

KEY QUESTIONS:

- 1. WHERE SHOULD THE MARKETING BUDGET BE FOCUSSED WHICH COUNTRIES ARE MOST LIKELY TO BRING IN THE MOST REVENUE?
- 2.WE WANT TO REWARD
 OUR MOST LOYAL
 CUSTOMERS WITH
 DISCOUNTS WHO ARE
 THEY AND WHERE DO THEY
 LIVE? CAN WE GET THEM
 TO RECOMMEND US TO
 FRIENDS?

To answer the two main questions, the following questions need to be analysed and answered using the Rockbuster database.







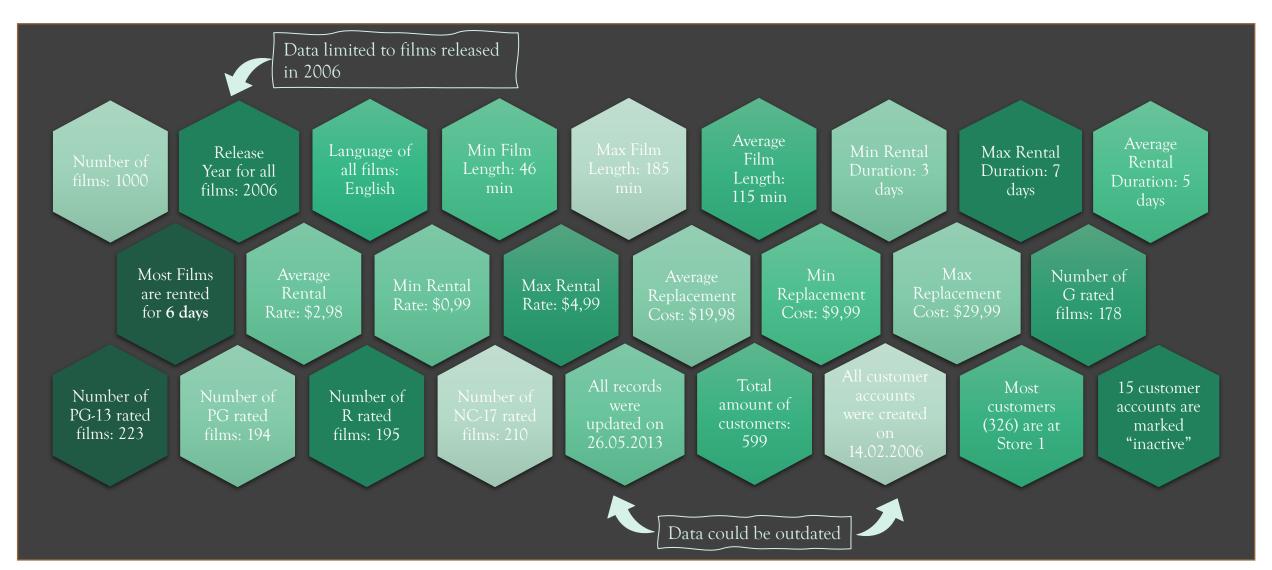
Which ten countries have the most customers?

From these ten countries, which cities have the most customers?

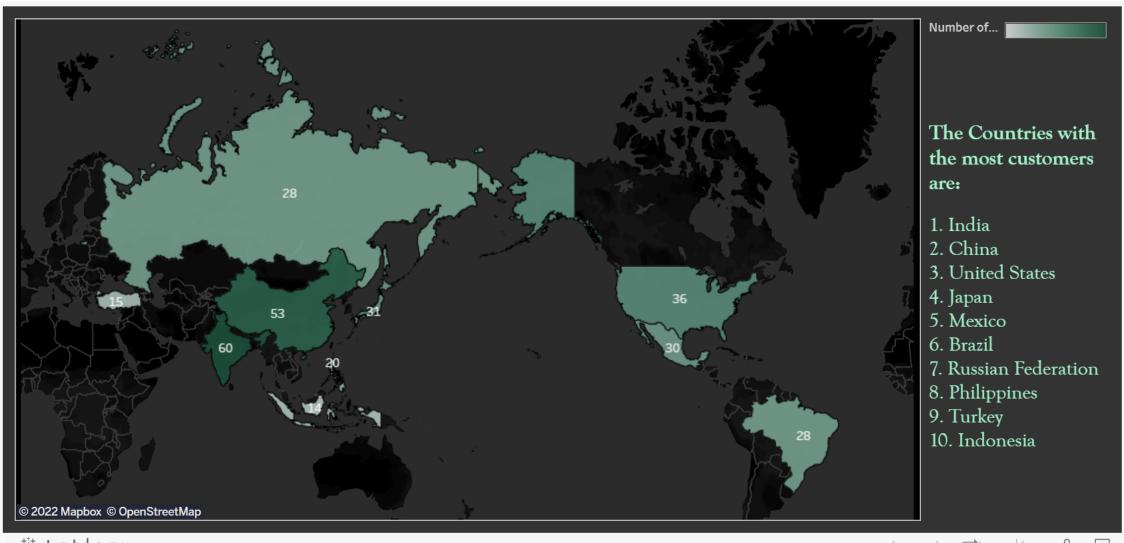
From these ten cities, which five customers have spent the most at Rockbuster?

