

Rockbuster SQL Project

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INTRODUCTION

We are facing stiff competition **from streaming services**
such as *Netflix and Amazon Prime*.

The management team is planning to use its existing movie licenses to
launch an online video rental service in order to stay competitive.

This analysis is here to help the launch of this online platform by
giving insights from inventory and customers

MOVIE DATA BASE OVERVIEW



1000

Number of films in
the database



2006

Years of movies



3-7

Range of rental
days



5

Average duration
rental in days



PG-13

Rating occurring
most often



19,98

average replacement
costs €



1-5

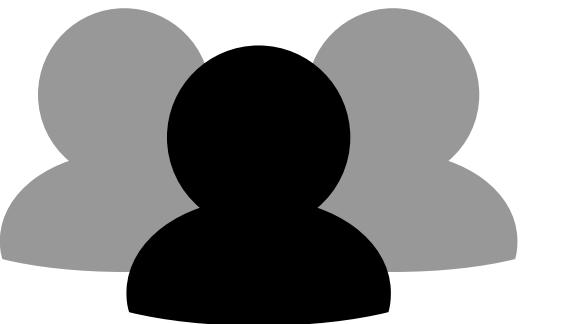
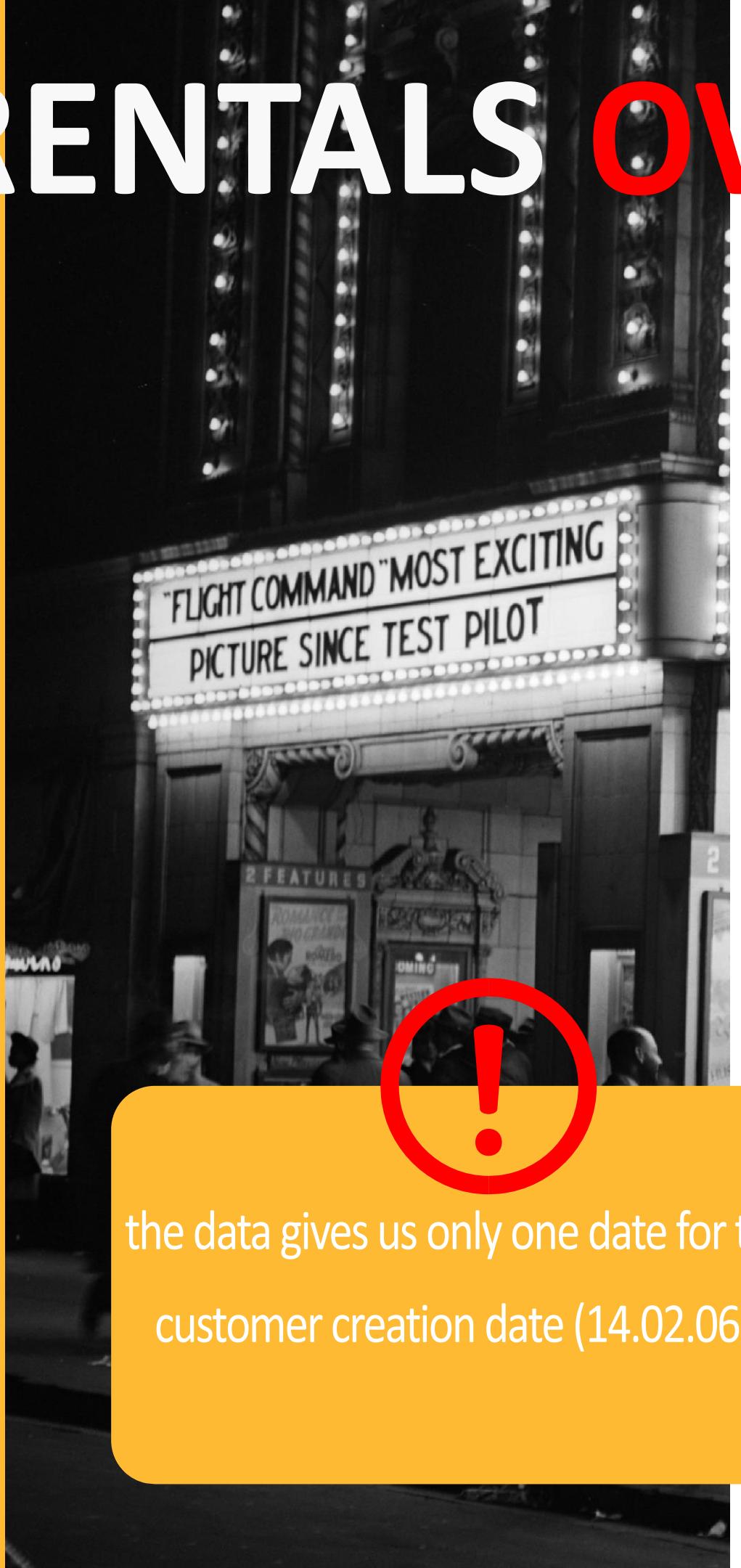
Range of rental
rates in €



