



ROCKBUSTER

Mary Sassaqui

Summary



- Business Overview



- Movies Contribution to Revenue



- Rental Information
- Sales per Month



- Valuable Customers
- Sales worldwide distribution

Business Overview



\$ 61.312,04

Revenue



Month

Feb

Mar

Apr

May

n. of Rentals

2016

5644

6754

182



1000 Films

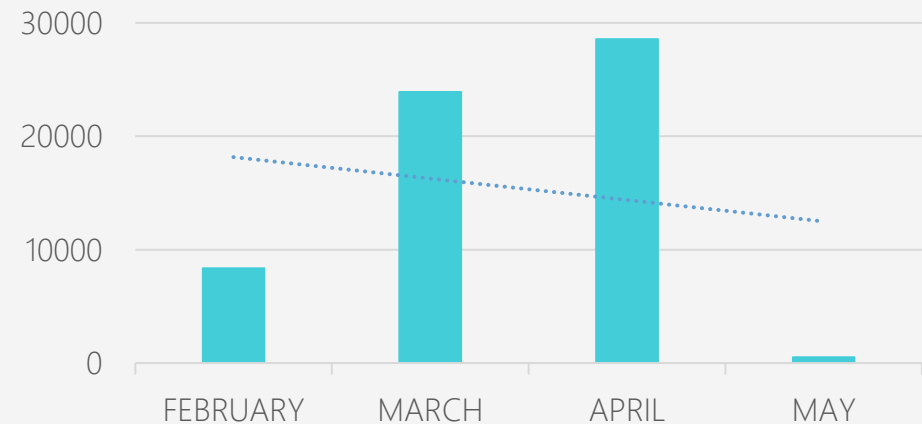
17 Categories

Clients & Countries

599

600 cities
109 countries

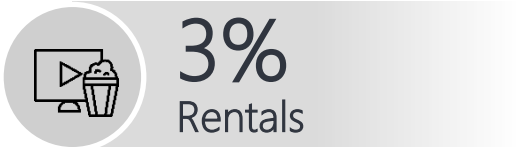
Revenue per Month



Which Movies Most Contributed for the Revenue?



