EXCERPT

ROCKBUSTER STEALTH LLC

A fictitious rental movie company that had storefronts across the world, is facing tough competition from online streaming services like Netflix and Amazon Prime. To remain competitive, the management plans to launch an online rental service.

OBJECTIVE

Provide insights on the current business standings to support the company's 2020 marketing campaign for a new product launch.

PROJECT & DATA

- Project Brief

- This mock dataset is provided by CareerFoundry and can be downloaded here.

LIMITATIONS

- Data covers internal records of stores, customers, payments, inventory, films, and more.
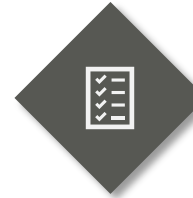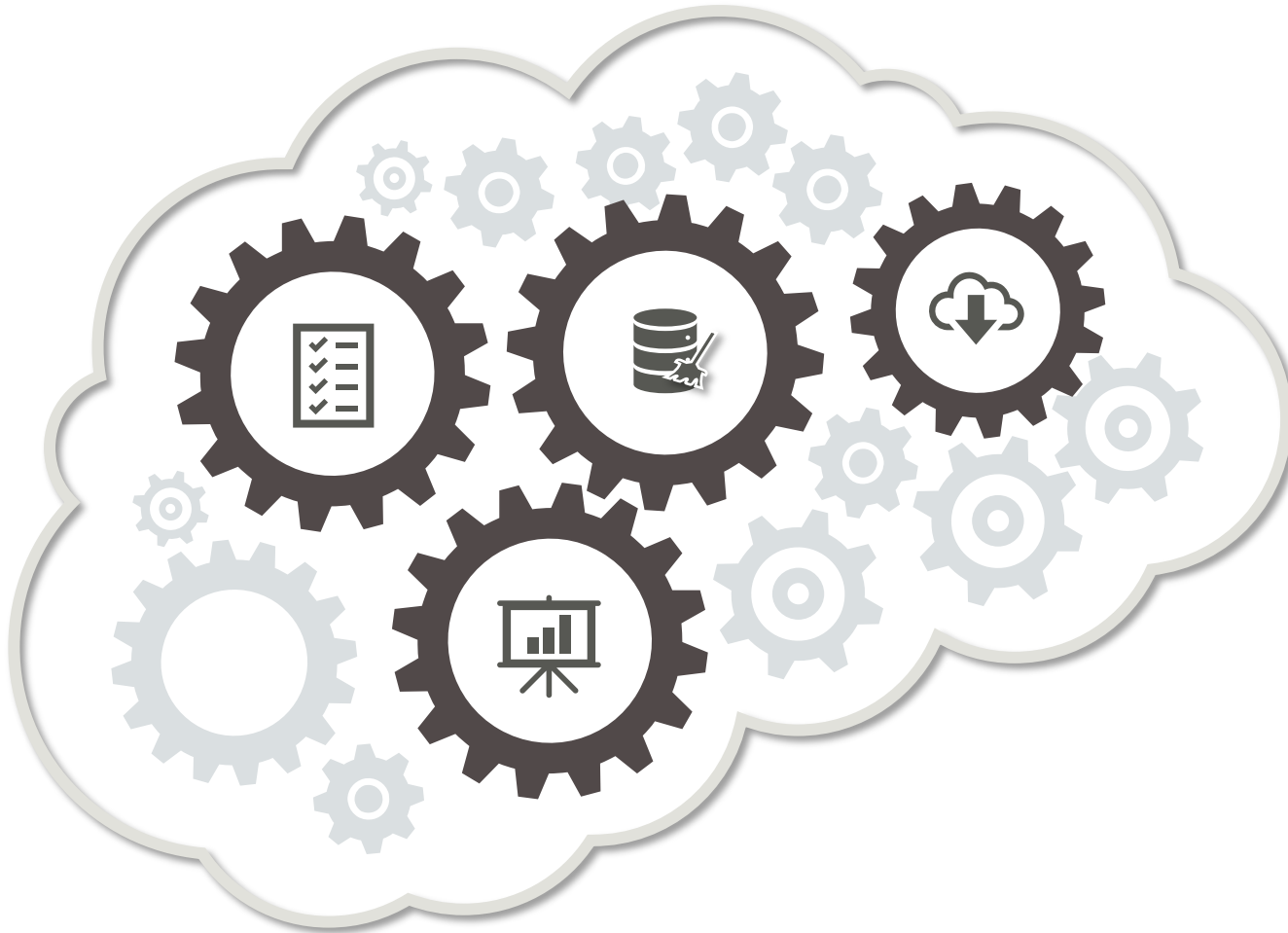
TECHNIQUES APPLIED

- Relational Databases

- Entity Relationship Diagram (ERD)

- Data Dictionary

- Database Querying

- Filtering Data

- Data Cleaning and Summarizing

- Joining Tables

- Subqueries

- Common Table Expressions
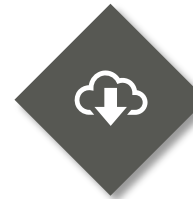
TOOLS

DATA METHODOLOGY

ASSESSING DATABASE
Initial review and crafting of an Entity Relationship Diagram (ERD) through DbVisualizer describes the structure of the database for analysis and capturing it through a data dictionary for user accessibility.
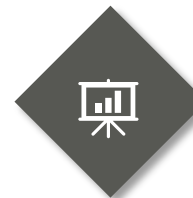
DATA CLEANING
Performing CRUD functions ensures a clean and consistent format for filtering as well as summarizing data for output accuracy.

DATA EXTRACTION & SUMMARIZATION
Extracting records using Joining Tables, Subqueries, and Common Table Expressions (CTEs) commands allow an extensive comprehension of the current business standings.

