

Setting the Stage...

Imagine that Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services, they are investigating what they already know about their existing customers and film inventory to later decide how to use it to launch their own online video service.

Data about their customers and films was extracted from the company's relational database management system (RDBMS) using PostgreSQL and loaded into Tableau for visualization purposes. This PowerPoint provides an brief summary of answers to some of the business managers' most pressing questions:

- Which countries are our customers located in?
- How does revenue vary between countries?
- Where are customers with a high lifetime value based?
- Which movies and/or genres contributed most to revenue gain?

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## A note about reality...

This data set was made up of a limited number of fictional customers and imaginary films. As a result, this story has some distinct limitations:

- Units of currency have been omitted because no unit of currency was provided in the activity.
- Virtually all cities were only assigned a single fictitious customer, so the sample sizes are incredibly small and not reliable.
- Since the film data is all imaginary, please be aware that data about 'top genres' should not be extrapolated as applying to the real world in any way.

~ CJ Gilbert

**ROCKBUSTER** *Stealth* LLC

# Insights into Customers, Films & Revenue

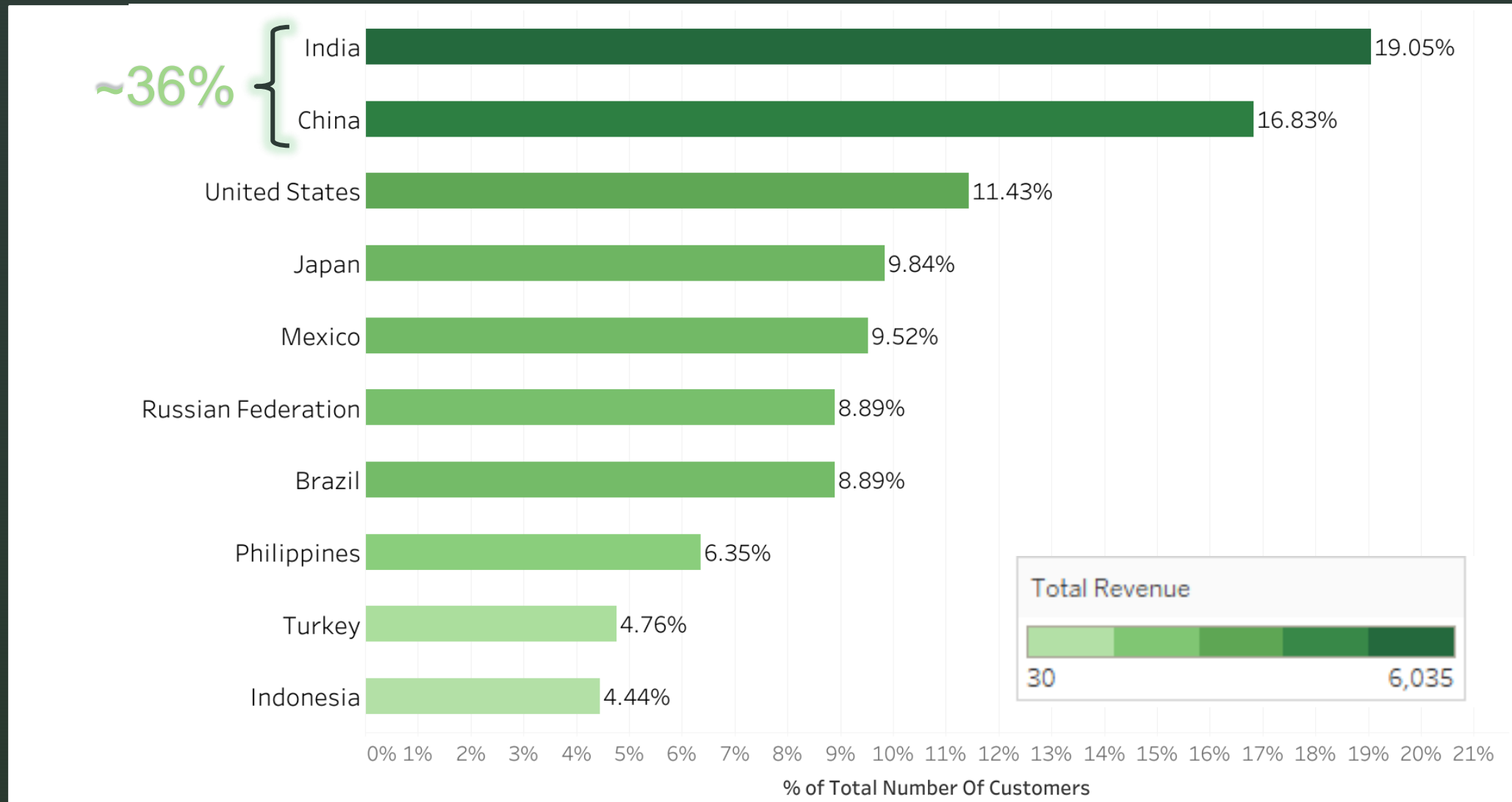
**CJ Gilbert**

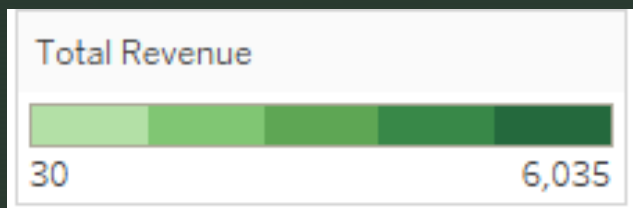
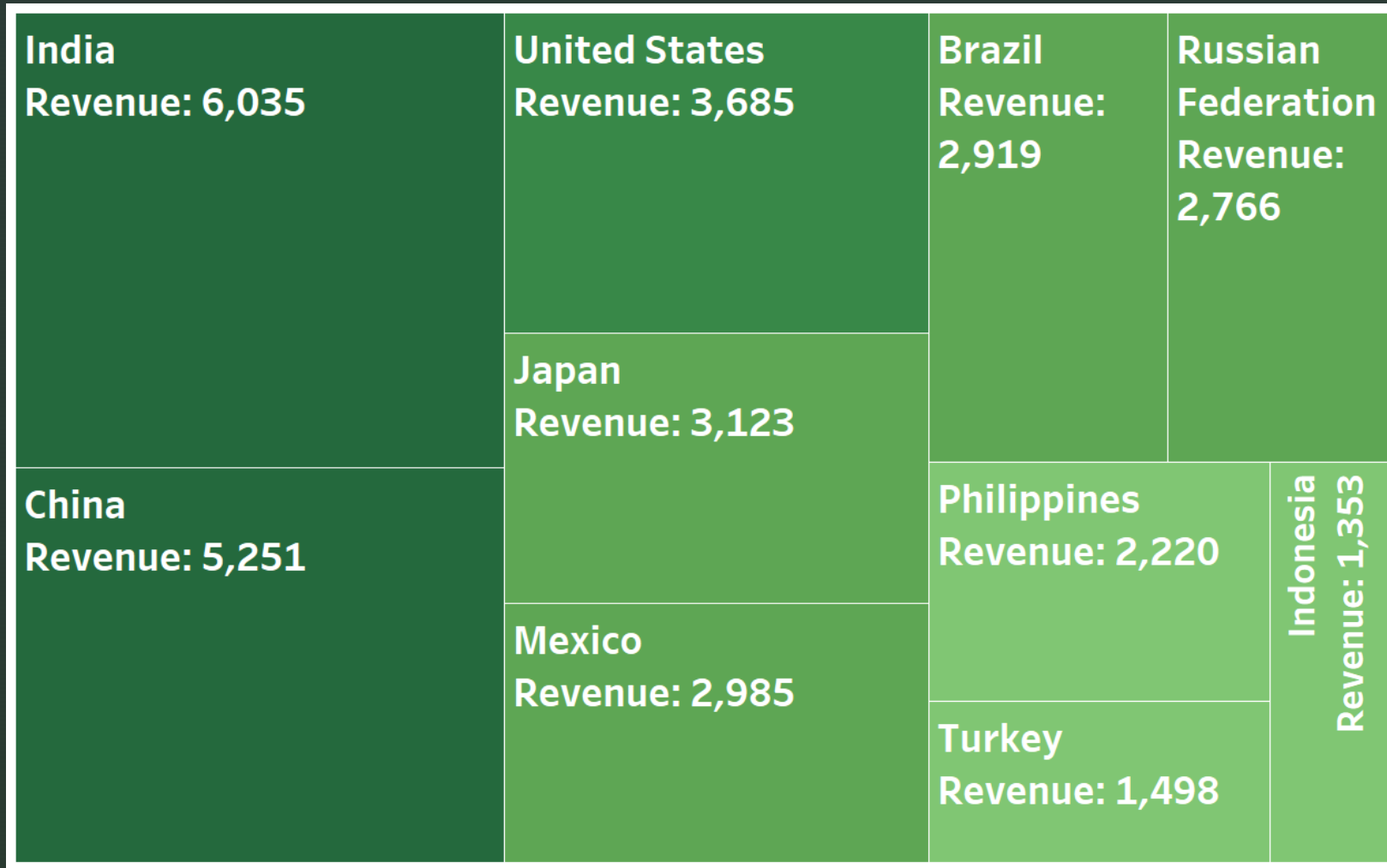
Ms.CJ.Gilbert@gmail.com

