

# Case Study

## Rockbuster Stealth

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# Project Tools and Resources

- ❖ Project Duration: four weeks
- ❖ Project Resources
  - ❖ Rockbuster Stealth dataset provided by Career Foundry for educational purposes only containing records on film inventory and customer payments
- ❖ Tools Utilized
  - ❖ PostgreSQL: relational database hosting the Rockbuster dataset; utilized for analyzing customer rental patterns and company sales history
  - ❖ Microsoft Office: Excel for refining SQL query outputs to spreadsheets; PowerPoint to assemble and present a detailed analytical report
  - ❖ Tableau Public: transform Excel data into visual representation of customer trends and company sales

# Project References and Data Sources

- ❖ PostgreSQL Rockbuster Stealth LLC [Dataset](#)
- ❖ Final Report link to [GitHub](#)
- ❖ Tableau Public for [Visualizations](#)
  - ❖ Not all visualizations created were used for the final project

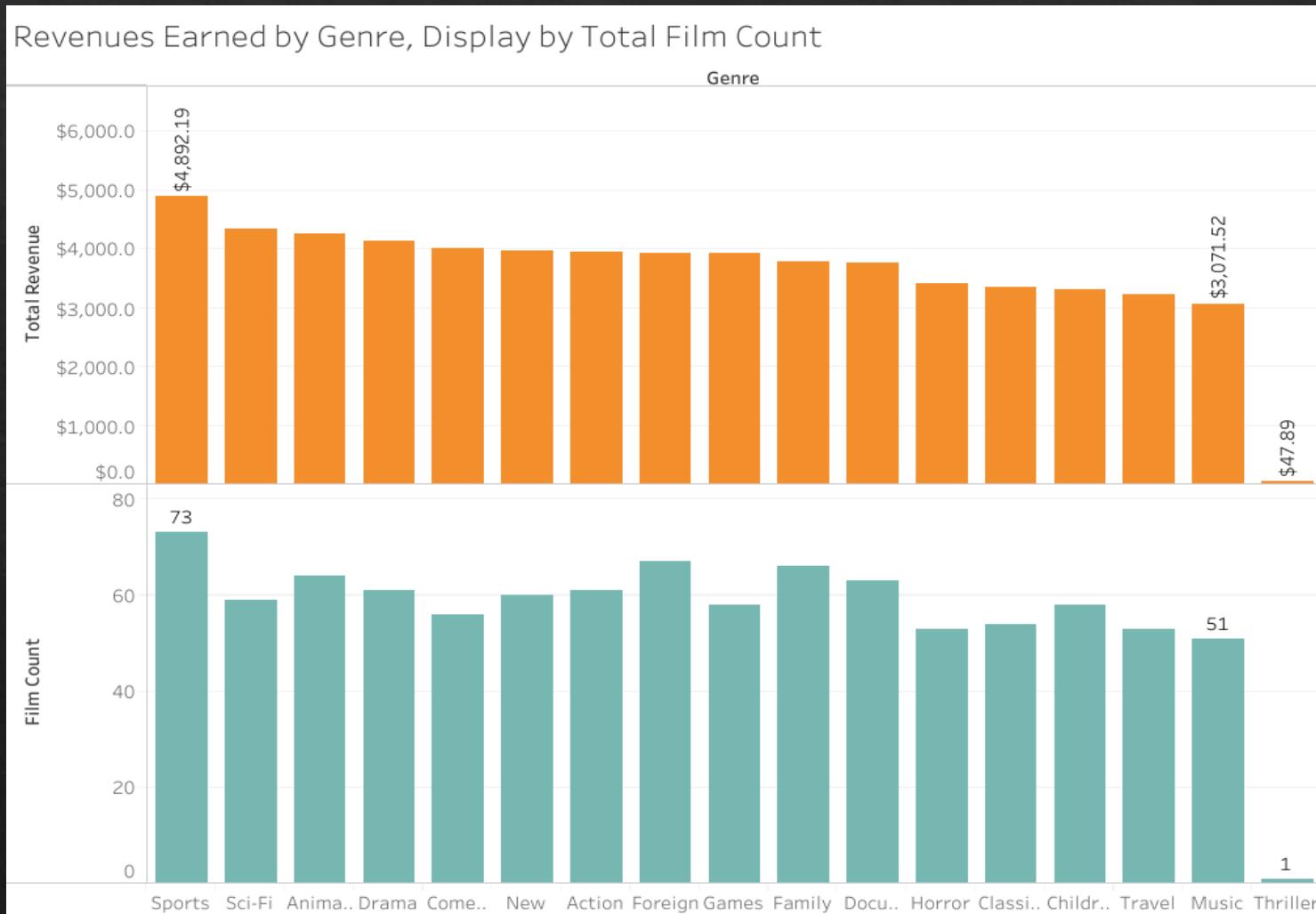
# What is the Rockbuster Stealth LLC Project?

