

# Vijayalakshmi Venugopal

## DATA ANALYST

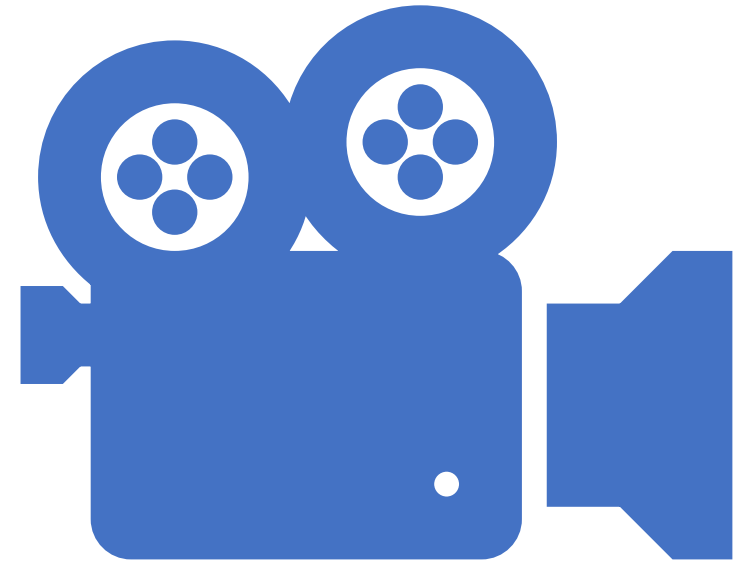
Collect, process, analyze and present data – from supporting everyday business decisions to fueling global change with the help of tools like Excel, SQL, Python and Tableau.



# Rockbuster Stealth Analysis

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Answering Business questions for an  
online movie rental company



# ROCKBUSTER STEALTH ANALYSIS

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**Business Problem:** Rockbuster Stealth LLC is a movie rental company who is planning to start an online video renting services. The task here is to load the data to RDBMS and analyze the data using SQL to provide with data driven answers to all the business queries that could be used for the company strategy.

[Project Brief](#)

**Tools :** SQL

**Skills:**

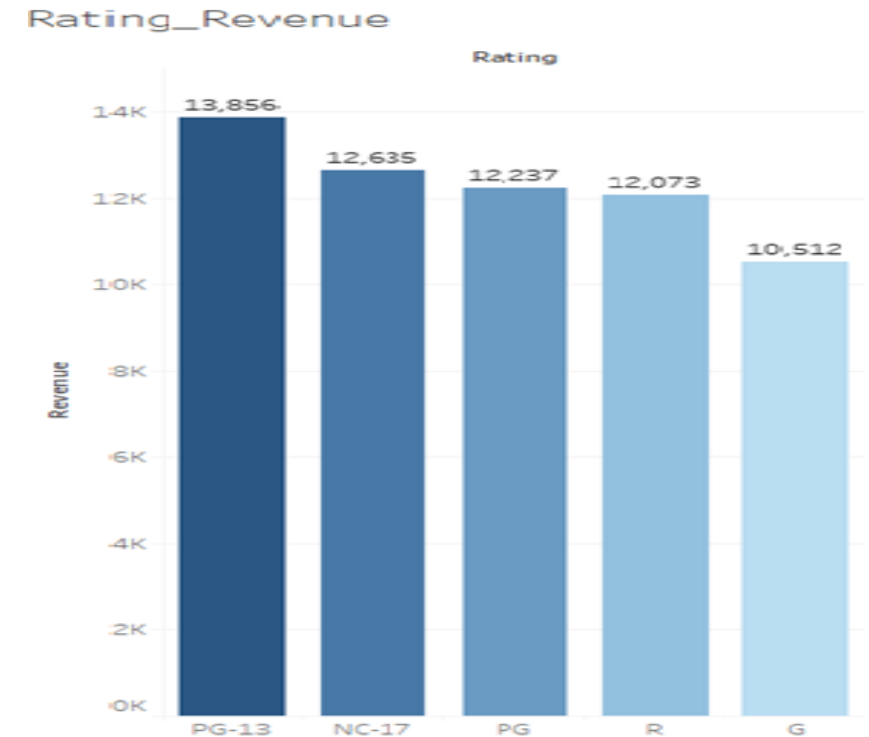
- Relational databases
- Database querying
- Filtering
- Cleaning and summarizing
- Joining tables
- Subqueries
- Common table expressions

