

The background is a vibrant teal color with a subtle, grainy texture. A black film strip with white sprocket holes runs diagonally from the bottom left towards the top right. Several yellow five-pointed stars are scattered across the upper half of the image, while two blue five-pointed stars are in the lower right. In the bottom left corner, there is a red cup with a white lid and a blue straw, and a red and white striped popcorn bucket filled with yellow popcorn. A pair of red and white 3D glasses is partially visible in the bottom left corner.

Rockbuster Stealth

BY HEIDI HODGES

Executive Summary

Business Questions:

1. Which movies contributed the most/least to revenue gain?

Top 10 Movies	
Title	Total Revenue (\$)
Telegraph Voyage	215.75
Zorro Ark	199.72
Wife Turn	198.73
Innocent Usual	191.74
Hustler Party	190.78
Saturday Lambs	190.74
Titans Jerk	186.73
Harry Idaho	177.73
Torque Bound	169.76
Dogma Family	168.72

Bottom 10 Movies	
Title	Total Revenue (\$)
Texas Watch	5.94
Oklahoma Jumanji	5.94
Duffel Apocalypse	5.94
Freedom Cleopatra	5.95
Young Language	6.93
Rebel Airport	6.93
Cruelty Unforgiven	6.94
Treatment Jekyll	6.94
Lights Deer	7.93
Stallion Sundance	7.94

2. What was the average rental duration for all videos? 5 Days

3. Which countries are Rockbuster customers based in? All over but the 10 countries with the most customers are:

India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, Indonesia

4. Do sales figures vary between geographic regions? Absolutely

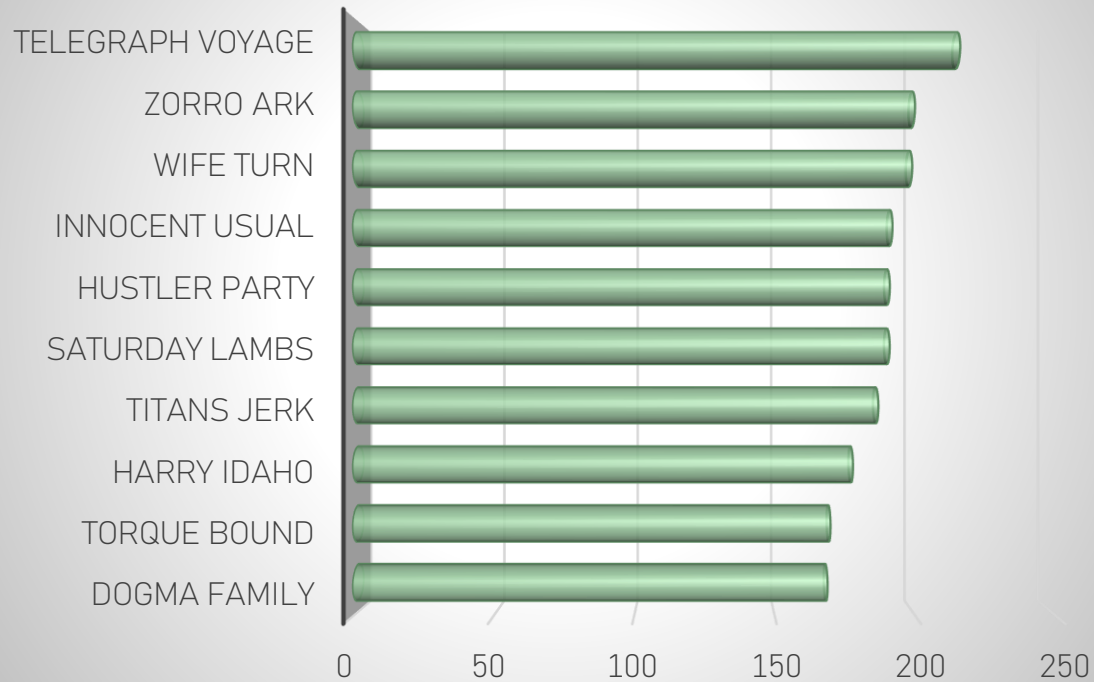
Country	Total Payment (\$)
American Samoa	47.85
India	6034.78

