



Rockbuster

Video Store Analysis



Project Summary

Goal

To remain competitive in today's market, Rockbuster Stealth LLC is launching an online video rental service. By leveraging its existing movie licenses, Rockbuster aims to challenge streaming giants like Netflix and Amazon Prime.

Objectives

- Analyse data to determine which movies contributed least/most to revenue gain and what was the average duration for rentals.
- What countries are Rockbuster based in and where are the high lifetime value customer based.
- Do sales figures vary from geographical regions

Skills

- Data Cleaning & Filtering
- Joining Tables
- Subqueries
- CTEs
- Data Visualization

Data & Tools

- Rockbuster film inventory, customers, and payments datasets
- PostgreSQL
- MS Excel
- Tableau

Key Questions to Guide Analysis

1. Which movies contributed the most/least to revenue gain?

2. What was the average rental duration for all videos?

3. Which countries are Rockbuster customers based in?

4. Where are customers with a high lifetime value based?

5. Do sales figures vary between geographic regions?

Project Process

1. Set up Database

Using PostgreSQL, load and set up all the different Rockbuster datasets.

3. Data Querying

Used SQL to clean, organise, and analyse data across multiple tables, leveraging joins, subqueries, and common table expressions to answer key business questions.

2. Data Structure

assessed the different elements in the relational database, specifically the keys, data types, and schemes

4. Data Visualisation

Visualised query results in Tableau to highlight key insights

Key Business Insight

- Rockbuster operates in 108 countries, serving a global customer base of 599
- The company has generated a total revenue of £61,312.04.
- The film library includes 1,000 titles, with PG-13 being the most common rating.
- On average, customers rent films for 5 days, spending approximately £4.20 per rental

Result – Country Analysis



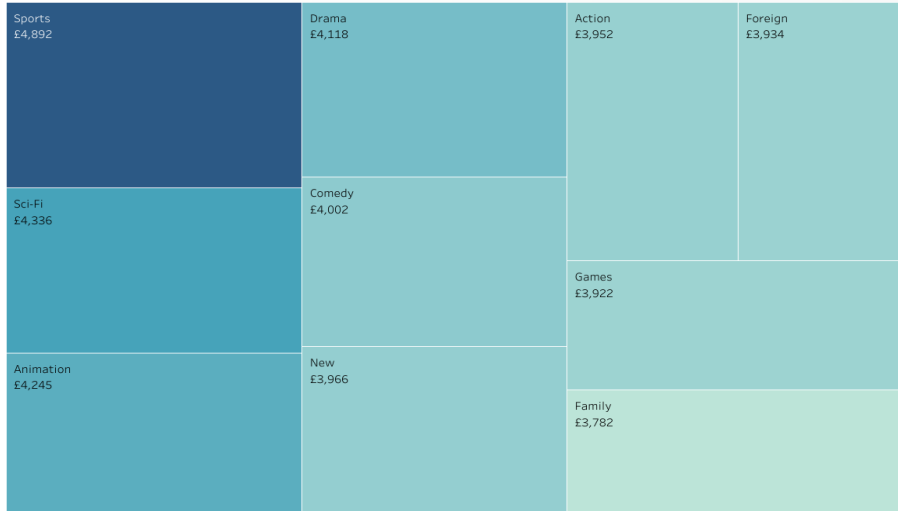
- The top 10 countries account for total sales of **£31,834**, with India and China contributing over **35%** of that figure (**£11,251** combined).
- Together, these top 10 countries generate more than half of Rockbuster's total sales.

