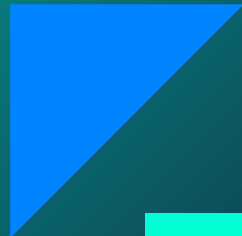
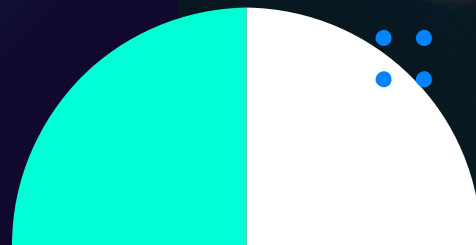


Project 3:



Rockbuster Stealth Analysis



PROJECT 3: ANSWERING BUSINESS QUESTIONS FOR A VIDEO RENTAL COMPANY

Overview: The Rockbuster Stealth* movie rental company plans to move to streaming using its existing movie licenses in order to stay competitive. The objective of this project was to answer questions from the management board regarding current Rockbuster customers, geographic variations, and what types of movies contribute the most to revenue gains.



Data

- Rockbuster data set[†]
- Data set consists of 15 tables containing information about film inventory, customers, payments, etc.



Skills

- Relational databases
- SQL
- Querying, filtering, cleaning, summarizing, and subqueries.
- Joining tables
- Common table expressions



Tools

- PostgreSQL 15
- DbVisualizer 14
- Tableau

* Fictional company
† Fabricated data for educational purposes.

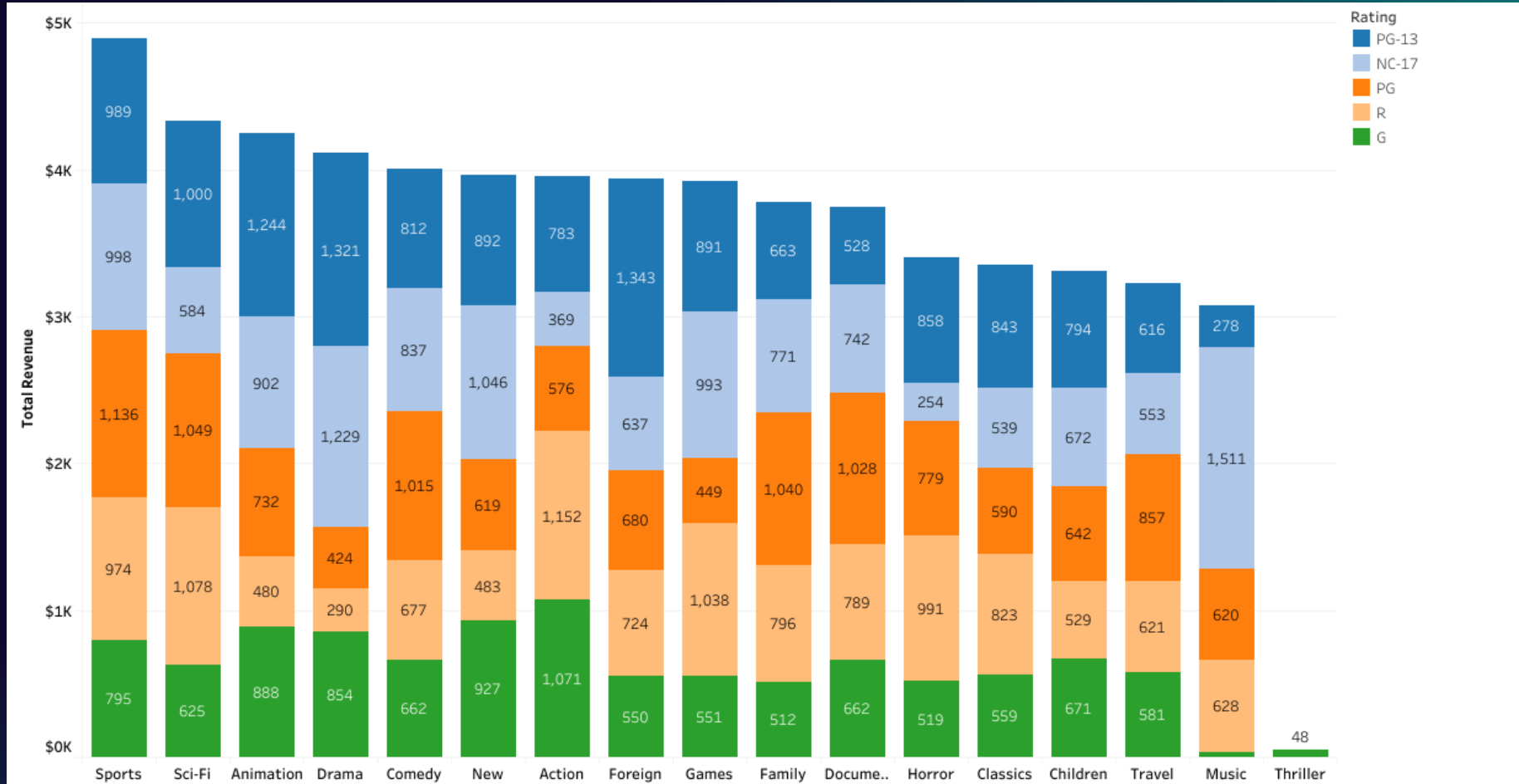
Project 3: Analysis – Descriptives & Move Revenue by Category

