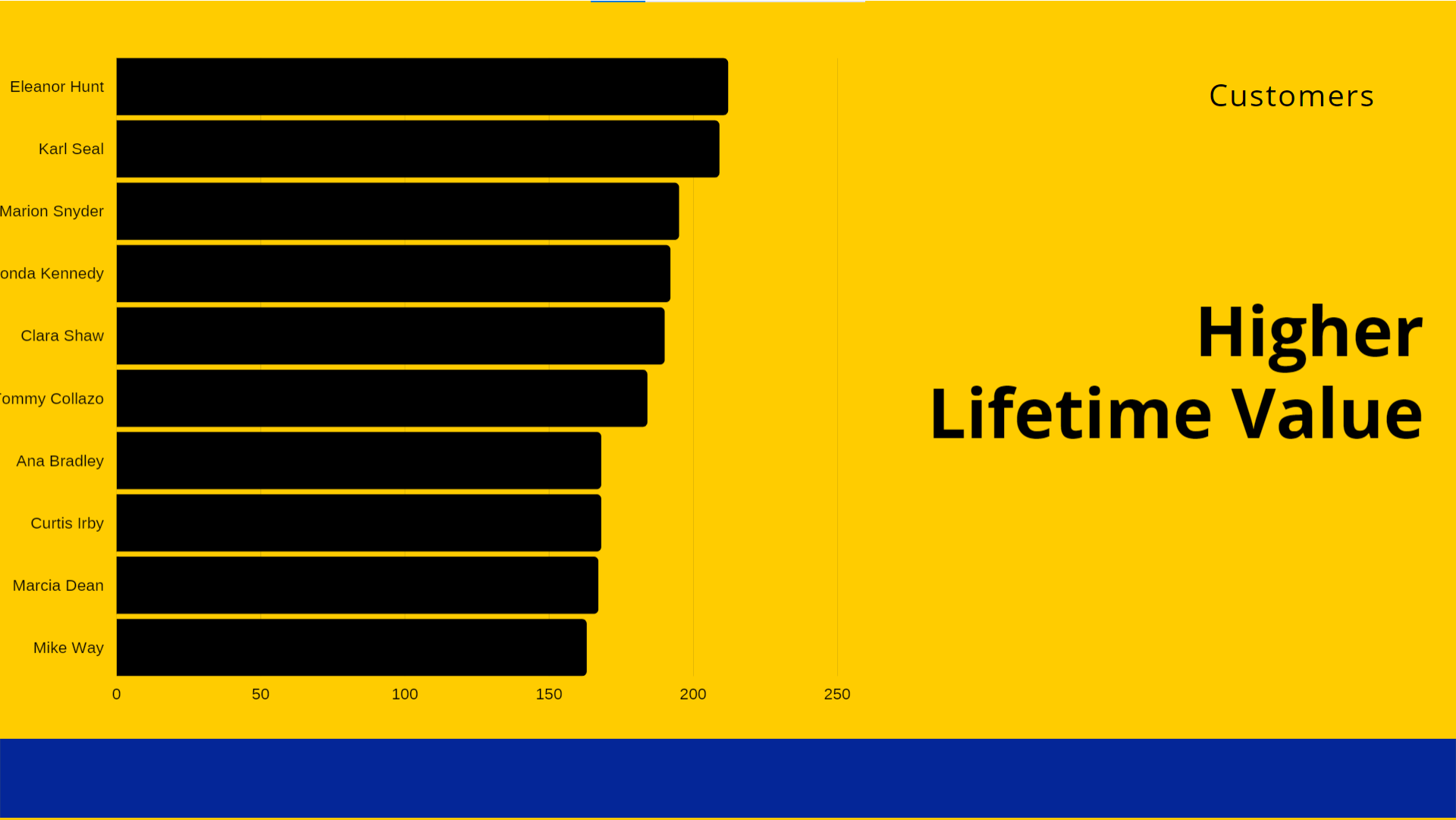
**Incomes by
Movies-
Genres- Rating**



Movies and Genres

Incomes by Movies- Genres- Rating

Top 25



A world map showing the distribution of 100 sampling sites. The sites are marked with blue dots and labeled with numbers indicating the number of samples collected at each location. The sites are distributed across North America, South America, Europe, Africa, Asia, and Australia.

