# ROCKBUSTER STEALTH CASE STUDY

Andy Cen

Data Analytics

Creating a Data Dictionary

Data Visualization with Tableau

Relational Databases

SQL:

PostgreSQL

Data Cleaning

Filtering

Joining Tables

Subqueries

CTEs

Data Visualization with Tableau

KEY SKILLS APPLIED

CONTENTS

# PROJECT GOALS

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

**Motivation**: Rockbuster Stealth is facing stiff competition from streaming services such as Netflix and Amazon Prime.
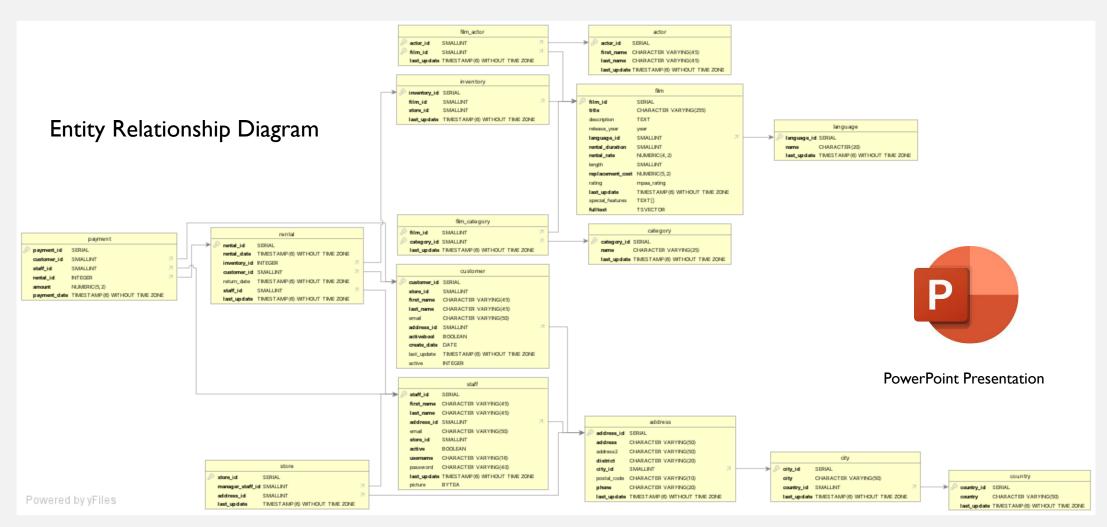
**Objective**: Perform an initial data and exploratory analysis to derive insights and strategies for better segmentation.

# DEFINING THE KEY QUESTIONS

- Which movies contributed the most/least to revenue gain?

- What was the average rental duration for all videos?

- Which countries are Rockbuster customers based in?

- Where are customers with a high lifetime value based?

- Do sales figures vary between geographic regions?

# DATA DICTIONARY



Entity Relationship Diagram
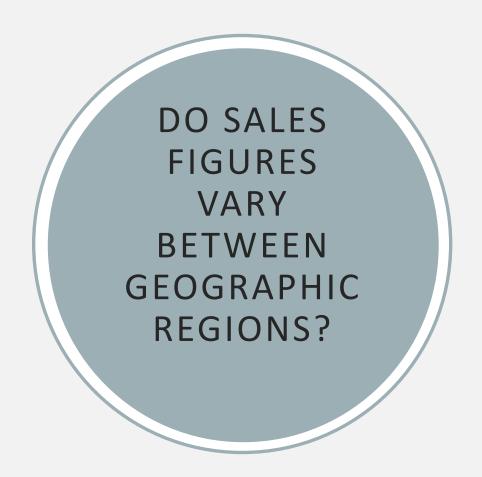
Rockbuster Stealth Customer Dataset

PowerPoint Presentation

# EXPLORATORY AND VISUAL ANALYSIS
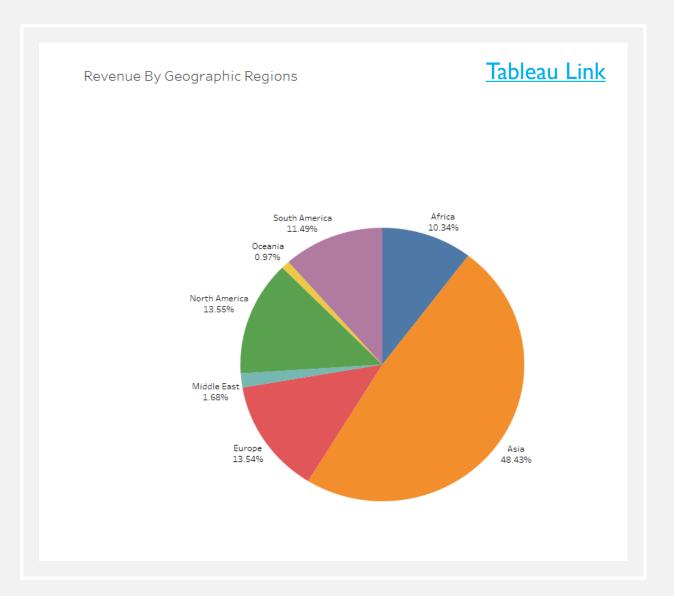
WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?

