

Rockbuster Stealth Data Summary

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01

Introduction

About Rockbuster Stealth

Introduction



Rockbuster Stealth LLC once a global leader in movie rentals, is adapting to the evolving entertainment landscape by planning to launch its own online video rental service to compete with major streaming platforms. This presentation is to assist Rockbuster's management team through this process. The information was obtained from SQL queries.

Objectives

- **Customer Demographic Analysis:** Determine the location of customers that are most loyal and contribute to Rockbusters' sales
- **Rental Insights:** Understand the genres and types of movies that do well within Rockbuster' catalog
- **Revenue Analysis:** Identify the top performers amongst Rockbusters' catalog and customer base.



Data Overview

16 tables that include:

- **Customer Information:** customer demographic information and rental history
- **Movie Inventory:** movies that Rockbuster has in stock
- **Movie Information:** information regarding the films in Rockbusters' inventory such as release data, genre, actors/actresses etc.
- **Transaction/Sales Data:** purchase information and movie rental information such as dates, and rental duration
- **Employee Information:** information on employees, including demographic and information regarding their employment such as ID pictures, start date, etc.

Methodology

Database Management

- Manage PostgreSQL database by conducting initial set up, structuring data and creating a data dictionary for clarity.

SQL Analysis

- Executed various SQL queries to gain insights into Rockbusters rental trends and calculate key metrics

Summarize

- Summarize analysis into easy-to-understand visualization, KPIs and actionable recommendations for Rockbusters online strategy.