2,98

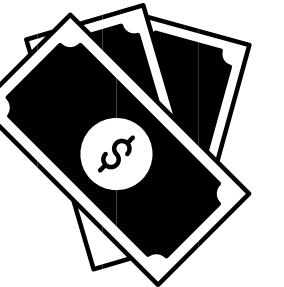
Average of rental
rates in €

RENTALS OVERVIEW



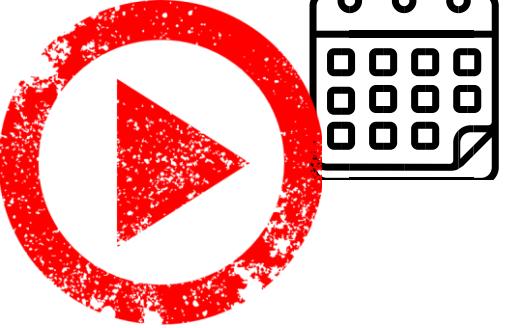
599

Number of
customer



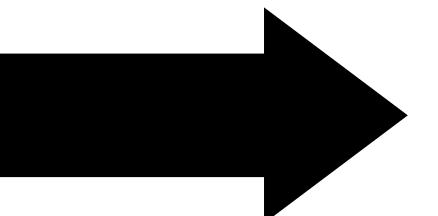
**FEB 2007 -
MAR 2007**

payment records



26.05.2013