DATA OVERVIEW

Rockbuster's database contains large amounts of insightful data ranging from film names, film languages, film lengths, actor information, customer information, rental and payment data, as well as their store information.

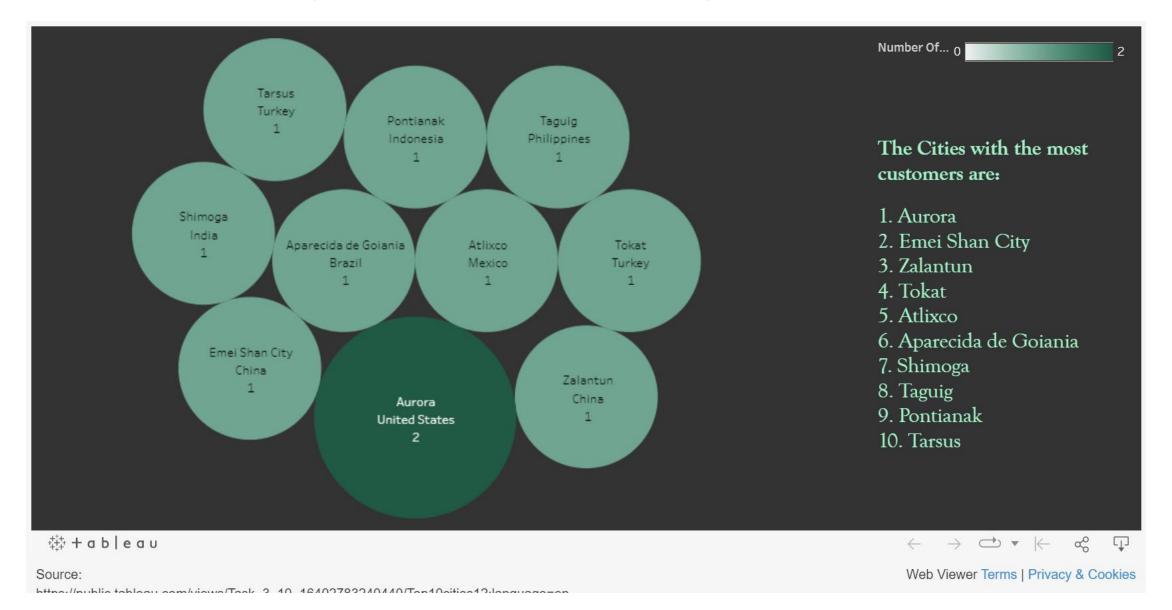


TOP 10 COUNTRIES THE TEN COUNTRIES WITH THE MOST CUSTOMERS



TOP 10 CITIES

THE TEN CITIES (WITHIN THE TOP 10 COUNTERED) WITH THE MOST CUSTOMERS



TOP 5 CUSTOMERS

FROM THE TOP 10 CITIES, THE FIVE CUSTOMERS WHO HAS SPENT THE MOST ON RENTING FILMS



CONCLUSIONS & RECOMMENDATIONS

Offer a discount to the following customers:

- I. Casey Mena
- 2. Sara Perry
- 3. Leslie Seward
- 4. Alan Kahn
- 5. Clinton Buford.

Marketing should focus on India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, Indonesia.

Start with the top cities within these countries – perhaps not only the top 10 but all the cities within these countries that already have customers.

Offer a discount or voucher to those customers who recommend Rockbuster to their friends.

QUESTIONS?





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Tableau links:

http://public.tableau.com/views/Task_3_10_16402783240440/Top10Countries1?:language=en-US&:display_count=n&:origin=viz_share_link http://public.tableau.com/views/Task_3_10_16402783240440/Top10cities1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link http://public.tableau.com/views/Task_3_10_16402783240440/Top5Customers1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link