

ROCKBUSTER'S TOP PERFORMERS

Rockbuster's Headquarters

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by Elena Dries

STATISTICS

Basic statistics for the main
numeric variables are as follows:

Variables	Min. Value	Max. Value	Average Value
<i>Rental Duration, days</i>	3	7	5
<i>Rental Rate, \$</i>	\$0.99	\$4.99	\$2.98
<i>Length, minutes</i>	46	185	115
<i>Replacement Cost, \$</i>	\$9.99	\$29.99	\$19.98

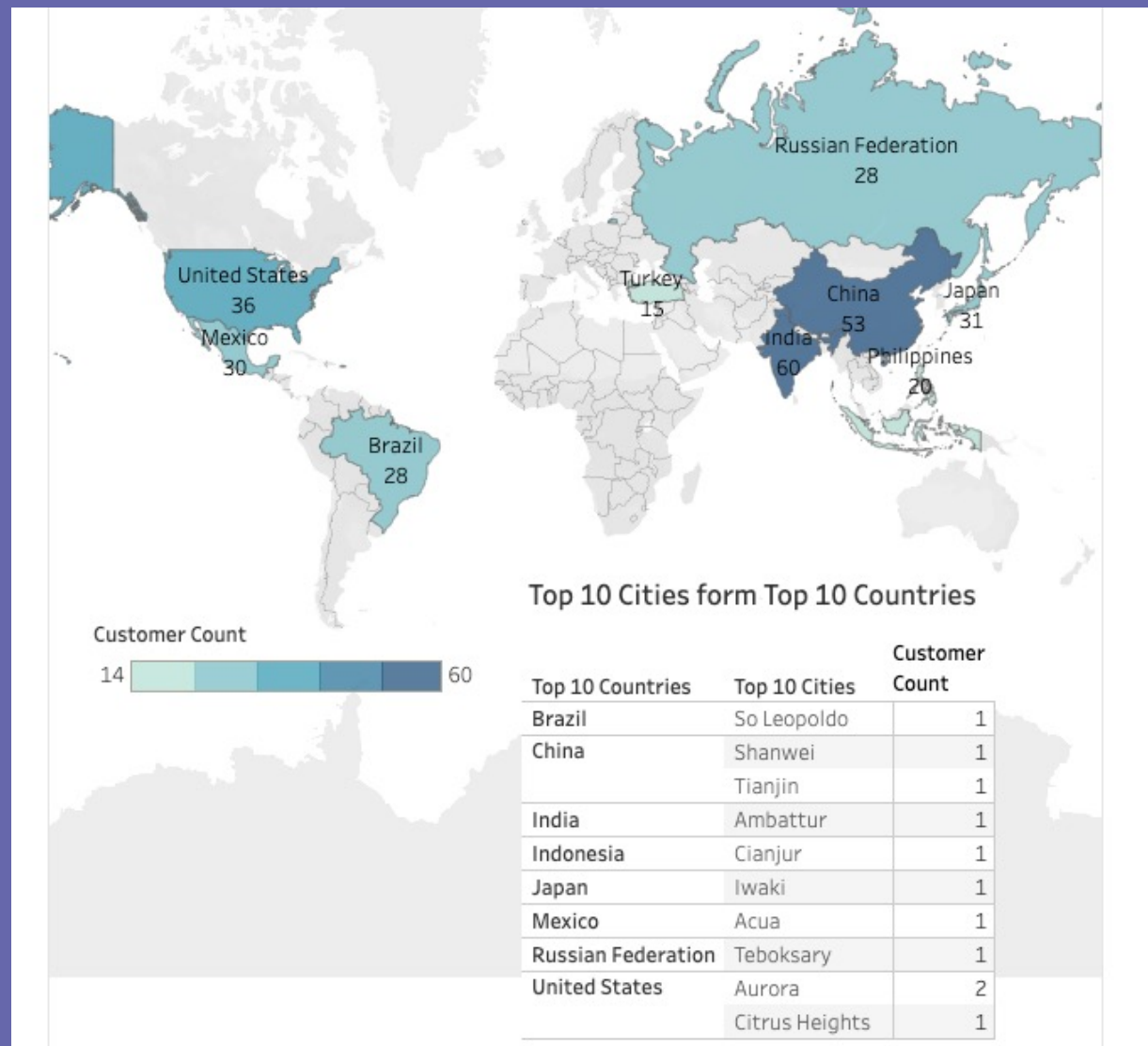
VARIABLES MODAL VALUES

Modal (most frequently occurring) values for the non-numeric variables are as follows:

Variable	Modal Value
<i>Film Rating</i>	PG-13
<i>Film Release Year</i>	2006
<i>Film Language ID</i>	1
<i>Film Entry Last Update</i>	5/26/2013 2:50:59 PM
<i>Store ID</i>	1
<i>Customer First Name</i>	Jamie
<i>Customer Last Name</i>	Abney
<i>Customer E-mail</i>	aaron.selby@sakilacustomer.org
<i>Customer Address ID</i>	5
<i>Customer Active Boolean</i>	TRUE
<i>Customer Entry Create Date</i>	2/14/2006
<i>Customer Entry Last Update</i>	2013-05-26 14:49:45.738
<i>Customer Active Status</i>	1

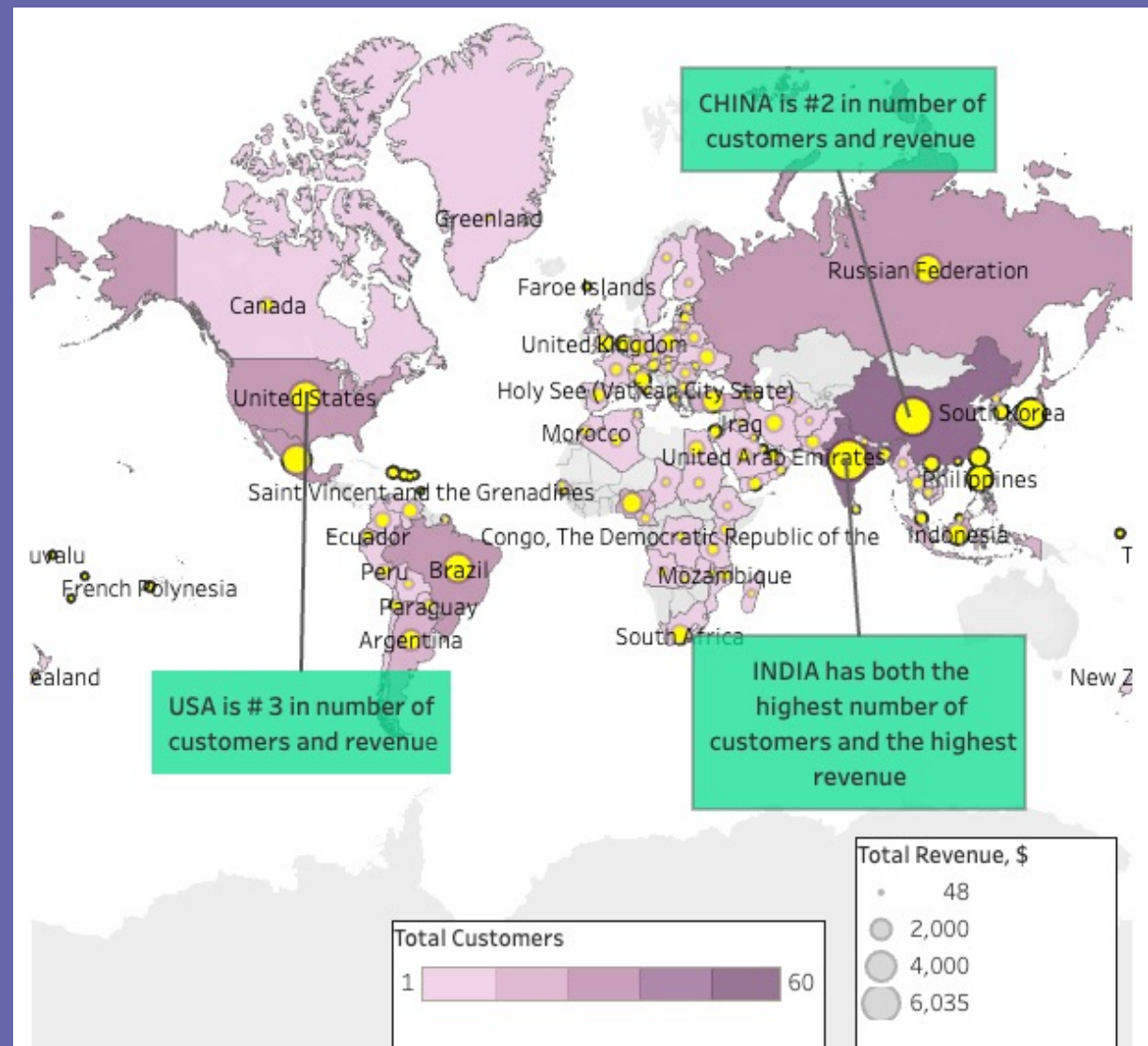
TOP 10 CITIES FROM TOP 10 COUNTRIES

Top 10 cities from the top 10 countries by the number of customers:



TOTAL CUSTOMERS & REVENUE

Geographical distribution of customers counts, as well as of generated revenues:



TOP 5 CUSTOMERS

Top 5 customers in the top 10 cities, who have paid the highest total amounts to Rockbuster.

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

TABLEAU URL

The link for the Tableau Public visualizations.

https://public.tableau.com/app/profile/elena.dries/viz/3_10byElenaDries/Story1?publish=yes