The background is a dark blue field filled with various colorful, rounded geometric shapes in shades of blue, green, brown, and purple. A large white circle is centered on the page, containing the title and author information. To the left of the circle, a series of yellow dashed lines form a semi-circular arc.

# Unveiling Rockbuster: Insights and Strategies for Blockbuster Success

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# Table of Contents

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# Introduction, Goals and Agenda

## Understand

Understand the distribution and averages of various parameters critical for Rockbuster's operations.

## Identify

Identify trends, preferences, and potential areas for improvement.

## Formulate

Formulate actionable recommendations based on the findings.



## Item Analysis

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Rental durations range from 3 to 7 days, with an average duration of approximately 36 days.

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Replacement costs vary from \$29.99 to \$19.98, with an average replacement cost of \$19.98.



## Customer Engagement Analysis

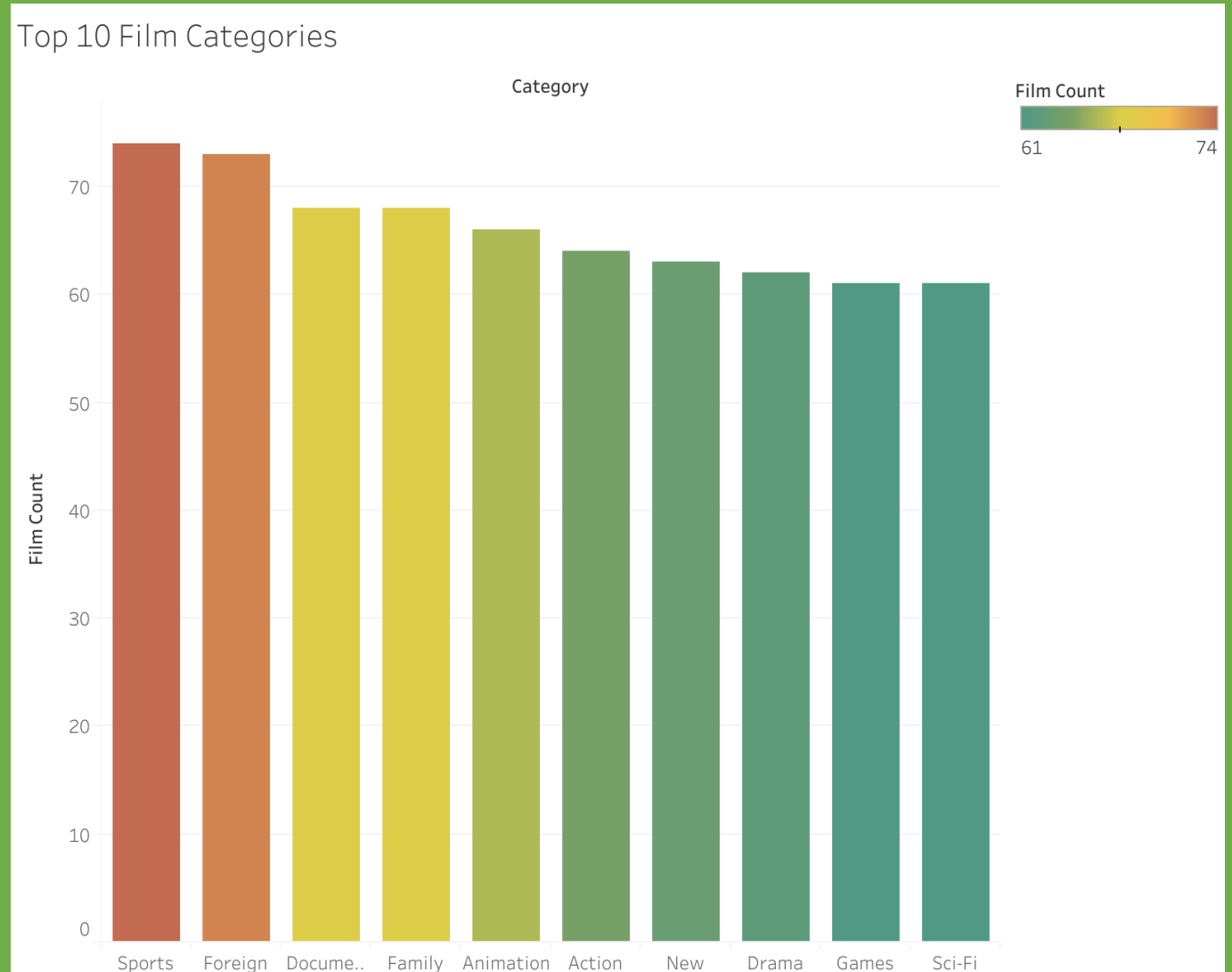
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There are 584 active customers and 15 inactive customers, indicating a need to continue the current customer engagement efforts.