Last update for customer
table



Rentals records

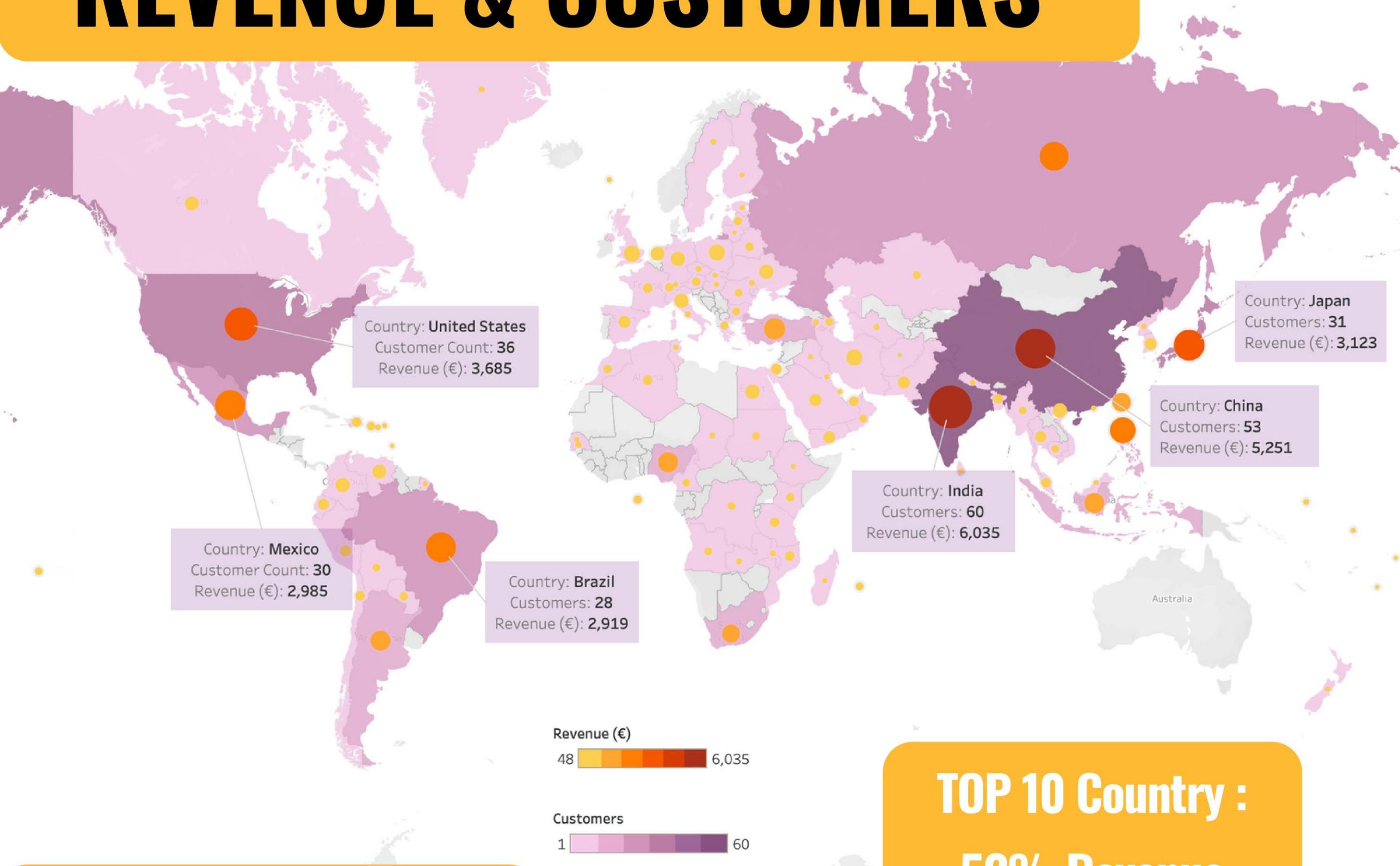
MAY 2005



FEB 2006



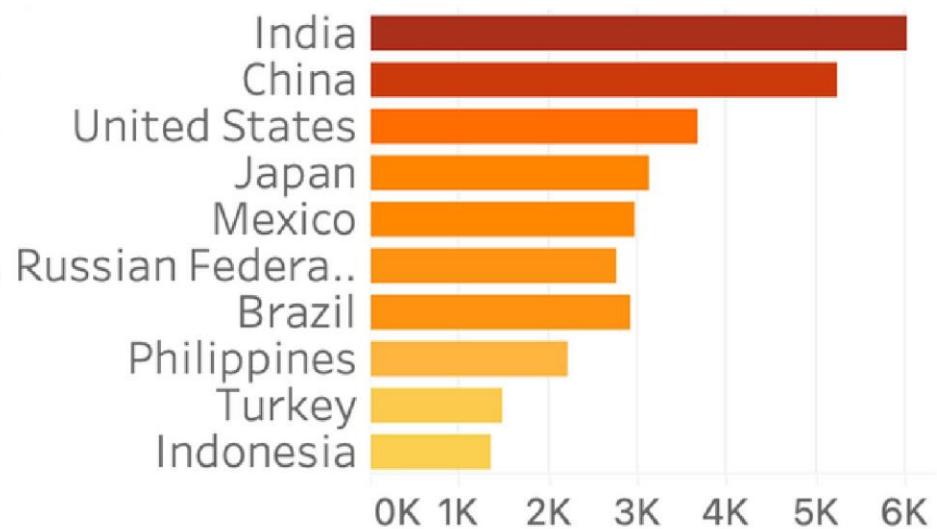
REVENUE & CUSTOMERS



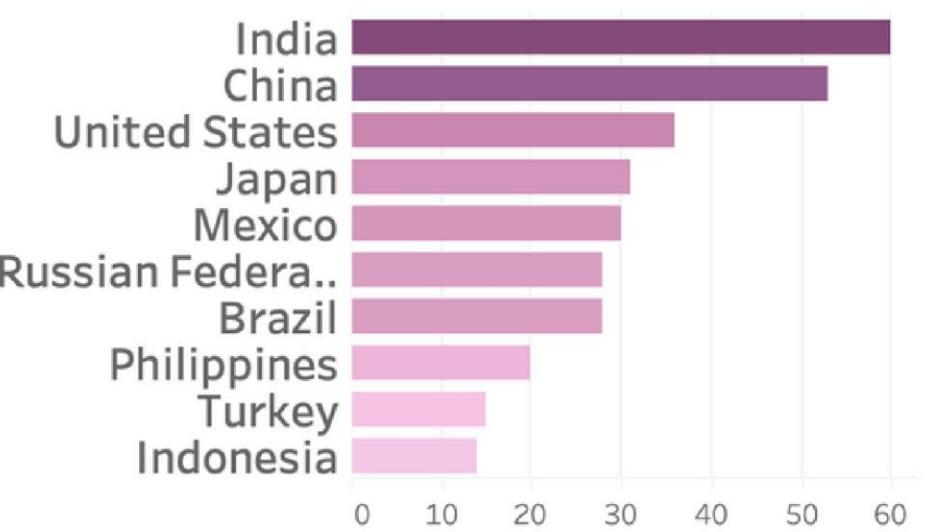
[LINK to dynamic map on Tableau Public](#)

