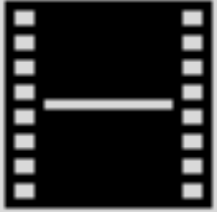# Rockbuster Stealth

Unlocking Insights: Data-Driven Discoveries for Enhanced Customer Engagement and Global Expansion

A Statistical Overview

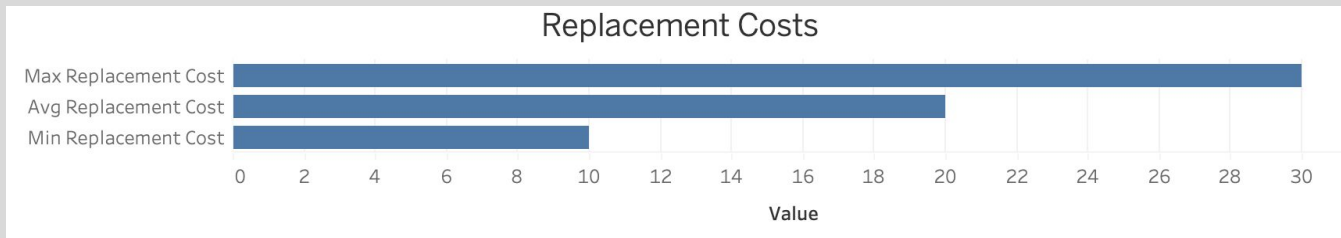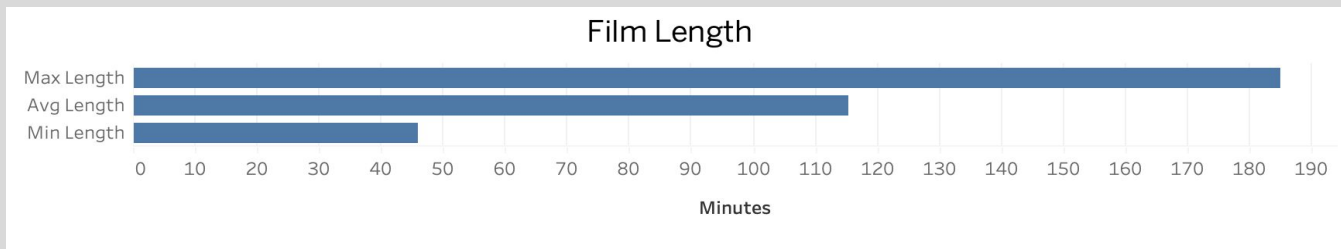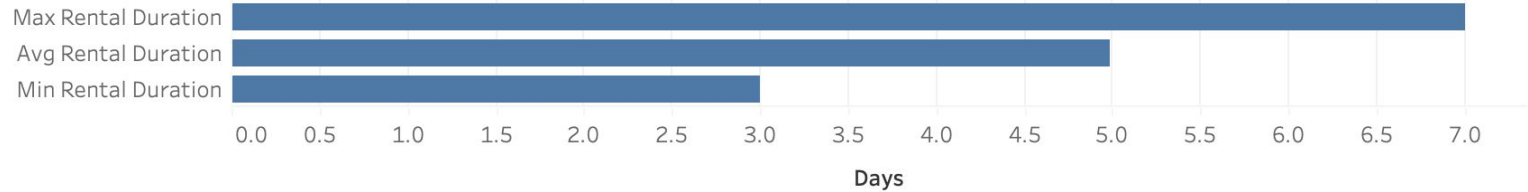1000 movie titles

599 customers

109 countries

20 genres

Data Snapshot: Min, Max, and Avg at Rock Buster Stealth

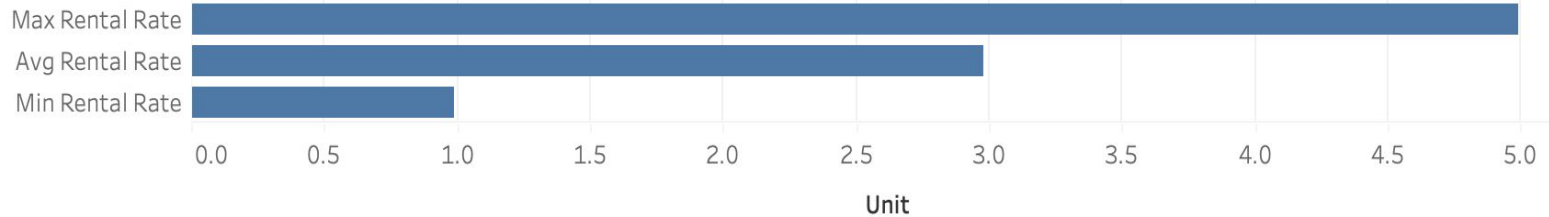# Data Snapshot: Min, Max, and Avg at Rock Buster Stealth

