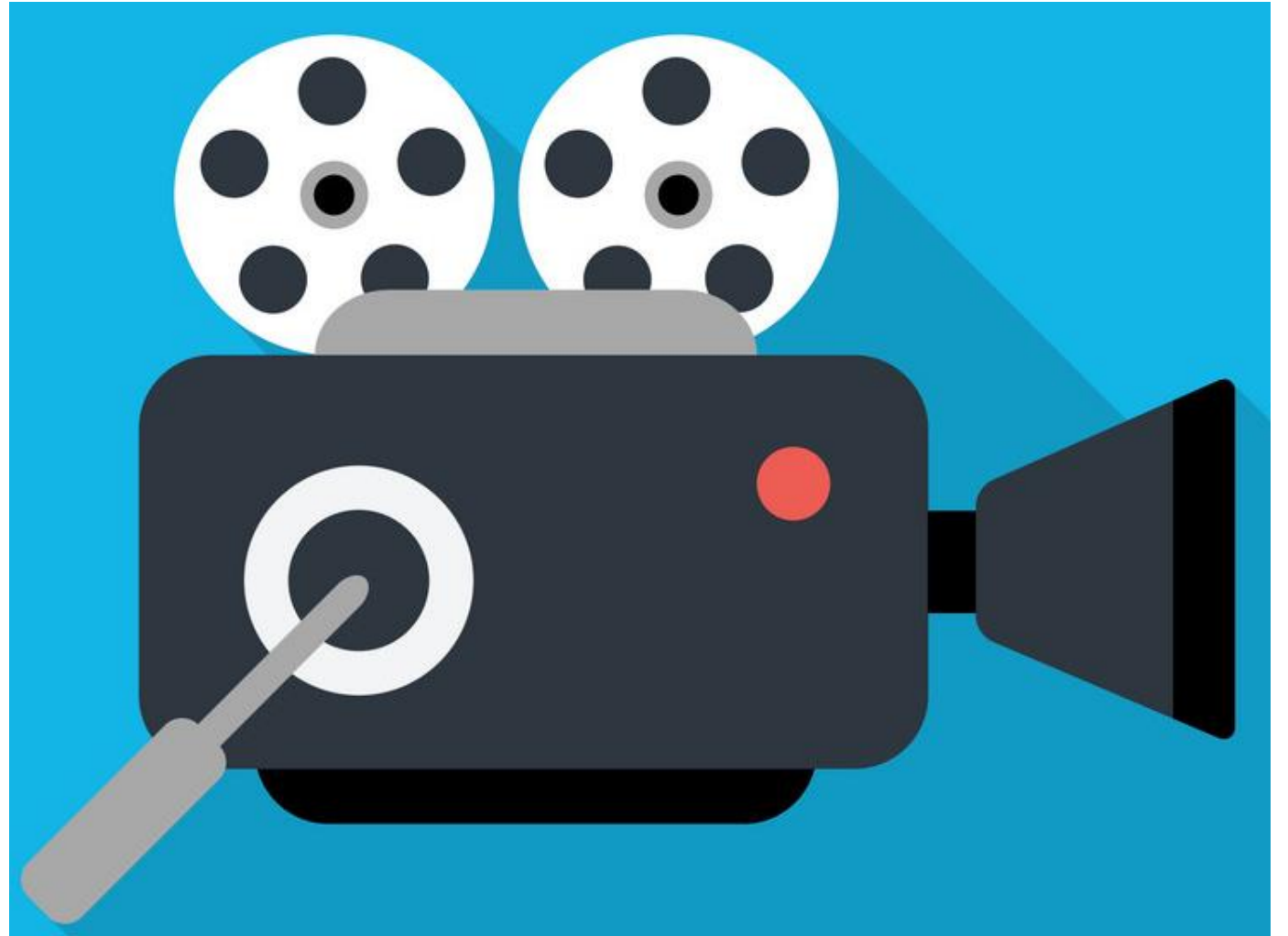


# ROCKBUSTER STEALTH DATA ANALYSIS



# INTRODUCTION

## PROBLEM

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

## GOAL

The Rockbuster Stealth management board is looking for data-driven answers to a series of business questions to help with their 2020 company strategy including movies that contribute the most/least to revenue gain, as well as descriptive analysis of different geographic regions' contributions.

