



▶ Rockbuster Stealth Llc

Business Insights

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Context:

Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive in today's world.

Key Questions:

To help develop the launch strategy for the new online video service, below are the key questions asked by the management board:

- ▶ 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?

Objectives

- ▶ Help develop the launch strategy for the new online video service.
- ▶ Use SQL to analyze the data and answer business questions.
- ▶ Present SQL results to the management by creating visualizations and telling a compelling story.

Tools Used:



PostgreSQL



Data : [Rockbuster DVD Rental Data](#)

Key Insight 1

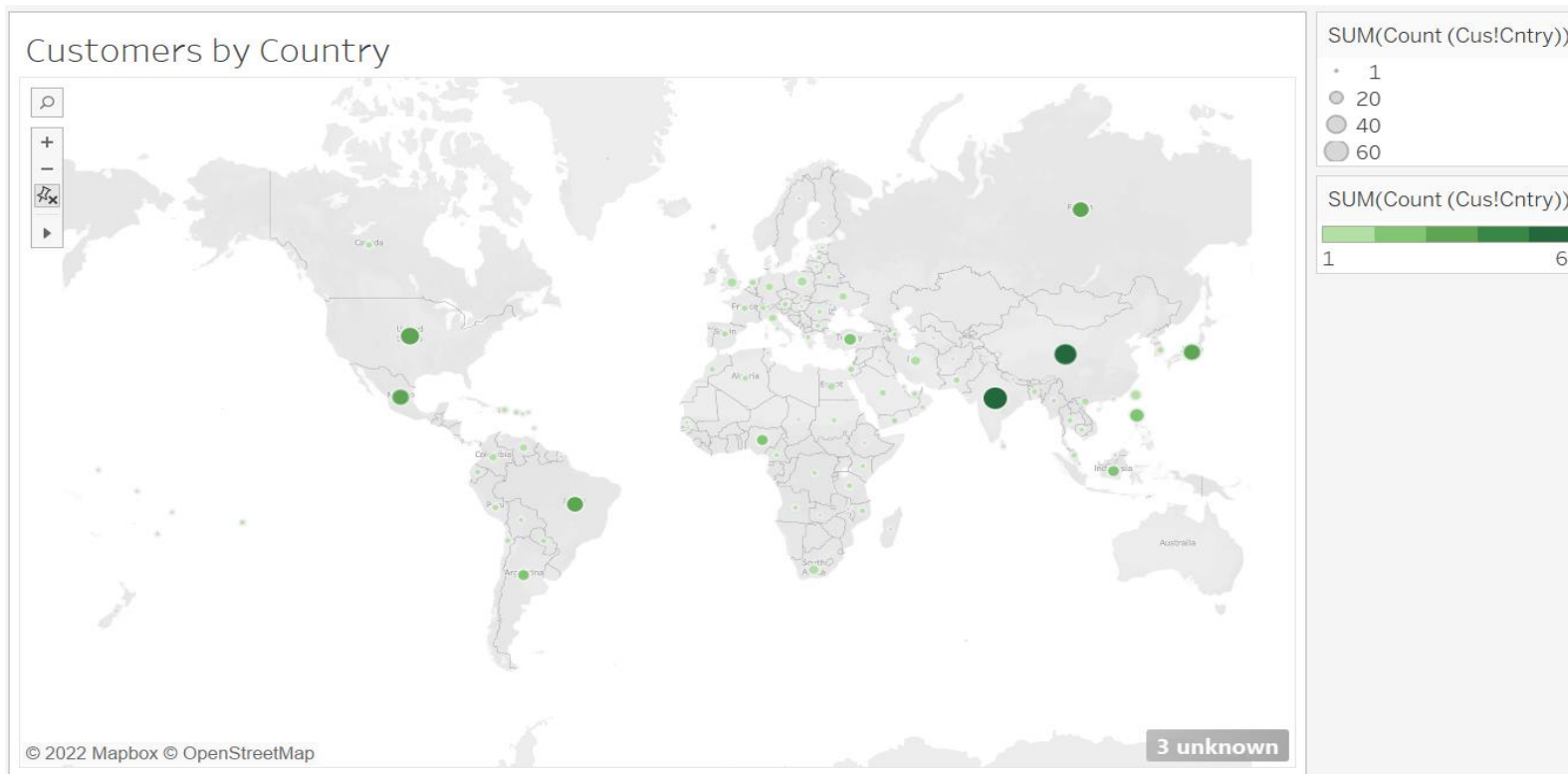
There are 1000 movies that are available from Rockbuster Stealth which are all in English. Below are the minimum, maximum and average cost, payment and rental duration for all the movies.

