

RockBuster Stealth

Background

A fictional video films library company needs data analysis based insight in order to compete with online streaming video platforms such as Amazon, Netflix and Apple and setup an efficient online film library.

Techniques/Approach

A collaborative effort is needed working with the business intelligence department to design a strategy that will help the online video platform succeed. Utilizing SQL to query customer movie preference, rental patterns, spending routines, and most profitable areas we gain our maximum return on investments goals. Results are then used to answer ad-hoc questions that may arise in the process of project completion.

Tools/Skills



SQL database queries

Data filtering

Inner/outer/ whole joins

Cleaning/summarizing

Common Table Expressions



Multi-visualization studio including dynamic dashboards, custom story-board designs and organization.



Organization of visuals, graphs, tables and presentation in an understandable format using gifs, animations and word art.

Key Questions

- Which genres generate the greatest revenue?
- Which movies have generated the greatest income?
- Which countries in the world generate the highest profits?
- Who and where are our highest paying customers?

The Data

[ROCKBUSTER
DATA SET](#)

[PostgreSQL
Database](#)

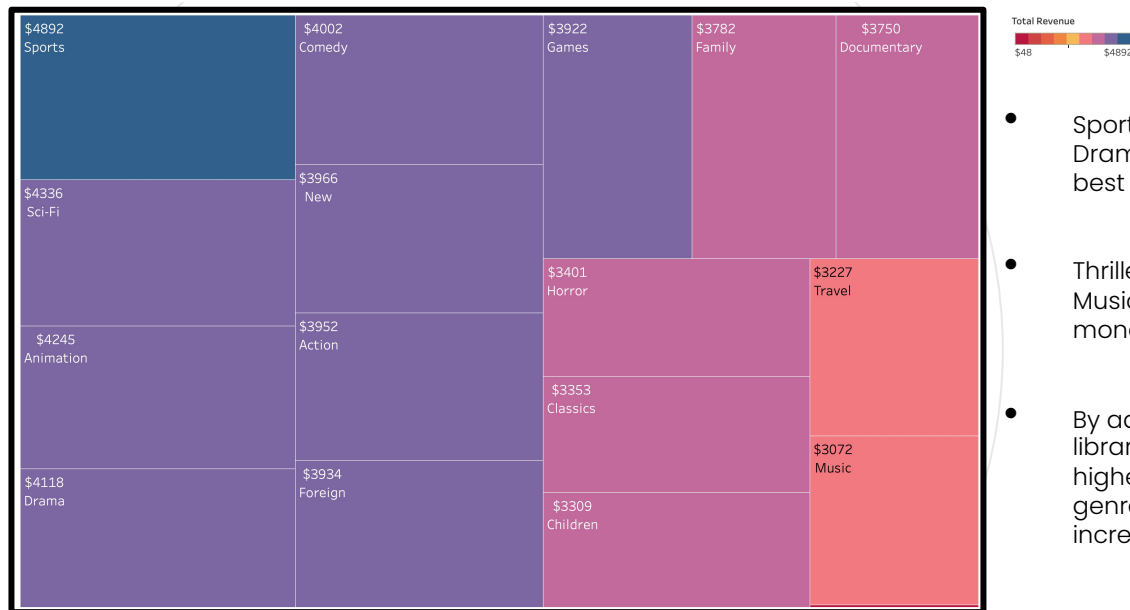
[Tableau Presentation
Link](#)



