

DATA ANALYTICS IMMERSION

SQL

ROCKBUSTER STEALTH LLC

Rockbuster Stealth wants to expand into new markets and increase global revenue. This analysis helps identify high-performing countries, top customers, and popular product categories to support data-driven decisions for international growth.

QUESTIONS TO ANSWER

WHICH COUNTRIES GENERATE THE MOST RENTAL REVENUE?

WHO ARE THE TOP CUSTOMERS BY REVENUE?

WHAT CUSTOMER SEGMENTS SHOULD WE TARGET?

METHODOLOGY & TOOLS

DATA SOURCE

ROCKBUSTER STEALTH DATABASE (POSTGRESQL)

TOOLS

SQL, TABLEAU PUBLIC, EXCEL

APPROACH

DATA EXTRACTION → TRANSFORMATION → VISUALIZATION

KEY INSIGHTS & VISUALIZATIONS

3.6

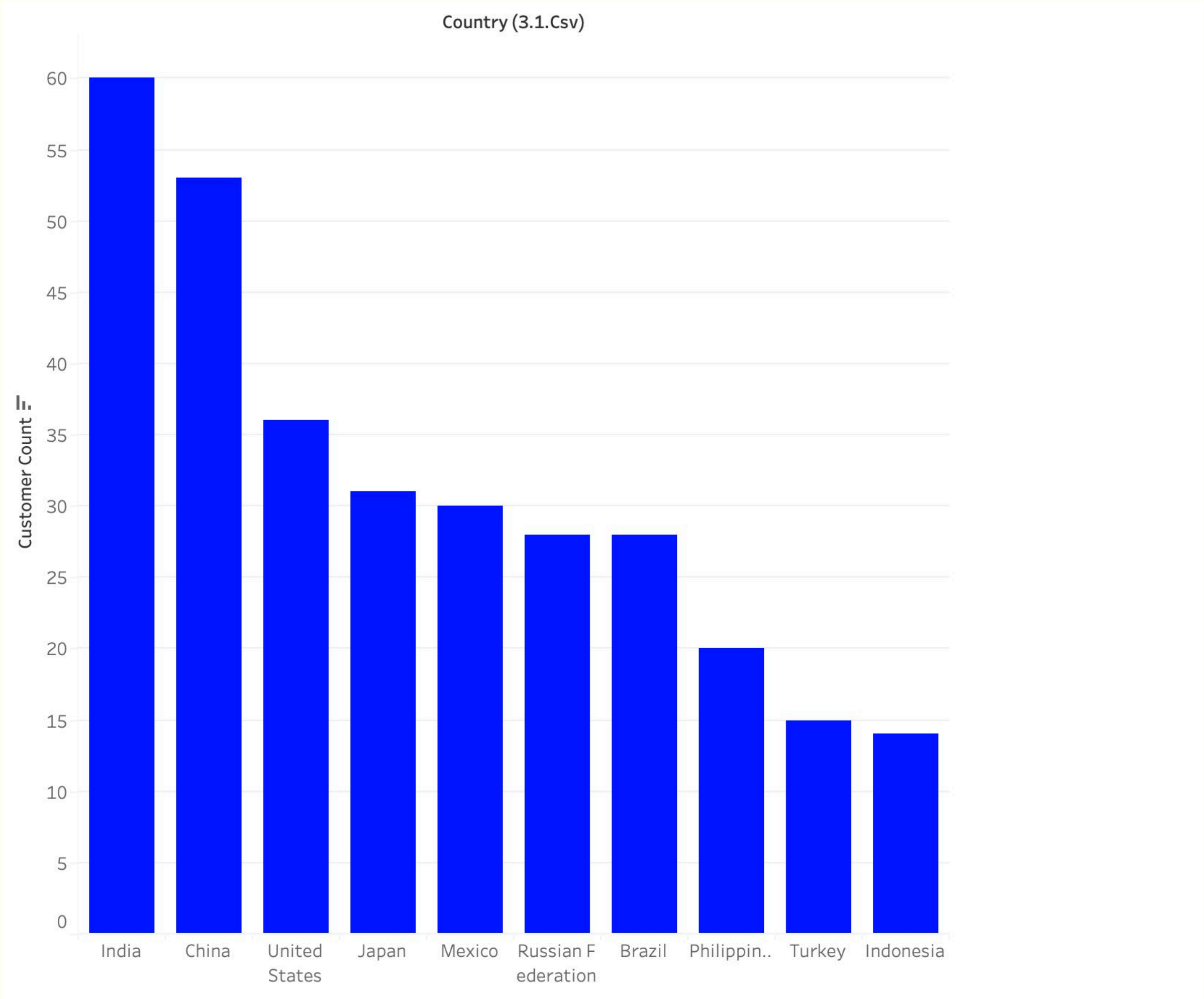
CURRENT STATISTICS