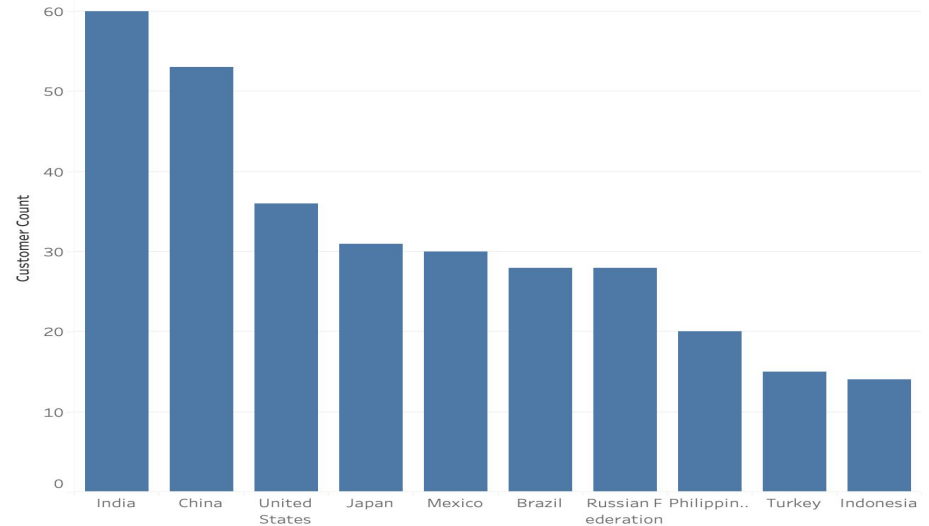# TOP 10 countries based on customers
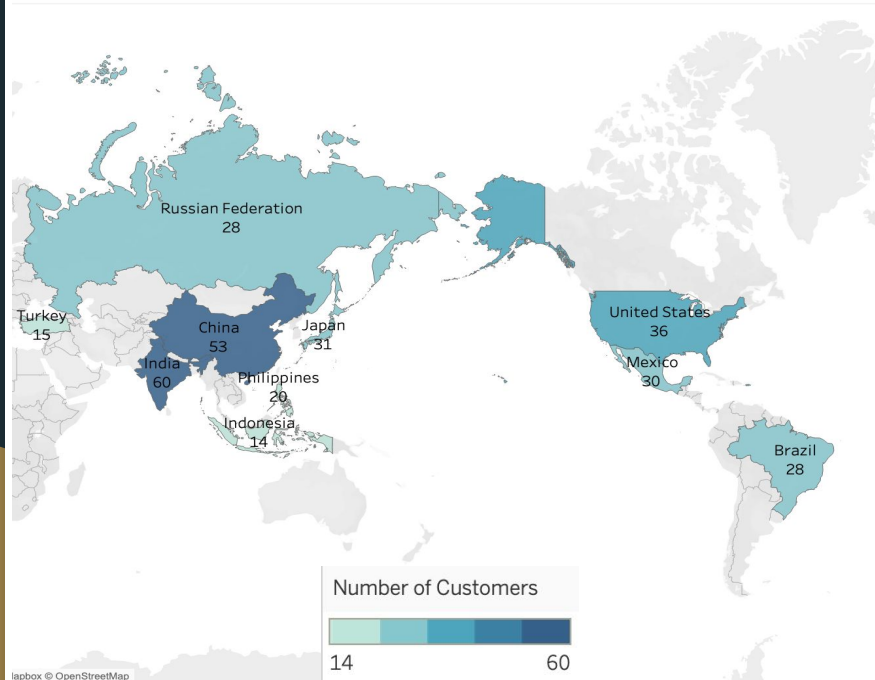

→ India, China and the United States have the biggest number of customers.