02

Data Summary

Summary of tables reviewed

Customer Rental Summaries

Averages of All Data



97%

Active customers



5 Days

Rental Duration



\$20

Rental Cost

03

Data Findings

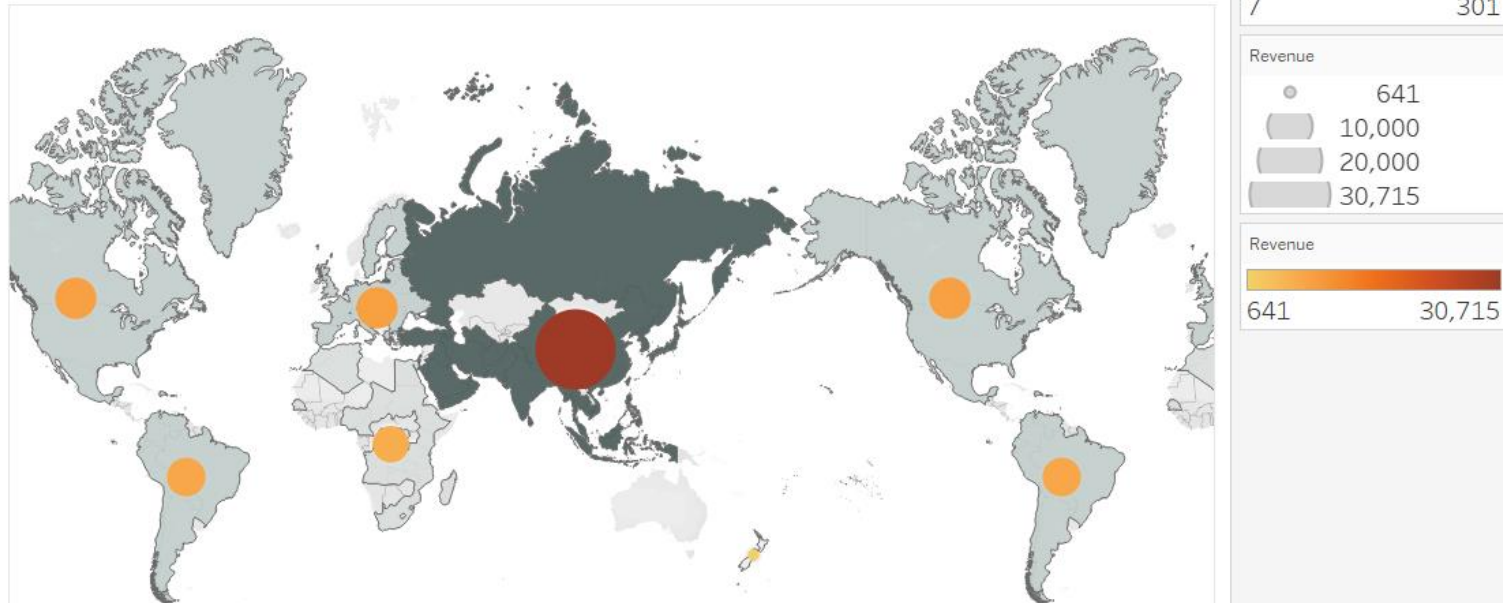
Answer managements questions

Region of Interest: Asia

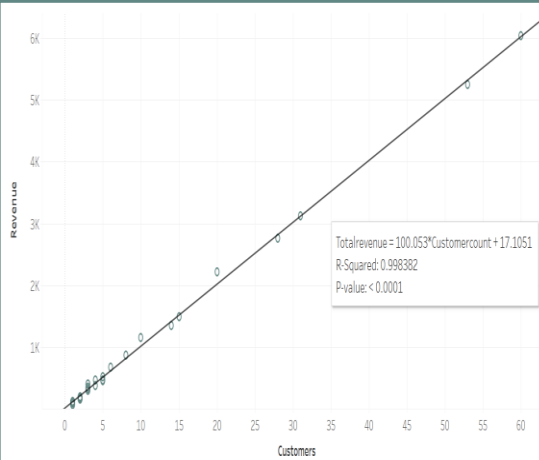
Insights

- Asia has both the highest revenue and number of customers.
- Maybe beneficial to expand to markets in this region that we do not cover.

Customers and Sales Per Region



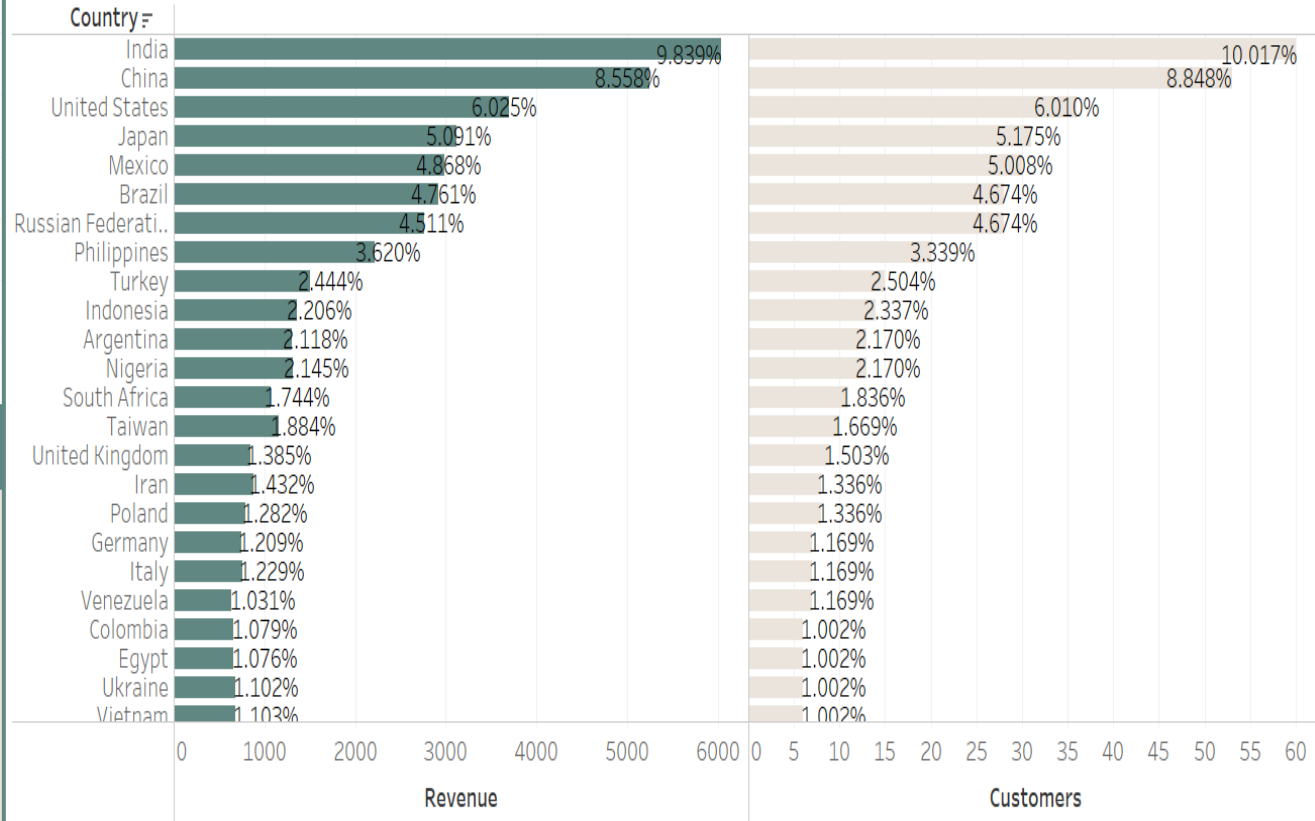
Top Countries in Asia



Insights

- Revenue and Customers are positively correlated at 99% (see above)
- Top 5 countries are India, China, Russia and the Philippines that make up 34.381% of revenue and 35.058% of total customers