Rockbuster has over **599** customers  
in **108** countries around the world.

▸ **Where** are  
**Rockbuster customers?**

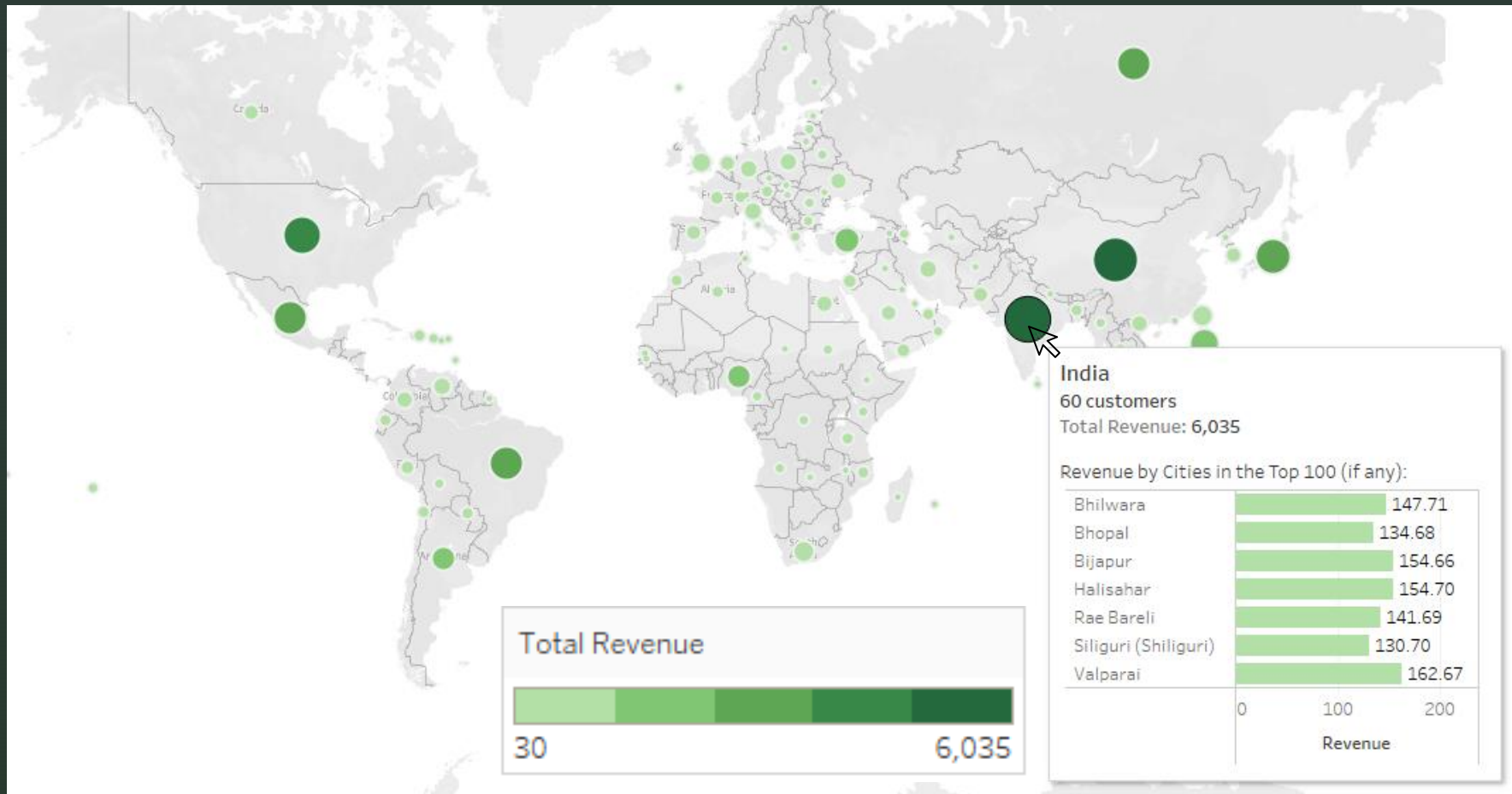
# Over **1/3** of our customers are in **India** or **China**.





