

# **ROCKBUSTER FINAL REPORT**

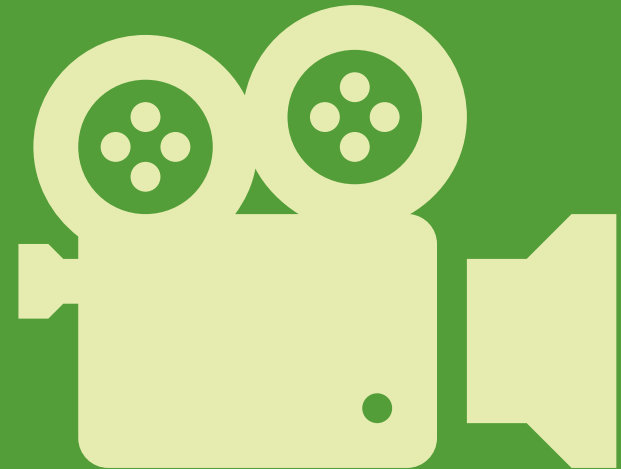
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30.04.2024**

# ROCKBUSTER STEALTH

Online provider of video rentals

Business questions analyzed:

- Key metrics about film rental
- Top 10 Countries in amount of customers
- Top 10 Cities in amount of customers
- Which are the top 5 customers?



# KEY METRICS ABOUT FILM RENTAL

Characteristic	Minimum	Avg	Max
Release Year	2006	2006	2006
Rental Duration (in days)	3	4,99	7
Rental Rate	0,99	2,98	4,99
Length of the film (in minutes)	46	115,27	185
Replacement Cost (in dollars)	9,99	19,98	29,99



# QUALITATIVE KEY METRICS

What is the most frequent characteristic of the available films?

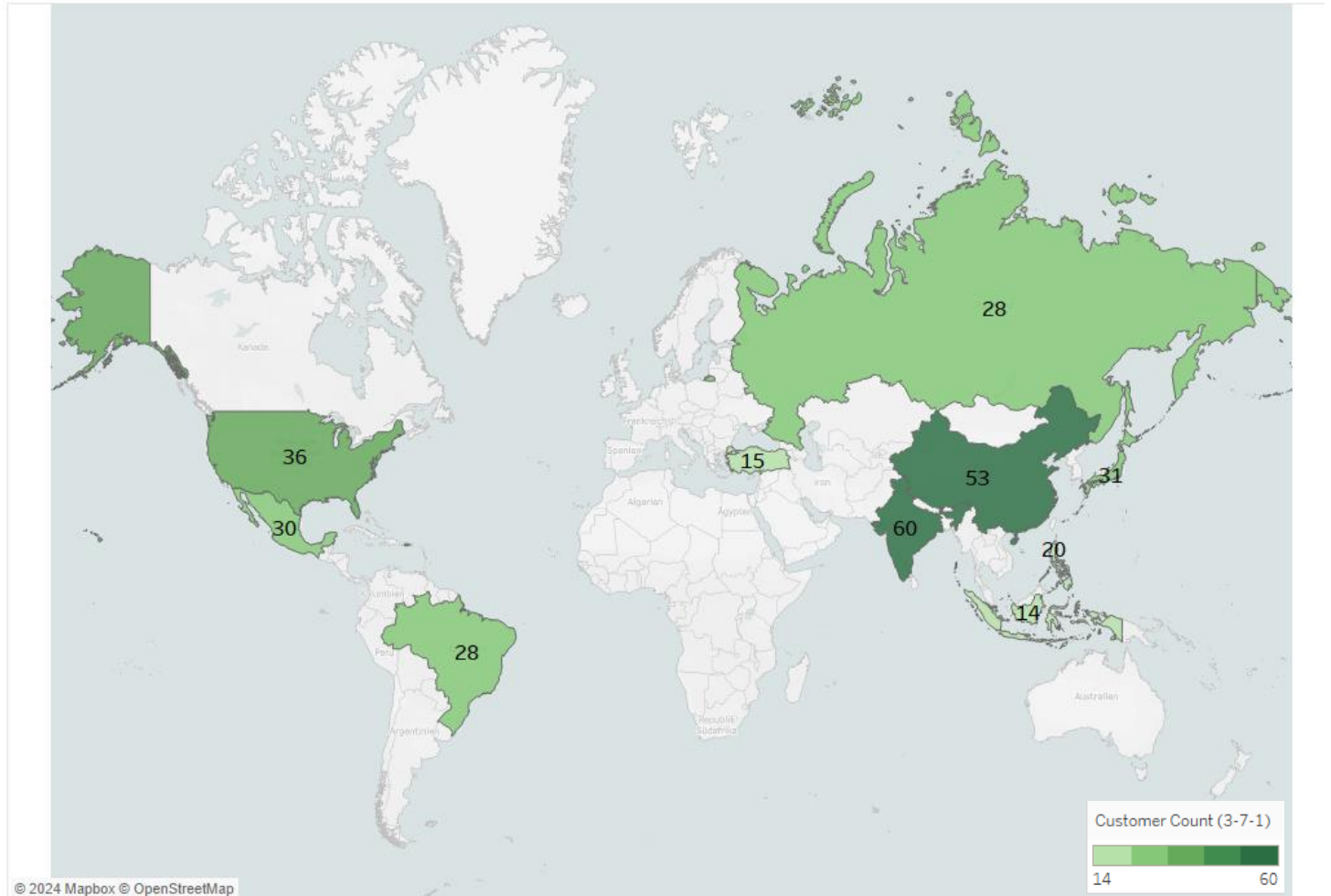
- Release year: 2006
- Language: 1 = English
- Rating: PG-13 = Parents strongly cautioned, content may be inappropriate for children under 13
- Special features: Trailers, Commentaries, “Behind the Scenes”