**Source Code:**



# Overview

- The company has a **total revenue** of **\$ 61,312**.
- The company has its store presence in **Australia** and **Canada** with a revenue of **\$31,060** and **\$30,252**, respectively.
- The company has **14,596 rentals** with a customer base of **599 customers** in **109 countries**.
- **PG-13** rating is the most popular rating
- **India** is the highest revenue generating country with revenue of **\$6035**.



| Rentals | Duration (in days) | Rate (in \$) | Movie Length (in mins) | Replacement Cost (in \$) |
|---------|--------------------|--------------|------------------------|--------------------------|
| Maximum | 7                  | 4.99         | 185                    | 30                       |
| Minimum | 3                  | 0.99         | 46                     | 10                       |
| Average | 5                  | 2.98         | 115                    | 20                       |

# Analysis

- **India, China, United States, Japan and Mexico** are top 5 revenue generating countries.
- **Action, Documentary, Sports** are the popular genre in **India** the high revenue generating country.

The screenshot shows the pgAdmin 4 interface. The SQL query editor contains the following query:

```
1 SELECT D.country,
2        COUNT(customer_id) AS customer_count
3 FROM customer A
4 INNER JOIN address B ON A.address_id=B.address_id
5 INNER JOIN city C ON B.city_id=C.city_id
6 INNER JOIN country D ON C.country_id=D.country_id
7 GROUP BY country
8 ORDER BY COUNT(customer_id) DESC
9 LIMIT 10;
```

The Data Output tab shows the results of the query:

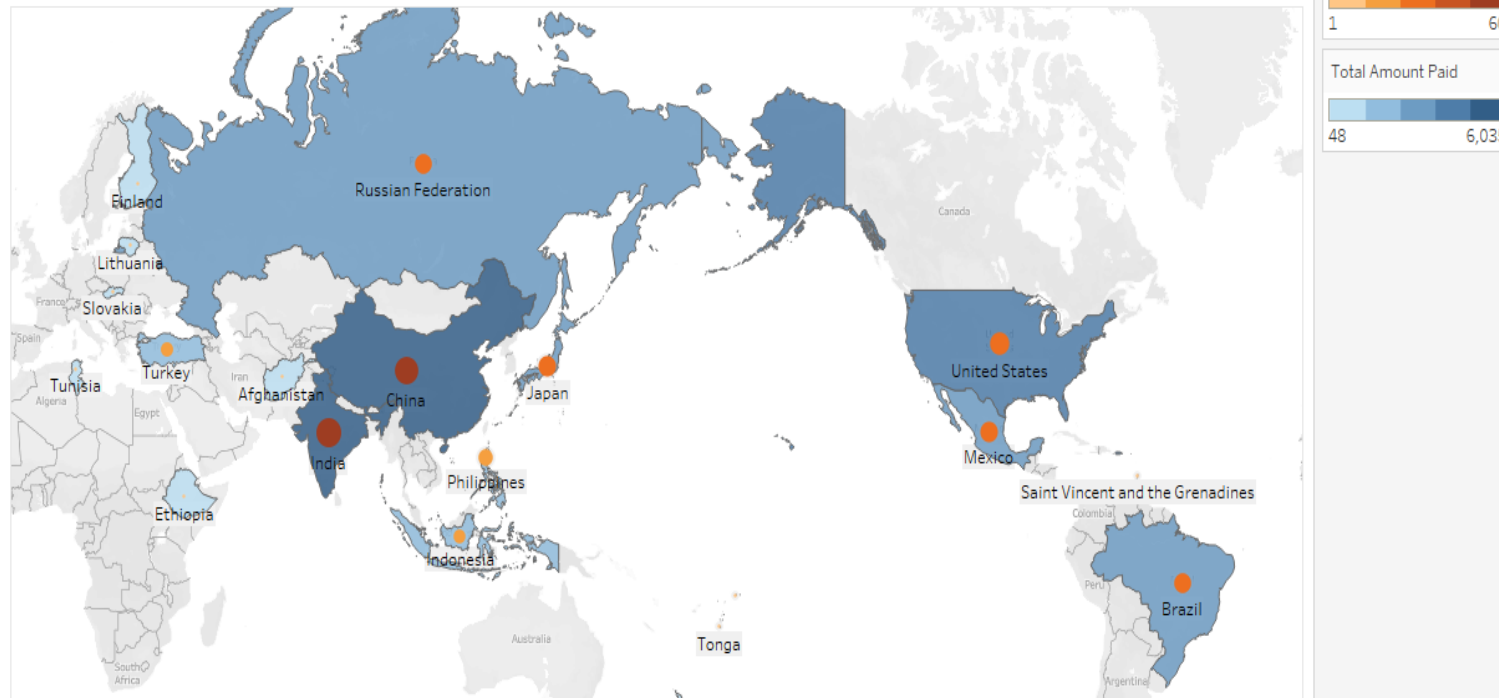
| country            | customer_count |
|--------------------|----------------|
| India              | 60             |
| China              | 53             |
| United States      | 36             |
| Japan              | 31             |
| Mexico             | 30             |
| Brazil            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