India and China bring in 18% of total revenue.

Later, we'll share a Tableau dashboard that will allow you to explore revenue by **country** and the **top 100 cities**.

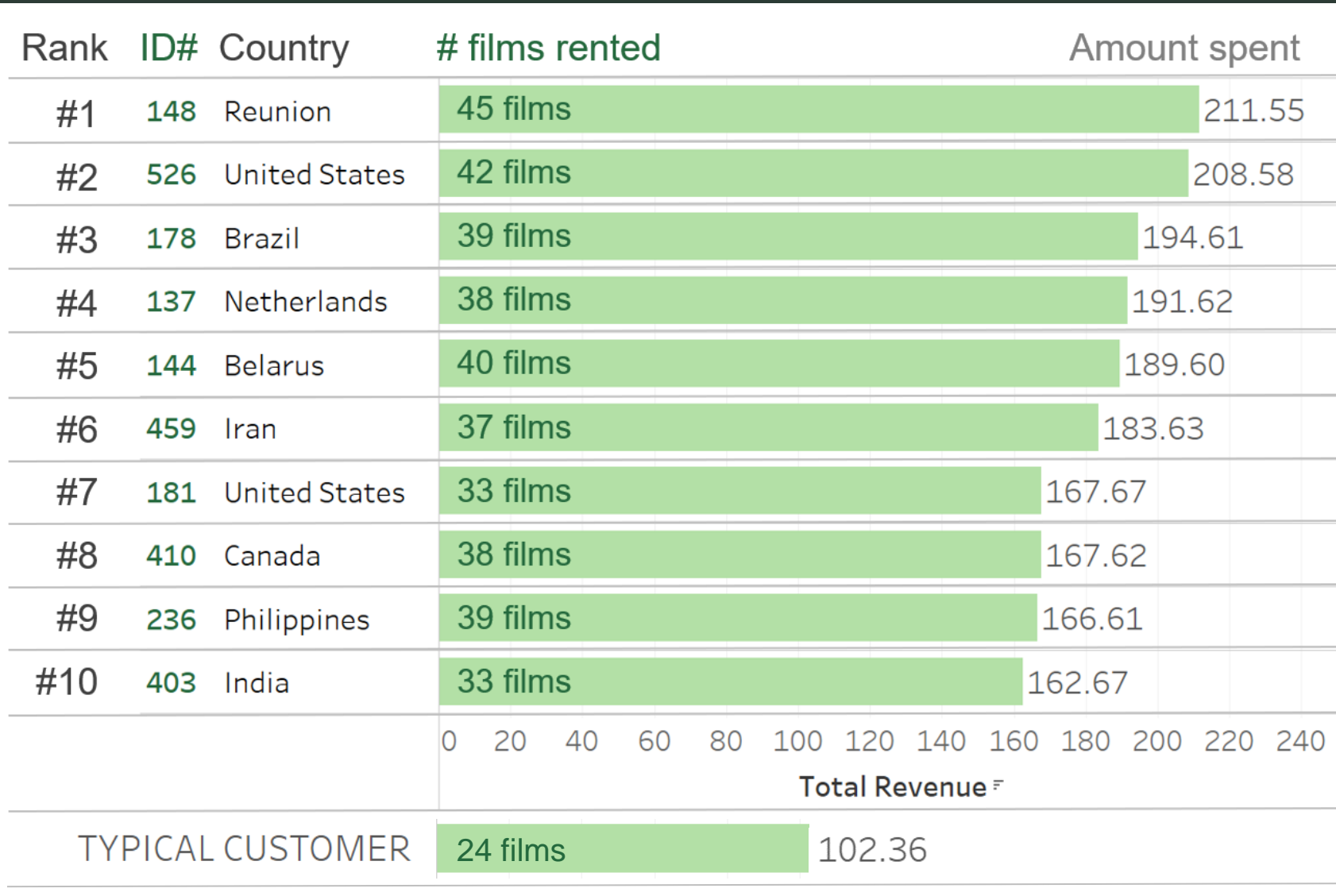




A typical Rockbuster customer rented **24** films  
and spent **102.36** last year.

Who are our  
**Top Customers?**

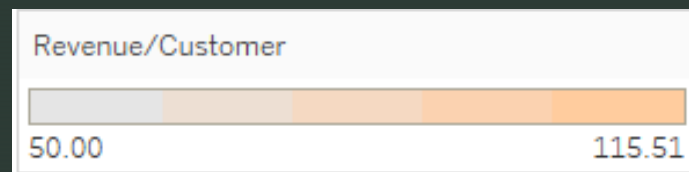
Our top 10 customers spent 80% more on average than the typical customer.





# Revenue totals alone can't tell the whole story.

|                                  |                             |                                    |
|----------------------------------|-----------------------------|------------------------------------|
| Taiwan<br>115.51 / customer      | Italy<br>107.61 / customer  | Germany<br>105.89 / customer       |
| Philippines<br>110.99 / customer | Brazil<br>104.26 / customer | United States<br>102.37 / customer |
