


The background is a dark, textured grey. It features several stylized, hand-drawn elements: a red film strip with white frames in the top left; a grey film strip with black frames in the top right; a black and red movie camera with two red reels on the right side; a large red film reel in the bottom right; and a grey film strip with black frames in the bottom left.

Rockbuster Stealth LLC

Harrison Genrong Zhong

Introduction



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.

Objectives

My job is to use SQL to analyze the data and answer business questions in order to help the company with the launch strategy for the new online video service.

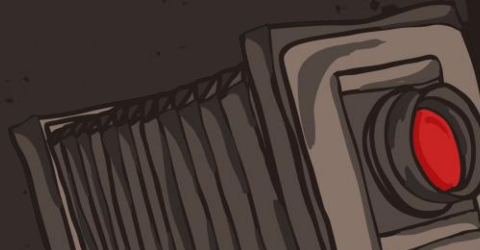


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Questions

- Which countries are Rockbuster customers based in?
- Do sales figures vary between geographic regions?
- Where are customers with a high lifetime value based?
- Which genres contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- How much was the average monthly spending?



Overview



Count of Film Titles: 1000



Average, Longest, Shortest Rental Duration: 5 Days, 7 Days, 3 Days



Average, Highest and Lowest Rental Rate: \$3, \$5, \$1



Average Rental Revenue per Customer: \$102



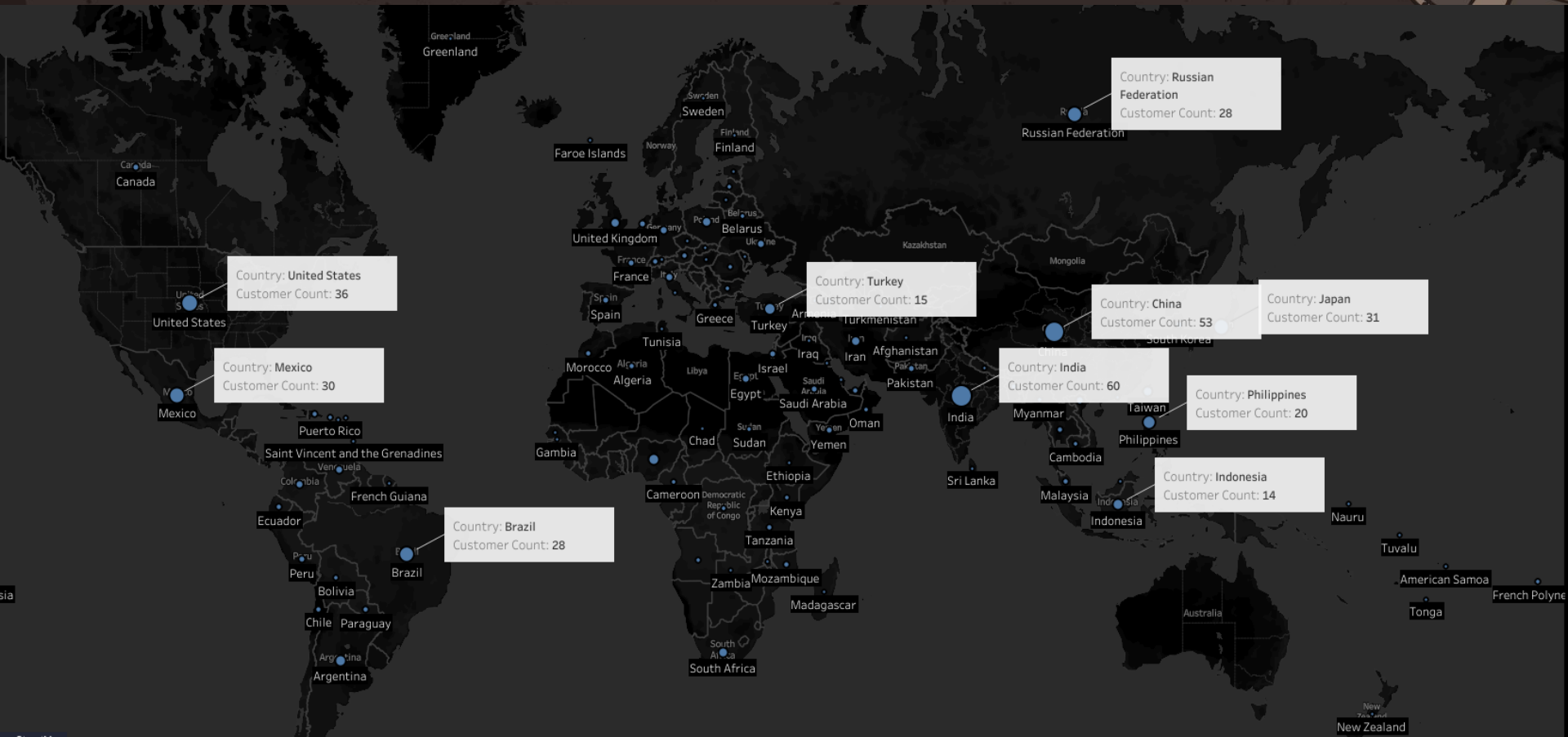
Total Revenue: \$61312



Amount of Language Selections: 6 (English, Italian, Japanese,
Mandarin, French, German)

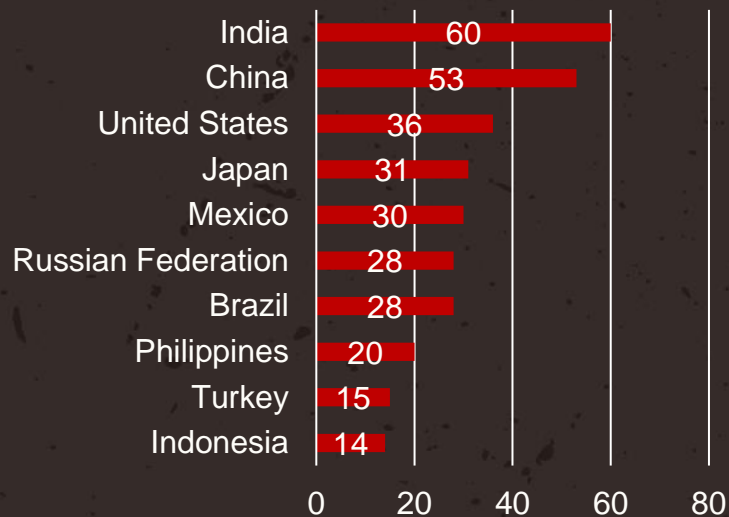
Customer Base World Distribution Map

108 countries, 600 cities, 599 customers (top 10 countries with the highest customer counts are marked).

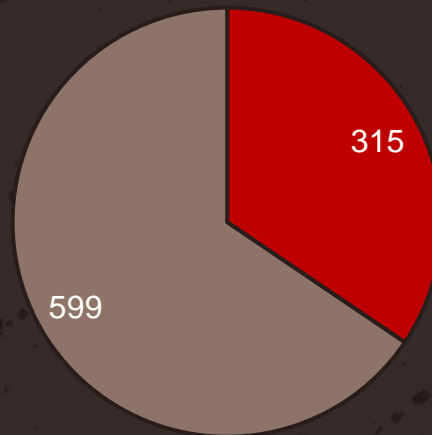


Top 10 Countries with the Highest Customer Counts

Top 10 countries have 53% of the total customers.