Top Countries Per Customer and Revenue



Category Analysis: Top 5 Countries

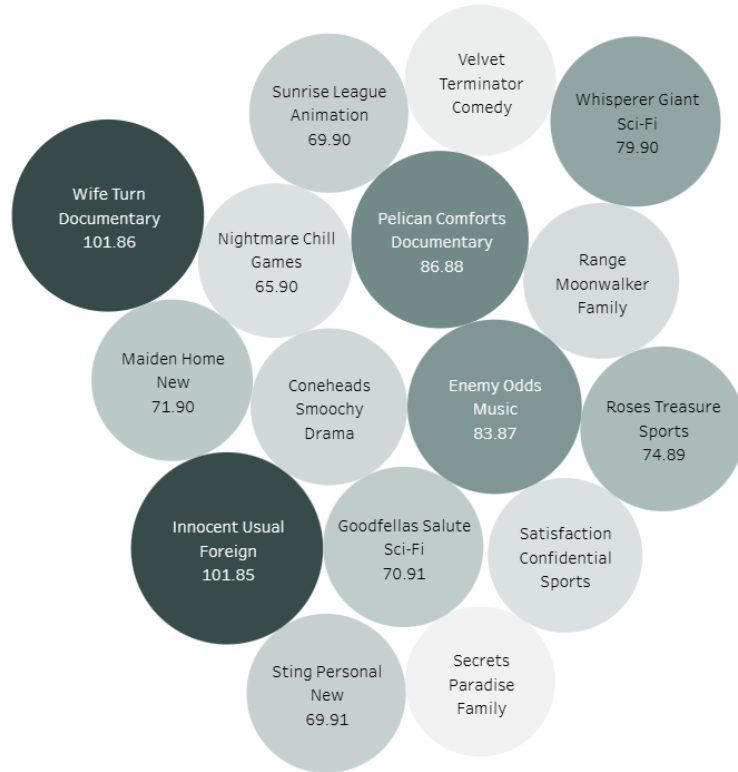
Insights

- Top 5 categories in the Top 5 countries in Asia are Sports, Animation, New, Drama and Sci-fi making up 35% of revenue and 33.7% of inventory.
- Inventory below 300 for 4/5 of those categories

Sports \$1,258.28 (7.3%) 272 (6.6%)	Sci-Fi \$1,154.34 (6.7%) 266 (6.5%)	Comedy \$1,060.64 (6.2%) 236 (5.8%)	Family \$1,060.23 (6.2%) 277 (6.8%)	Classics \$1,048.37 (6.1%) 262 (6.4%)		
Animation \$1,224.84 (7.1%) 316 (7.7%)	Documentary \$1,119.26 (6.5%) 275 (6.7%)			Action \$1,020.26 (5.9%) 273 (6.7%)	Travel \$887.89 (5.2%) 211 (5.1%)	Music \$886.91 (5.2%) 210 (5.1%)
New \$1,214.41 (7.1%) 259 (6.3%)	Games \$1,078.53 (6.3%) 248 (6.0%)	Foreign \$1,017.54 (5.9%) 246 (6.0%)	Horror \$880.83 (5.1%) 217 (5.3%)			
Drama \$1,173.28 (6.8%) 271 (6.6%)	Children \$1,065.40 (6.2%) 260 (6.3%)					