| Iran<br>109.75 / customer        |                             |                                    |



These seven countries have an established Rockbuster presence *and* earn **higher revenue per customer.**

These locations should be **prioritized for future growth.**

Rockbuster customers rented  
**14,592** films last year.

What do our customers  
**Love to Watch?**



**Sports** films top all metrics

Most films = 73

Most rentals = 1081

Highest average rental rate = 4.59

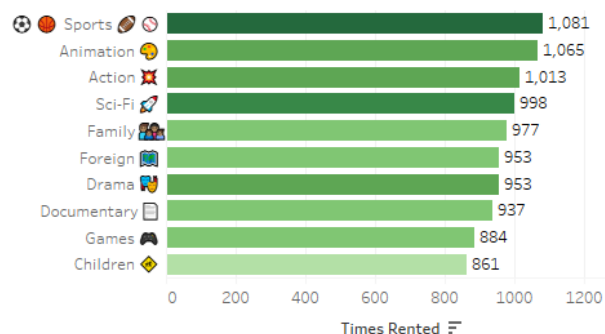
Highest total revenue = 4,892

## What genres do our customers like to watch?

**Sports** films top all metrics - number of rentals, average rental rate, and total revenue.



### Most Rented Genres



### Highlight Genre

Sci-Fi

### Total Revenue

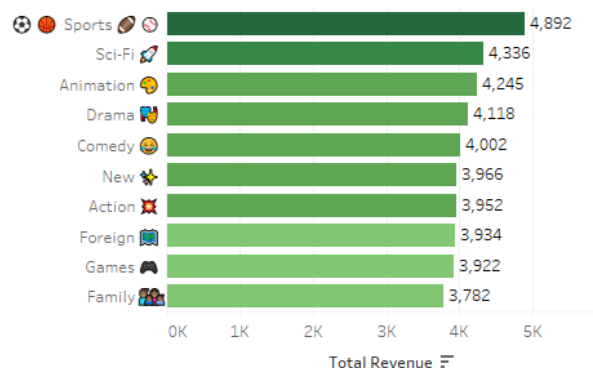
3,300 4,900

### Other notable trends:

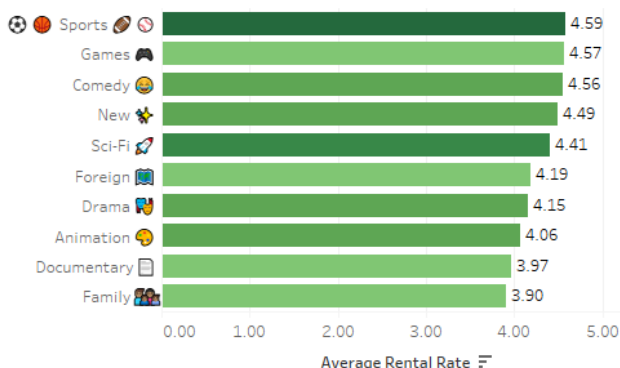
~ Sci-Fi ranks in the top 5 for all metrics.