■ Customer Count

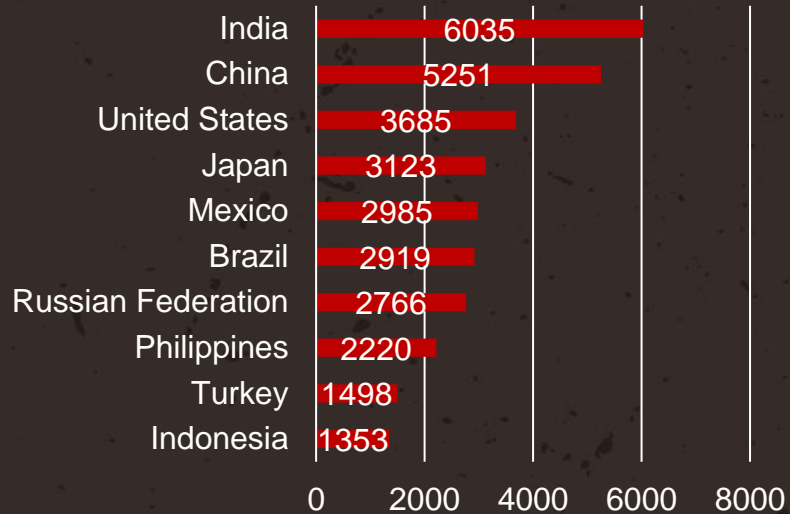


■ Top 10 Countries

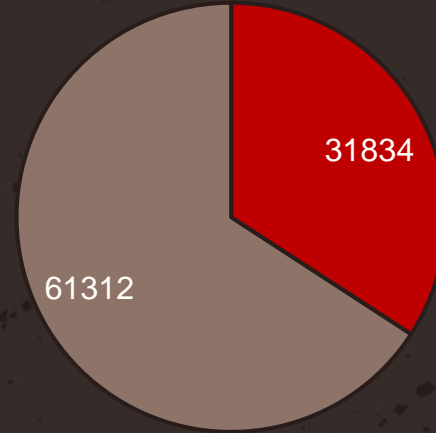
■ Rest of the Countries

Top 10 Countries with the Highest Revenue

Top 10 Countries generated 52% of the total revenue.



■ Total Revenue

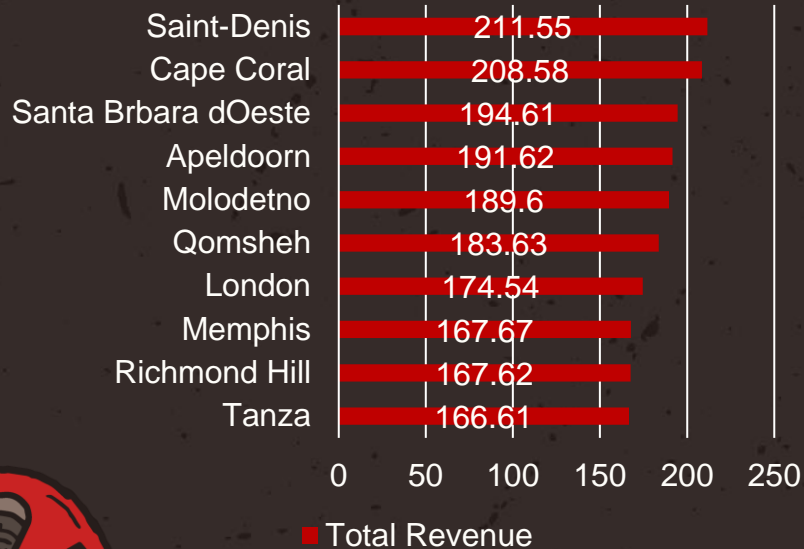


■ Top 10 Countries

■ Rest of the Countries

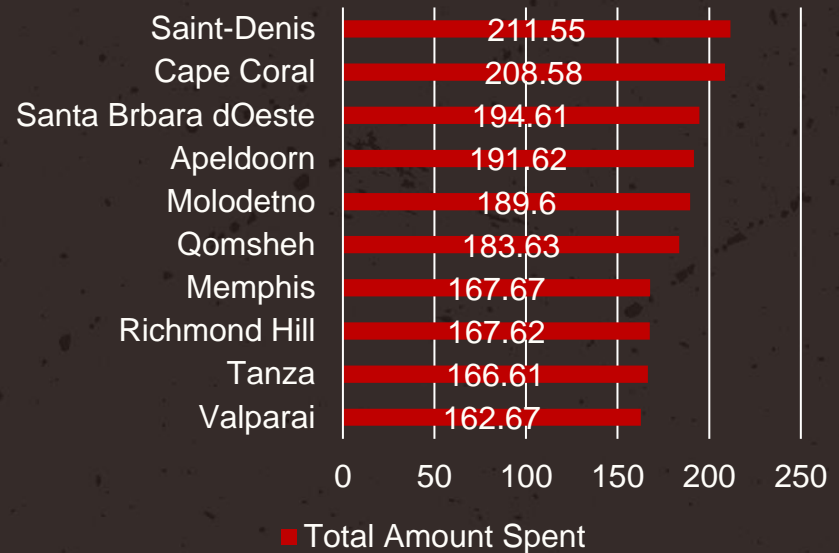
Top 10 Cities with the Highest Revenue

- Since most cities have only 1 customer, every customer's spending can really affect a city's performance.
- Rockbuster needs to figure out a strategy that can either bring in more customers or encourage customers to spend more consistently.



