

ROCKBUSTER STEALTH ANALYSIS PROJECT



*RockBuster Stealth LLC, A movie
rental company*



PROJECT OVERVIEW

Company

A movie rental company looking to move into the online rental service to stay competitive with other competition companies.

Objective

The management team need business questions answered in order to come up with a strategy plan for 2020.

Data

The dataset used for the analysis was from the RockBuster. The data contains tables relating to information about their video collection information such as customer, film, rental, film category to know a few. Tools used Excel, PostgreSQL, & Tableau.

ANALYSIS PROCESS

Pre-Analysis

- Created list of research questions and formulated hypothesis.
- Sourced data, created data profile and performed data quality checks.
- Integrated the two data sets into one cohesive dataset ready for analysis using Excel.

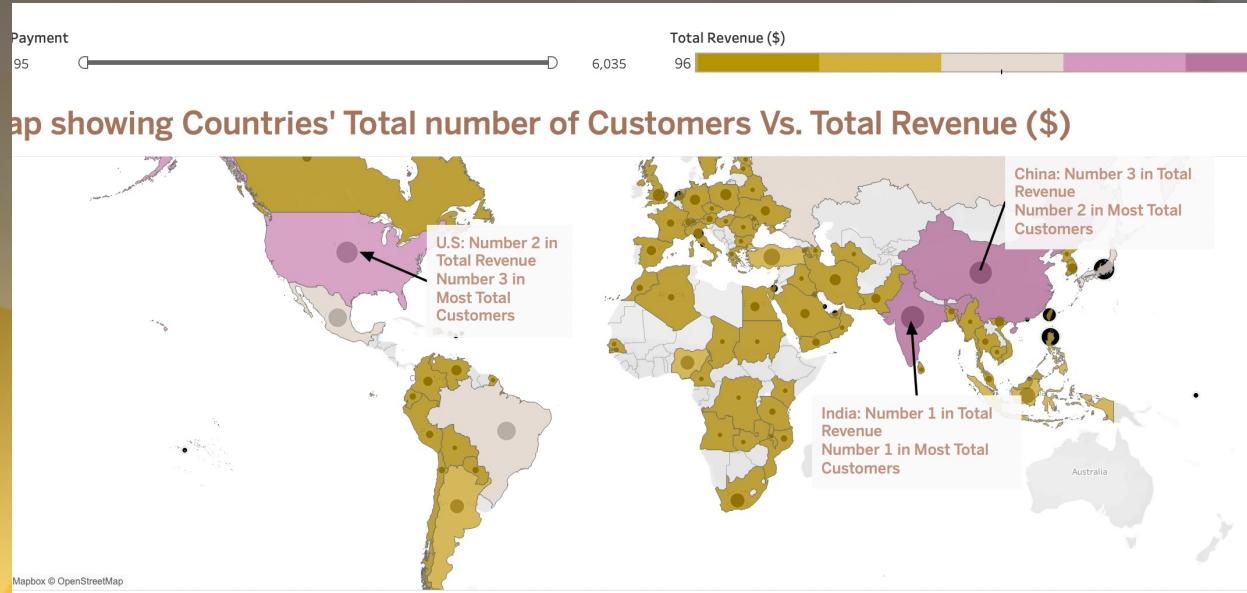
Anlaysis

- Conducted statistical analyses by calculating the mean, medium, variance and standard deviation for key variables.
- Tested correlation between key variables to identify potential relationship
- Formulated statistical hypothesis and conducted hypothesis testing.
- Created interim report with analysis findings.

Visualization

- Created visualization using Tableau.
- Used spatial graphs, histograms, temporal forecasting and line graphs.
- Presented visualization as a storyboard along with conclusion and recommendations.

VISUALIZATION INSIGHTS



This graph shows a map of countries with their total revenue amount and total number of customers. The purple colours are countries with high amount of revenue and the bigger the dots the more customers within that country.

The left-side graph shows the top 10 best/worst movies that contributed to most/least revenue gain. The right-side graph shows the most grossed genres.

TOP 10 Best/Worst Movies Contributions to..

