

# RockBuster Findings



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# What are we looking for?

- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

Whys is this important?

We are on the verge of launching our online streaming system. Know the in and outs of our data will help us choose movies to launch first and where to launch them. It will also help us understand our customer base and rental rates.

# Which Movies Genres Contributed the Most/Least to Revenue Gain?

## Top 5 Categories (Total Revenue)

- Sports (\$4892.19)
- Sci-Fi (\$4336.01)
- Animation (\$4245.31)
- Drama (\$4118.46)
- Comedy (\$4002.48)

## Bottom 5 Categories (Total Revenue)

- Thriller (\$47.89)
- Music (\$3071.52)
- Travel (\$3227.36)
- Children (\$3309.39)
- Classics (\$3353.38)

# Which Movie Titles Contributed to the Most/Least Revenue Gain?

## Top 5 Titles (Total Revenue Generated)

1. Telegraph Voyage (\$215.75)
2. Zoro Ark (\$199.75)
3. Wife Turn (\$198.73)
4. Innocent Usual (\$191.74)
5. Hustler Party (\$190.78)

## Bottom 5 Titles (Total Revenue Generated)

1. Oklahoma Jumanji (\$5.94)
2. Duffel Apocalypse (\$5.94)
3. Texas Watch (\$5.94)
4. Freedom Cleopatra (\$5.95)
5. Rebel Airport (\$6.93)
6. Young Language (\$6.93)

# Which Movie Genres Contributed the Most/Least Revenue Gain?

1. PG - 13 (\$13,855.56)
2. NC - 17 (\$12,634.92)
3. PG (\$12,236.65)
4. R (\$12,073.03)
5. G (\$10,511.88)

# What was the average rental duration for all videos?

Minimum Rental Duration - 3 days

Maximum Rental Duration - 7 days

Average Rental Duration -  $4.985 \approx 5$  days

# What countries are customers in?

Rockbuster is located in 109 countries.



# Top 10 Countries and Customer Count

1. India - 60 Customers
2. China - 53 Customers
3. United States - 36 Customers
4. Japan - 31 Customers
5. Mexico - 30 Customers
6. Brazil - 28 Customers
7. Russian Federation - 28 Customers
8. Philippines - 20 Customers
9. Turkey - 15 Customers
10. Indonesia - 14 Customers



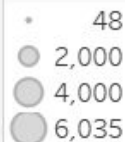
# Top 5 Customer Including Locations and Amount Spent

Customer ID	First, Last Name	City, Country	Total Spent
148	Eleanor Hunt	Saint-Denis, Runion	\$211.55
526	Karl Seal	Cape Coral, United States	\$208.58
178	Marion Snyder	Santa Brbara dOeste, Brazil	\$194.61
137	Rhonda Kennedy	Apeldoorn, Netherlands	\$191.62
144	Clara Shaw	Molodetno, Belarus	\$189.60

# Do Sales Figures Vary Between Regions



SUM(Total Payment)



SUM(Total Payment)



India	\$6034.78
China	\$5251.03
U.S.A	\$3685.31
Japan	\$3122.51
Mexico	\$2984.82

# Conclusions

Genres to Focus on Sports, Sci-Fi, Animation, Drama, Comedy

Rating to Focus on PG-13, NC-17, PG

Countries to Focus Advertisements on India, China, United States, Japan, Mexico

# Questions?

After this presentation all questions can be sent to Justeena Leonard at:

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