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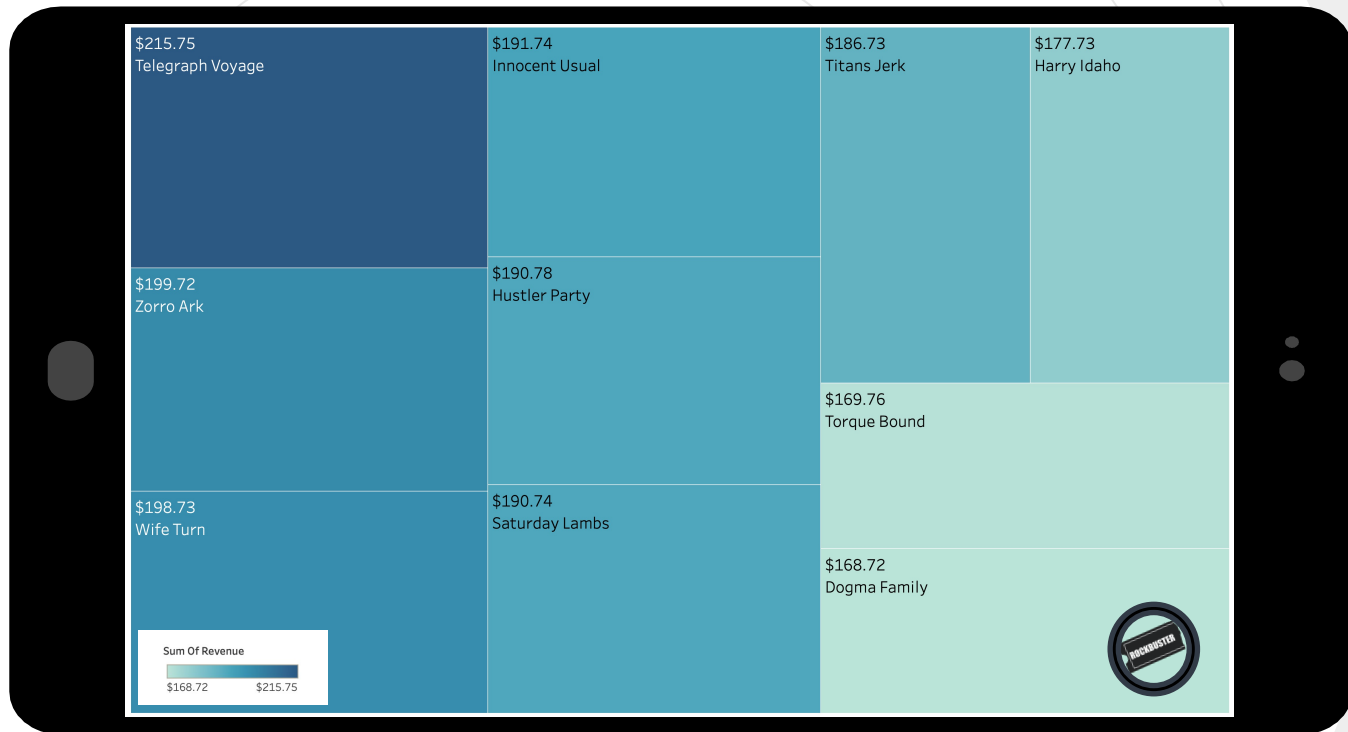
Your
phone
Your
favorite
movies!



Word Map Showing Highest and lowest Revenue Generators for Rockstar Stealth LLC

- Sports, Animation & Drama genres are the best Sellers.
- Thriller, Children's and Music are the lowest money makers.
- By adding to the library variety of our highest revenue genres, we can increase profits!

RockBuster
gives you the
Movies you
want, when
you want,
even on your
tablet!



Word Map Showing Highest Revenue Generating Movies for Rockstar Stealth LLC

- Telegraph Voyage, Zorro Ark & Wife Turn were the highest revenue generators among movie titles.
- Adding similar movie types to our digital library will maximize profits and brand loyalty!

Buster



A world full of Profits!

World Map where darker circle indicates increased payments and larger circle indicates higher customer count

- Note Asian Countries India and China followed closely by the US make up the highest Paying customers as well as highest customer counts

Best of the Best! 👍

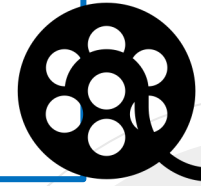


Top 5 Customers and Where they Live				
First Name	Last Name	Country	City	
Sara	Perry	Mexico	Atlixco	\$128.76
Gabriel	Harder	Turkey	Sivas	\$108.75
Sergio	Stanfield	Mexico	Celaya	\$102.76
Clinton	Buford	United States	Aurora	\$98.76
Adam	Gooch	India	Adoni	\$97.80

- Rewarding our top customers will encourage brand loyalty.
- Based on the map, we see that Mexico has 2 of our TOP 5 customers.
- Rewards such as free yearly subscriptions or discounts will ensure our loyal customers do not subscribe to the competition.

RockBuster Stealth

Recommendations



- Pivoting towards a digital media platform will not only keep the company with current trends, it will save money in replacement costs in the long run.
- Sports, Animation & Drama genres are the best Sellers. By adding to the library variety including the highest revenue genres, we can increase profits.
- Movies similar to Telegraph Voyage, Zorro Ark & Wife Turn, the highest revenue generators, must be added to the digital library to maximize profits and brand loyalty.
- Increased advertising in high Population Asian countries (India and China) followed closely by the U.S. who spend the most on company products will increase revenue even further.
- Rewarding top tier customer with free yearly subscriptions or discounts will ensure our loyal customers do not subscribe to the competition and encourage other potential customers to subscribe to our platform. The sales team needs to know what the busiest days of the week and hours of the day are (i.e., the days and times with the most orders) in order to schedule ads at times



I
Movies!