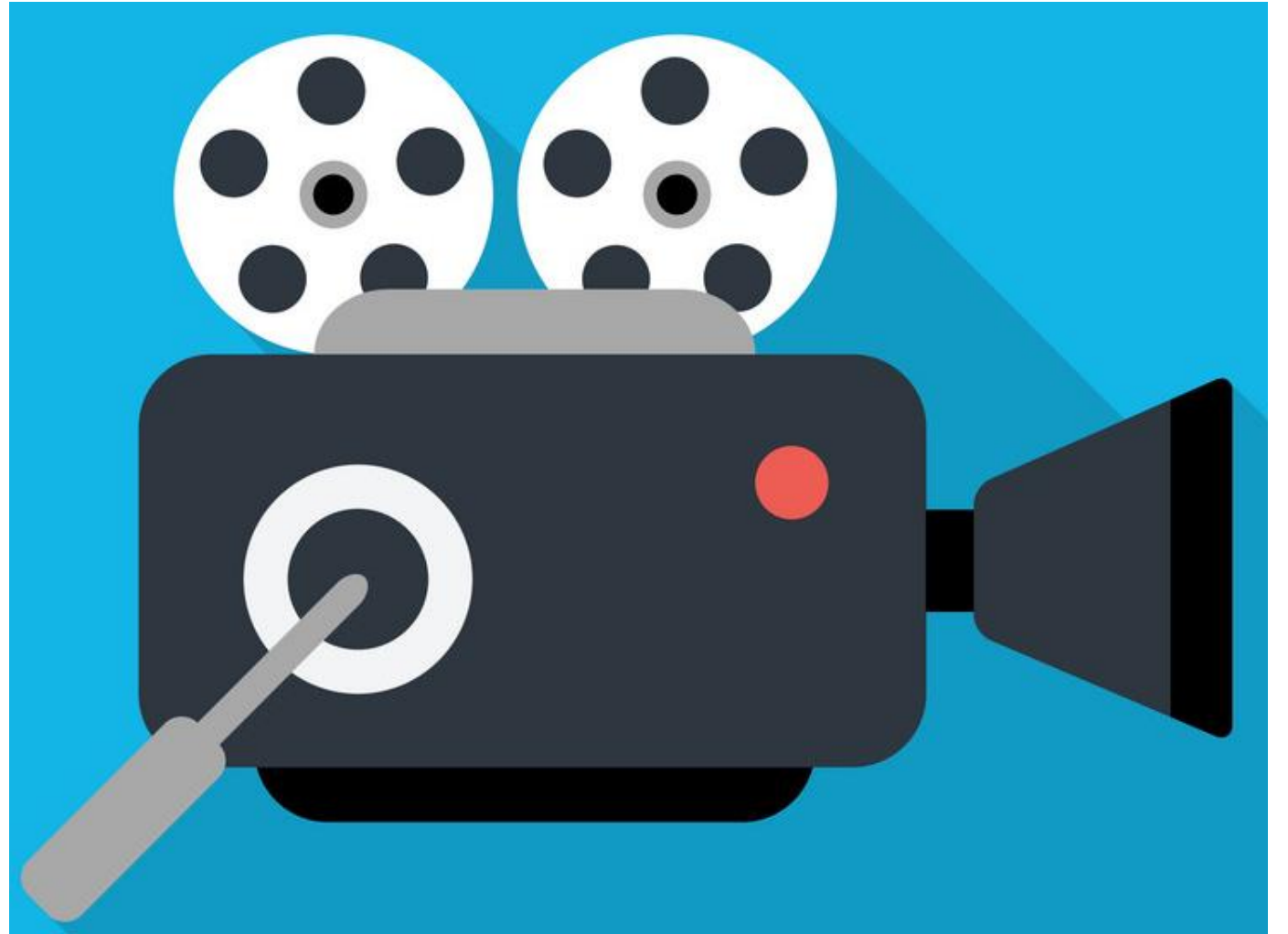


ROCKBUSTER
STEALTH
DATA
ANALYSIS



INTRODUCTION

PROBLEM

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive

GOAL

The Rockbuster Stealth management board is looking for data-driven answers to help with their 2020 company strategy including movies and geographic locations that contribute the most to revenue.

ROLE

As a Data Analyst at Rockbuster, I am supposed to address these business questions using SQL and visualizations in Tableau.