Revenue by country

TOP 15 countries by total payment
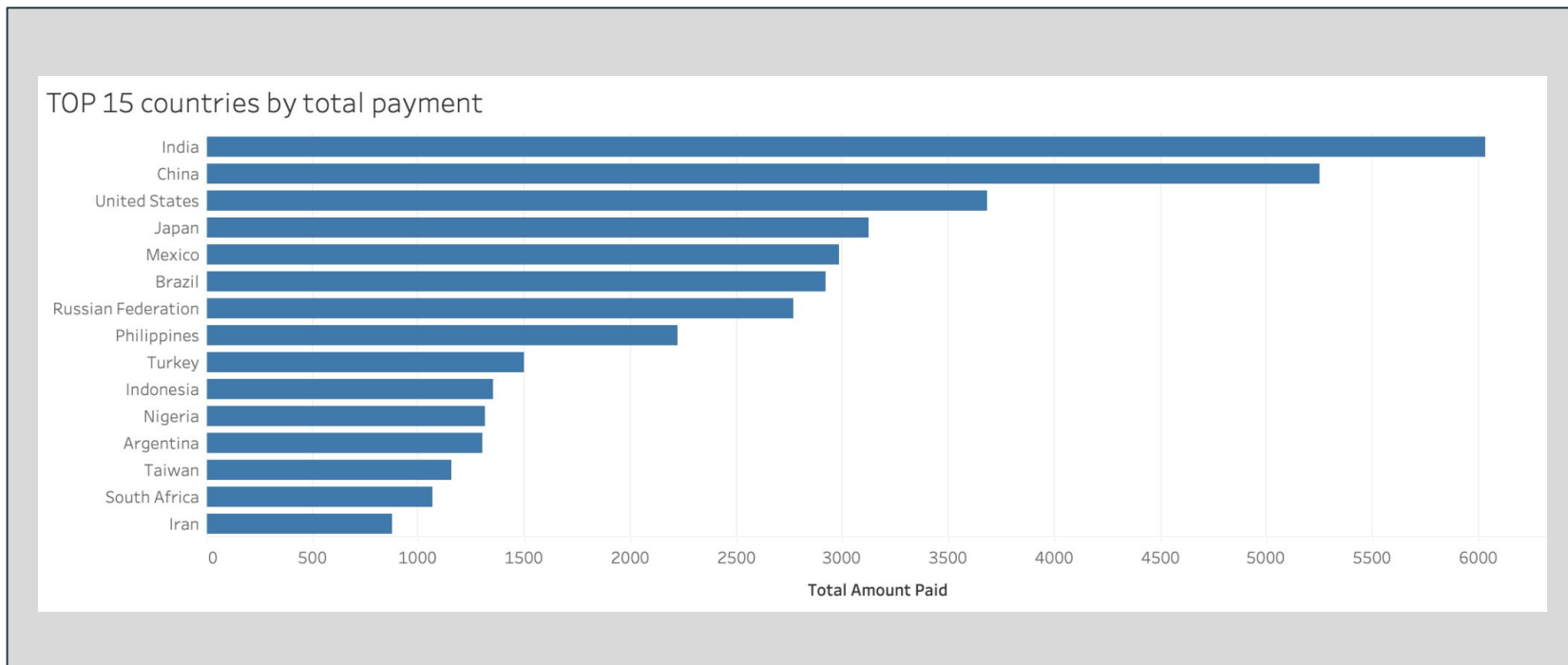
→India, China and United States are the TOP 3 countries based on the revenue

TOP 10 Cities in TOP 10 Countries

Country	City	Customers
United States	Aurora	2
Mexico	Acua	1
United States	Citrus Heights	1
Japan	Iwaki	1
India	Ambattur	1
China	Shanwei	1
Brazil	So Leopoldo	1
Russian Federation	Teboksary	1
China	Tianjin	1
Indonesia	Cianjur	1