5 days
Avg. rental duration

599
Customers

\$2.98
Average rental rate

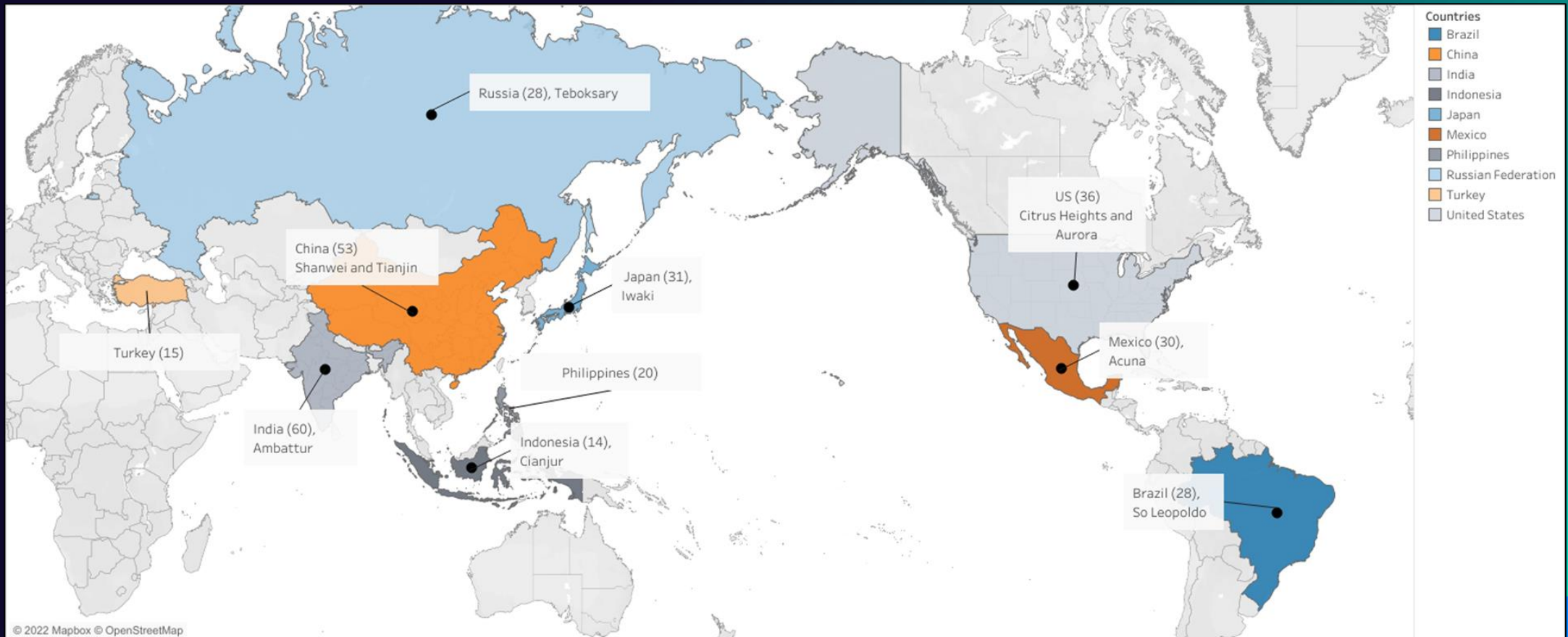
1000
Movie titles



Sports and sci-fi have the highest revenue out of all categories. Movies rated PG-13 and NC-17 have the highest revenue out of all ratings

PROJECT 3: Analysis – Top 10 Countries and Cities

Subqueries and common table expressions were utilized to find the 10 countries with the highest customer numbers and the 10 cities in those countries with the highest customer numbers. India had the most customers and provided the highest revenue.



Project 3: Key Insights

India, China and the US currently provide the highest revenues, spending the most on sports, animation, drama, and sci-fi. In addition to these categories, these countries also spend the most on movies rated PG-13, NC-17, and PG.

Country	Rating				
	PG-13	NC-17	PG	R	G
India	\$1414	\$1242	\$1106	\$1244	\$1029
China	\$1211	\$1102	\$1065	\$1065	\$807
United States	\$819	\$788	\$735	\$723	\$620
Japan	\$810	\$656	\$651	\$472	\$533
Mexico	\$692	\$585	\$549	\$607	\$553
Brazil	\$633	\$603	\$529	\$606	\$549
Russian Federation	\$626	\$544	\$512	\$528	\$557
Philippines	\$571	\$479	\$453	\$375	\$342
Turkey	\$359	\$270	\$272	\$272	\$324
Indonesia	\$359	\$305	\$325	\$198	\$165

Country	Category Name									
	Sports	Animati..	Drama	Sci-Fi	New	Foreign	Comedy	Games	Action	Family
India	\$460	\$383	\$405	\$395	\$381	\$446	\$344	\$321	\$380	\$332