TOP 10 Country :
52% Revenue

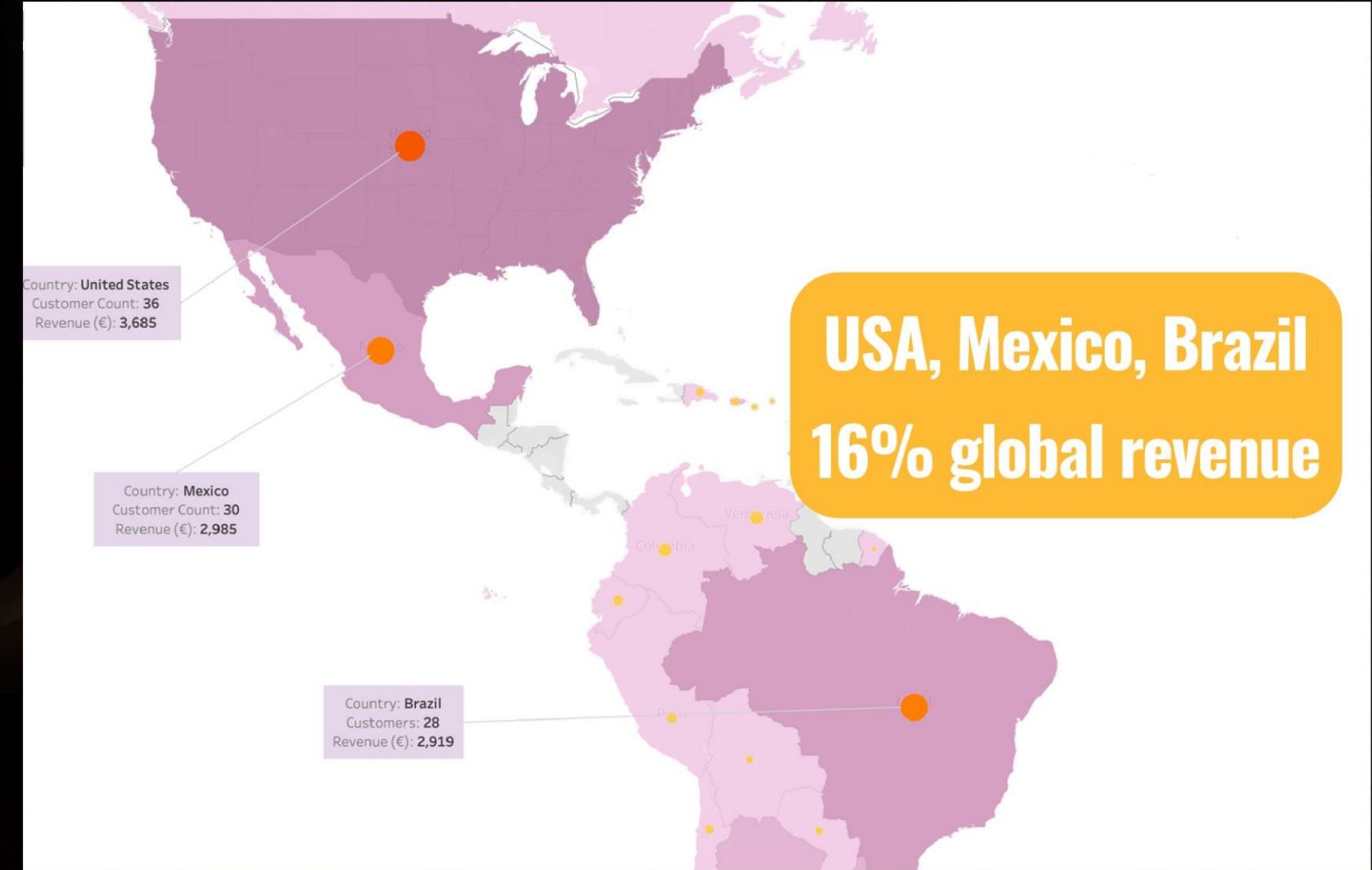
Revenue



Customers



REVENUE & CUSTOMERS