## ROLE

As a Data Analyst at Rockbuster, I am supposed to address these business questions using SQL and visualizations in Tableau.



### DATA

The [dataset](#) is a relational database containing information about Rockbuster's film inventory, customers, and payments



### TOOLS

- PostgreSQL
- DB Visualizer
- Tableau



### SKILLS USED

- Cleaning & Filtering data
- Joining tables
- Subqueries
- Common Table Expression
- Creating visualizations

# PROCESS

## DATABASE MANAGEMENT

- Load all data into a relational database management system
- Create a data dictionary & Extract entity relationship diagram

## DATA ANALYSIS

- Perform basic CRUD operations & create a data profile of summary statistics
- Organise, sort & clean data; using table joins, CTEs, and subqueries we can get a better understanding of this dataset to answer business questions

## VISUALIZATION

- Create visualization of SQL results in tableau
- Present findings to the stakeholders that will allow them to make informed decisions

## CHALLENGES

- This was my first project with SQL, so I first have to gain an understanding of its purpose & syntax.
- I gradually built up the complexity of my queries and by the end of the project I was executing some difficulty commands and transforming these output into answers for important business questions

# VISUALIZATION INSIGHTS

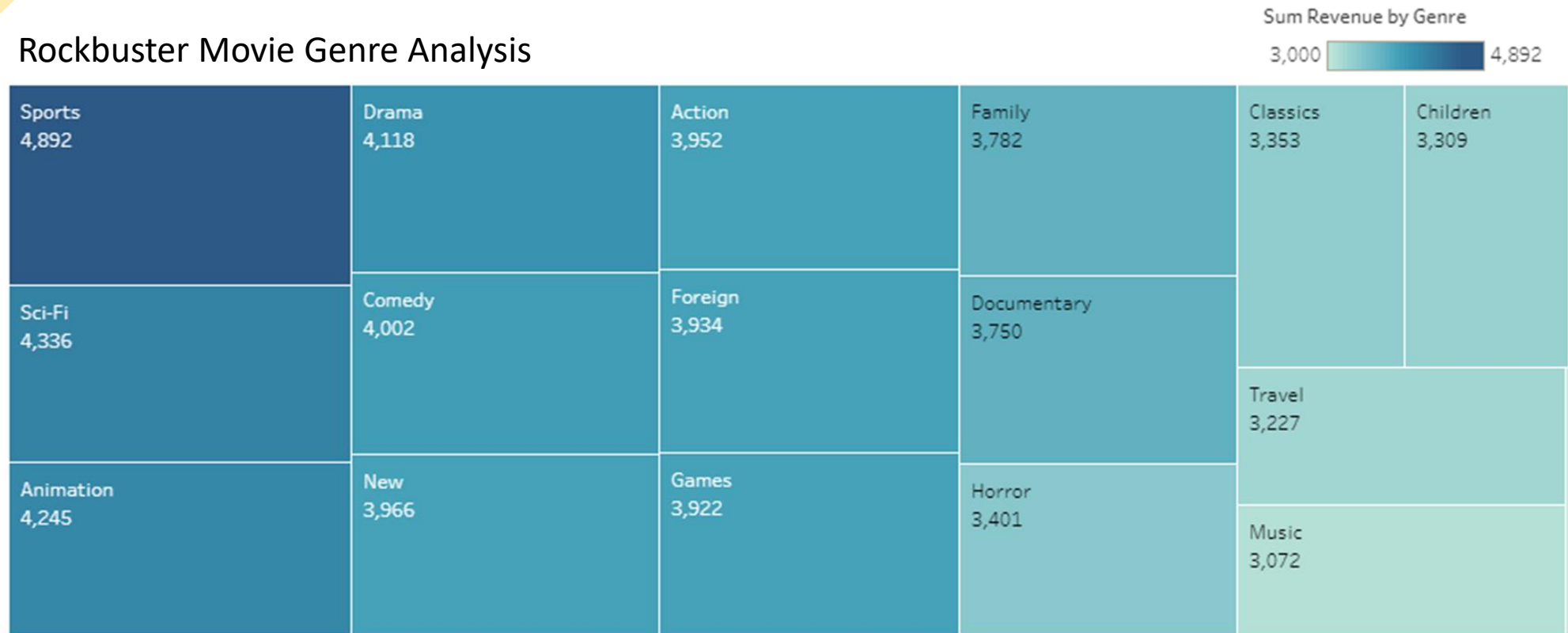
Rockbuster Store Presence Around the World