~ Animation & Comedy place in the top 5 for revenue and another metric.

### Genres with the Highest Rental Revenue



### Genres with the Highest Avg. Rental Rate



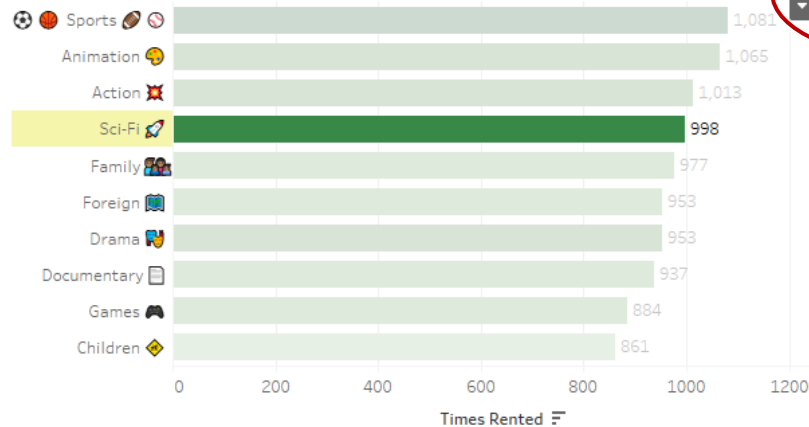
In a moment,  
you'll get to  
explore the data  
for other genres  
(& specific films)  
in the  
Tableau  
dashboard.

## What genres do our customers like to watch?

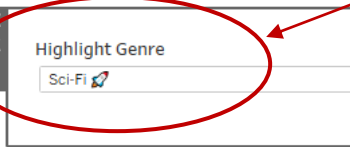
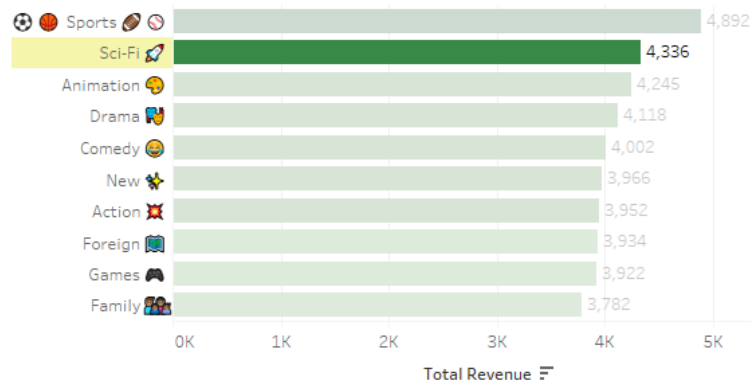
Sports films top all metrics - number of rentals, average rental rate, and



### Most Rented Genres



### Genres with the Highest Rental Revenue



Total Revenue

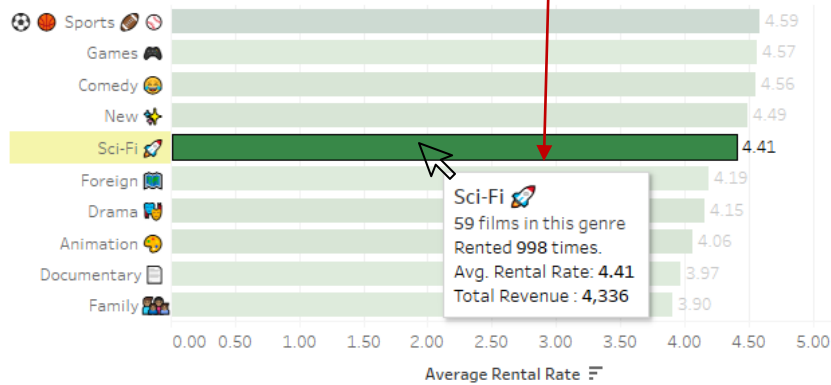
3,300

Other notable trends:

~ Sci-Fi ranks in the top 5 for all metrics.

