ROCKBUSTER

STEALTH DATA ANALYSIS PROJECT

Lilly Hooper: 8/8/2022

ROCKBUSTER STEALTH LLC: KEYS TO REMAIN COMPETITIVE

To successfully launch the strategy for the new online video service, Rockbuster's data was loaded into a relational database management system (RDBMS).

This presentation will answer key questions regarding:

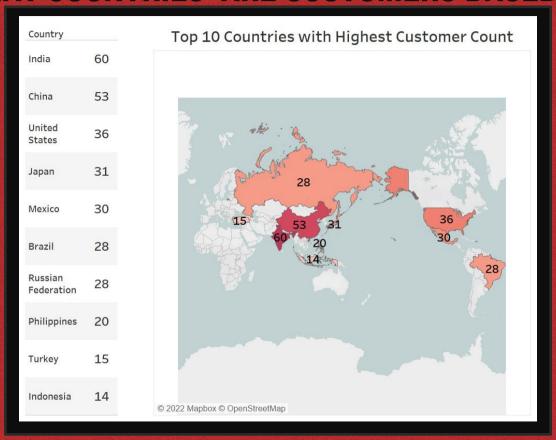Customer base (countries/cities)

Identify Top Customers/ Store

Top Movies

Key Metrics Surrounding Rentals

WHAT COUNTRIES ARE CUSTOMERS BASED IN?

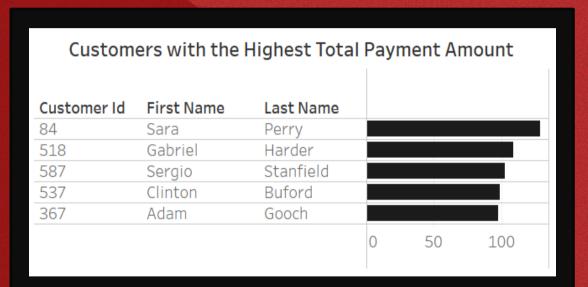| Country	
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

Top 10 Countries with Highest Customer Count

© 2022 Mapbox © OpenStreetMap

*Darker shaded countries represent higher customer counts within the database.

TOP 10 CITIES WITHIN LISTED COUNTRIES

1 Aurora, United States

2 Pingxiang, China

3 Sivas, Turkey

4 Dhule (Dhulia), India

5 Kurashiki, Japan

6 Xintai, China

7 Adoni, India

8 Celaya, Mexico

9 Nezahualcoyotl, Mexico

10 Atlixco, Mexico

ABOUT THE FILMS RENTED

What film was rented most?

Film ID: 1
Academy
Dinosaur

What language were most of the movies in?

Language ID: 1
English

What about rent, rental duration, and rental cost?

Avg Rent	$2.98
Max Rent	$4.99
Min Rent	$0.99
Avg Rental Duration	4.985
Max Rental Duration	7.000
Min Rental Duration	3.000
Avg Replacement Cost	$19.98
Max Replacement Cost	$29.99
Min Replacement Cost	$9.99

The average cost of a rental was just shy of 3 dollars.

The maximum rental duration was 7 days.

The lowest cost to replace a movie was 10 dollars.

CONCLUSIONS

CHECK DATA

The current data loaded into the RDBMS has limited rows of lines. It may be beneficial to search for other sources of data surrounding rentals if Rockbuster feels there is more data available

UNDERSTAND CUSTOMER NEEDS

It may be beneficial to gather a better understanding of how a streaming service may impact the listed top customers within the Rockbuster database.

QUESTIONS?

Contact Info: Lilly Hooper
lillyhooper@gmail.com

Tableau Public Links:

Map for 3.10 (1) | Tableau Public

Map for 3.10 (Tableau Map) | Tableau Public

Map for 3.10 (Tableau Bar Chart) | Tableau Public