- Rockbuster Stealth has store presence in 161 countries around the world
- India has the highest number of stores (885) and revenue (3810 M)
- Switzerland has the lowest number of stores (13)
- American Samoa has the lowest number of revenue (47.85 M)

# VISUALIZATION INSIGHTS

## Rockbuster Movie Genre Analysis



- Sports make the highest contribution to revenue, followed by Sci-Fi and Animation
- Worst performing Genre is Music, followed by Travel and Children

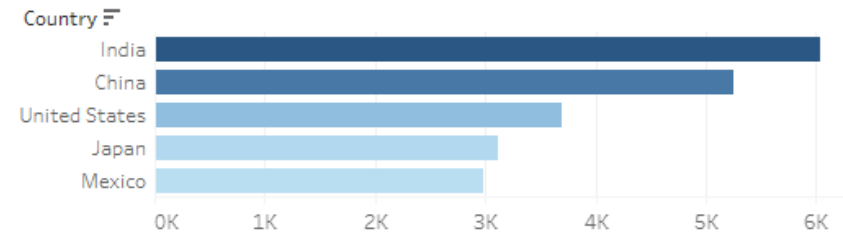
# RECOMMENDATIONS

Rockbuster should prioritise:

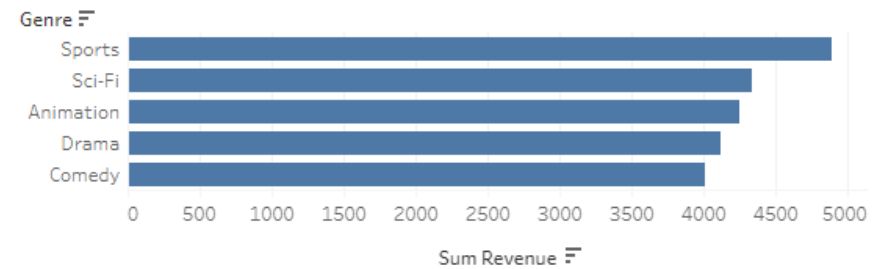
- Top 5 Countries with highest revenues: India, China, US, Japan and Mexico
- Top 5 Genres with highest revenue: Sports, Sci-Fi, Animation, Drama and Comedy.
- Top 5 Countries with highest customer base: India, China, US, Japan and Mexico

Should also consider a loyalty scheme, to reward regular customers and retain existing customers thus maintaining a sustainable growth

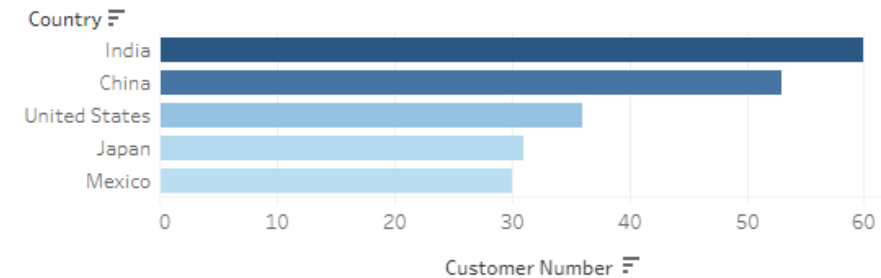
Top 5 Countries by Revenue



Top 5 Genre by Revenue



Top 5 Countries with most Customer Base



[Click to see Tableau Storyboard](#)



[Click to see GitHub Repo](#)