5. Where are customers with a high lifetime value based?

Country	First Name	Last Name	Total Amount Paid (\$)
Mexico	Sara	Perry	128.70
Turkey	Gabriel	Harder	108.75
Mexico	Sergio	Stanfield	102.76
United States	Clinton	Buford	98.76
India	Adam	Gooch	97.80

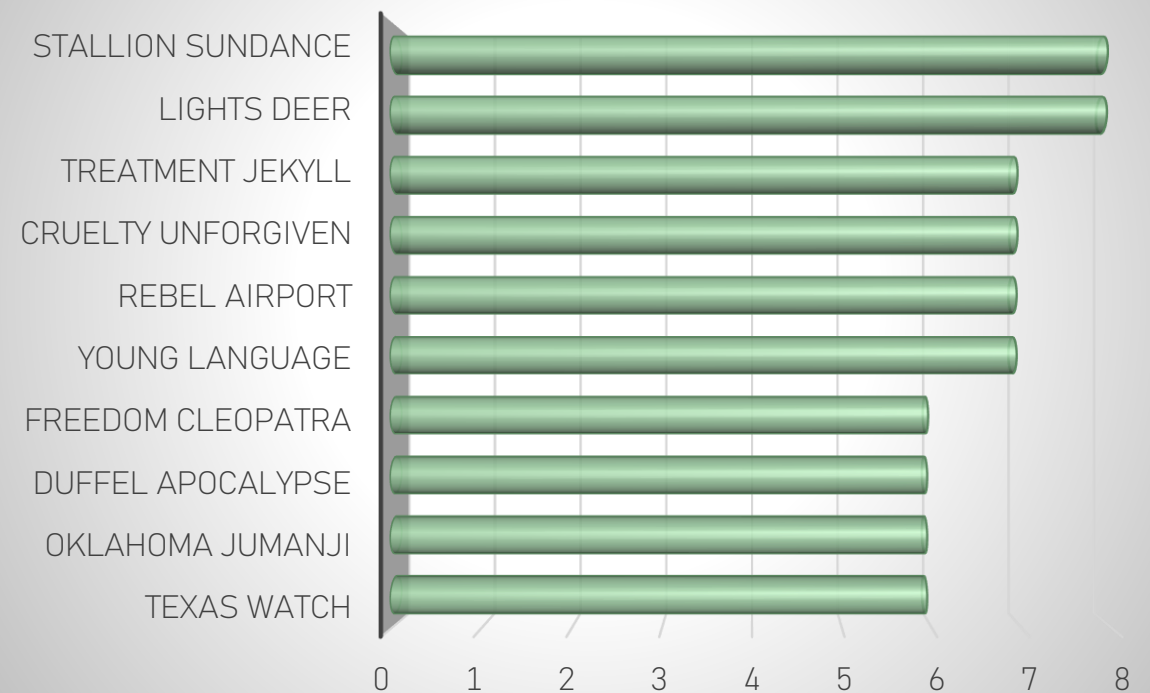
Movie Revenue

Total Revenue (\$)



Most Popular Movies by Revenue (\$)