	RENTAL RATE IN (\$)	RENTAL DAYS	FILM LENGHT (MIN)	REPLACEMENT COST
MINIMUM	0.99 \$	3 DAYS	46 MIN	09.99 \$
AVERAGE	2.89 \$	5 DAYS	115,272 MIN	19.98 \$
MAXIMUM	4.99 \$	7 DAYS	185 MIN	29.99 \$

KEY INSIGHTS & VISUALIZATIONS

3.7

WHICH COUNTRIES GENERATE THE MOST RENTAL REVENUE?



3.7, 1 THE TOP 10 COUNTRIES FOR ROCKBUSTER IN TERMS OF CUSTOMER NUMBERS.

BAR CHART – REVENUE BY COUNTRY

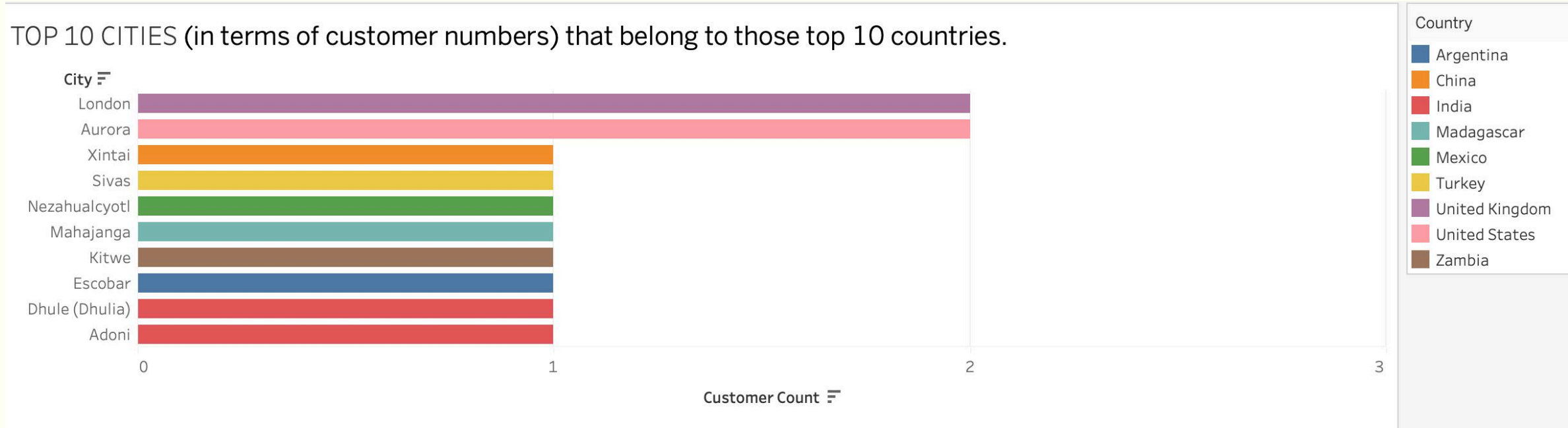
The top 3 countries contribute over 60% of total revenue, with the U.S., India, and China leading. These markets are ripe for deeper engagement or expansion.

WHO ARE THE TOP CUSTOMERS BY REVENUE?

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FIND THE TOP 10 CITIES (IN TERMS OF CUSTOMER NUMBERS) THAT BELONG TO THOSE TOP 10 COUNTRIES.

