

Rockbuster Film Rentals Analysis

It's time to find out more about our customers!

Project Life Cycle

Data Preparation

- Loaded the data into a relational database
- Extracted the entity relationship diagram
- Created a data dictionary
- Cleaned the data using basic statistical methods and complex SQL commands



Statistical Analysis

- The analysis revealed the top 10 countries, top 10 cities, and top 5 customers, as well as min, max, and the average film length, rental duration, rental rate, and replacement costs.
- The analysis also revealed a list of films the top customers rented and what each customer is willing to pay

Data Exploration

- Explored the data using basic statistical methods and SQL commands like joins, views, CTEs, and subqueries
- Exported the resultant data sets to Tableau Desktop and created visualizations, reports and dashboards
- The combination of basic statistics, complex SQL queries, and Tableau visualizations allowed for the answering of the business questions

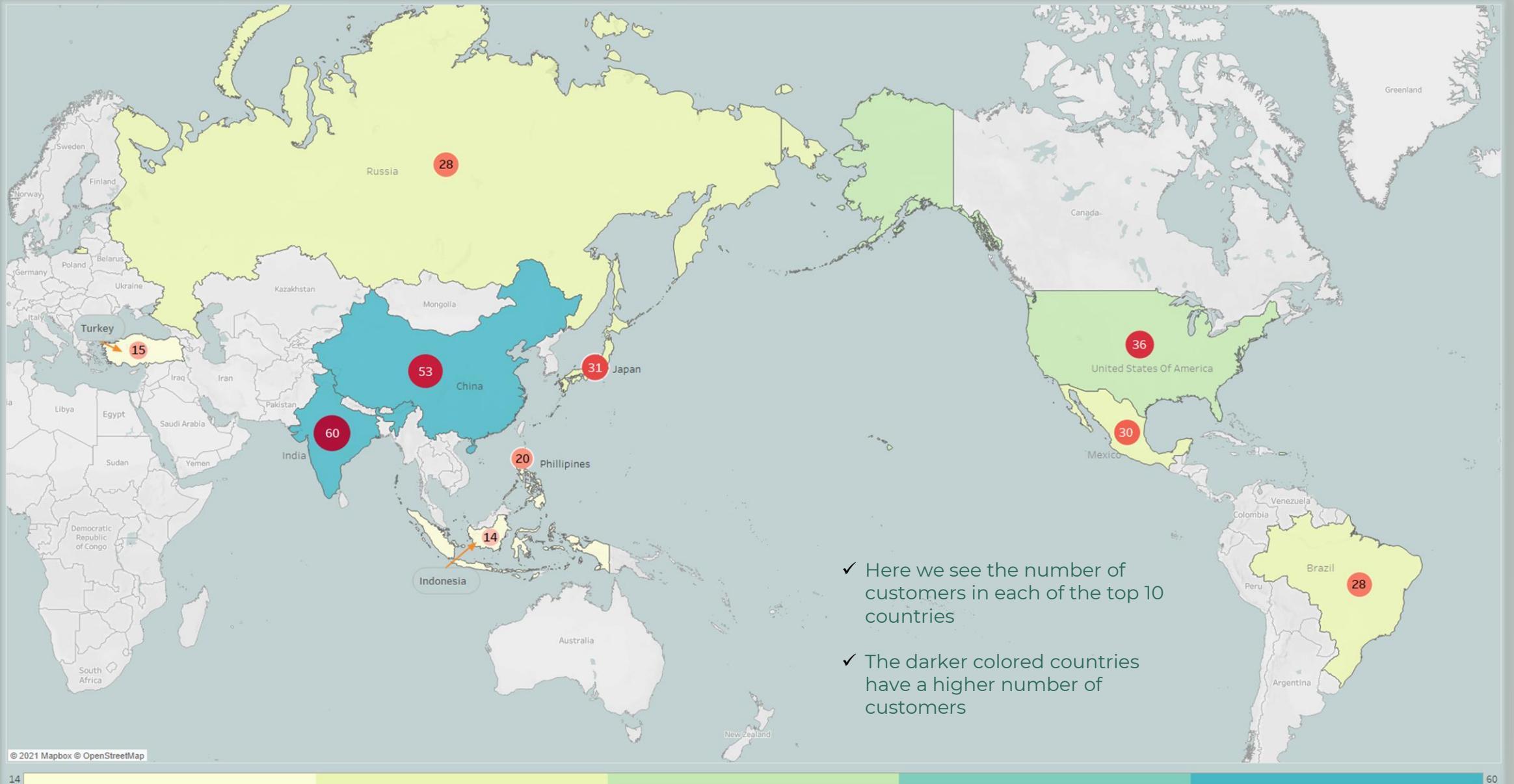
Challenges

- The data set revealed a low customer count in each region, but this may be due to a lack of reliable data.
- This was however sufficient for this analysis.