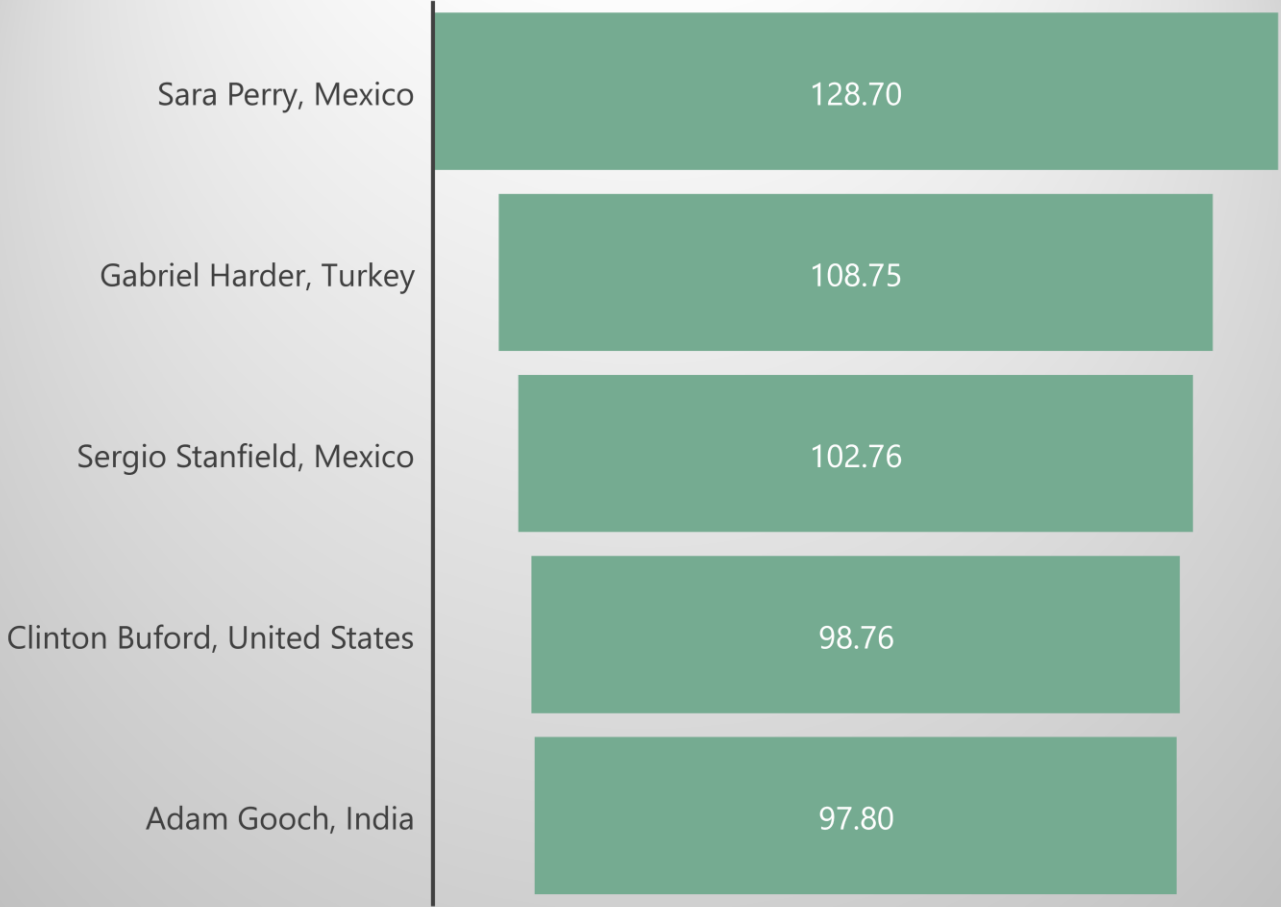
Total Revenue (\$)



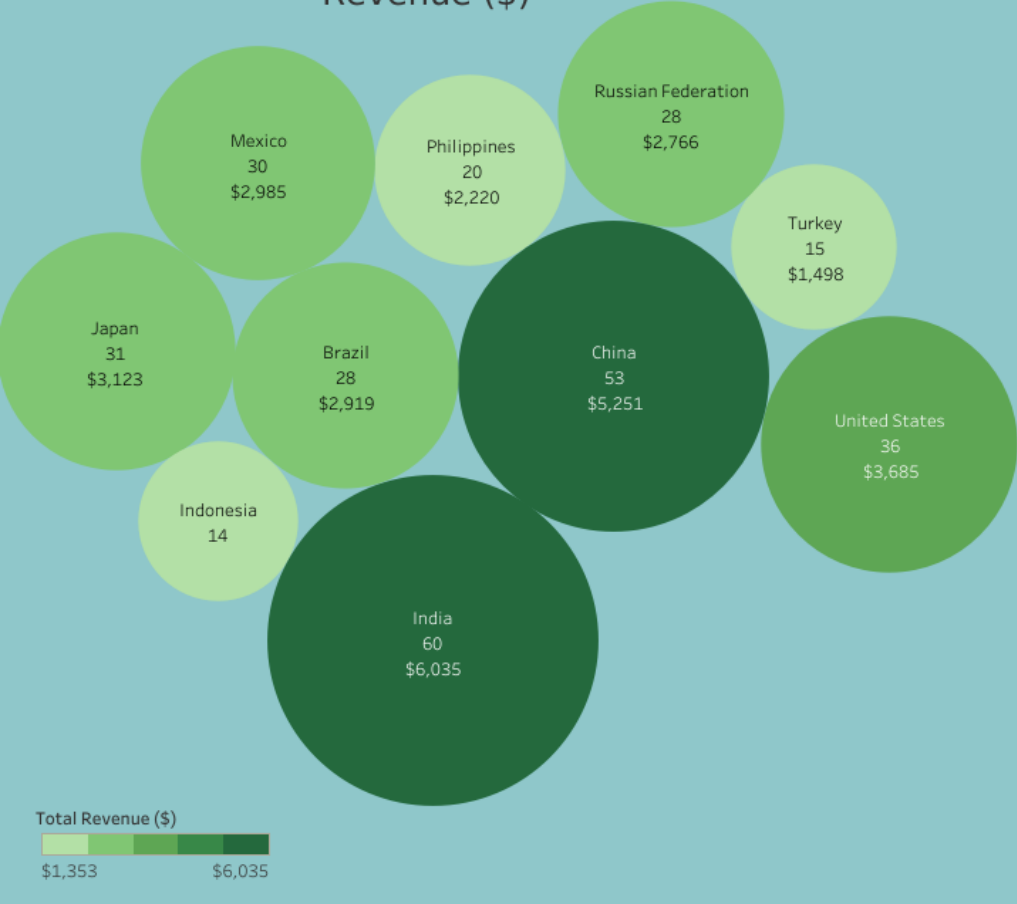
Least Popular Movies by Revenue (\$)