**Those 6 Countries :
39% global revenue**

REVENUE ANALYSIS

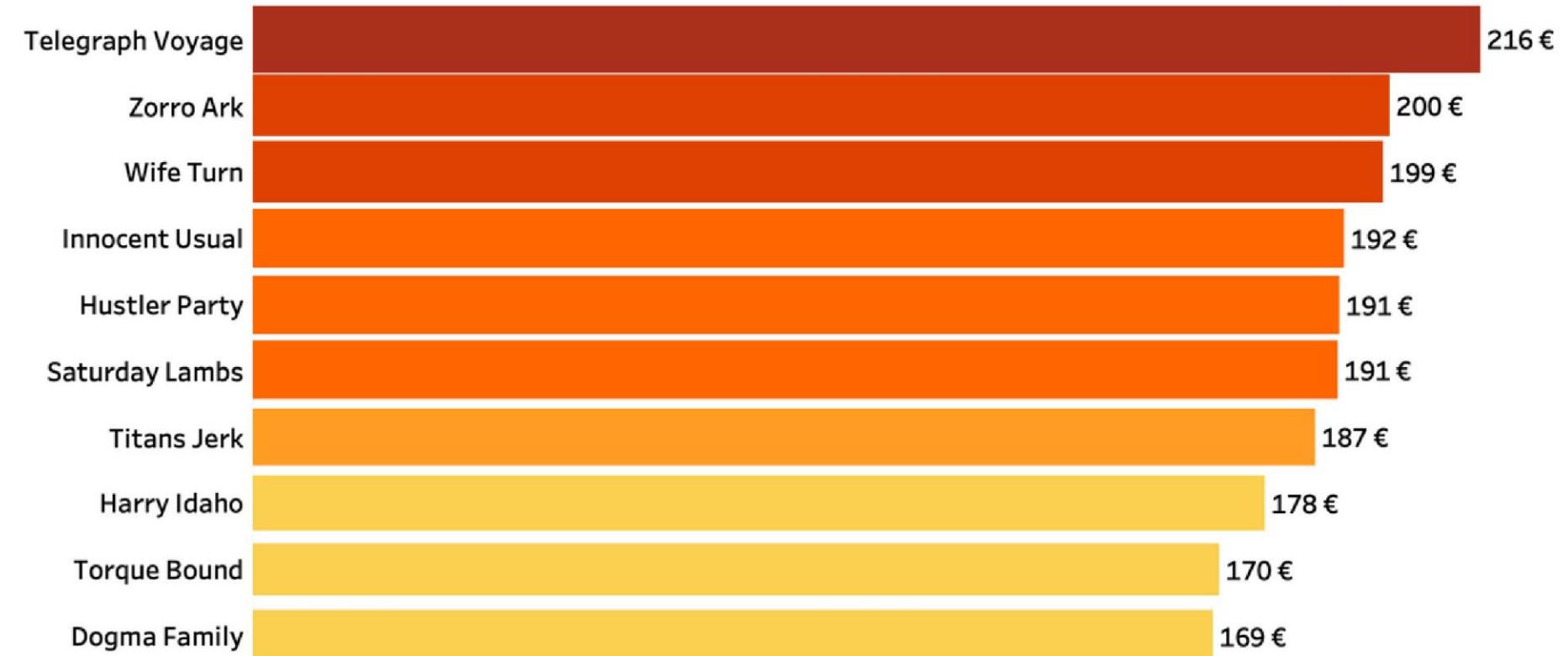
[LINK to dynamic dashboard on Tableau Public](#)