Data source: [PostgreSQL](#)

- [DVD Rental zip file](#)

Project Analysis



✓ Here we see the number of customers in each of the top 10 countries

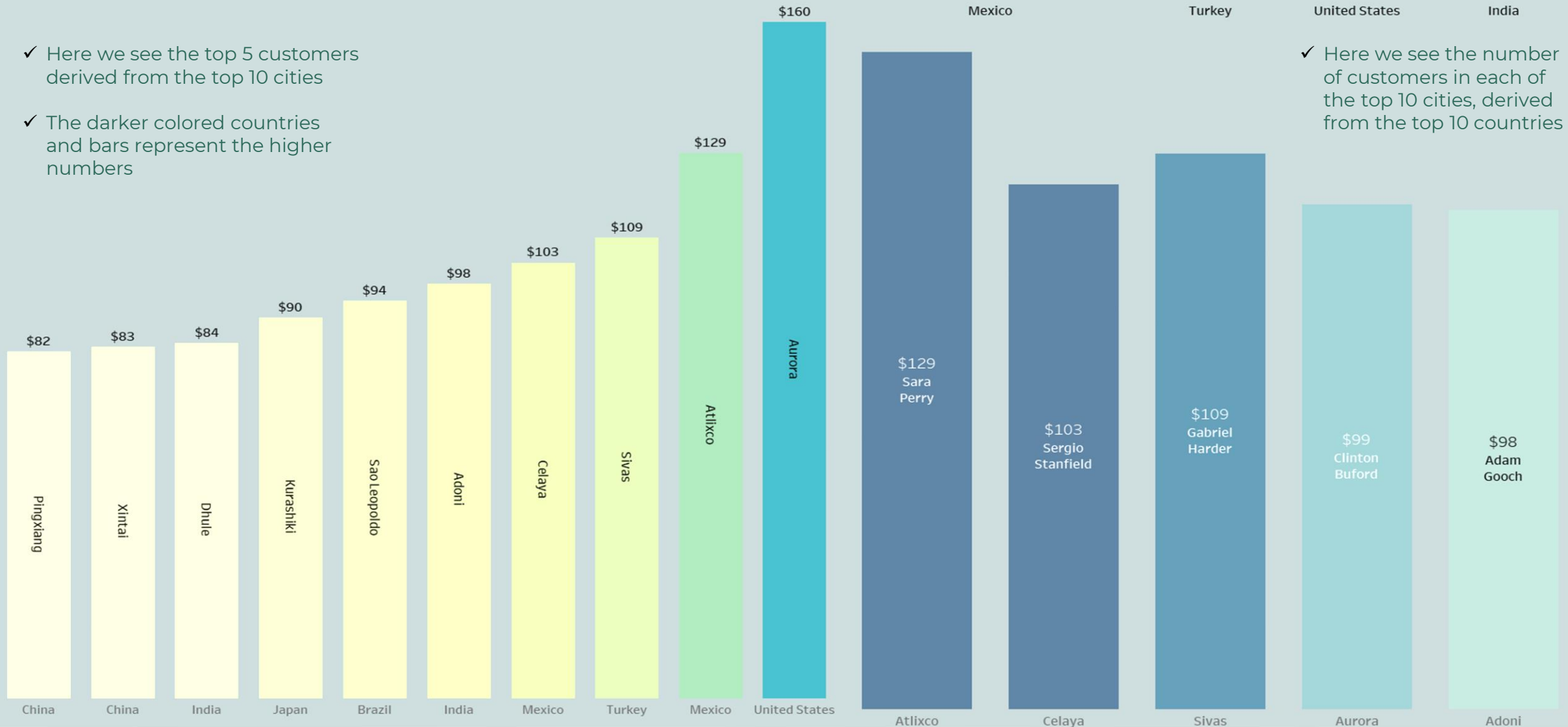
✓ The darker colored countries have a higher number of customers

Project Analysis

TOP 10 Cities and TOP 5 Customers

- ✓ Here we see the top 5 customers derived from the top 10 cities
- ✓ The darker colored countries and bars represent the higher numbers

- ✓ Here we see the number of customers in each of the top 10 cities, derived from the top 10 countries



Conclusions & Recommendations

Rockbuster Film Rentals Analysis Summary and Conclusions

Variable	Min	Max	Avg
film length	46.0	185.0	115.3
replacement cost	10.0	30.0	20.0
rental duration	3.0	7.0	5.0
rental rate	1.0	5.0	3.0

The countries and cities where the top 5 customers are from, and how much they spent on renting movies from Rockbuster.

Mexico	Atlixco	\$128.70
	Celaya	\$102.76
Turkey	Sivas	\$108.75
United States	Aurora	\$98.76
India	Adoni	\$97.80

Rockbusters top customers watch films that are on average 115 minutes long, they rent them for 5 days, at an average rate of \$3 for each rental, and we've estimated the average replacement cost to be \$20 per movie.

Since Rockbuster management now has a good **customer profile**, it can be used as a basis for the new online initiative. This should be carefully **monitored** on an ongoing basis, as the online customer base grows over time

In order to provide quick and efficient analysis to **stay competitive**, care should be taken to collect as much quality structured data as is possible to ensure easy analysis of future projects.

Explore my [interactive dashboard](#) for more Rockbuster market analysis insights and see my [GitHub repository](#)!