	Min	Max	Avg
Rental Payment	\$0	\$11.99	\$4.2
Rental Duration	3 days	7 days	4.9 days
Rental Rate	\$ 0.99	\$ 4.99	\$ 2.98
Replacement Cost	\$ 9.99	\$ 29.99	\$ 19.98

- ▶ The film title, **Telegraph Voyage**, has brought highest revenue of \$215.75. It is a Musical
- ▶ The film title, **Duffel Apocalypse**, has brought the least revenue of \$5.94. It is from Documentary Genre
- ▶ The Average Rental Duration is around **5 days**.

Key Insight 2

- ▶ From the map below, the darker and the larger the dot, the more customers are based in that country.
- ▶ This makes that almost 45% of the Rockbuster customers are based in Asia with India leading with 60 customers.

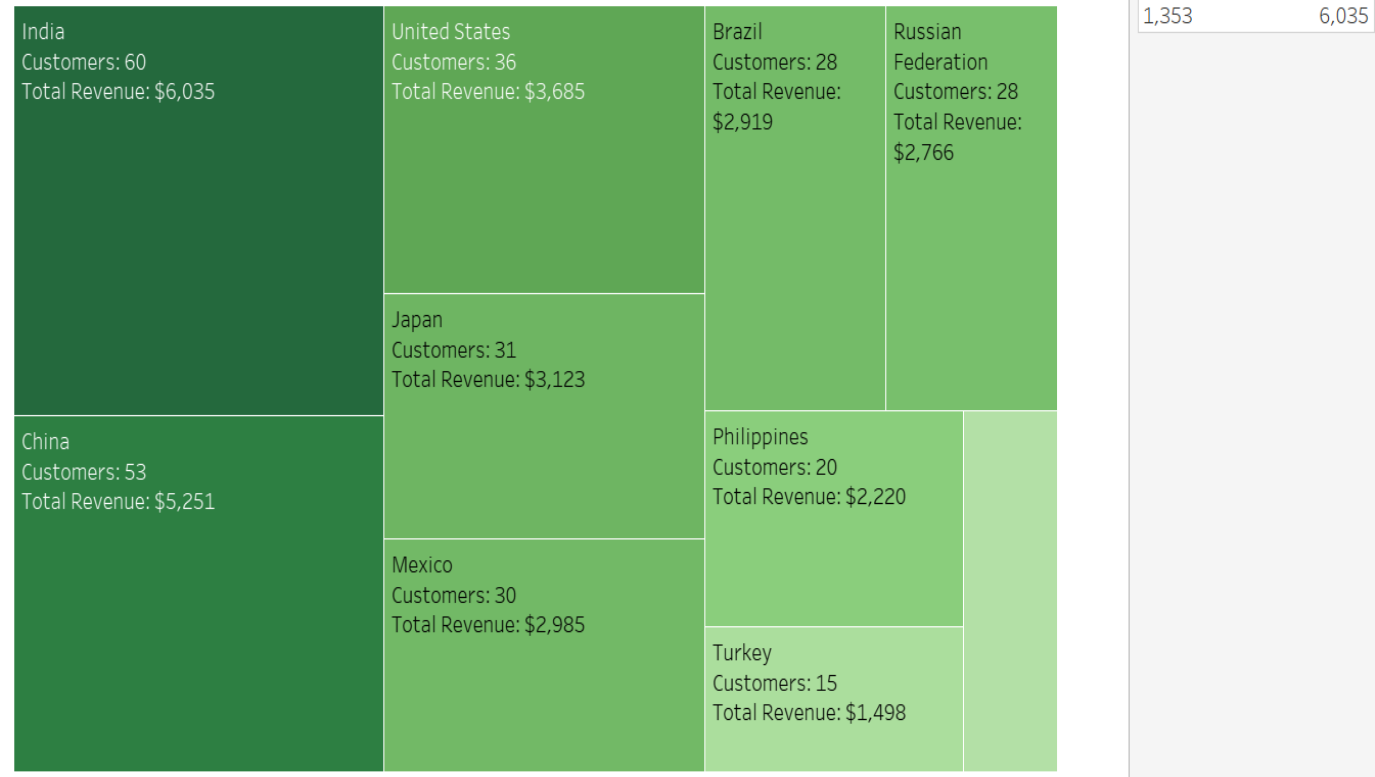


Cont. Key Insight 2

Top 10 Countries for Rockbuster in terms of customer numbers:

- ▶ India
- ▶ China
- ▶ United States
- ▶ Japan
- ▶ Mexico
- ▶ Brazil
- ▶ Russian Federation
- ▶ Philippines
- ▶ Turkey
- ▶ Indonesia

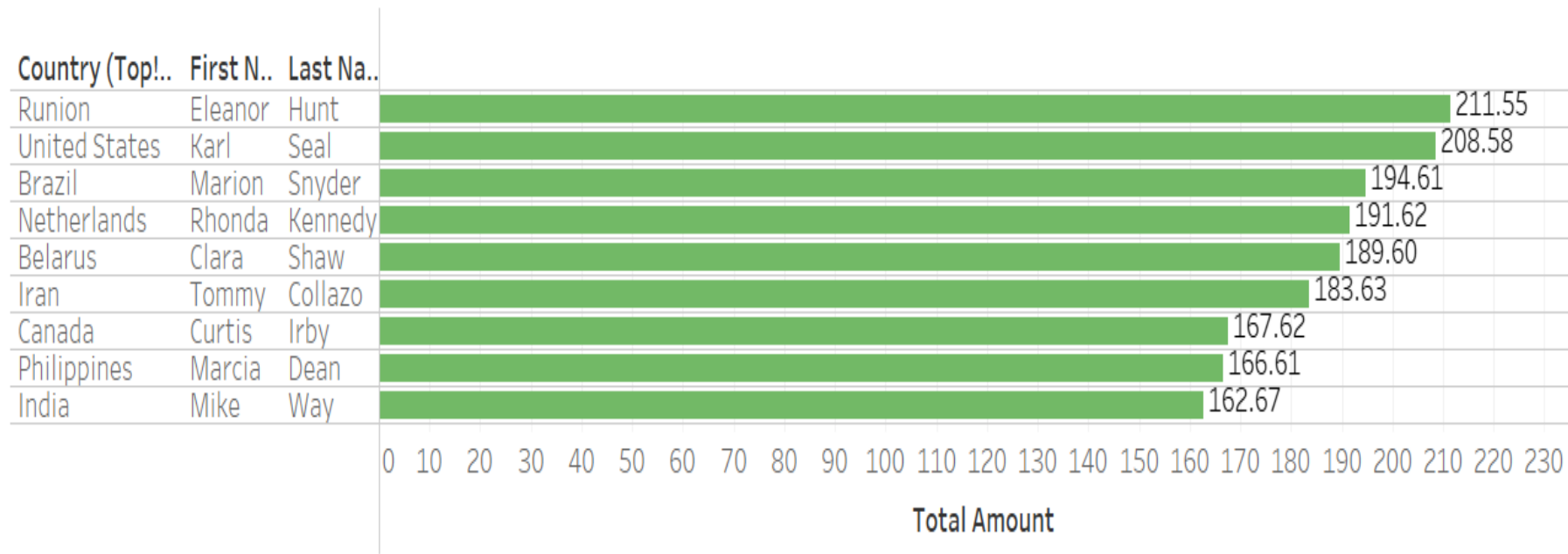
Total Revenue for each country and its total customers



