ROCKBUSTER STEALTH LLC

Answering business questions for an online video rental company

PROJECT

Company

Rockbuster Stealth LLC is a fictional movie rental company that used to have stores around the world.

Objective

I have been hired by Rockbuster Stealth's business intelligence (BI) department to help with the launch strategy for the new online video service.

Data set

Data set that contains information about Rockbuster's film inventory, customers, and payments. It is provided by Careerfoundry.

OVERVIEW

Key questions

Which movies contributed the most/least to revenue gain?

What was the average rental duration for all videos?

Which countries are Rockbuster customers based in?

Where are customers with a high lifetime value based?

Do sales figures vary between geographic regions?

Skills/Tools

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

ANALYSIS

Steps

Fix consistency issues in the data

Explore the data using SQL queries and answer ad-hoc business questions

Prepare an Excel file with important SQL queries/outputs for technical colleagues

Create a data dictionary in Word documents

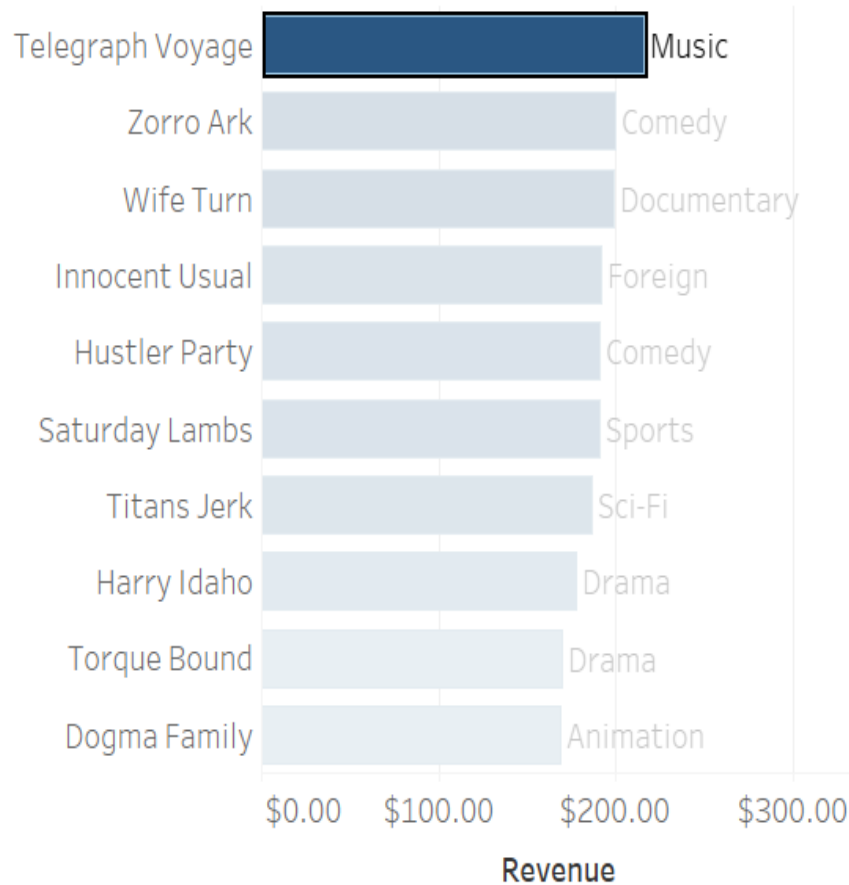Create a presentation of findings

GitHub Repository for the SQL Queries

ANALYSIS: SQL QUERY

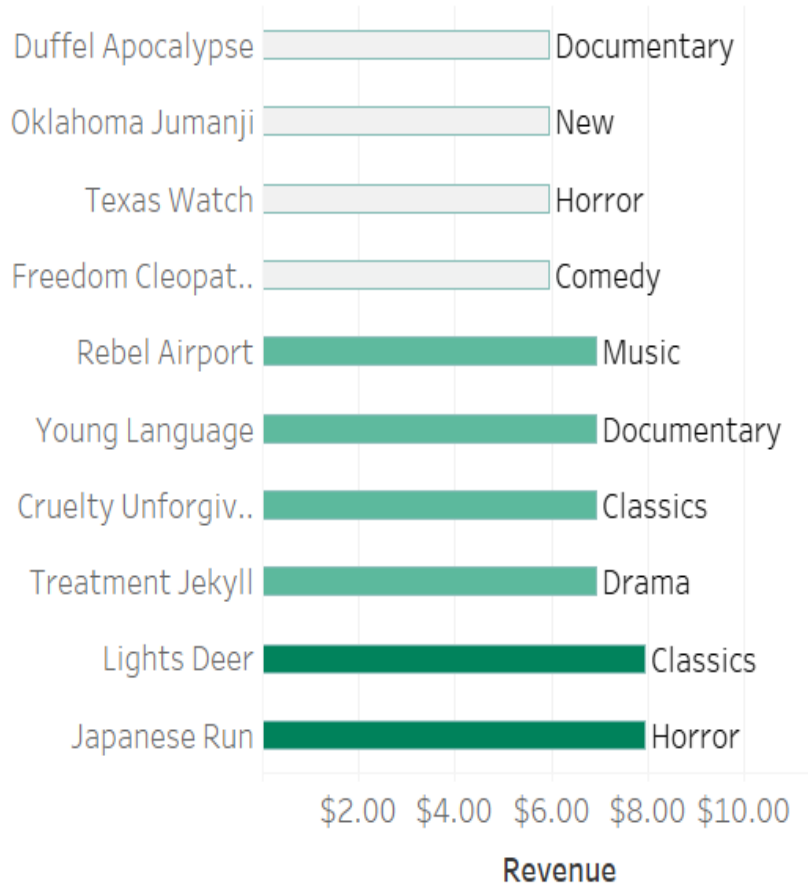**#SQL query showing Which movies contributed the most to revenue gain**

SELECT D.title, F.name AS genre, COUNT(D.film_id), SUM(amount) AS total_payment

FROM payment A

INNER JOIN rental B ON A.rental_id = B.rental_id

INNER JOIN inventory C ON B.inventory_id = C.inventory_id

INNER JOIN film D ON C.film_id = D.film_id

INNER JOIN film_category E ON D.film_id=E.film_id

INNER JOIN category F ON E.category_id=F.category_id

GROUP BY D.film_id, F.name

ORDER BY total_payment DESC

LIMIT 10

VISUALIZATIONS

Highest Earning (2016)

Movie	Genre
Telegraph Voyage	Music
Zorro Ark	Comedy
Wife Turn	Documentary
Innocent Usual	Foreign
Hustler Party	Comedy
Saturday Lambs	Sports
Titans Jerk	Sci-Fi
Harry Idaho	Drama
Torque Bound	Drama
Dogma Family	Animation

$0.00 $100.00 $200.00 $300.00

Revenue

Lowest Earning (2016)

Movie	Genre
Duffel Apocalypse	Documentary
Oklahoma Jumanji	New
Texas Watch	Horror
Freedom Cleopat..	Comedy
Rebel Airport	Music
Young Language	Documentary
Cruelty Unforgiv..	Classics
Treatment Jekyll	Drama
Lights Deer	Classics
Japanese Run	Horror

$2.00 $4.00 $6.00 $8.00 $10.00

Revenue

The charts showing the lowest and hist movies and it genre.

Insight
Rockbuster should launch first the genre of the top earning movies and they should launch first in the China, India and USA because they have the highest number of customer and generates most revenue

Link to Tableau presentation