DATA

The [dataset](#) is a relational database containing information about Rockbuster's film inventory, customers, and payments

TOOLS

- PostgreSQL
- DB Visualizer
- Tableau

SKILLS USED

- Cleaning & Filtering data
- Joining tables
- Subqueries
- Common Table Expression
- Creating visualizations

PROCESS

DATABASE MANAGEMENT

- Load all data into a relational database management system
- Create a [data dictionary](#) & Extract entity relationship diagram

DATA ANALYSIS

- Perform basic CRUD operations & create a data profile of summary statistics
- Organise, sort & clean data; using table joins, CTEs, and subqueries we can get a better understanding of this dataset to answer business questions
- The results of all the queries were saved in [Excel files](#)

VISUALIZATION

- Create visualization of SQL results in tableau
- Present findings to the stakeholders that will allow them to make informed decisions

Below is a sample of one the SQL queries, computed to find the top 5 in the top 10 cities that have spent the highest total amounts of money to Rockbuster.

```
SELECT A.customer_id,  
       B.first_name,  
       B.last_name,  
       E.country,  
       D.city,  
       SUM (A.amount) AS total_amount_paid  
FROM payment A  
INNER JOIN customer B ON A.customer_id = B.customer_id  
INNER JOIN address C ON B.address_id = C.address_id  
INNER JOIN city D ON C.city_id = D.city_id  
INNER JOIN country E ON D.country_id = E.country_id  
WHERE D.city IN  
( 'Aurora', 'Tokat', 'Tarsus', 'Atlixco', 'Emeishan', 'Pontianak', 'Shimoga', 'Aparecida de  
Goinia', 'Zalantun', 'Taguig' )  
GROUP BY A.customer_id,  
         B.first_name,  
         B.last_name,  
         E.country,  
         D.city  
ORDER BY total_amount_paid DESC  
LIMIT 5
```

A summary of SQL queries can be found [here](#).

VISUALIZATION INSIGHTS

Rockbuster Store Presence Around the World

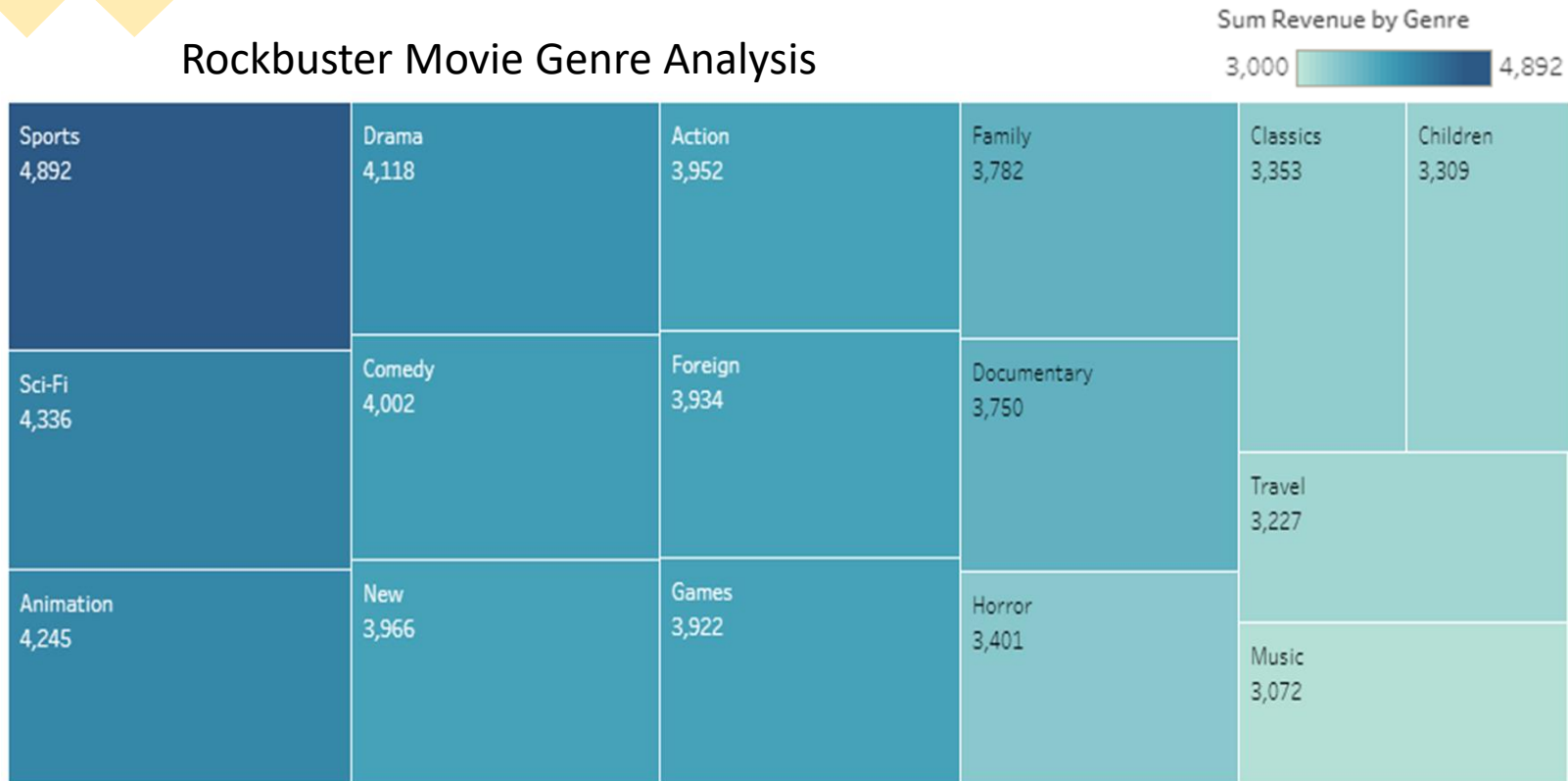


This map shows the actual business situation of Rockbuster Stealth. It clearly shows the presence of Rockbuster by location and by revenue. The bigger the circle the larger the number of stores and the darker the colour the higher the sum of total revenue.