Top Films in Top 5 Countries

Top Movies



Genre	Country				
	China	India	Japan	Philippines	Russian Federation
Action	\$310.16 (5.9%)	\$379.98 (6.3%)	\$129.59 (4.2%)	\$131.70 (5.9%)	\$200.53 (7.3%)
Animation	\$414.96 (7.8%)	\$383.01 (6.3%)	\$252.37 (8.1%)	\$215.46 (9.7%)	\$174.50 (6.3%)
Children	\$312.20 (6.0%)	\$432.02 (7.2%)	\$174.52 (5.6%)	\$96.70 (4.4%)	\$146.66 (5.3%)
Classics	\$297.20 (5.7%)	\$404.03 (6.7%)	\$155.55 (5.0%)	\$104.71 (4.7%)	\$191.59 (6.9%)
Comedy	\$333.20 (6.4%)	\$344.25 (5.7%)	\$223.55 (7.2%)	\$155.65 (7.0%)	\$159.64 (5.8%)
Documentary	\$307.19 (5.9%)	\$439.98 (7.3%)	\$210.50 (6.7%)	\$110.74 (5.0%)	\$161.59 (5.8%)
Drama	\$363.08 (6.9%)	\$405.12 (6.7%)	\$259.43 (8.3%)	\$126.69 (5.7%)	\$145.65 (5.3%)
Family	\$379.05 (7.2%)	\$332.06 (5.5%)	\$140.64 (4.5%)	\$144.63 (6.5%)	\$208.48 (7.5%)
Foreign	\$256.25 (4.9%)	\$446.01 (7.4%)	\$159.61 (5.1%)	\$188.54 (8.5%)	\$155.67 (5.6%)
Games	\$357.16 (6.8%)	\$321.28 (5.3%)	\$208.52 (6.7%)	\$161.66 (7.3%)	\$191.57 (6.9%)
Horror	\$281.33 (5.4%)	\$344.16 (5.7%)	\$139.67 (4.5%)	\$107.74 (4.9%)	\$115.67 (4.2%)
Music	\$300.26 (5.7%)	\$294.32 (4.9%)	\$108.71 (3.5%)	\$110.71 (5.0%)	\$183.62 (6.6%)
New	\$367.17 (7.0%)	\$379.21 (6.3%)	\$289.42 (9.3%)	\$143.73 (6.5%)	\$178.61 (6.5%)
Sci-Fi	\$311.27 (5.9%)	\$395.07 (6.5%)	\$233.42 (7.5%)	\$124.71 (5.6%)	\$214.58 (7.8%)
Sports	\$410.15 (7.8%)	\$459.98 (7.6%)	\$227.49 (7.3%)	\$167.61 (7.6%)	\$150.66 (5.8%)
Thriller		\$6.98 (0.1%)	\$3.99 (0.1%)		\$4.99 (0.2%)
Travel	\$246.41 (4.7%)	\$265.33 (4.4%)	\$204.54 (6.6%)	\$128.72 (5.8%)	\$171.61 (6.2%)

Insights

- Top Films in the Top 5 countries in Asia
- The top 2 films are in different categories: Documentary, Foreign
 - Both genres do well in India making up about 15% of films rented there.

Overall Recommendations

- Expand online streaming service to other countries in Asia
- Default Monthly price to \$20 based on current average rental price.
- Increase inventory in popular categories to 300 films per category
 - Sports
 - New
 - Drama
 - Sci-Fi
- Increase inventory with high-quality Documentary and Foreign movies as the highest revenue films are of this category.
 - Specifically, India does well with these genres - films should be released here first.
- Experiment with placing popular films, *Wifes Turn* and *Innocent Usual*, in other regions
- Explore budgeting for Rockbuster Originals, we can start with popular genres in certain countries (such as documentaries in India)
- Maintain strong customer service to continue maintaining high customer retention since 2006!

Thanks!

Do you have any questions?

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Appendix

Customer Data Summary

Column	Min	Max	Avg	Insights
Customer ID	1	599	300	<ul style="list-style-type: none">97% of customers are activeNo new customers created since 2006No customer updates since 2013
Store ID	1	2	1.45576	
Address	5	605	304.7245	
Create Date	2/14/2006	2/14/2006		
Last Update	5/26/2013	5/26/2013		
Active	0	1	0.974958	

Film Data Summary

Column	Min	Max	Avg	Mode	Insights
RELEASE YEAR	2006	2006	2006		<ul style="list-style-type: none">● Movie Catalog<ul style="list-style-type: none">○ 2006○ English○ 2 hrs○ PG-13○ Commentary and behind the scenes● Rental duration between 3-7 days averaging at 5 days.● Replacement cost 10-30 dollars averaging at 20 dollars
LANGUAGE ID	1	1	1		
RENTAL DURATION	3	7	4.985		
RENTAL RATE	0.99	4.99	2.98		
LENGTH	46	185	115.272		
REPLACEMENT COST	9.99	29.99	19.984		
LAST UPDATE	5/26/2013	5/26/2013			
TITLE				Academy Dinosaur	
RATING				PG-13	
SPECIAL FEATURES				{Trailers,Commentaries,"Behind the Scenes"}	

