Launch Strategy for an Online Video Rental Company

Project Overview

Project Objectives

- Make recommendations for a successful launch of Rockbuster's new online streaming service
- Provide insights based on answers to initial business questions

Business Questions

- Which movies contributed to most/least revenue gain?
- What was the average rental duration for all videos?
- Where are Rockbuster customers based?

Project Overview

Skills & Tools Used

- Relational databases
- SQL
- Tableau Visualizations
- Database querying
- Filtering Cleaning and summarizing
- Joining tables
- Subqueries
- Common table expressions

Links to Dataset, Data Dictionary and GitHub

- Dataset contains info about Rockbuster's film inventory, customers, payments, etc (see Data Dictionary)
- Download Rockbuster Dataset
- Data Dictionary: (Including all Dataset Tables)
- Link to GitHub repository

Analysis Steps

Step 1: Exploratory Analysis and Initial Descriptive Statistics

Step 2: Create Data Dictionary/Schema (link on previous slide)

Step 3: Answer Business Questions and Provide Recommendations

Rental Statistics

|	Minimum	Maximum	Average
Rental Rate	$0.99	$4.99	$2.98
Rental Duration in Days	3	7	4.985
Film Length in Minutes	46	185	115.27
Replacement Cost per Film	$9.99	$29.99	$19.98

Q1. Which movies contributed most/least to revenue gain?

	Sports	Sci-Fi	Family	Foreign
Total Revenue	1st	2nd	10th	8th
# of Films	1st	9th	3rd	2nd

- **Insights**
  - **"Sci-Fi"** films bring **high revenue** despite being 9th in total number of films in inventory
  - **"Family"** and **"Foreign" films** bring **low revenue** relative to high number of films
- **Recommendations**
  - **Increase** number of **Sci-Fi and Sports films** in inventory
  - **Decrease** number of **Family and Foreign films**

Rockbuster's Available Movies: Film Count per Genre

Total Revenue by Movie Genre
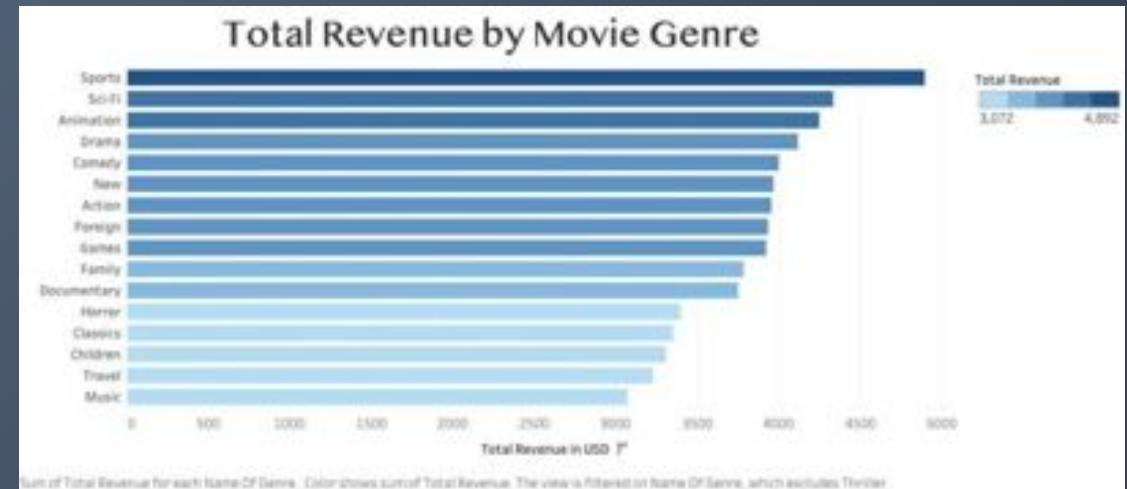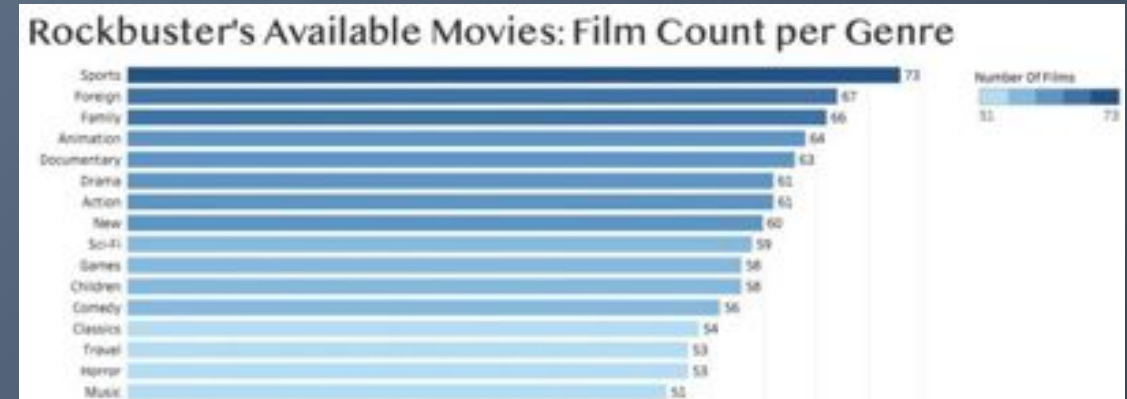
# Q2. What was the average rental duration for all videos? Q3. Where are Rockbuster's customer's based?

