

Identifying high CLV in preparation of a platform launch

Project Objectives

- Assist Rockbuster Stealth, a fictional movie rental company, with the launch of their online video rental service
- Load all of Rockbuster's data into a relational database management system
- Use SQL to analyze the data
- Answer business questions from Rockbuster's business intelligence department
- Present findings in an easily digestible format









Data Overview

- Relational database
- Contains 15 tables on Rockbuster's film inventory, customers, payments, and more
- Downloaded from CareerFoundry

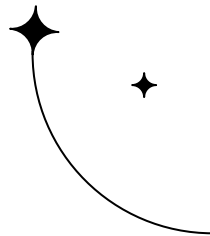
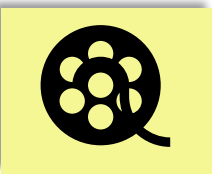
Techniques Applied

- Extracting an entity relationship diagram from a relational database
- Creating a data dictionary
- Writing SQL queries to sort, clean, filter, and profile data
- Joining tables with SQL
- Using subqueries and CTEs to answer moderate to complex business questions
- Visualizing and presenting SQL results

Tools Used

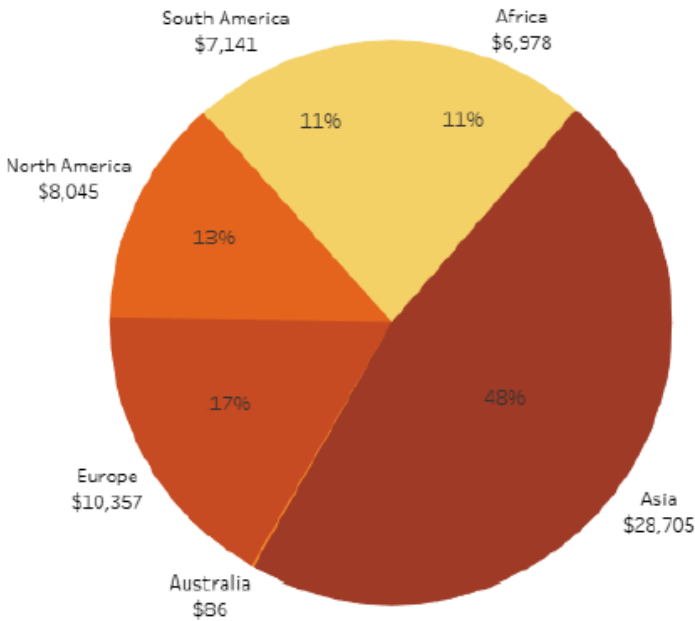
-  PostgreSQL
 - Importing a database
 - pgAdmin 4 SQL query tool
-  DbVisualizer
 - Visualizing Rockbuster's database
-  Tableau
 - Visualizations
-  Microsoft Excel
 - Compiling SQL query results
-  Microsoft Word
 - Writing data dictionary
-  Microsoft PowerPoint
 - Presentation of findings





Visual Highlights

Total Revenue by Continent



48% of revenue is generated by Asia

Average Rental Duration

- 4.99 Days

Average Rental Rate

- \$2.98

Total Number of Films

- 1,000

Most Common Film Rating

- PG-13

Total Number of Customers

- 599

Percentage of Active Customers

- 97%

Number of Countries with Customers

- 108

Total Recorded Revenue

- \$61,312

Summary statistics provide a quick overview of Rockbuster's inventory and customer base





Key Recommendations for Rockbuster

- Rockbuster should further investigate why certain films perform better than others. The current data offers no clear indicator as to what causes a top grossing film.
- Rockbuster should consider including Australia in a global ad campaign and break into this populous market.
- Rockbuster's high lifetime value customers should be rewarded for the revenue they bring to the company.

Actionable Insights

- SQL can be used in creative ways to combine and aggregate data stored in a relational database.
- The importance of a data dictionary and database schema when working with a relational database can't be understated.
- Using the combined power of tools such as an RDBMS, Excel, and Tableau allows analysts to record and present findings in an easily consumable format.

[Link to Final Presentation](#)

[Link to GitHub Repository](#)

[Link to Tableau Visualizations](#)