China	\$410	\$415	\$363	\$311	\$371	\$256	\$333	\$357	\$310	\$379
United States	\$312	\$252	\$288	\$247	\$221	\$243	\$258	\$213	\$208	\$217
Japan	\$227	\$252	\$259	\$233	\$290	\$160	\$224	\$209	\$130	\$141
Mexico	\$269	\$174	\$233	\$251	\$148	\$245	\$143	\$188	\$196	\$152
Brazil	\$264	\$227	\$151	\$227	\$198	\$186	\$184	\$171	\$157	\$179
Russian Federation	\$161	\$175	\$146	\$215	\$179	\$156	\$160	\$192	\$201	\$208
Philippines	\$168	\$215	\$127	\$125	\$144	\$189	\$156	\$162	\$132	\$145
Turkey	\$106	\$120	\$144	\$91	\$81	\$112	\$109	\$61	\$105	\$66
Indonesia	\$68	\$77	\$104	\$75	\$103	\$90	\$76	\$86	\$137	\$88

Recommendations

- Ensure the new streaming service is available in the top 5 countries.
- Focus movie selection on sports, animation, drama, and sci-fi.
- Focus movie rating selection on PG-13, NC-17, and PG.
- Reward top 5 customers with a free period of new streaming service.



Project deliverables



SQL queries on Github

PROJECT 3 TAKEAWAYS

This was the first project involving relational databases and SQL. This had less guidance than previous projects, particularly for PostgreSQL, and required a good amount of online searching for solutions.

For this project I learned how to join data tables, which I can see will continue to be a very useful skill. I also learned how to perform subqueries and common table expressions, the latter of which was far more efficient.