Key Insight 3

Top 10 customers with high lifetime value

Top 10 Customers

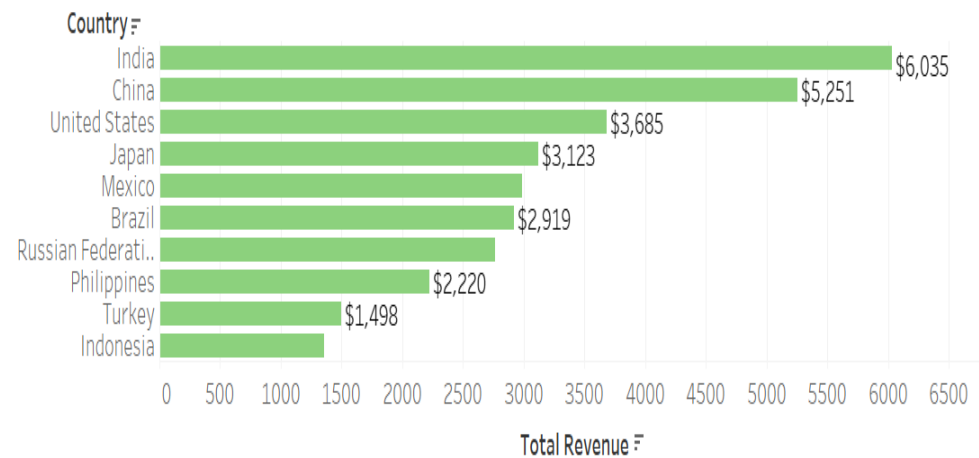


Key Insight 4

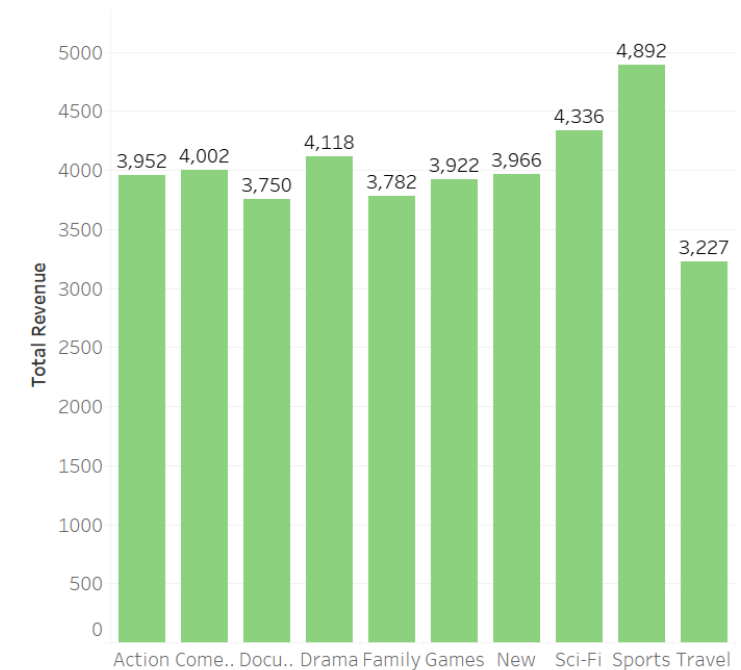
Revenue Division

- ▶ For the year 2006, Rockbuster Stealth has a total revenue of \$61,312.04
- ▶ Among top 10 countries with highest revenue, India has highest with \$6,035
- ▶ Among Genres, Sports Genre movies has brought highest revenue of \$4,892

Revenue by Top 10 Countries



Revenue by Top 10 Genres



Recommendations

- ▶ Since most of the customers are from Asia region, it would benefit Rockbuster Stealth to include movies from that region or offering existing movies in different Asian languages.
- ▶ Offering more movies in the high revenue generating genres to attract more customers like Sports, Sci - Fi, Drama and Comedy.
- ▶ Emphasize more marketing and budget in the Asia region as it has higher customer base.
- ▶ Valuing high performing customers to an early bird membership to streaming service.

For Project Story board and in-depth SQL queries, please visit:

[Tableau Visualization](#) , [GitHub](#)

What I learned from this project:

- ▶ Understanding Business requirements and giving them data – driven insights.
- ▶ Utilizing SQL commands in PostgreSQL to order, limit, group, organize and sort data.
- ▶ Utilizing common SQL operators and statements for filtering data, such as WHERE, HAVING, CASE, VIEW.
- ▶ Summarizing and cleaning data, joining tables of data, performing subqueries and using common table expressions (CTE) to analyze data