

Rockbuster Stealth LLC



PROBLEM:

- Streaming services are a fierce competitor to the Rockbuster Stealth. To remain competitive, they made the decision to launch an online video rental service, but they need specific information on the customers, movies, and markets they should focus on.

OBJECTIVE:

- Perform an analysis to help with the launch strategy for the new online video service and to answer management's business questions.

KEYNOTES

- To find the answers to the key questions, I used joins, subqueries, and common table expressions.
- Rockbuster in his database has 599 customers in 108 different countries, 1000 films in 6 different languages, 20 different genres, and 200 actors.
- On average films are rented for a period of 5 days.

SKILLS

- Relational databases
- Joining tables
- Database querying
- Subqueries
- Filtering, Cleaning & Summarizing
- Common table expressions

TOOLS

- PostgreSQL
- PowerPoint
- Tableau

DATA

- [Rockbuster](#)

KEY INSIGHTS

Which top three countries are the best customers of Rockbuster?



QUERY:

```
SELECT COUNT(A.customer_id) AS number_of_customers, D.country
FROM customer A
INNER JOIN address B ON A.address_id=B.address_id
INNER JOIN city C ON B.city_id=C.city_id
INNER JOIN country D ON C.country_id=D.country_id
GROUP BY country
ORDER BY number_of_customers DESC
LIMIT 10;
```

Which are the Rockbuster's top five highest spending customers?

Rockbuster's Top 5 Highest Spending Customers

Customer					RANK	Total
Customer Id	First Name	Address	City	Country	along C..	Amount..
225	Arlene	1014 Loja Manor	Ambattur	India	1.0	111.8
424	Kyle	1269 Botosani Manor	Shanwei	China	2.0	109.7
240	Marlene	1148 Saarbrcken Parkway	Iwaki	Japan	3.0	106.8
486	Glen	1789 Saint-Denis Parkway	Acua	Mexico	4.0	100.8
537	Clinton	43 Vilnius Manor	Aurora	United States	5.0	98.8

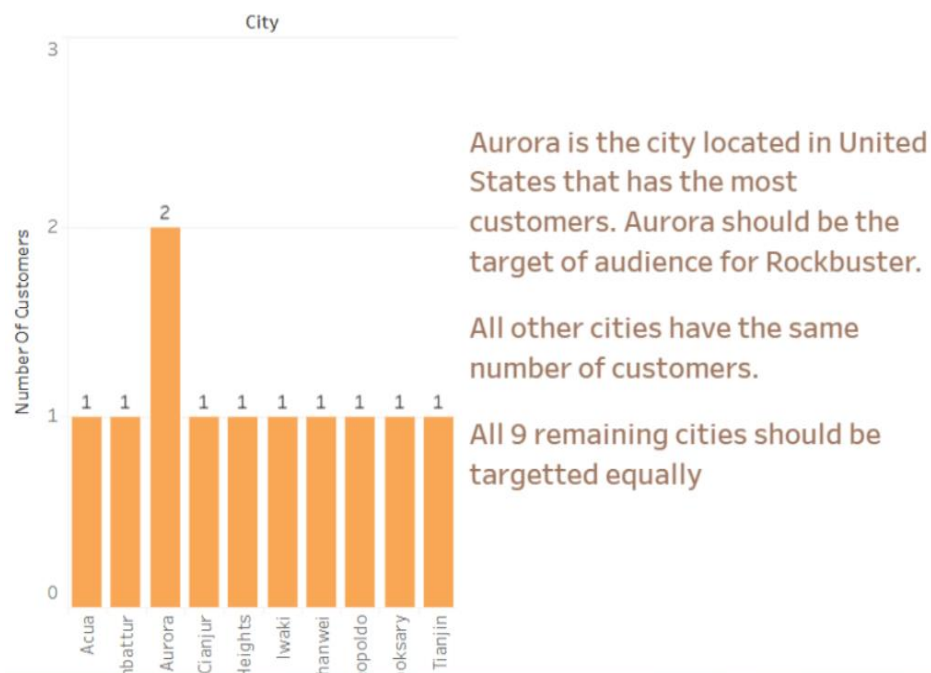
STEPS

- Collated data
- Ranking in Tableau

Which are the top 10 cities in the top 10 countries with most customers?

QUERY:

Top 10 Cities in the top 10 countries with the most customers



```
COUNT(A.customer_id) AS number of statistics, C.city, D.country
FROM customer A
INNER JOIN address B ON A.address_id=B.address_id
```

```
INNER JOIN city C ON B.city_id=city_id
INNER JOIN country D ON C.country_id=D.country_id
WHERE country IN
('India','China','United States','Japan','Mexico','Brazil','Russian
Federation','Philippines','Turkey','Indonesia')
GROUP BY country, city
ORDER BY number_of customers DESC
LIMIT 10;
```

RECOMMENDATIONS

- Rockbuster's top customers are India, China and United States. So Rockbuster should focus on marketing its video online rental services in these countries.
- The average rental duration is five days, which can be used to inform pricing and rental period options for customers