



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](#)

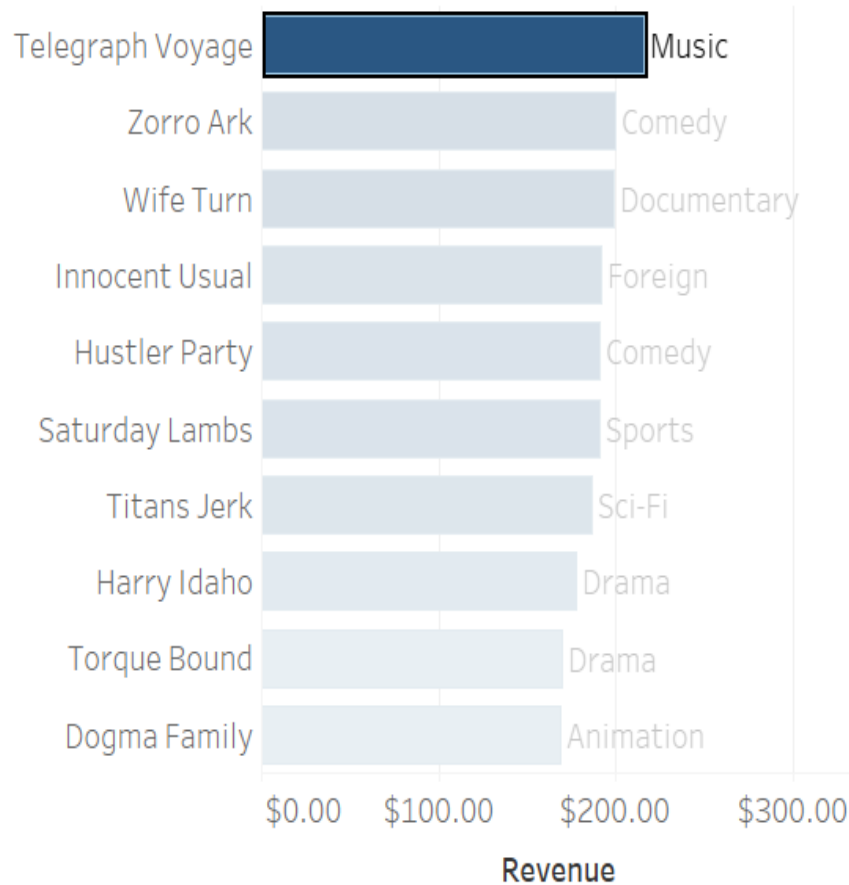
ANALYSIS: SQL QUERY

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

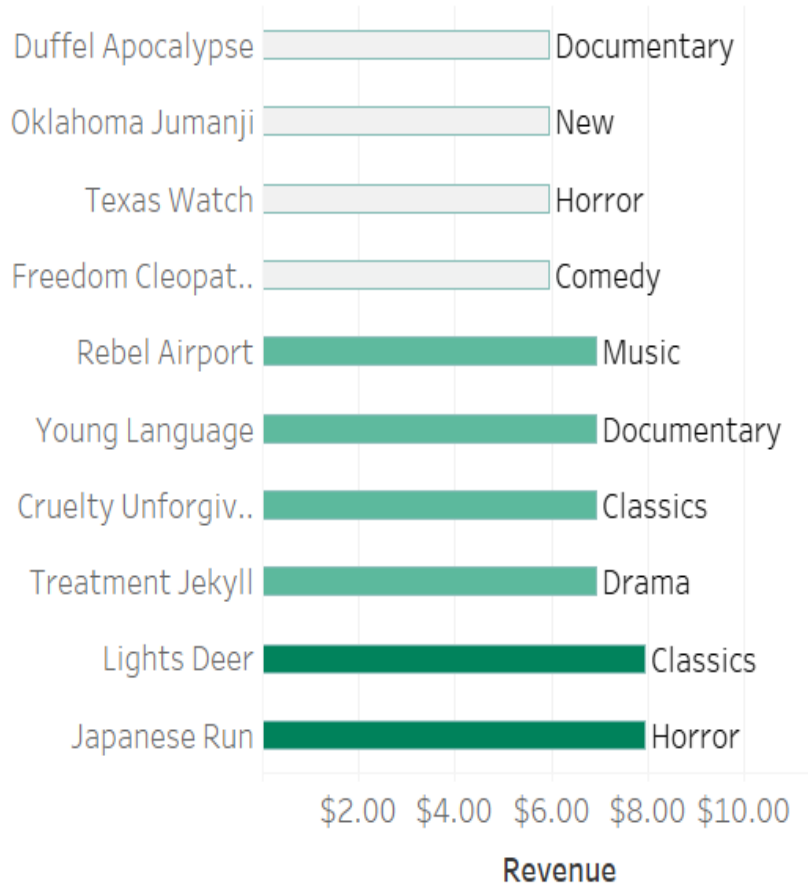
```
SELECT D.title, F.name AS genre, COUNT(D.film_id), SUM(amount) AS total_payment
FROM payment A
INNER JOIN rental B ON A.rental_id = B.rental_id
INNER JOIN inventory C ON B.inventory_id = C.inventory_id
INNER JOIN film D ON C.film_id = D.film_id
INNER JOIN film_category E ON D.film_id=E.film_id
INNER 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)



Lowest Earning (2016)



The charts showing the lowest and highest earning movies and its 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](#)