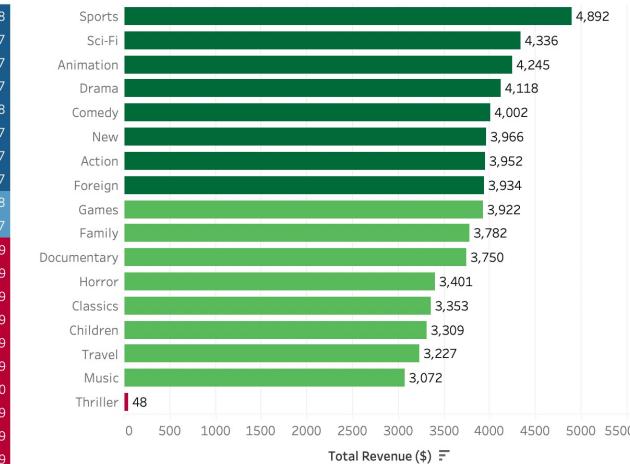
TOP 10 Best/Worst Movie Contributions to Revenue Gain

Telegraph Voyage	\$215.8
Zorro Ark	\$199.7
Wife Turn	\$198.7
Innocent Usual	\$191.7
Hustler Party	\$190.8
Saturday Lambs	\$190.7
Titans Jerk	\$186.7
Harry Idaho	\$177.7
Torque Bound	\$169.8
Dogma Family	\$168.7
Japanese Run	\$7.9
Lights Deer	\$7.9
Treatment Jekyll	\$6.9
Cruelty Unforgiven	\$6.9
Young Language	\$6.9
Rebel Airport	\$6.9
Freedom Cleopatra	\$6.9
Texas Watch	\$6.0
Oklahoma Jumanji	\$5.9
Duffel Apocalypse	\$5.9

Genres With Their Total Revenue Made

Below the Thriller Genre has a very significant low amount of revenue in the entire genre list

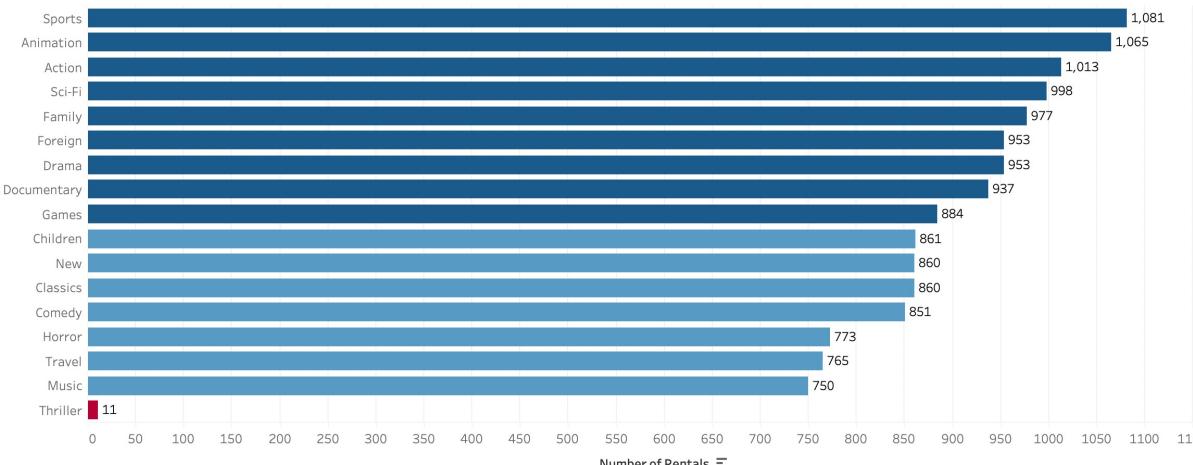
Most Grossed Genres



VISUALIZATION INSIGHTS

Most Rented Genre

Again the Thriller has the most significant low value for the number of rentals.



This graph shows which film genre was most rented.

[Tableau Storyboard link](#)

[GitHub SQL Project Repo link](#)

This graph shows who are the top 5 paying customers at the company.

Top Paying Customers at RockBusters

Sara Perry is our most loyal customer with having paid the most in rentals across our customer base with \$128.70.

TOP Paying Customers at Rockbusters

