

Rockbuster LLC Stealth Analysis

Final Presentation
June 2023

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* Rockbuster Project Overview



Objective

Perform a descriptive analysis of movie rental frequency and rates throughout Rockbuster's active markets to understand trends and use the data-driven answers for the company's 2020 strategy



Data Set

The data set used for this project contains information about Rockbuster's film inventory, customers, and payments, among other things. [Download Rockbuster data set.](#)



Skills

- Database querying, filtering, cleaning and summarizing
- Joining tables
- Subqueries
- Common table expressions



Tools

Relational databases

SQL



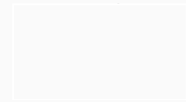
Background and Problem Statement

Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

I approached this project as a recently hired Data Analyst working for Rockbuster's Stealth business intelligence department. My role was to help with the launch strategy for the new online video service

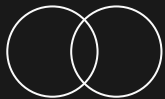


Key Questions



1. Which movies contributed the most/least to revenue gain?
2. What was the average rental duration for all videos?
3. Which countries are Rockbuster customers based in?
4. Where are customers with a high lifetime value based?
5. Do sales figures vary between geographic regions?





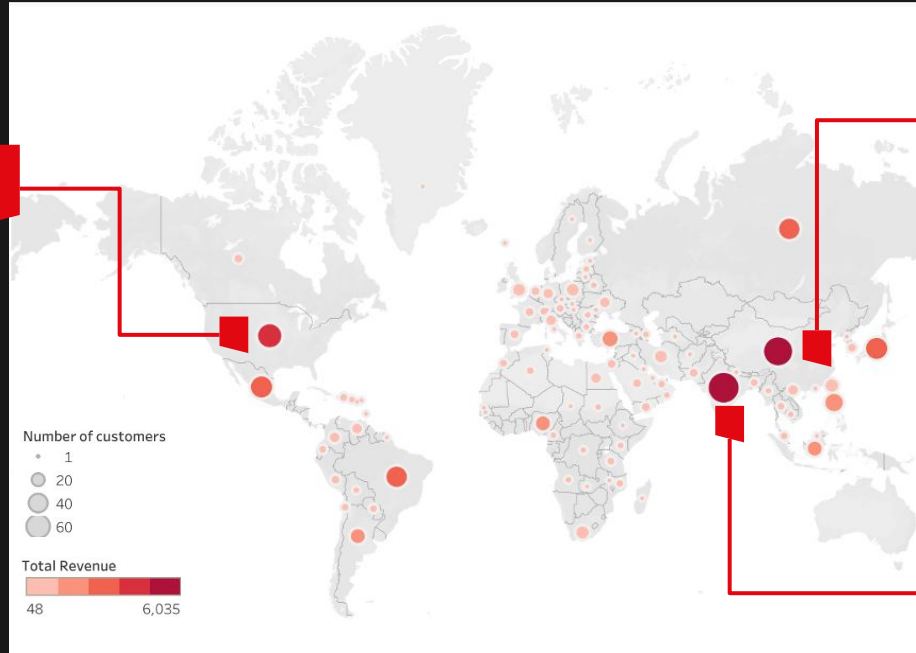
4.98 days

Is the average duration of a
movie rental



Key Takeaway 1

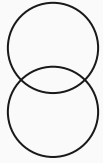
3. UNITED STATES



2. CHINA

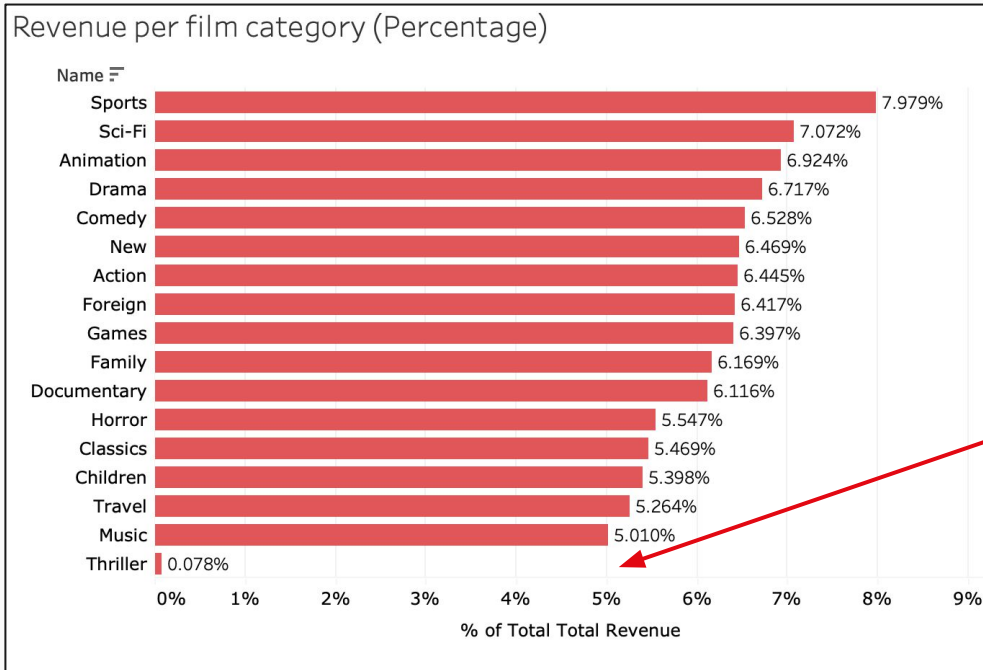
1. INDIA

India, China and United States are the **countries where** the majority of Rockbuster's customers concentrate



