Rockbuster Stealth – Online Video Launch

Scenario: Rockbuster Stealth LLC is a movie rental company that once had physical shops around the world. With streaming services such as Netflix and Amazon Prime dominating the market, Rockbuster plans to use its existing movie licenses to launch an online video rental service and be a competitor.

Objective: Become comprehensively familiar with structured query language (SQL). Utilize entity relationship diagrams (ERDs), online analytical processing (OLAP) databases, and relational database management systems (RDBMS). Explore data storage and structure. Express data findings in a meaningful report for the company.

Key Questions: *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?

Data Set: This dataset contains details about Rockbuster's film inventory, film actors, stores, customers, and transactions - all stored in a PostgreSQL database.

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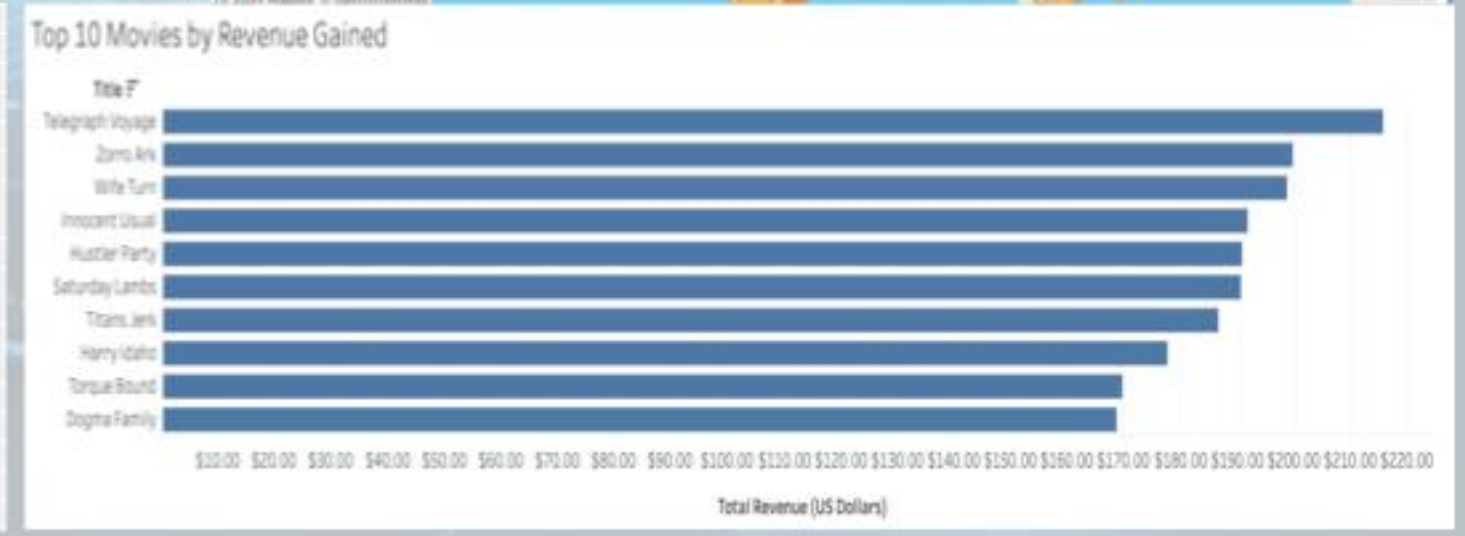
Writing SQL queries and Common Table Expressions (CTEs) aimed at returning specific results, and then converting them into easy-to-read visuals were key skills in this project.

```
SELECT
   D.country,
   SUM(A.amount) AS total_sales
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 E ON C.city_id = E.city_id
INNER JOIN
   country D ON E.country_id = D.country_id
GROUP BY
   D.country
ORDER BY
   total_sales DESC;
```


```
SELECT D.title,
      F.name AS genre,
COUNT(D.rental_rate) AS rental_count,
SUM(A.amount) AS total_revenue
FROM payment A
INNER JOIN rental B ON A.rental_id = B.rental_id
INNER JOIN inventory C ON B.inventory_id =
C.inventory_id
INNER JOIN film D ON C.film_id = D.film_id

INNER JOIN film_category E ON D.film_id = E.film_id
INNER JOIN category F ON E.category_id =
F.category_id
GROUP BY D.title,
      F.name,

ORDER BY total_revenue DESC
LIMIT 10
```



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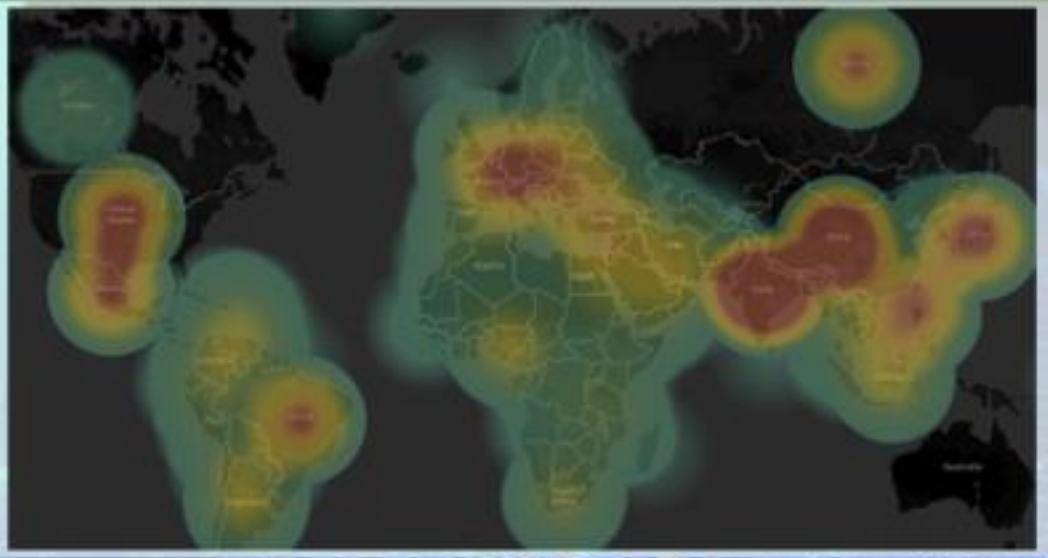
Heat Map of Customer Concentration:



Company and Movie Library Information:

- 1000 UNIQUE MOVIE TITLES
- 16 GENRES
- ★★☆ 5 RATINGS: G, PG, PG-13, R, NC-17
- TOTAL REVENUE: $61,312
- AVG. RENTAL DURATION: 5 DAYS
- CUSTOMERS IN 108 COUNTRIES

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Data Discoveries:

- Rockbuster's movie library has popular movies, but only in one language.
- Rockbuster had a far-reaching, yet modest presence in the movie rental market.
- Competing with giants like Netflix and Amazon will take time and proper strategy.

Recommendations:

- Increase popular movies, and languages available in library.
- Improve online presence.
- Run heavy promotions in countries with established customer base.

See full presentation GitHub Repository here.