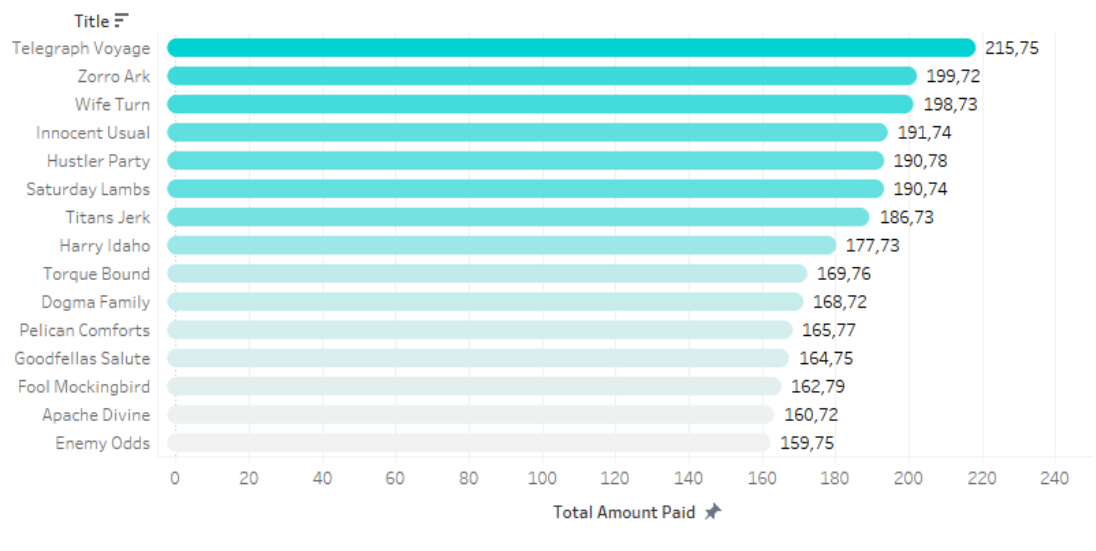
\$ 2704,08



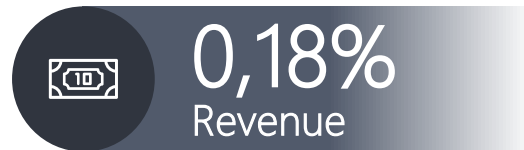
Total of 14.596 rentals



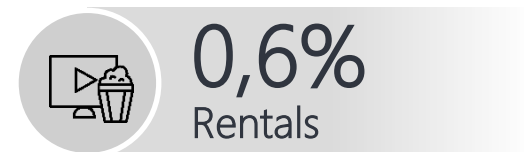
Not in the list: New,
Games, Horror, Classics,
Children, Travel, Thriller



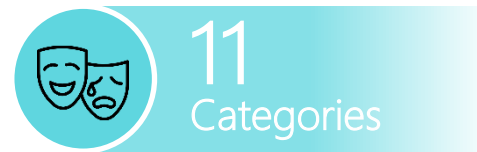
Which Movies Least Contributed for the Revenue?