Most rented movies

Shock Cabin	29
Scalawag Duck	29
Juggler Hardly	29
Zorro Ark	28
Rush Goodfellas	28
Rugrats Shakespeare	28
Rocketeer Mother	28
Ridgemont Submarine	28
Grit Clockwork	28
Frost Head	28
Dogma Family	28
Bucket Brotherhood	28
Apache Divine	28
Wife Turn	27
Harry Idaho	27

Top 10 - Revenue per movie



Movies less rented

Traffic Hobbit	5
Seven Swarm	5
Private Drop	5
Mannequin Worst	5
Informer Double	5
Glory Tracy	5
Full Flatliners	5
Fever Empire	5
Duck Racer	5
Divorce Shining	5
Braveheart Human	5
Apocalypse Flamingos	5
Train Bunch	4
Mixed Doors	4
Hardly Robbers	4

Rentals per rate





Rentals per rate



Hypothesis: The higher the price of a film, the lower its rentals.

However, closer examination shows that this assumption does not hold true. Another trend emerges: films at both ends of the cost spectrum (the cheapest and the most expensive) have higher rental rates.

This finding needs to be validated by further analysis.

CUSTOMER & GENRE OVERVIEW

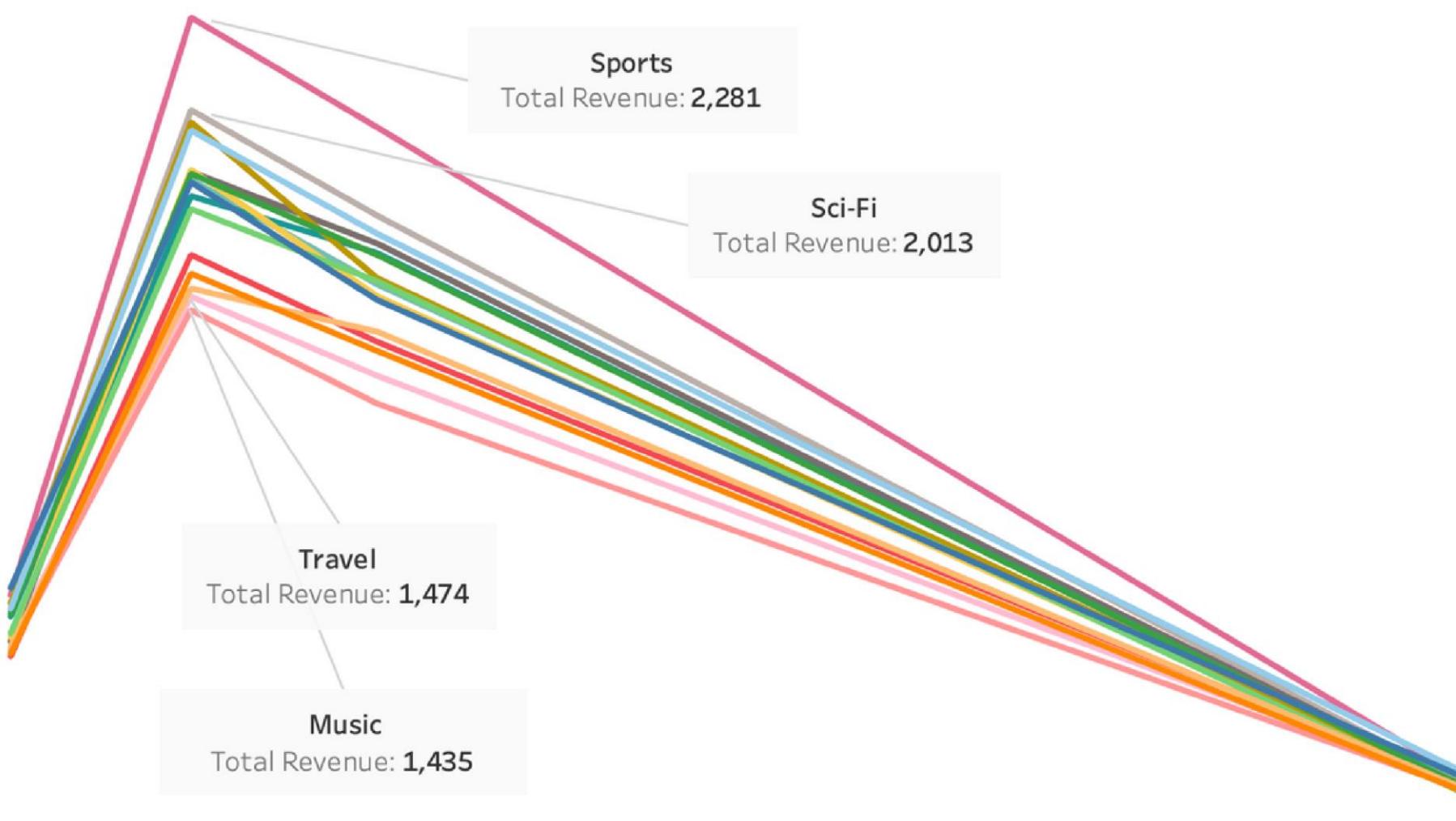
[LINK to dynamic dashboard on Tableau Public](#)