Total rows: 10 of 10 Query complete 00:00:00.345 Ln 10, Col 1

| Top 3 genre in top 10 countries |                    |             |                   |      |
|---------------------------------|--------------------|-------------|-------------------|------|
| genre                           | country            | count_genre | total_amount_paid | rank |
| Sci-Fi                          | Brazil             | 56          | 227.43            | 1    |
| Sports                          | Brazil             | 55          | 264.45            | 2    |
| Animation                       | Brazil             | 54          | 227.47            | 3    |
| Animation                       | China              | 104         | 414.96            | 1    |
| Family                          | China              | 95          | 379.05            | 2    |
| Drama                           | China              | 92          | 363.08            | 3    |
| Documentary                     | India              | 103         | 439.98            | 1    |
| Action                          | India              | 102         | 379.98            | 2    |
| Sports                          | India              | 101         | 459.98            | 3    |
| Action                          | Indonesia          | 30          | 136.7             | 1    |
| Classics                        | Indonesia          | 25          | 85.75             | 2    |
| Drama                           | Indonesia          | 25          | 103.75            | 2    |
| Animation                       | Japan              | 63          | 252.37            | 1    |
| New                             | Japan              | 58          | 289.42            | 2    |
| Sci-Fi                          | Japan              | 58          | 233.42            | 2    |
| Sports                          | Mexico             | 63          | 269.37            | 1    |
| Sci-Fi                          | Mexico             | 57          | 251.43            | 2    |
| Foreign                         | Mexico             | 56          | 245.44            | 3    |
| Animation                       | Philippines        | 54          | 215.46            | 1    |
| Foreign                         | Philippines        | 46          | 188.54            | 2    |
| Sports                          | Philippines        | 39          | 167.61            | 3    |
| Family                          | Russian Federation | 52          | 208.48            | 1    |
| Animation                       | Russian Federation | 50          | 174.5             | 2    |
| Action                          | Russian Federation | 47          | 200.53            | 3    |
| Drama                           | Turkey             | 30          | 143.7             | 1    |
| Action                          | Turkey             | 30          | 104.7             | 1    |
| Horror                          | Turkey             | 27          | 102.73            | 3    |
| Sports                          | United States      | 69          | 312.3             | 1    |
| Documentary                     | United States      | 64          | 262.37            | 2    |
| Animation                       | United States      | 63          | 252.36            | 3    |