Legend: Blue dot = Sampling site

© 2022 Mapbox © OpenStreetMap

A horizontal bar chart comparing the percentage of the population aged 65 and over in 2019 for six countries. The y-axis lists the countries: India, China, United States, Japan, Mexico, and Russia. The x-axis represents the percentage, with major grid lines at 0, 20, 40, and 60. India has the highest percentage at approximately 59%, followed by China at 53%, the United States at 36%, Japan at 30%, Mexico at 30%, and Russia at 28%.

Country	Percentage of population aged 65 and over (2019)
India	59%
China	53%
United States	36%
Japan	30%
Mexico	30%
Russia	28%

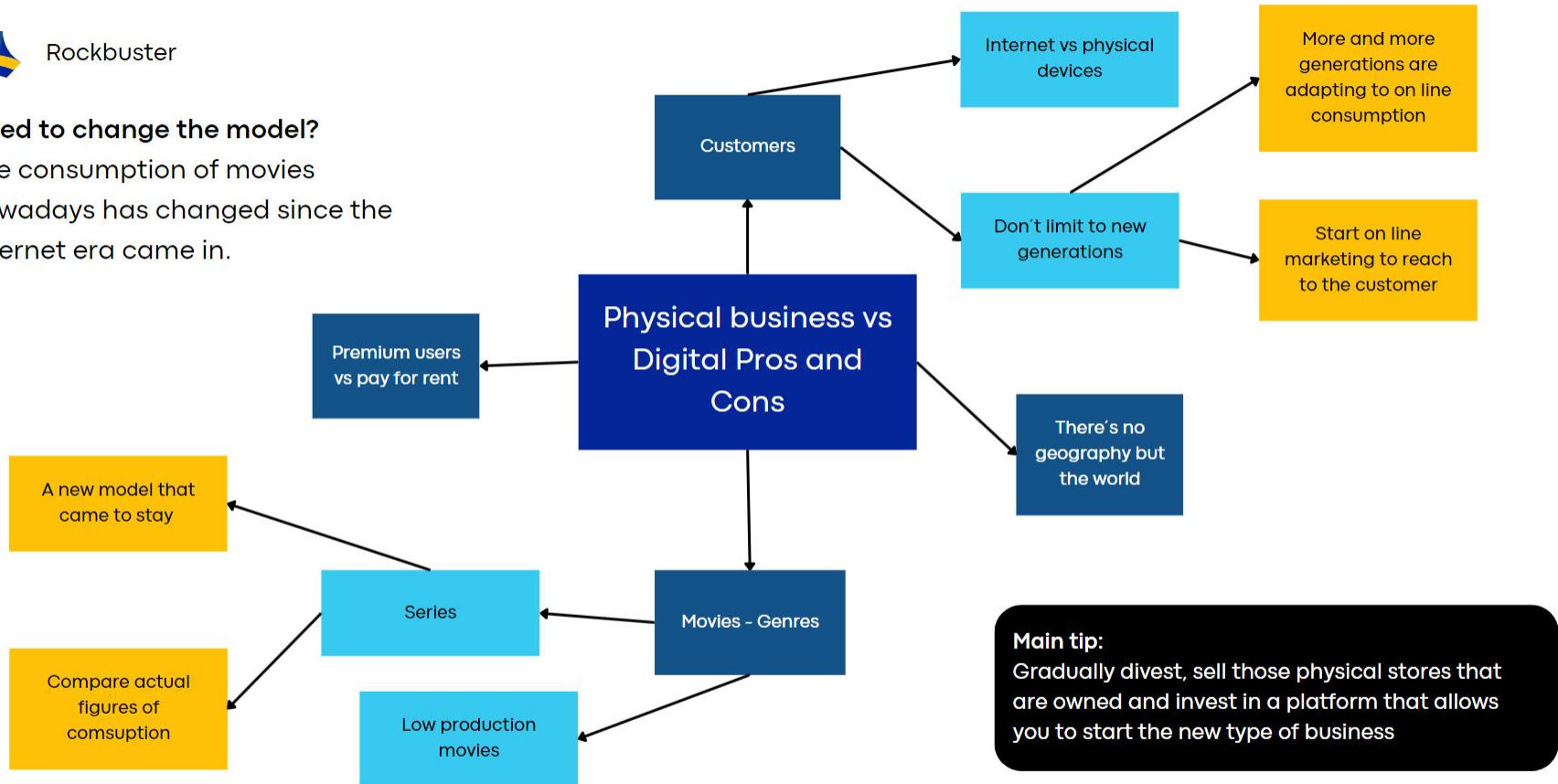
Customer by Countries - Regions



Rockbuster

Need to change the model?

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



**Message us for
inquiries or comments.**

**Thank
you!**