~ Animation & Comedy place in the top 5 for revenue and another metric.

### Genres with the Highest Avg. Rental Rate



You can

- \* highlight specific genres
- \* mouse-over for details

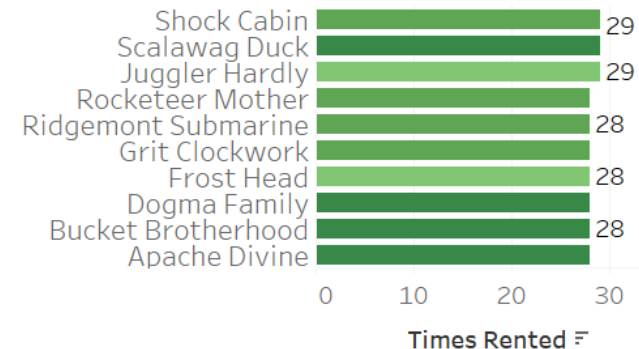
Note that  
 **Sci-Fi**  
ranks in  
the **top 5**  
for **all**  
metrics.

There is little overlap  
between the lists of top films.

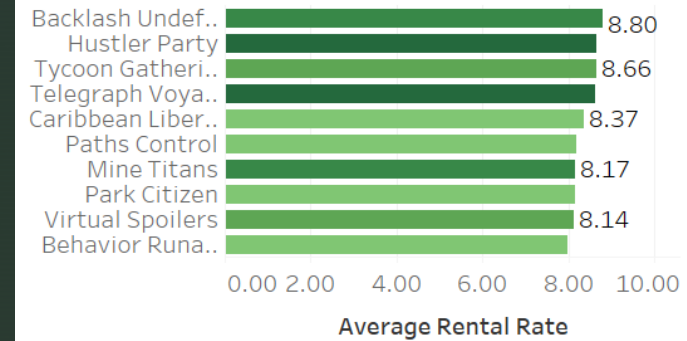
Thus neither popularity nor  
a high rental rate will alone  
determine whether a film will  
yield a **high total revenue**.

We should further investigate  
**the relationship between  
rental rate and total  
revenue.**

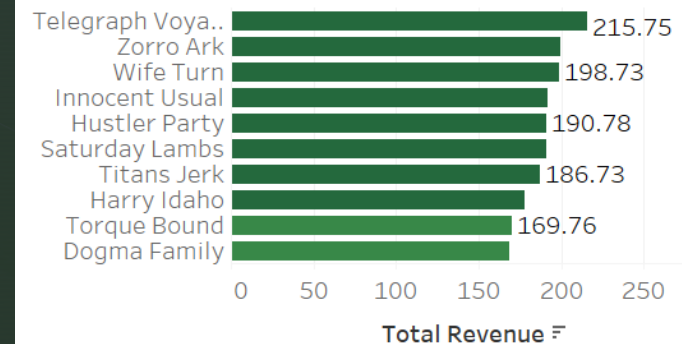
Most Rented Films



Highest Avg Rental Rate



Highest Rental Revenue





[Click Here for the Link to Tableau Dashboard](#)



**Questions?**

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This PowerPoint was created as part of the Data Analyst Boot Camp at CareerFoundry.

Along with this, you may be interested in seeing some of the other documentation and artifacts that accompanied the Rockbuster Stealth project.

**Data Dictionary:**

[https://drive.google.com/file/d/1N\\_qUmTjkwDMofyUIj4O\\_ond3iRZ5mghs/view?usp=share\\_link](https://drive.google.com/file/d/1N_qUmTjkwDMofyUIj4O_ond3iRZ5mghs/view?usp=share_link)

**Sample PostgreSQL Queries and Results:**

[https://docs.google.com/spreadsheets/d/18zm-ISG7Q3s7lHW3q3CQowdW2DZwuQe\\_/edit?usp=share\\_link&oid=109899658525775854110&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/18zm-ISG7Q3s7lHW3q3CQowdW2DZwuQe_/edit?usp=share_link&oid=109899658525775854110&rtpof=true&sd=true)

If you have any questions, please feel free to contact me at [ms.cj.gilbert@gmail.com](mailto:ms.cj.gilbert@gmail.com)