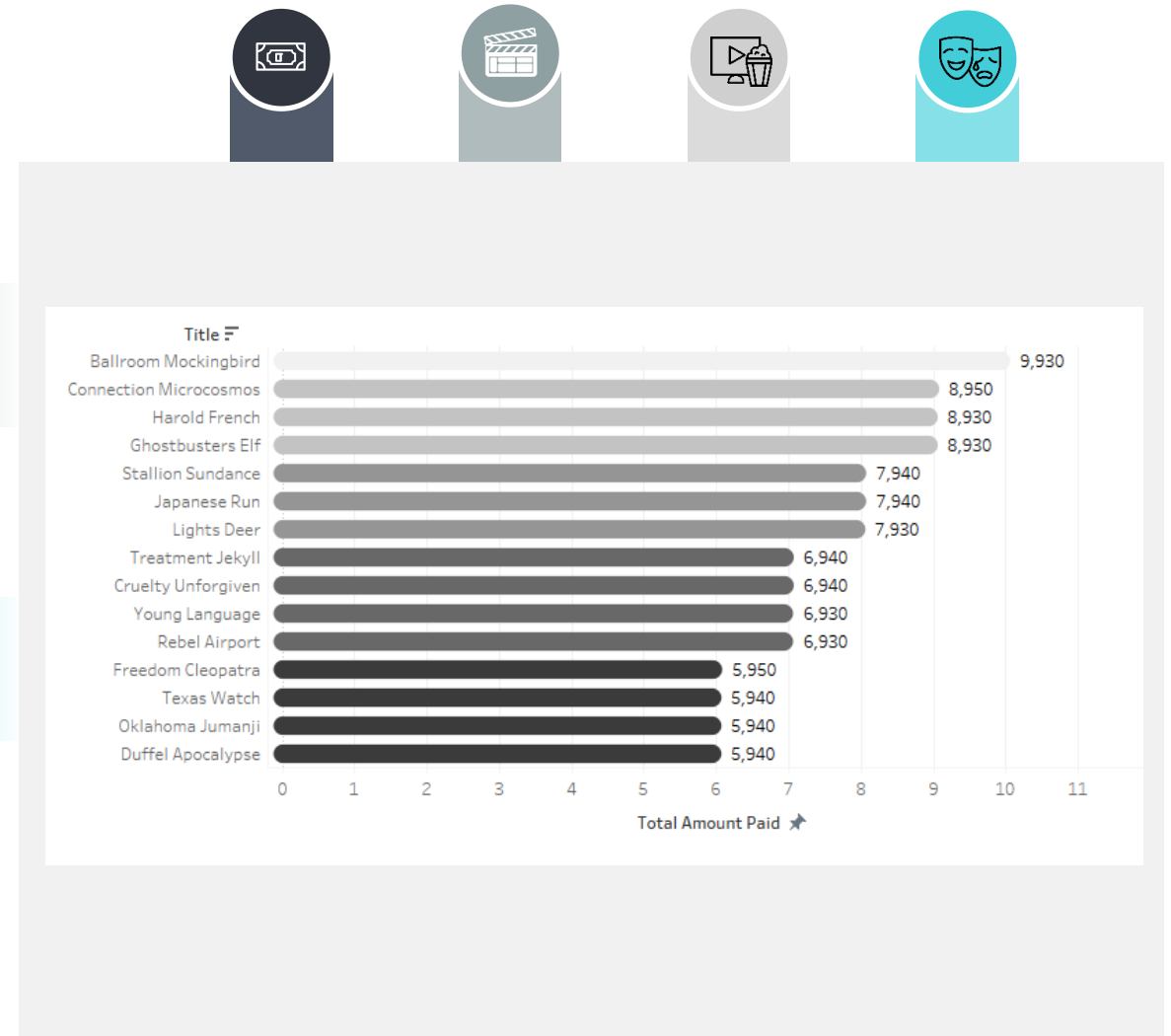
\$ 112,06



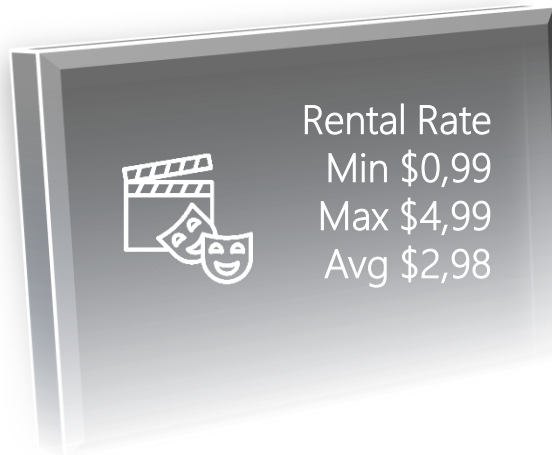
Total of 94 rentals



Documentary, Horror,
New, Comedy, Music,
Classics, Drama, Sci-Fi,
Animation, Foreign