DATA VISUALIZATION & STORYTELLING
SQL results are converted to CSV files to generate visualization with ease for the final presentation and tableau storyboard.

BUSINESS PROFILE OVERVIEW

599 CUSTOMERS

The business is accessible internationally and presently **servicing 108 countries.**

1000 FILM TITLES

OFFERING WIDE SELECTIONS in ENGLISH:
- 5 Film ratings
- 16 Genres

2 STORE LOCATIONS

AUSTRALIA & CANADA BRANCHES ARE FULLY OPERATING:
- 2 Staff
- 4581 Inventory
- 16,044 Movie Rentals

VIEW FULL REPORTS BELOW

BUSINESS ANALYSIS

22% of the viewers are likely to engage in **PG-13 movies** while the **sports film genre** has the dominant rental rate.
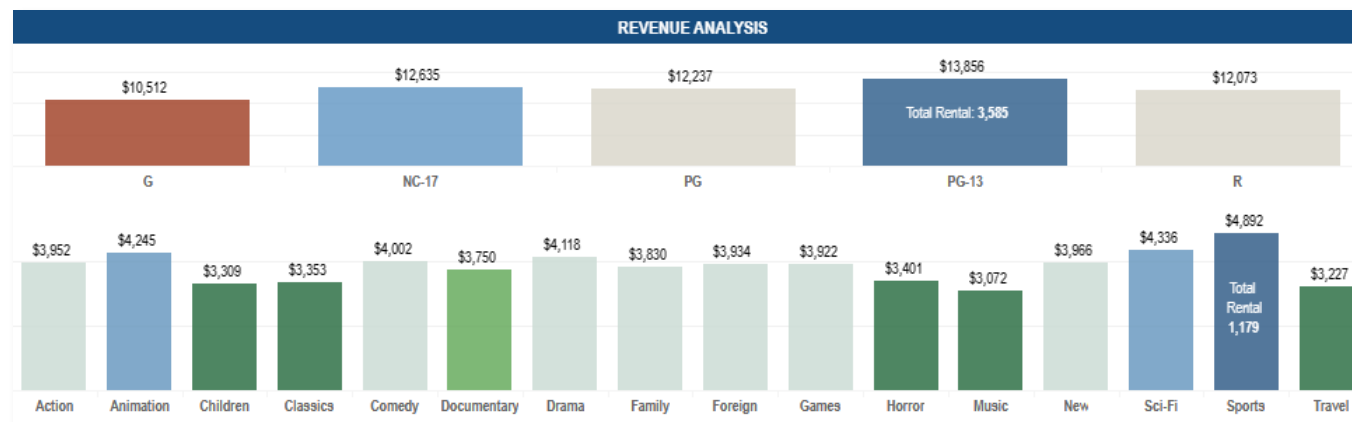

FIG. 3a

FIG. 3b

Asia takes up **45%** of the customer base with **China** and **India** generating the **highest revenue** globally.


```
1   -- REGIONAL SALES REVENUE
2
3   SELECT D.country
4         ,COUNT(DISTINCT A.customer_id) AS customer_count
5         ,SUM(E.amount) AS total_revenue
6   FROM customer A
7   INNER JOIN address B ON A.address_id = B.address_id
8   INNER JOIN city C ON B.city_id = C.city_id
9   INNER JOIN country D ON C.country_id = D.country_id
10  INNER JOIN payment E ON A.customer_id = E.customer_id
11  GROUP BY D.country
12  ORDER BY total_revenue DESC;
```
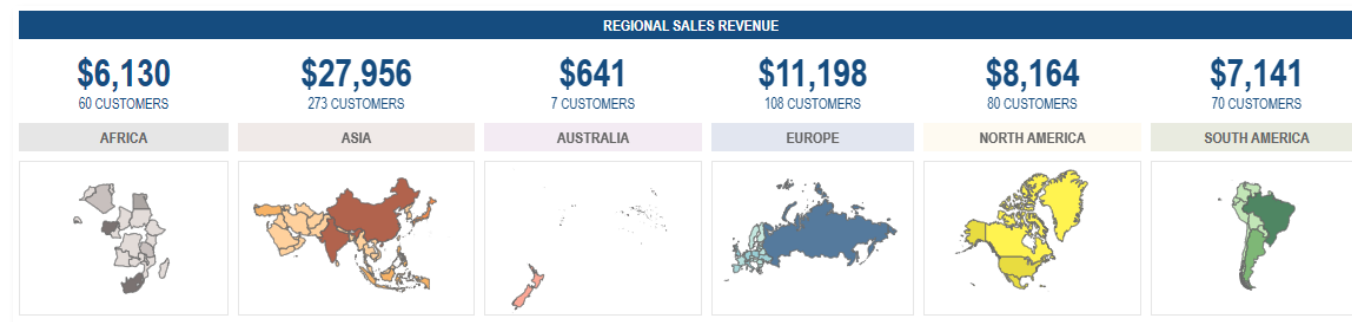
FIG. 3c

FIG. 3d

VIEW FULL REPORTS BELOW

Data Dictionary | SQL Codes | PowerPoint Presentation | Interactive Tableau Storyboard

RECOMMENDATIONS

ONLINE VIDEO RENTAL SERVICES

TARGET AUDIENCE

Determine the micro and macro environment in China, India, and its surrounding areas adapting services that meet cultural demands.

PRODUCT DEVELOPMENT

Fostering new services that conform to viewers' specific preferences can encourage old and new viewers to optimize services.

REWARDS PROGRAM

Incentivizing top-paying customers establishes strong client rapport and opens up opportunities to offer new services that best fit their interests.

BUSINESS DEVELOPMENT

Assess high-performing countries and understand consumer demands to replicate successful operations in other potential markets.

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