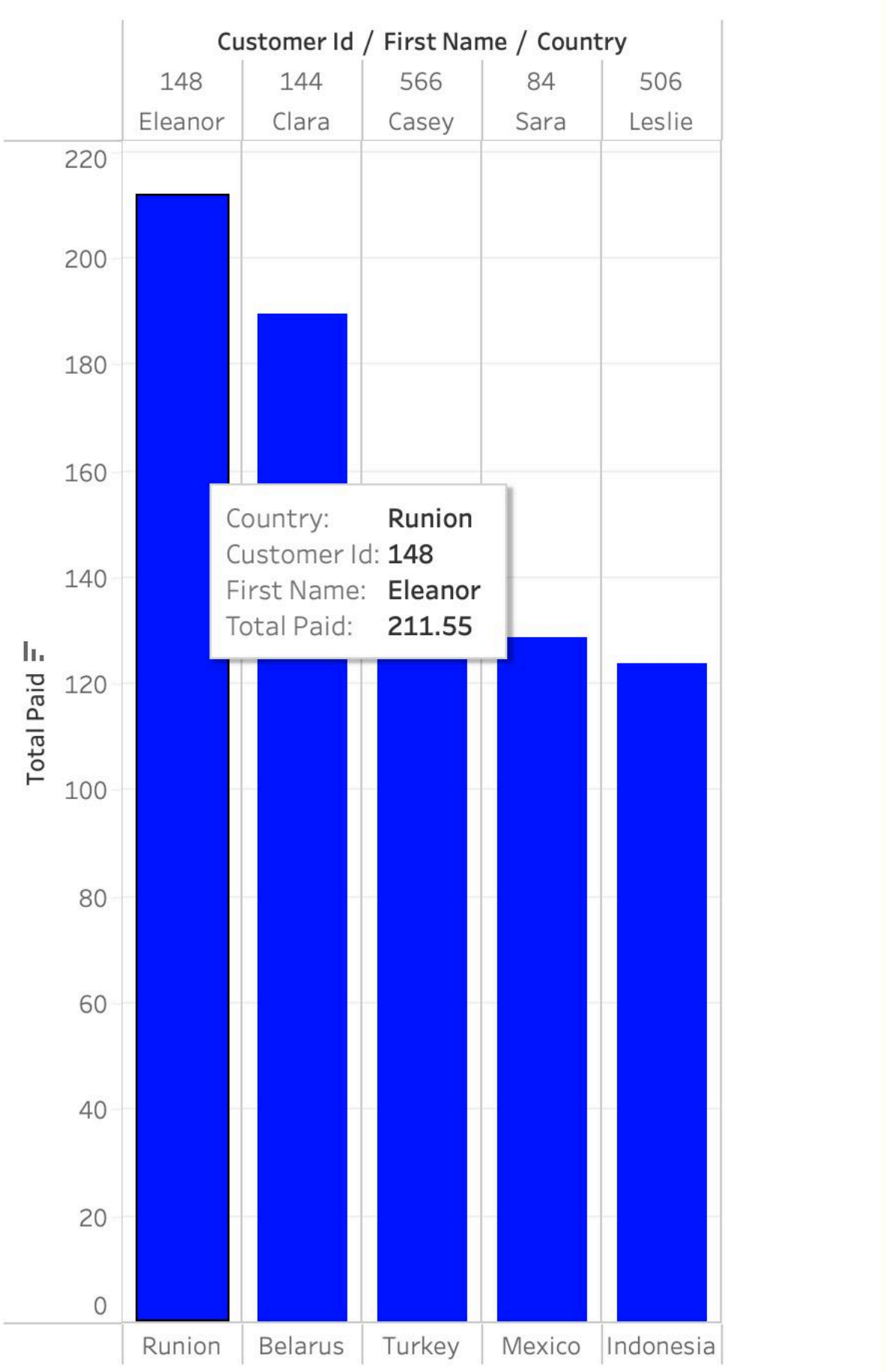
The top cities in Rockbuster’s most active countries show relatively low customer counts per city. This indicates a wide distribution of customers across cities rather than concentration in a few hubs, which may influence regional marketing strategies.

LONDON = UK
AURORA = USA
XINTAI = China



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TOP 5 CUSTOMERS FROM THE TOP 10 CITIES WHO’VE PAID THE HIGHEST TOTAL AMOUNTS TO ROCKBUSTER.

ELEANOR = Réunion / India
CLARA = Belarus
CASEY = Turkey
SARA = Mexico
LESLIE = Indonesia



RECOMMENDATIONS

WHAT CUSTOMER SEGMENTS SHOULD WE TARGET?

India, China, and the United States are the top three countries by customer count.

These markets represent the company's strongest customer bases and provide a clear opportunity for targeted marketing, localized promotions, or product expansion.

Investing further in these regions could maximize customer engagement and revenue growth.

THANK YOU!