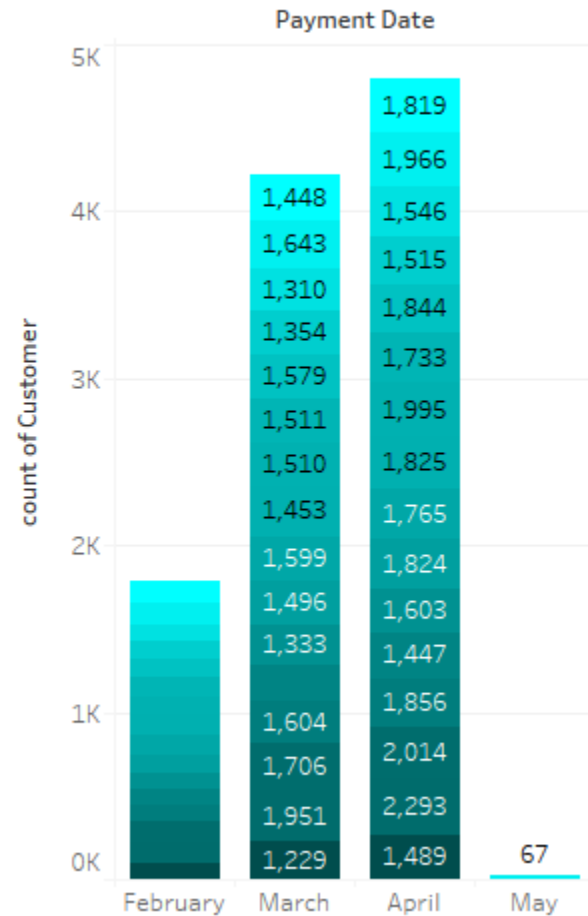


Rental Information

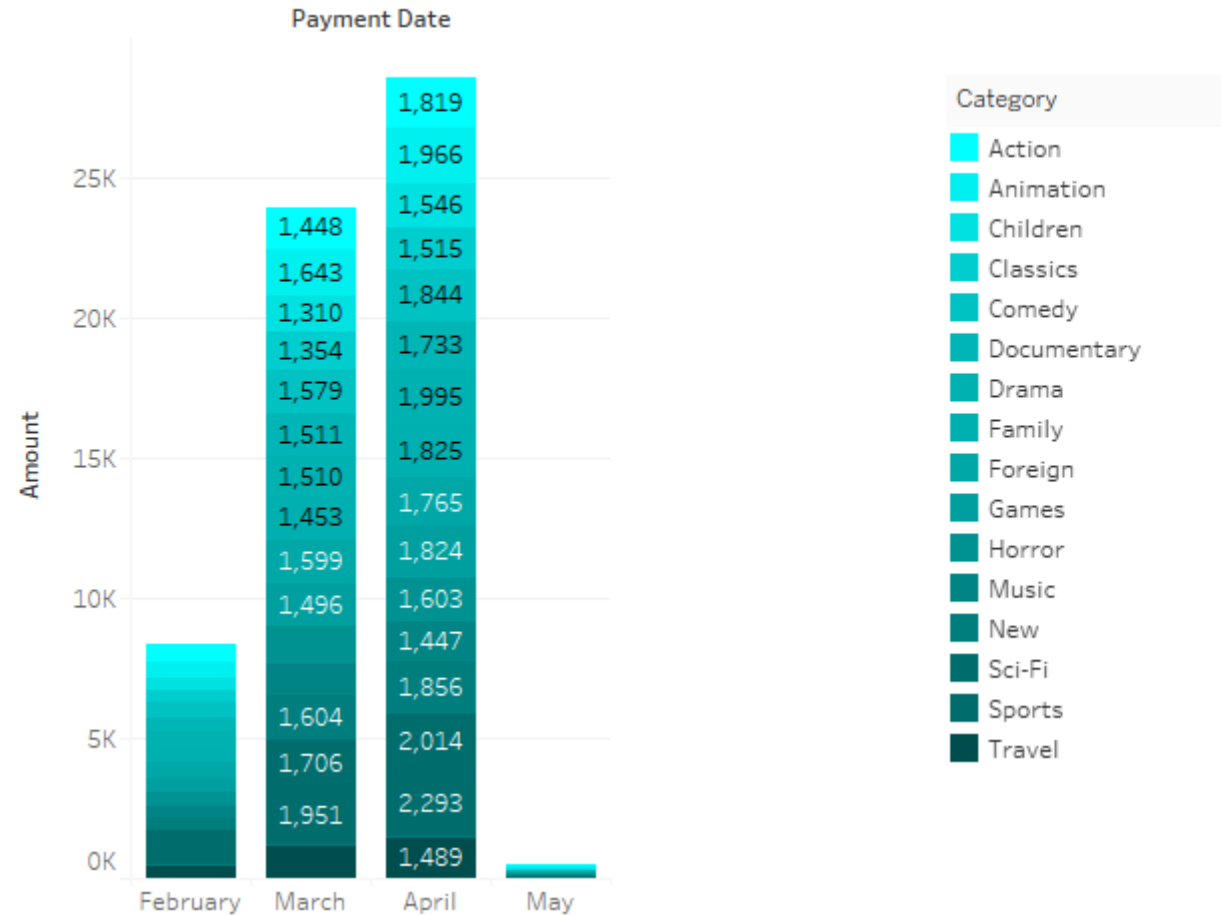