Top Customers

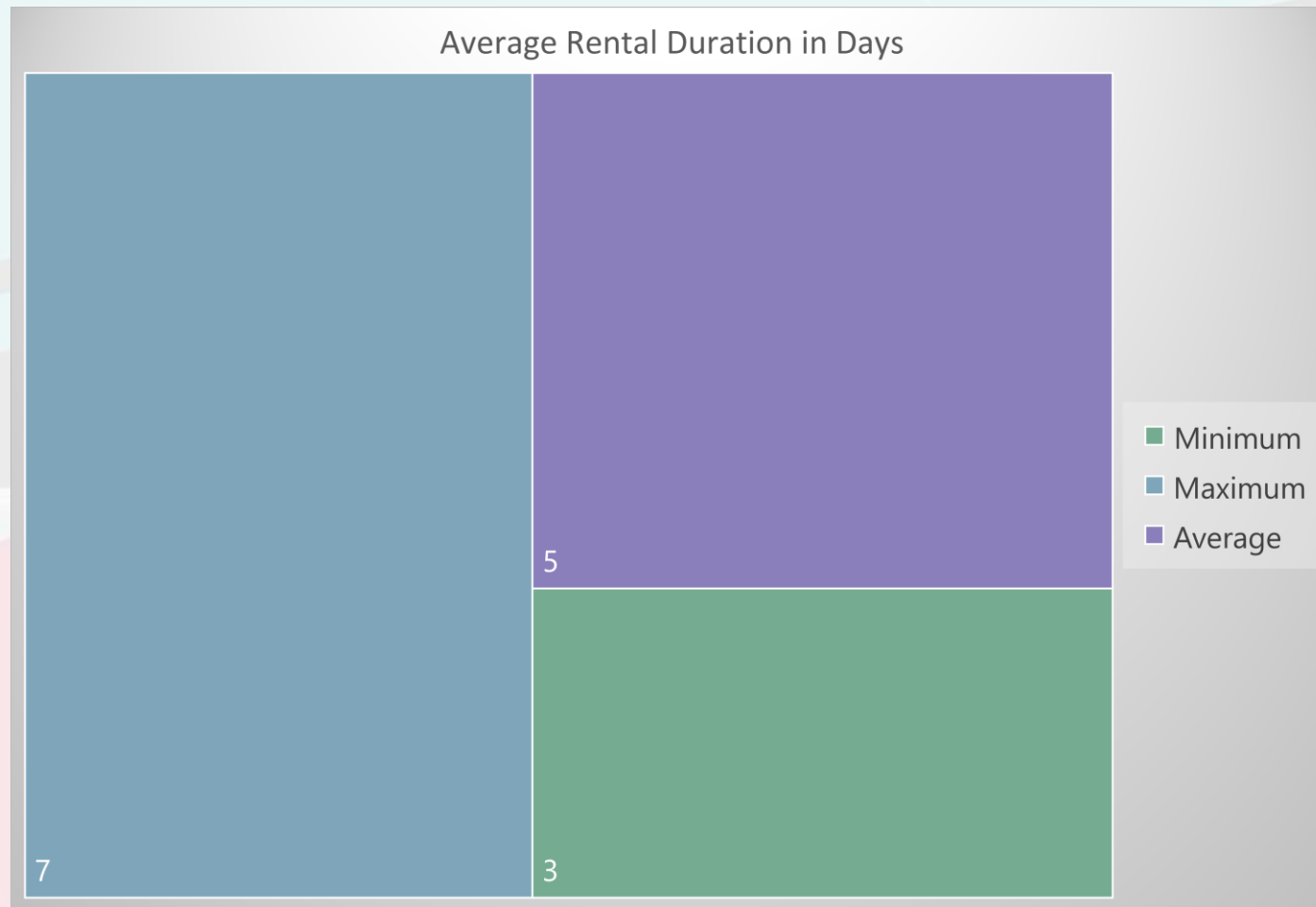
Top 5 Customers Names and Locations, by Revenue (\$)