- ❖ Fictitious company and dataset provided by Career Foundry for educational purposes
- ❖ Project aims to understand Rockbuster Stealth inventory and customer data
  - ❖ Identify genre and rental rate popularity and understand customer rental habits
- ❖ Objective of project is to help create a competitive online movie rental service
  - ❖ Study customer behavior to develop rewards program for returning customers
  - ❖ Develop strategy to integrate new titles based on historical data of most popularly rented genres

# Project Challenges

- ❖ Dataset does not contain citation document for data collection, including any potential bias or errors
  - ❖ Challenge's the reliability and authenticity of any insights gathered from analysis in terms of practical business use
- ❖ Restriction to SQL queries to examine data; dataset not viewable in Excel
  - ❖ Limit's ability to cross-verify SQL query and visualization accuracy
  - ❖ Navigation of complex dataset using only precise SQL queries

# Project Insights: Film Revenue by Genre



- ❖ Highest grossing film category is sports: 73 titles for total revenue of \$4,892.19
- ❖ Least grossing category is music: 51 titles for \$3,071.52
- ❖ Outlier film category: Thriller has 1 title and \$47.89 in total revenue
- ❖ Can confidently conclude that higher quantity of film titles does not always translate to higher revenue

# Revenue by Country

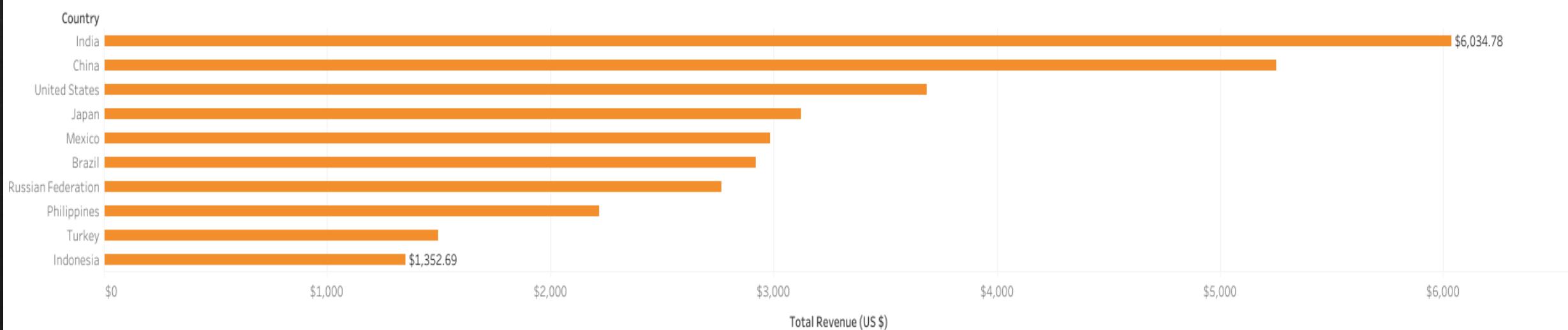
Top five countries by revenue are:

- 1) India, \$6,034
- 2) China, \$5,251.03
- 3) United States, \$3,685.31
- 4) Japan, \$3,122.51
- 5) Mexico, \$2,984.82

Customers within top five countries:

- 1) India, 60
- 2) China, 53
- 3) United States, 36
- 4) Japan, 31
- 5) Mexico, 30

Top Ten Countries by Revenue



# Project Conclusions and Remarks

## ❖ Project & Analysis Challenges

- ❖ Project requested for business application in 2020, cannot confirm the date this data was collected and therefore cannot guarantee appropriate application of results
- ❖ Further investigation required to determine if films are correctly categorized and therefore accurately representing revenue earned/customer popularity
- ❖ Further investigation required to determine if count of customers is accurate and thus, the count of customers and revenue by country earned is accurate

## ❖ Analysis Development

- ❖ Data suggest creating new rental categories and distributing customer surveys to gauge customer response; adjust pricing and genre availability based upon surveys and revenue data
- ❖ Focus efforts on marketing and advertising in top ten listed countries
- ❖ Establish rewards program for returning customers for both physical and digital film rentals

Thank you!