Sales per Month and Category

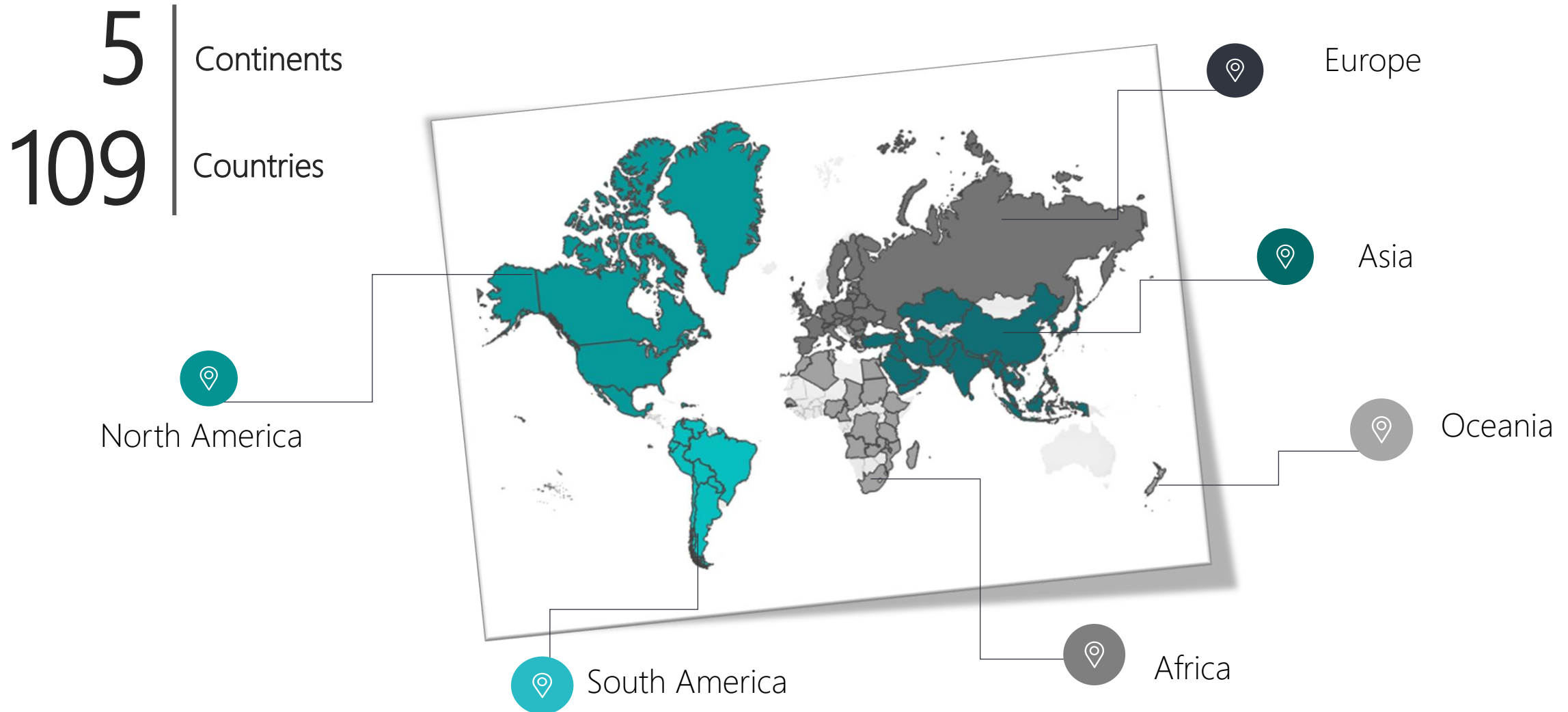
How many customers per month?