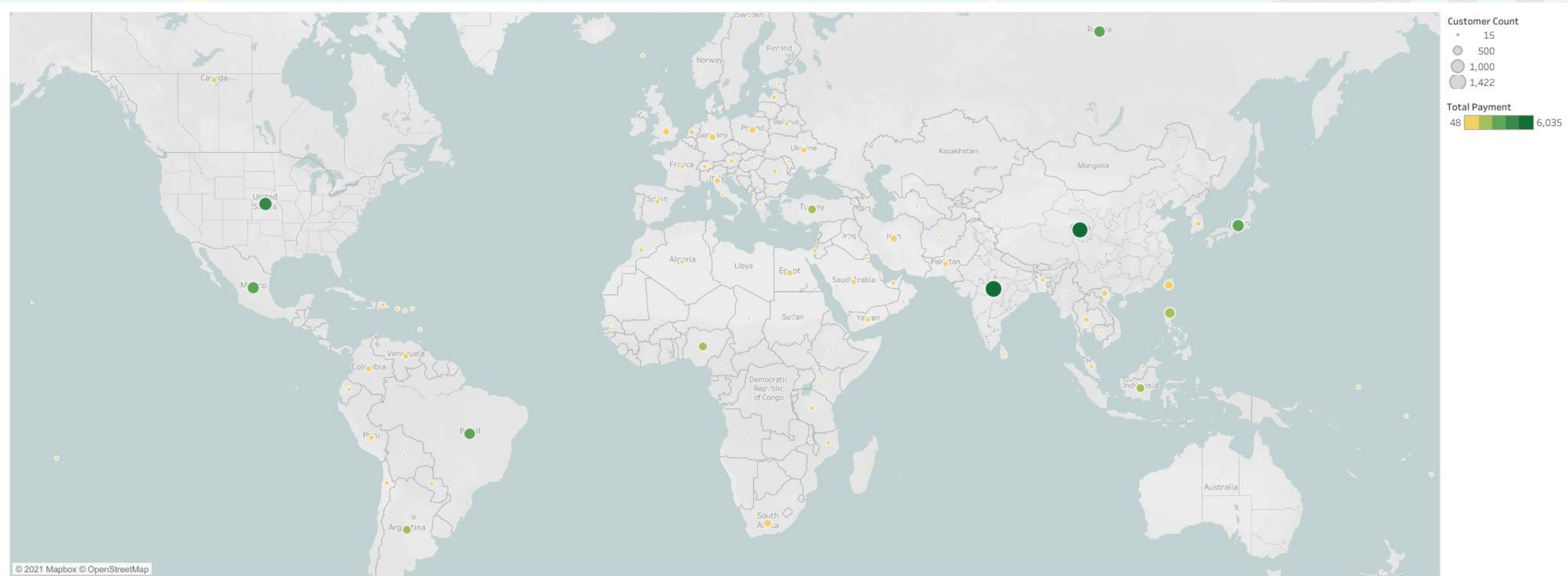
Top 10 Countries by Customer Count and Revenue (\$)



Rental Duration



Customers by Country and Payments



Conclusion

Recommendations:

Focus sales on the top 10 countries currently generating revenue

Focus sales on countries that could generate more revenue such as England, Germany, France

- Data Limitations:

Database only has:

- Movies from 2006
- Rentals from February 14, 2007 to May 14, 2007
- 1,000 movies