Rockbuster Stealth

Movie Rental Data Analysis Project

Overview

COMPANY

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

- They are planning to launch an online video rental service in order to stay competitive.

OBJECTIVE

Analyze the data using SQL to help with the launch strategy for new online video services.

DATASET

Contains information about Rockbuster's film inventory, customers, payments from around the world.

Analysis

Data Understanding

- Load the data into Postgre-SQL database

- Identify structured and unstructured data

- Extract ERD diagram and create a draft of a data dictionary.

SQL Querying and Data Preparation

- Perform CRUD operations (Create, Read, Update, Delete)

- Sorting and grouping the data and Perform descriptive analysis to find mean, max, min etc.

- Summarizing, filtering and cleaning data.

- Join tables, perform subqueries and common table expression.

Visualizations

- Below visualizations are created using excel and tableau to present the business questions.

1. Treemap
2. Bar chart

Findings

- From analysis, we have top 10 countries and cities having more number of customers.

- We also have top 5 customers who paid the highest total amount to Rockbuster for movie rental.

- With this data, company should focus on these cities while launching online video rental service.

Top 10 countries based on customers

Top 10 cities within top 10 countries

City Name	
Aurora	2
Aparecida de Goinia	1
Atlixco	1
Emeishan	1
Pontianak	1
Shimoga	1
Taguig	1
Tarsus	1
Tokat	1
Zalantun	1

Top 5 customers from top 10 cities

First Name	Last Name	Total Amount
Casey	Mena	130.68
Sara	Perry	128.7
Leslie	Seward	123.72
Alan	Kahn	119.75
Clinton	Buford	98.76

Link to Repository

Link to Tableau Dashboard