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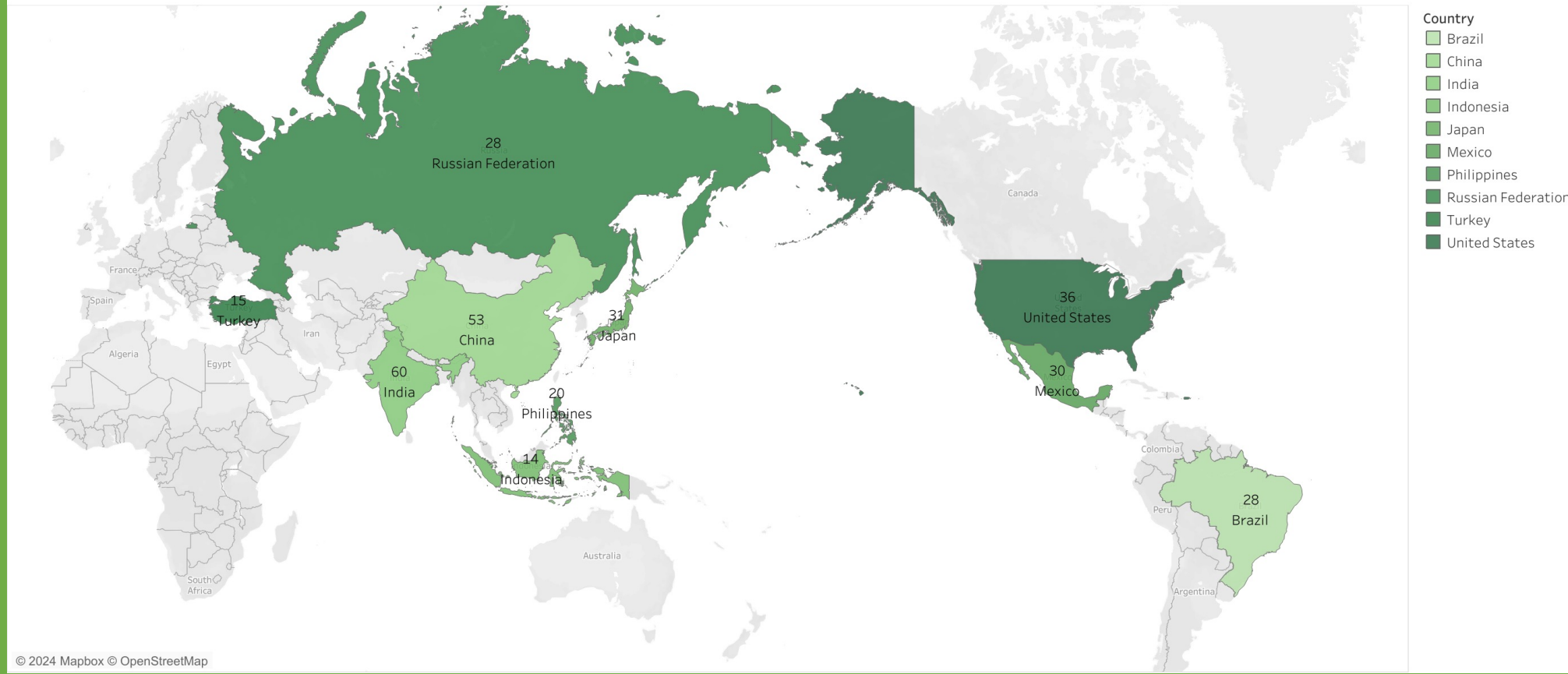
# Genre Preferences Assessment

The most popular genres based on film count include **Sports**, **Foreign**, and **Family**, suggesting a diverse customer base with varied preferences.