# TOP 10 COUNTRIES

Which countries have the largest number of customers?

India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

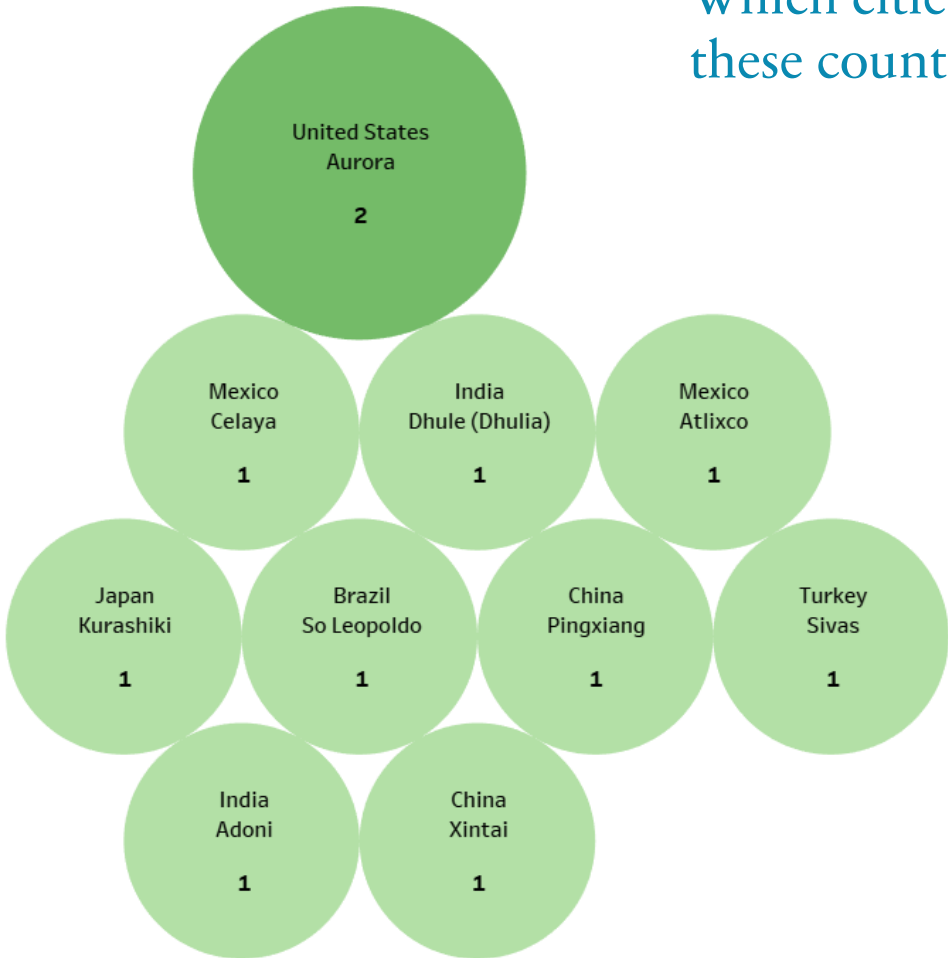
Top 10 Countries



# TOP 10 CITIES

## FROM TOP 10 COUNTRIES

Top 10 Cities



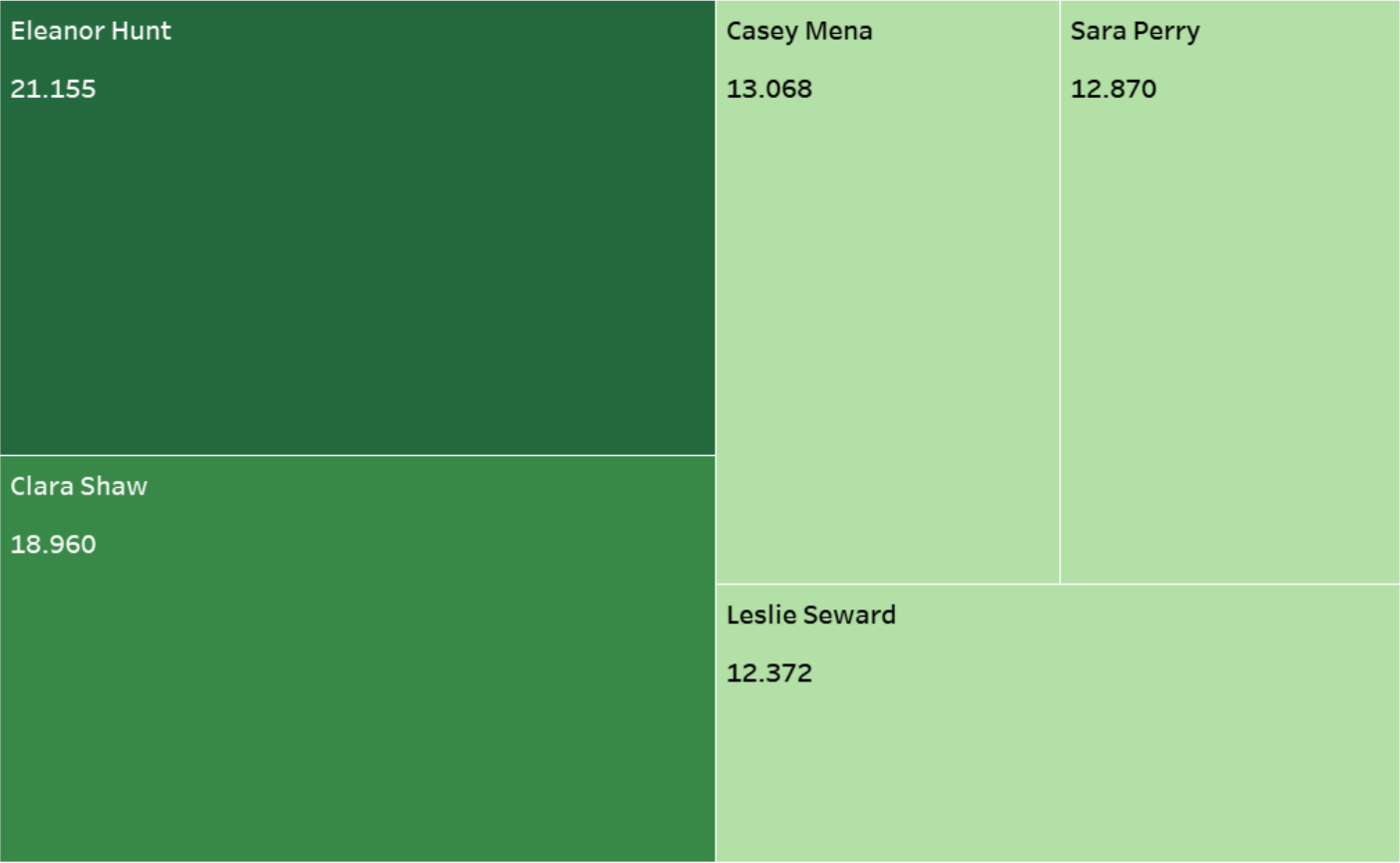
Which cities stand out from these countries?



# TOP 5 CUSTOMERS

Who are our best customers?

Top 5 Customers



# VISUALISATIONS IN TABLEAU PUBLIC:

[https://public.tableau.com/app/profile/mariana.oliveira3613/viz/Rockstar\\_Visualizations/Map\\_top10\\_countries?publish=yes](https://public.tableau.com/app/profile/mariana.oliveira3613/viz/Rockstar_Visualizations/Map_top10_countries?publish=yes)