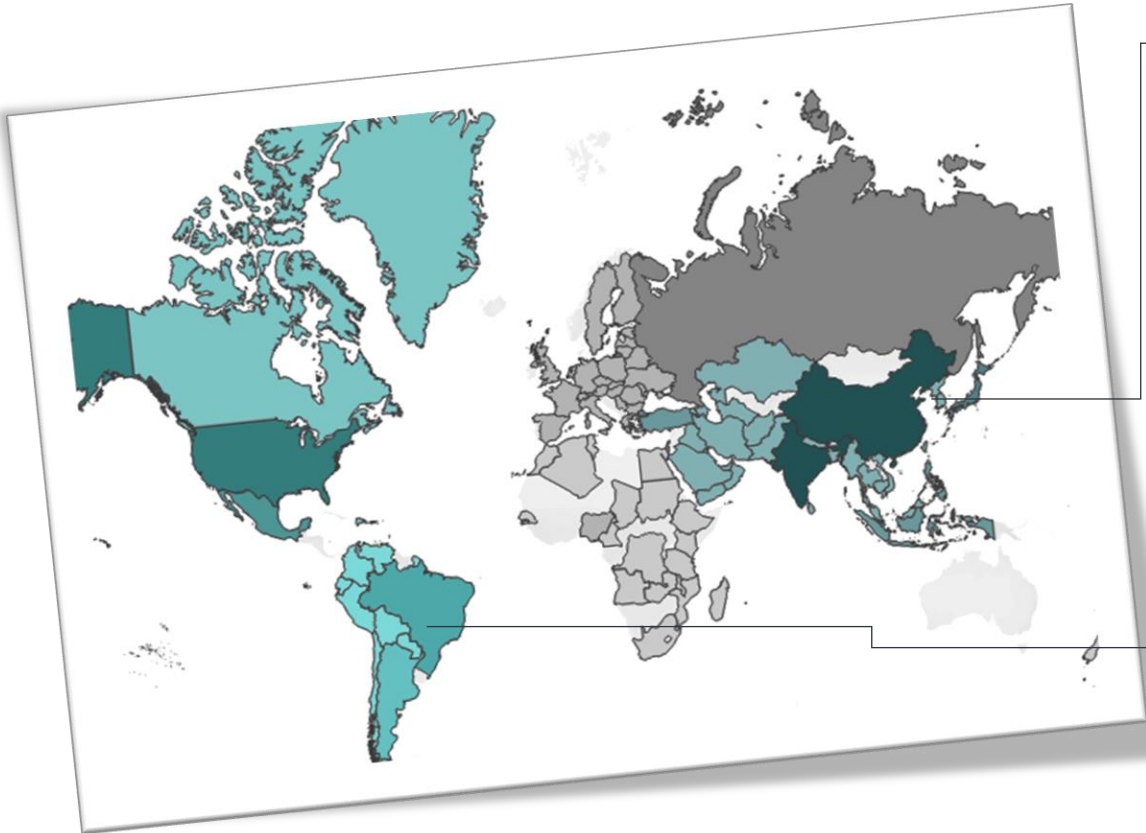
How much do they spend per category?



Which countries are Rockbuster's customers based in?




Where are customers with a high lifetime value based?