INDIA HAS THE GREATEST NUMBER OF CUSTOMERS.

Top 10 Countries by Number of Customers

[Tableau Link](Tableau Link)

Mexico
30

Philippines
20

Russian Federation
28

Turkey
15

Japan
31

Brazil
28

China
53

United States
36

Indonesia
14

India
60

DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?

Asia is leading in sales figures with over 48% of sales.

Revenue By Geographic Regions

South America 11.49%
Africa 10.34%
Oceania 0.97%
North America 13.55%
Middle East 1.68%
Europe 13.54%
Asia 48.43%

China and Turkey has the highest lifetime value of customers.

Unites States, Mexico, Indonesia follow behind.

Brazil, India, and the Philippines are last.

Highest Lifetime Value by Country

SUM(Total Amount Paid)
86.8 — 196.6

159.6 United States

128.7 Mexico

90.8 Brazil

195.5 Turkey

196.6 China

86.8 India

88.7 Philippines

123.7 Indonesia

Tableau Link

# REVENUE BY MOVIE CATEGORY

The top movie categories or genres are Sports, Sci-Fi Animation, Drama, and Comedy.

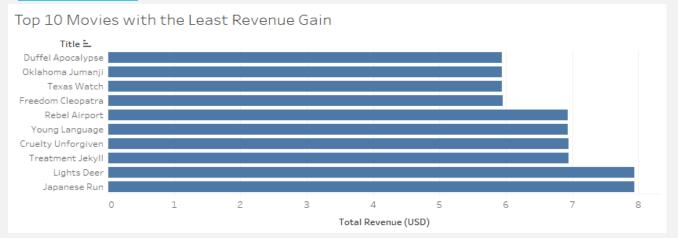The sliver of red on the bottom right represents Thriller.



Revenue by Movie Category

| | | | | |
|---|---|---|---|---|
| Sports 4,892 | Comedy 4,002 | Games 3,922 | Family 3,782 | Documentary 3,750 |
| Sci-Fi 4,336 | New 3,966 | Horror 3,401 | | Travel 3,227 |
| Animation 4,245 | Action 3,952 | Classics 3,353 | | Music 3,072 |
| Drama 4,118 | Foreign 3,934 | Children 3,309 | | |

# WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

**Top 10 Movies with the Most Revenue Gain**



Telegraph Voyage, Zorro Ark, and Wife Turn are the top movies with the most revenue gain.

Tableau Link

**Top 10 Movies with the Least Revenue Gain**



Duffel Apocalypse, Oklahoma Jumanji, Texas Watch, and Freedom Cleopatra are the movies with the least revenue gain.

Tableau Link

# ADDITIONAL INSIGHTS

The average rental duration is 5 days.

The average rental rate is $2.89.

The number of total customers is 599.

The number of participating countries is 108.

## RECOMMENDATIONS & NEXT STEPS

- **Global Market Expansion:**
  - Asia has over 48% of Rockbuster's sales and revenue. Exerting more resources and engagement into Asia's market may better improve profits.
  - Consider the lesser popular regions like Oceania and the Middle East to expand and explore potential markets.
- **Loyalty Programs:**
  - Offer customers with high contributions with great support and customer service. Include special offers and events that provide special privileges like early access, reduce prices, or rewards.
- **Top Performing Categories & Genres:**
  - Top movie categories or genres are Sports, Sci-Fi Animation, Drama, and Comedy. Rockbuster should consider promoting these genres more since they generate high revenue.
- **Capitalize on Top Revenue Generating Movies:**
  - Top revenue generating movies like Telegraph Voyage and Zorro Ark should be advertised and promoted more to yield more profits.

# THANK YOU!

Connect with me:

| Tableau | andycen7@gmail.com | LinkedIn | GitHub | (415) 806-3581 |