Result – Customer Analysis



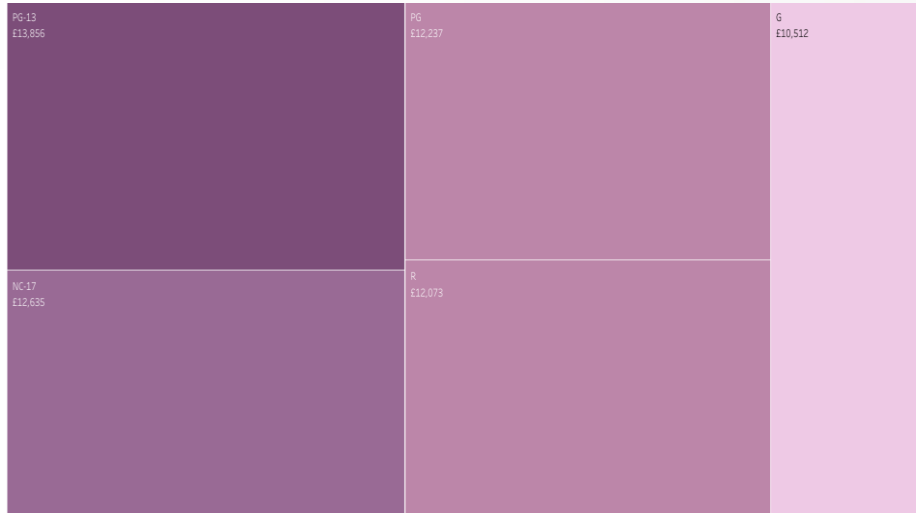
- India has the highest number of customers worldwide with **60**, followed closely by China with **53**.
- Customers are distributed across various cities, with Aurora, USA having the highest concentration at just two customers.
- The top 10 countries by total sales also align with the top 10 by customer count

Result – Genre Analysis



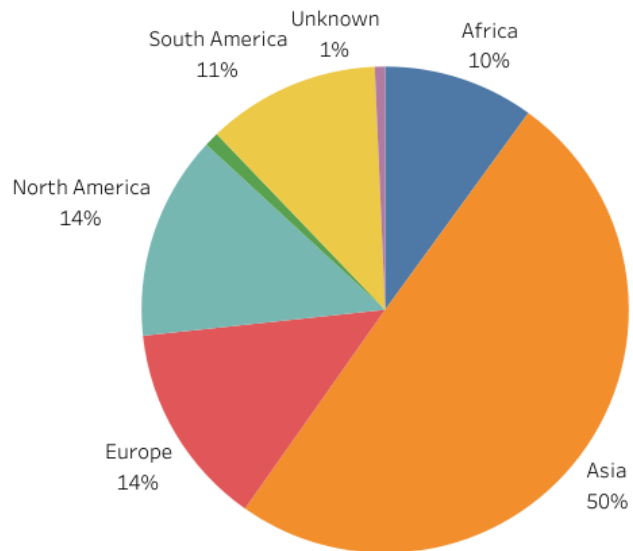
Sports is the most popular genre, generating **£4,892** in total sales, making it the top contributor to Rockbuster's revenue by genre. This is closely followed by Sci-Fi and Animation, which also show strong performance.

Result – Rating Analysis



The most commonly rented film rating among customers is **PG-13**, generating a total revenue of **£13,856**. This is closely followed by **PG**, **NC-17**, and **R-rated** films, each contributing over **£12,000** in revenue, indicating a strong preference for mainstream and mature content.

Result – Continent Analysis



- Asia accounts for **50%** of total sales — **20%** more than the combined sales of Europe and North America.
- Of the **599** Rockbuster customers, nearly half (**299**) are located in Asia.
- Half of the top 10 countries by sales are in Asia, highlighting the region's strong market presence.

Insight & Recommendation

Insight

- The top 10 countries by sales contribute over 50% of Rockbuster's global revenue.
- India, China, and the USA are key markets, with over 45% of customers based in these countries. In total, 78% of the customer base is located in Asia, Europe, and North America.
- Sports, Sci-Fi, and Animation are Rockbuster's best-selling genres, making up more than 30% of all film rentals.

Recommendation

- **Market Expansion** – Conduct further analysis on emerging markets such as Africa to identify popular genres in the region and run targeted promotions to drive growth.
- **Increase Customer Base** – With only one city having more than one customer, launch targeted advertising campaigns in high-demand areas to build brand awareness and expand the customer base.
- **Emphasis on Genre** – Increase film variety within high-earning genres to capitalise on revenue, while implementing promotional discounts for underperforming categories.