→ Aurora, United States, is the only city that has more than one customer

Revenue by genre
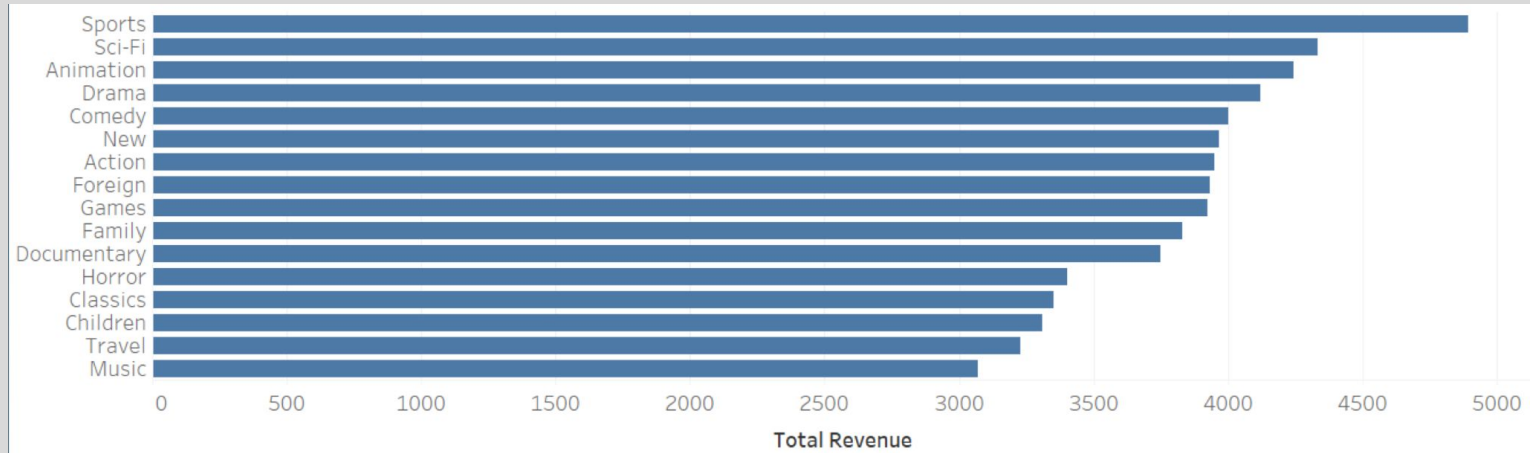
→Sports, Sci-Fi and Animation are the TOP 3 genres

TOP 5 Customers

Customer Id	First Name	Last Name	Total Amou..	Country	City
225	Arlene	Harvey	111.76	India	Ambattur
424	Kyle	Spurlock	109.71	China	Shanwei
240	Marlene	Welch	106.77	Japan	Iwaki
486	Glen	Talbert	100.77	Mexico	Acua
537	Clinton	Buford	98.76	United States	Aurora

CONCLUSION

Rockbuster's current customer base of 599 individuals demonstrates significant growth potential. With room for attracting many more customers, the company stands at the threshold of expansion. Presently, customers are located in 109 countries, showcasing the company's global reach, although there are yet many untapped opportunities. Notably, India, China, and the United States lead the pack, both in terms of customer count and revenue generation. Additionally, Rockbuster offers a diverse range of content with 20 genres, with Sports, Sci-Fi, and Animation standing out as the top-selling genres. As we move forward, these insights provide a solid foundation for Rockbuster's future strategies and continued success in the dynamic world of streaming entertainment.

RECOMMENDATION

→ Prioritizing high-performing areas should constitute a central marketing strategy
Rockbuster should engage in comprehensive analysis to gain insights into the determinants of the popularity of individual movies

→ A competitive analysis comparing Rockbusters movie selection with other rental companies can provide valuable insights into areas where they may gain a competitive edge.

→ This could involve assessing the gaps in the current movie offerings and identifying specific genres or niche movies that are in demand but not yet available in the catalog.

→ By continually fine-tuning the movie collection to meet evolving customer preferences and market trends, Rockbuster can enhance its position in the industry and provide a more diverse and appealing selection to its customers.

→ Implementing a Loyalty Rewards Program: This endeavor is designed to retain current customers and attract new ones

VISUALIZATION LINKS

→ Film length analysis
https://public.tableau.com/app/profile/bente.bruun7324/viz/FilmLenghtAnalysis/Sheet1?publish=yes
→ Rental duration
https://public.tableau.com/app/profile/bente.bruun7324/viz/rentalduration_16988410593900/rentalduration?publish=yes
→ Rental rate
https://public.tableau.com/app/profile/bente.bruun7324/viz/rentalrate/rentalrate?publish=yes
→ Replacement cost
https://public.tableau.com/app/profile/bente.bruun7324/viz/replacementcost/replacementcost?publish=yes
→ TOP 10 countries based on customer number (bar chart)
https://public.tableau.com/trusted/-fhTzGIvQ76QgZb5p2ovVg==:9PstMrZ-26nQXegbD1ibKSzq?:redirUrl=%2Fprofile%2Fapi%2Fpublish%2Ft
op10customers_16988417720410%2FSheet1
→TOP 10 countries based on customer number (map)
https://public.tableau.com/app/profile/bente.bruun7324/viz/top10customers_map/Top10countries?publish=yes

ANY QUESTIONS?

I am happy to answer them. Feel free to contact me:

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