TOP 10

No. of Customers

No. of Rentals



60

India

1422

53

China

1297

31

Japan

749

20


Philippines

580

14

Indonesia

331



36


United States

869

30

Mexico


718



28

Brazil

681



28

Russia Federation

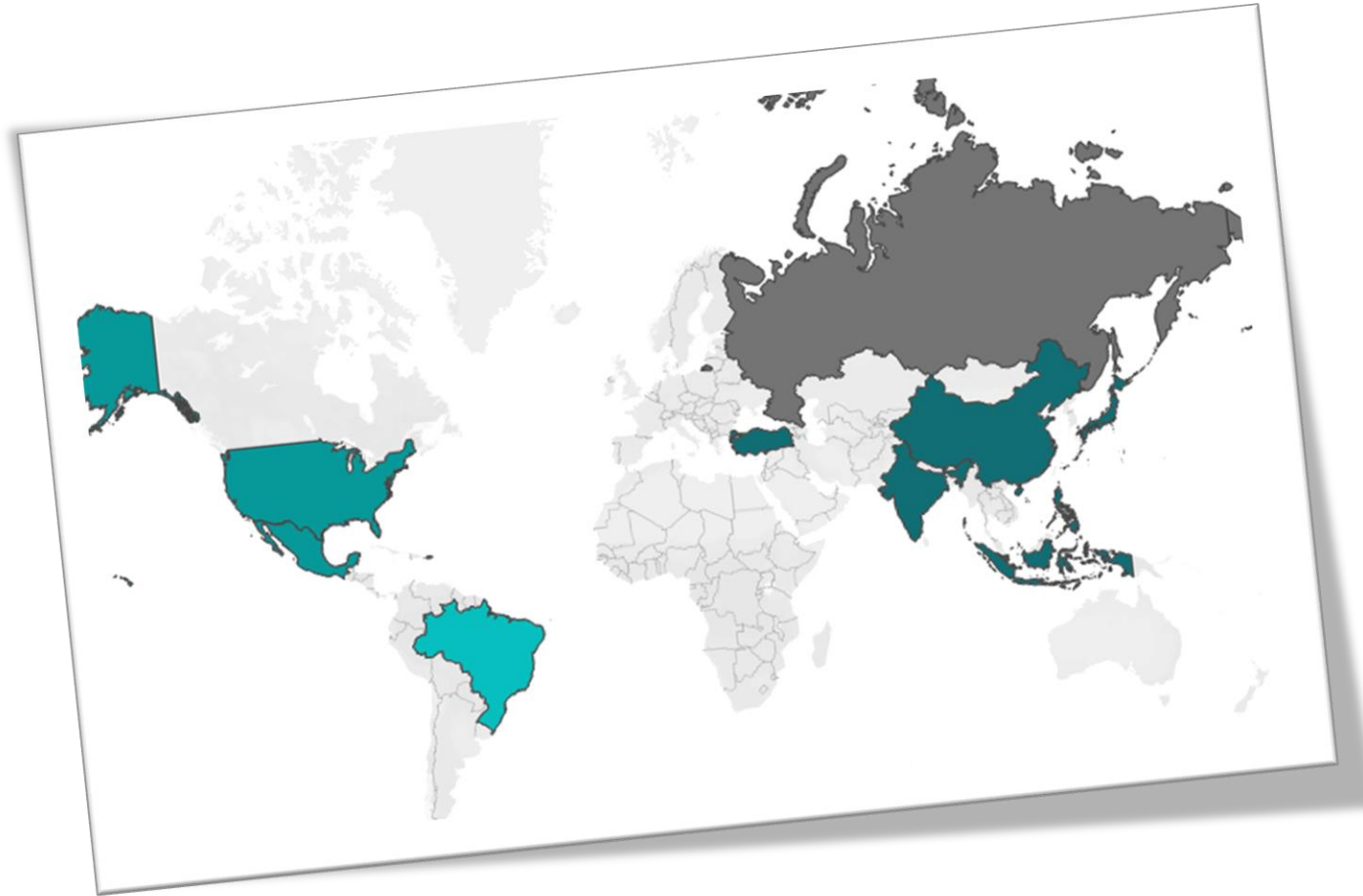
638

15

Turkey

351

Do sales figures vary between geographic regions?



Top 10 Sales Numbers

\$6.035

India

\$5.251

China

\$3.685

U.S.A

\$3.123

Japan

\$2.985

Mexico

\$2.919

Brazil

\$2.766

Russia

\$2.220

Philippines

\$1.498

Turkey

\$1.353

Indonesia

Thank you

[Tableau link](#)