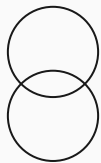
Key Takeaway 2

Genres of most watched movies

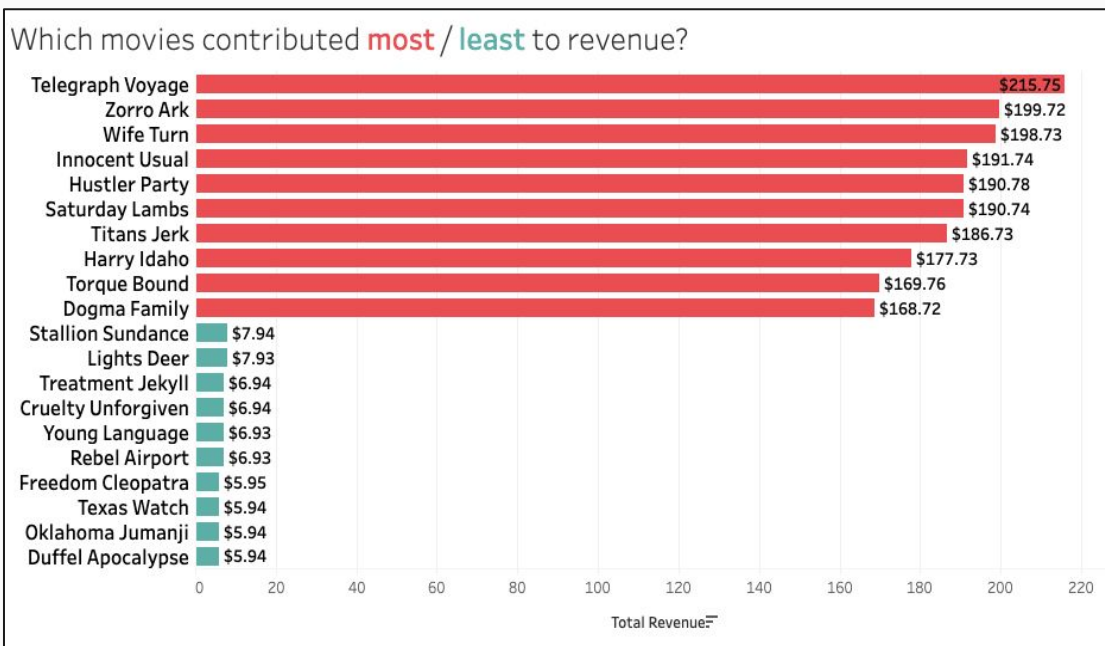


* **Sports (7.97%) , Sci-Fi (7.08%) and Animation (6.92%)** are the **top most rented movie genres** according to the revenue they generate.

Thriller is the category that has generated **least revenue (0.08%)** .

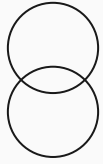


Key Takeaway 3

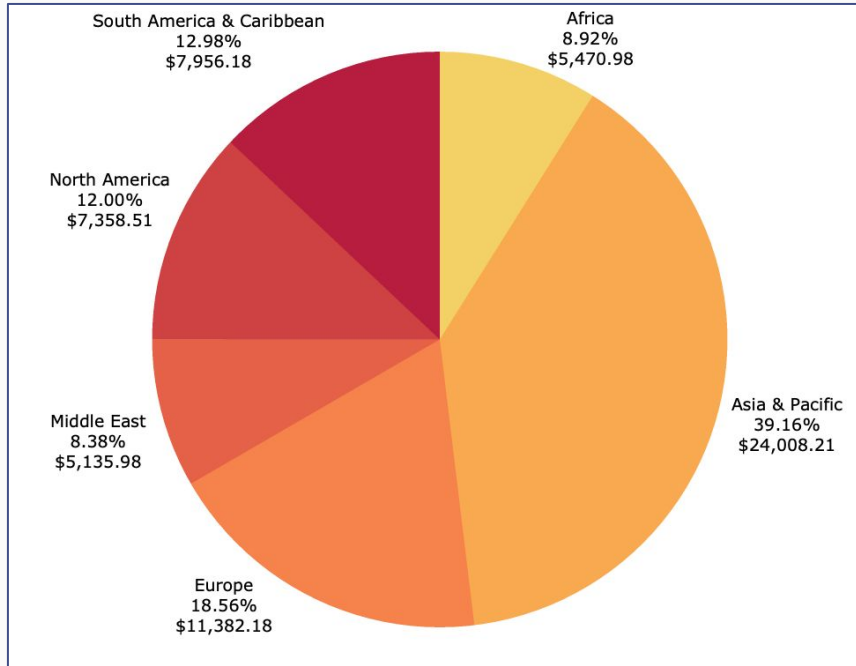


The **most rented movies** contributed to the **3.08%** of the **total revenue** (**\$61312.04**).

The **least rented movies** contributed to the **0.10%** of the total revenue



Key Takeaway 4



- * The regions of **Asia & Pacific** generate most revenue (39.16% of total revenue). **Middle East** generates the **least revenue** (8.38% of total revenue)



Recommendations



Rockbuster should consider adding more movies within the Top 5 categories in its catalog, and to remove movies in 'Thriller' category as they do not significant contribute to revenue.



Allocate more marketing resources to the best performing regions, Asia & Pacific and Europe, to maintain their performance. In least performing regions, consider offering free rentals/free trials to increase customer engagement.



The company would benefit from replacing least rented movies with new movies from Top 5 favorite categories. In addition, implement and launch loyalty program that targets highest paying and existing customers



Challenges

- Distribution of Rockbuster customer's is very spread which makes. Many cities throughout the world had 1 registered customer. This makes marketing strategies and therefore providing recommendations, more complex.
- There was no information provided regarding extra costs of content licences. The company needs to address this as well as country-related content restriction



* Project Deliverables



Project
Brief



Example
SQL Queries



Data
Dictionary



Project
Presentation



Thanks!

Do you have any questions?

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