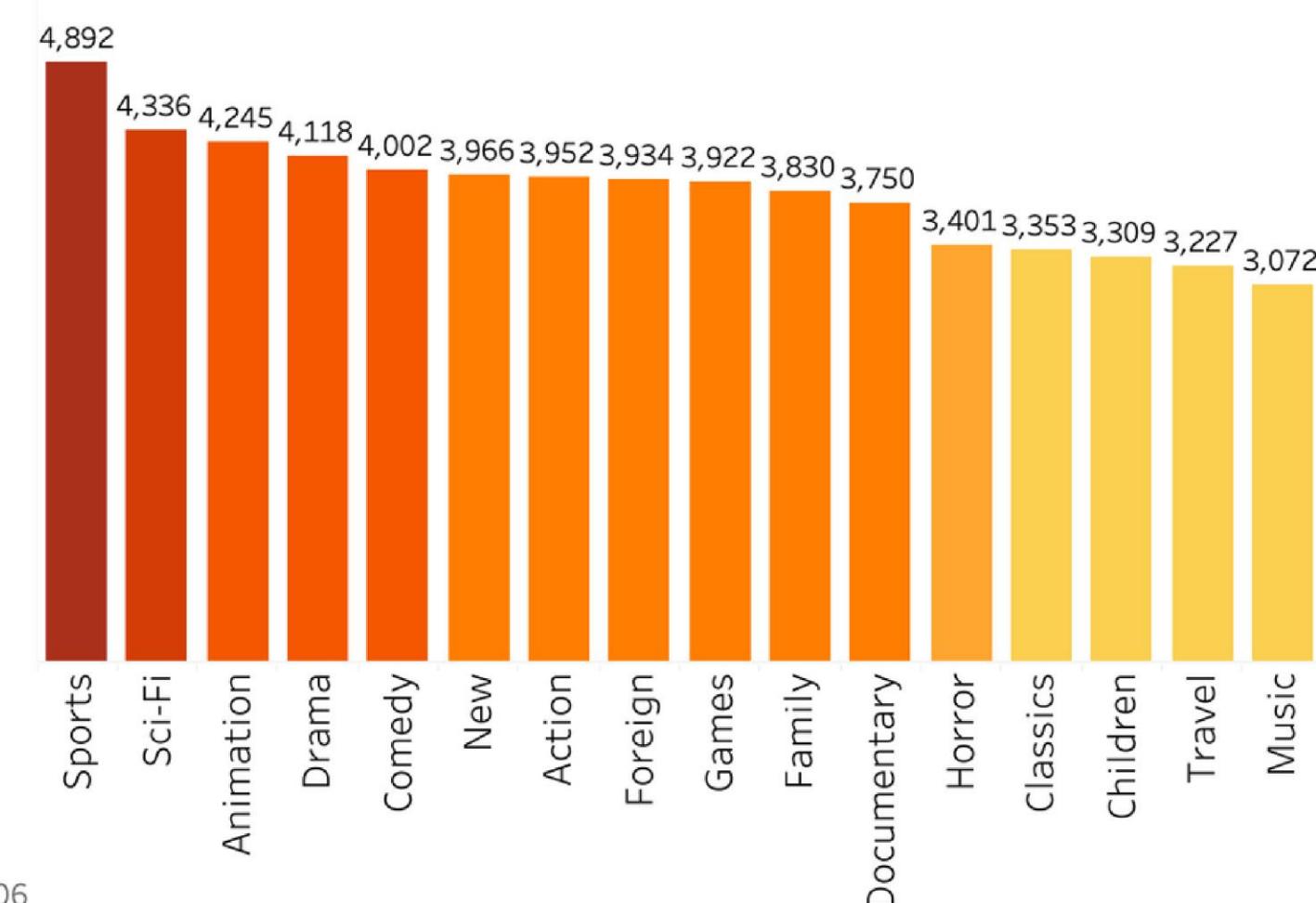
Top customer per revenue (€)

First Name	Last Name	Country	Revenue (€)
Eleanor	Hunt	Runion	211.55
Karl	Seal	United States	208.58
Marion	Snyder	Brazil	194.61
Rhonda	Kennedy	Netherlands	191.62
Clara	Shaw	Belarus	189.60
Tommy	Collazo	Iran	183.63
Ana	Bradley	United States	167.67
Curtis	Irby	Canada	167.62
Marcia	Dean	Philippines	166.61
Mike	Way	India	162.67

Top customer repartition



Revenue per genre



TOP

3 GENRE

- SPORT
- SCI-FI
- ANIMATION

CUSTOMER & GENRE SUM UP

the data we have on GENRE over time is not conclusive.

This could be explained by having only rental records on the
June 2005 to February 2006 period.



3 GENRE

- CHILDREN
- TRAVEL
- MUSIC



Karl SEAL

Eleanor HUNT

Marion SNYDER

Top 3 Customers

LIMITATIONS



ONLY 3 MONTHS
OF PAYMENT
RECORDS

MOVIE DATABASE
ONLY FROM 2006



NO DATA ON
CUSTOMER
CREATION DATE

DATA OVERTIME
NEEDS RELIABILITY
CHECK



RECOMMENDATIONS



Develop European AND/OR AFRICAN market for new customer acquisition



Reward the top customers.
ex: reduction on a collection of movie



Pricing Strategy:
Embrace an "extreme value approach" by avoiding the \$2.99 price point



Consider increasing the price for highly rented genre and decreasing it for those with low rentals

NEXT STEP

ON DATA

Get data on customers (date of account created)



Understand the problematic in dates between PAYMENT & RENTALS



ANALYSIS

Is the movie length has an influence on revenues ?

Is the movie Rating has an influence on rentals?

Should we study the replacement costs ?

