Online Video Rental Company

Rockbuster Stealth

Overview

Objective

The objective is to help the management team with the launch strategy for a new online video service to stay competitive.

Context

Rockbuster Stealth LLC is a fictitious movie rental company that used to have stores worldwide. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team plans to use its existing movie licenses to launch an online video rental service to stay competitive.

Questions to answer to the Marketing Team

1 Which countries are Rockbuster customers based in?

2 Where are customers with a high lifetime value based?

3 What was the average rental duration for all videos?

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

Data

Data contains information on film inventory, customers and payments. The full details of the data are available here

Skills

- Relational databases
- SQL
- Database querying
- Filtering, cleaning and summarizing

- Join tables
- Subqueries
- Common table expressions

Tools

PostgreSQL   tableau

GitHub

Click here

This project was my first time working with SQL. I enjoyed this exciting program, as everything at the beginning was challenging; however, I developed good SQL techniques. It was great to have experts around me who answered all my questions and made me feel confident in working with this great tool.
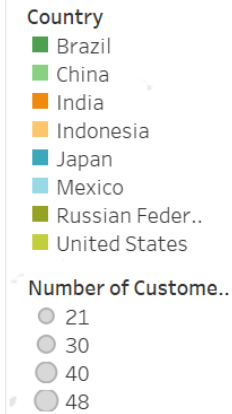
Challenges

North America
2

China
1

63.8
Russian Federation

195.5
United States

100.8
Mexico

106.8
Japan

198.5
China

111.8
India

73.8
Indonesia

93.8
Brazil

Country
- Brazil
- China
- India
- Indonesia
- Japan
- Mexico
- Russian Feder..
- United States

Number of Custome..
- 21
- 30
- 40
- 48

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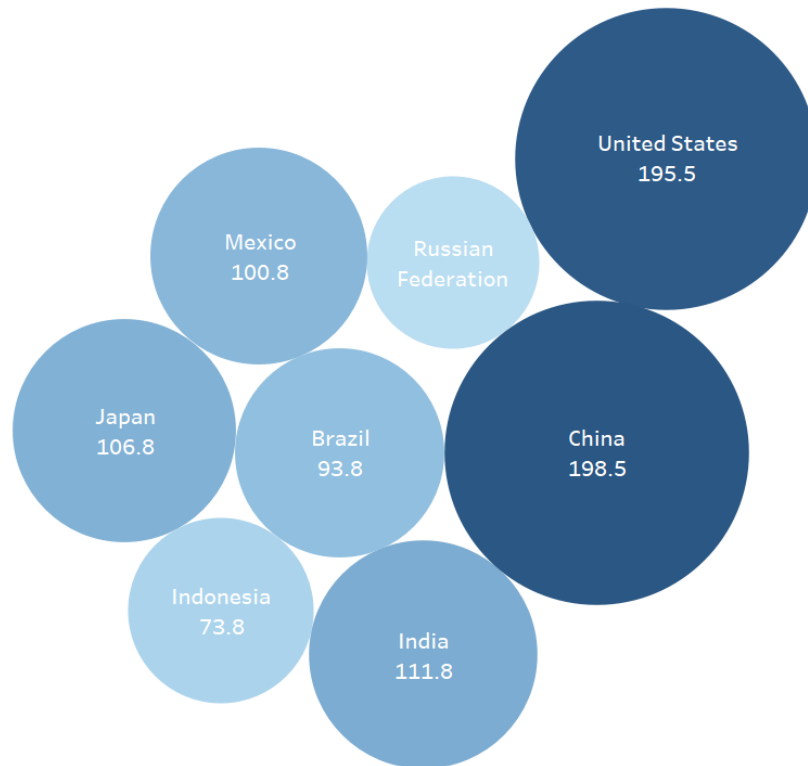
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Regions Revenues Rank

6

Findings

Total Revenue

Number of customers

Rockbuster Top Charts

1

Top Customers

Customer_id	Name	City	Country	Total Paid
225	**Arlene Harvey**	**Ambattur**	**India**	**111.76**
424	Kyle Spurlock	Shanwei	China	109.71
240	Marlene Welch	Iwaki	Japan	106.77
486	Glen Talbert	Acua	Mexico	100.77
537	Clinton Buford	Aurora	United States	98.76

5

Rental Rate
Min	0.99
Average	2.98
Max	4.99

Rental Days
Min	3
Average	5
Max	7

Replacement Cost
Min	9.99
Average	19.98
Max	29.99

Recommendations

01   **02**   **03**
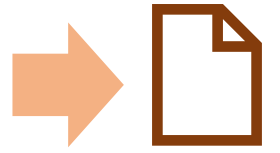
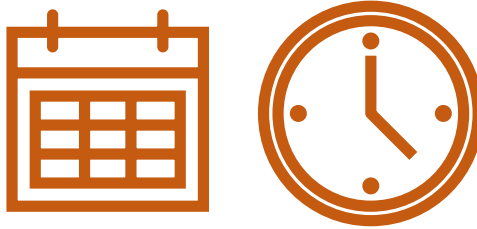**Target market**

- To start the pilot service in the Top 5 markets: China, USA and India, Japan and Mexico.

Rewards

- Reward the top 5 customers with a limited number of free rentals

Specialise

- Create a subscription insurance model for frequent renters, where they can extend the grace period or rent at different times (Marketing Team)