# Analysis - Visualizations

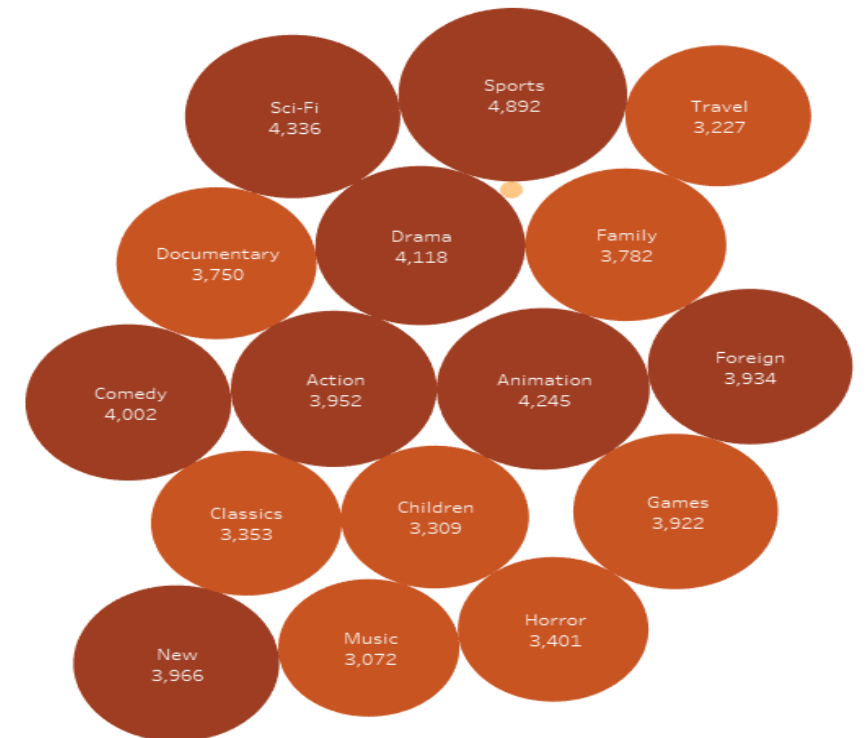
Top 10 and Least 10 countries based on revenue and customer count



- **Top 10** countries contribute **52%** of the company's **revenue**.
- **India** and **China** being the **top players** with high customer count.
- **American Samoa**, **Lithuania** being the **least revenue** generating countries.

- **Sports, Sci Fi and Animation** are the most revenue generating genres.

Genre\_Revenue



# Recommendations



Top countries could be prioritized to introduce the online movie rental.



Customer could be retained by rewarding the high valued customers.



Reference program could be introduced to increase the customer base.



Customer survey could be conducted with the existing customers to understand the renting pattern more in detail.



All language movies should be added to the inventory.  
Regional language movies could increase the customer base.

| id  | first_name | last_name | city                | country       | revenue |
|-----|------------|-----------|---------------------|---------------|---------|
| 148 | Eleanor    | Hunt      | Saint-Denis         | Runion        | 211.55  |
| 526 | Karl       | Seal      | Cape Coral          | United States | 208.58  |
| 178 | Marion     | Snyder    | Santa Brbara dOeste | Brazil        | 194.61  |
| 137 | Rhonda     | Kennedy   | Apeldoorn           | Netherlands   | 191.62  |
| 144 | Clara      | Shaw      | Molodetno           | Belarus       | 189.6   |
| 459 | Tommy      | Collazo   | Qomsheh             | Iran          | 183.63  |
| 181 | Ana        | Bradley   | Memphis             | United States | 167.67  |
| 410 | Curtis     | Irby      | Richmond Hill       | Canada        | 167.62  |
| 236 | Marcia     | Dean      | Tanza               | Philippines   | 166.61  |
| 403 | Mike       | Way       | Valparai            | India         | 162.67  |