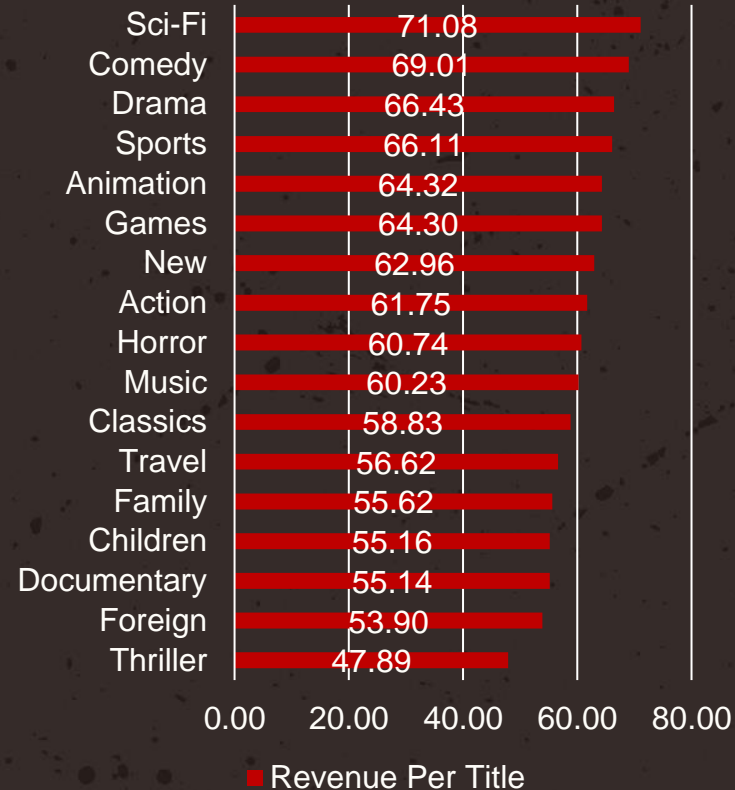
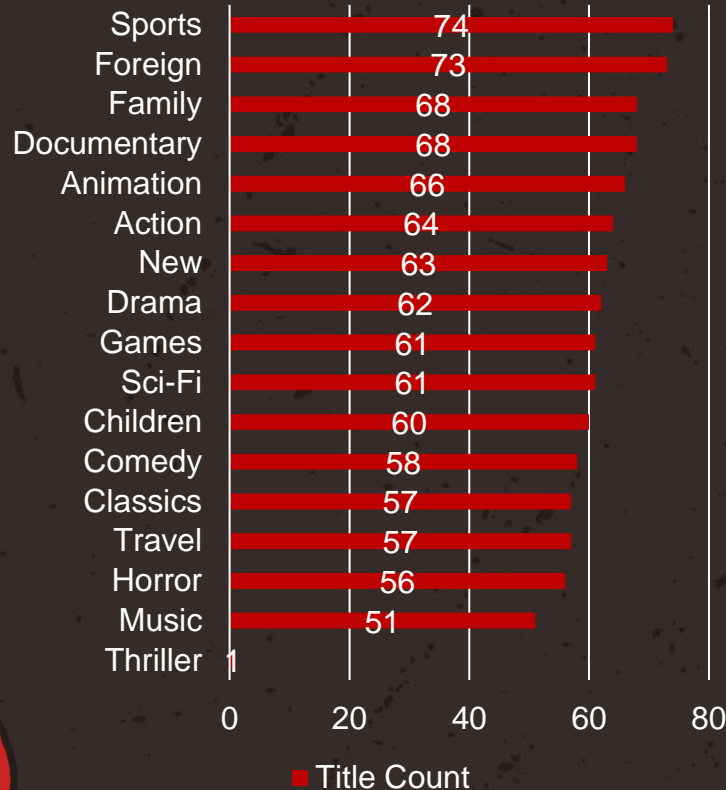
Cities Where Top 10 Customers Are Located

(Most cities have 1 customer except for London and Valparai.)



Title Counts of All Genres and Their Revenue per Title

- Drama, sci-fi, comedy, horror and music did really well despite lower title counts. Those genres have true potential if title counts increase.
 - Foreign, family and documentary did poorly despite high title counts.
 - Thriller didn't have a big enough sample size.



Top 10 Monthly Spending and Bottom 10 Monthly Spending

- Data Set Time Range: 02/14/2007 – 05/14/2007
- Average Customer Monthly Spending is \$34.
- Could introduce a subscription model to attract new customers, bring in more recurring revenue, and improve customer retention.







Questions?



Thank you!!