- **Insights**
  - Narrow range of rental durations by genre (4.5-5.5 days)
  - Shortest rentals for "New" films
  - Top 3 countries by number of customers are also top 3 countries by population
- **Recommendations**
  - Offer shorter rental periods for "New" films; advertise as "in-home theater experience", especially for films that recently stopped playing in theaters
  - Focus marketing on countries with high populations

Countries by Customer Count and Total Revenue

Movie Genre by Rental Duration
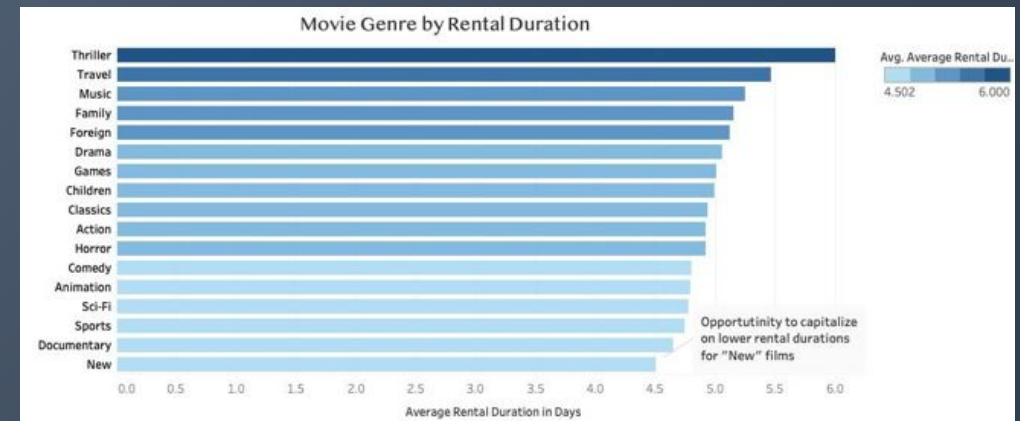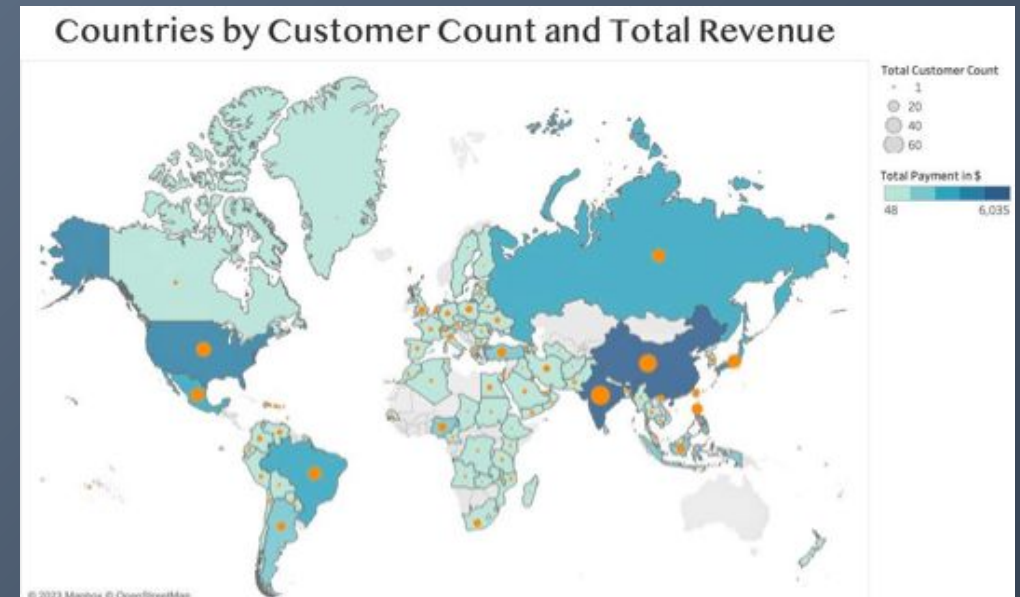
Project 2: Conclusion

What I Learned:

- Through this project, I practiced making various SQL queries, using different techniques (e.g. Subqueries, CTE's and Joins), in order to observe and wrangle the data as needed.
- I learned about different data structures and types of schemas and became comfortable with visualizing how different data frames within a dataset were linked together with keys.

Challenges Faced:

- The numbers in this dataset were rather unrealistic and it was difficult to glean meaningful insights.
- It was at first challenging to wrangle and join data from two distantly related tables. One had to be comfortable visualizing the relationship between two tables and the exact syntax of the necessary SQL command.