- Rockbuster Stealth has store presence in 161 countries around the world
- India has the highest number of stores (885) and revenue (3810 M)
- Switzerland has the lowest number of stores (13)
- American Samoa has the lowest number of revenue (47.85 M)

VISUALIZATION INSIGHTS

Rockbuster Movie Genre Analysis



This chart shows movie genres by revenue. It shows how each genre are contributing to the total revenue. The top left genre is the most profitable. The darker the colour the higher the revenue.

- Sports make the highest contribution to revenue, followed by Sci-Fi and Animation
- Worst performing Genre is Music, followed by Travel and Children

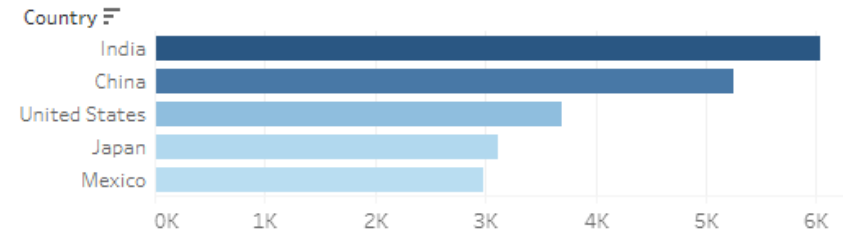
RECOMMENDATIONS

Rockbuster should prioritize the following areas:

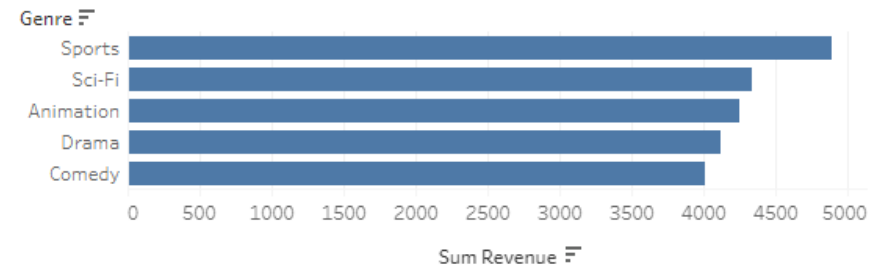
- Top 5 Countries with highest revenues: India, China, US, Japan, and Mexico
- Top 5 Genres with the highest revenue: Sports, Sci-Fi, Animation, Drama, and Comedy.
- Top 5 Countries with highest customer base: India, China, US, Japan, and Mexico

By focusing on the areas above, Rockbuster Stealth should be able to improve revenue and stay competitive.

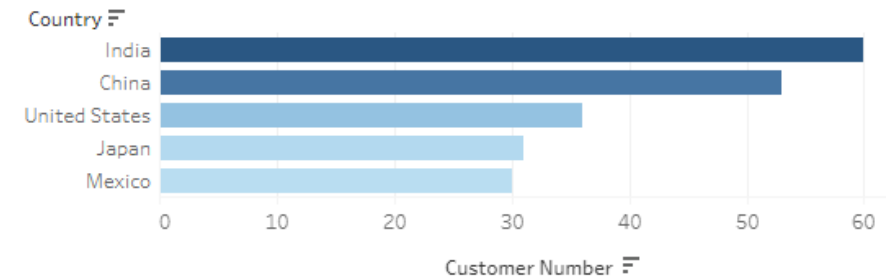
Top 5 Countries by Revenue



Top 5 Genre by Revenue



Top 5 Countries with most Customer Base



[Click to see Tableau Storyboard](#)



[Click to see GitHub Repo](#)

LESSONS LEARNED

CHALLENGES

- This was my first project with SQL, so I first have to gain an understanding of its purpose & syntax.
- I gradually built up the complexity of my queries and by the end of the project, I was executing some difficult commands and transforming these output into answers for important business questions.

OUTCOMES

- The analysis clearly provides a list of countries, locations, and movie genres that contribute the most to revenue. This will allow Rockbuster Stealth management to build a successful business strategy by focusing on those areas to stay competitive for the short run.
- The analysis also provides a list of customers with high lifetime value by location, Rockbuster Stealth management can use this information for implementing long-term strategy by creating a loyalty scheme to reward and retain regular customers, thus maintaining sustainable growth.

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