Cities with Most Customers in Top Countries

City	Country	Customer Count	Insights
Aurora	United States	2	<ul style="list-style-type: none">Customers are spread sparsely within each country
Acua	Mexico	1	
Citrus Heights	United States	1	
Iwaki	Japan	1	
Ambattur	India	1	
Shanwei	China	1	
So Leopoldo	Brazil	1	
Teboksary	Russian Federation	1	
Tianjin	China	1	
Cianjur	Indonesia	1	

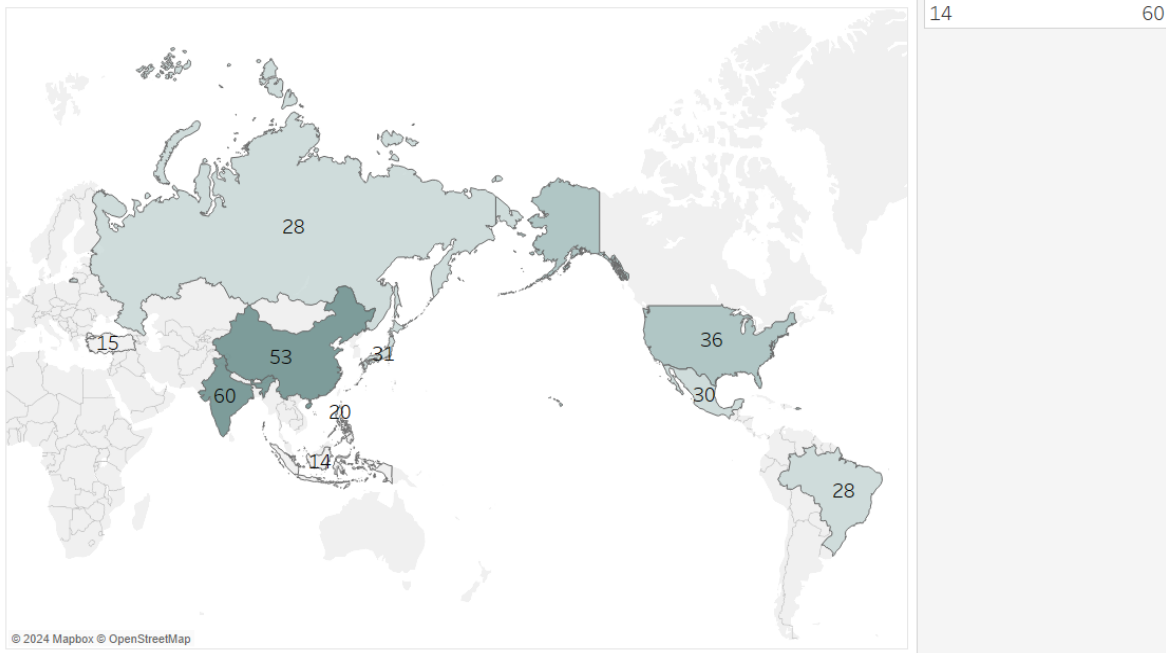
Top Paying Customers from Top Countries

Customer ID	First Name	Last Name	City	Country	Total Amount	Insights
566	Casey	Mena	Tokat	Turkey	130.68	<ul style="list-style-type: none">These customers should be rewarded for their loyalty.
84	Sara	Perry	Atlixco	Mexico	128.7	
506	Leslie	Seward	Pontianak	Indonesia	123.72	
389	Alan	Kahn	Emeishan	China	119.75	
537	Clinton	Buford	Aurora	United States	98.76	

Countries with Most Customers

Country	Customers
India	
China	
United States	
Japan	
Mexico	
Brazil	
Russian Federation	
Philippines	
Turkey	
Indonesia	

Countries with the Most Customers



Purchases per Category

Insights

- Sports, Sci-Fi, and Animation are the highest purchased category
- Sports, Foreign, Animation are the categories with the most films
- Recommend to purchase inventory with more sports and Scifi Films

Purchases per Category

Sports \$4,892.19 73	Comedy \$4,002.48 56	Games \$3,922.18 58	Family \$3,782.26 66	Documentary \$3,749.65 63	
Sci-Fi \$4,336.01 59	New \$3,966.38 60	Horror \$3,401.27 53		Travel \$3,227.36 53	
Animation \$4,245.31 64	Action \$3,951.84 61				
Drama \$4,118.46 61	Foreign \$3,934.47 67	Classics \$3,353.38 54			Music \$3,071.52 51
		Children \$3,309.39 58			