# Geographical Insights: Countries

Top 10 Countries



India, China, and the **United States** are the top countries contributing to the customer base.

# Geographical Insights: Cities

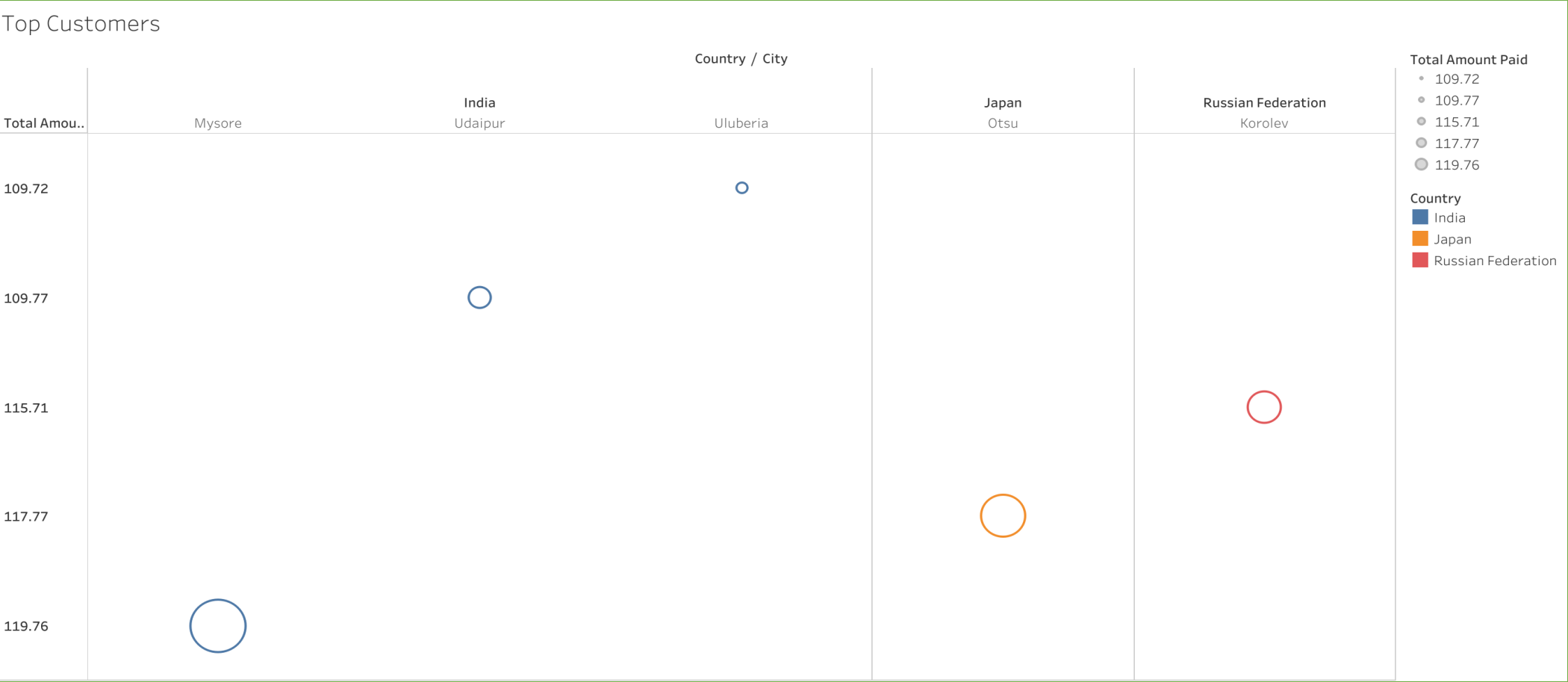
Top\_Cities



Cities like Mysore, Otsu, and Korolev have notable customer counts.



# Revenue Analysis



India appears to be a significant revenue contributor, with customers from cities like Mysore and Udaipur making notable payments.

# Recommendations

Continue	Continue engagement strategies to increase activity among existing customers.
Focus on	Focus on promoting genres like Sports, Foreign, and Family to attract more customers.
Explore	Explore opportunities for expansion or targeted marketing in emerging markets like China and Russia.
Implement	Implement personalized marketing strategies to capitalize on high-revenue regions like India.