



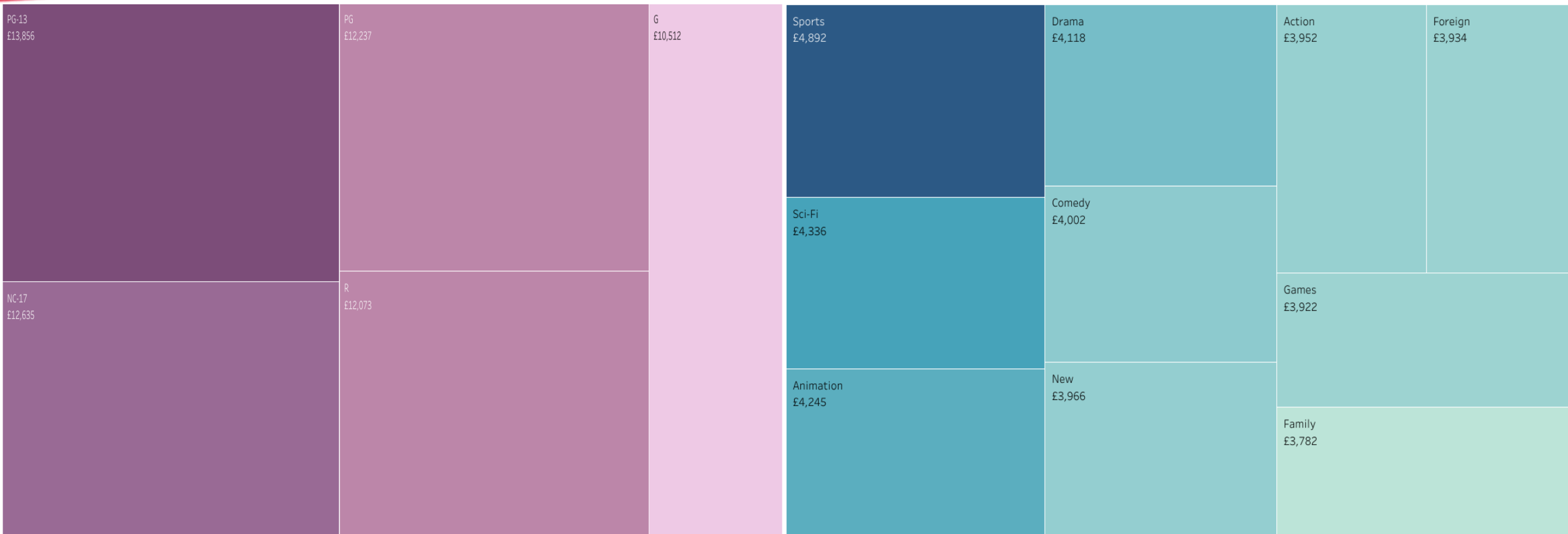
# ROCKBUSTER SALES ANALYSIS

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# KEY BUSINESS INSIGHTS

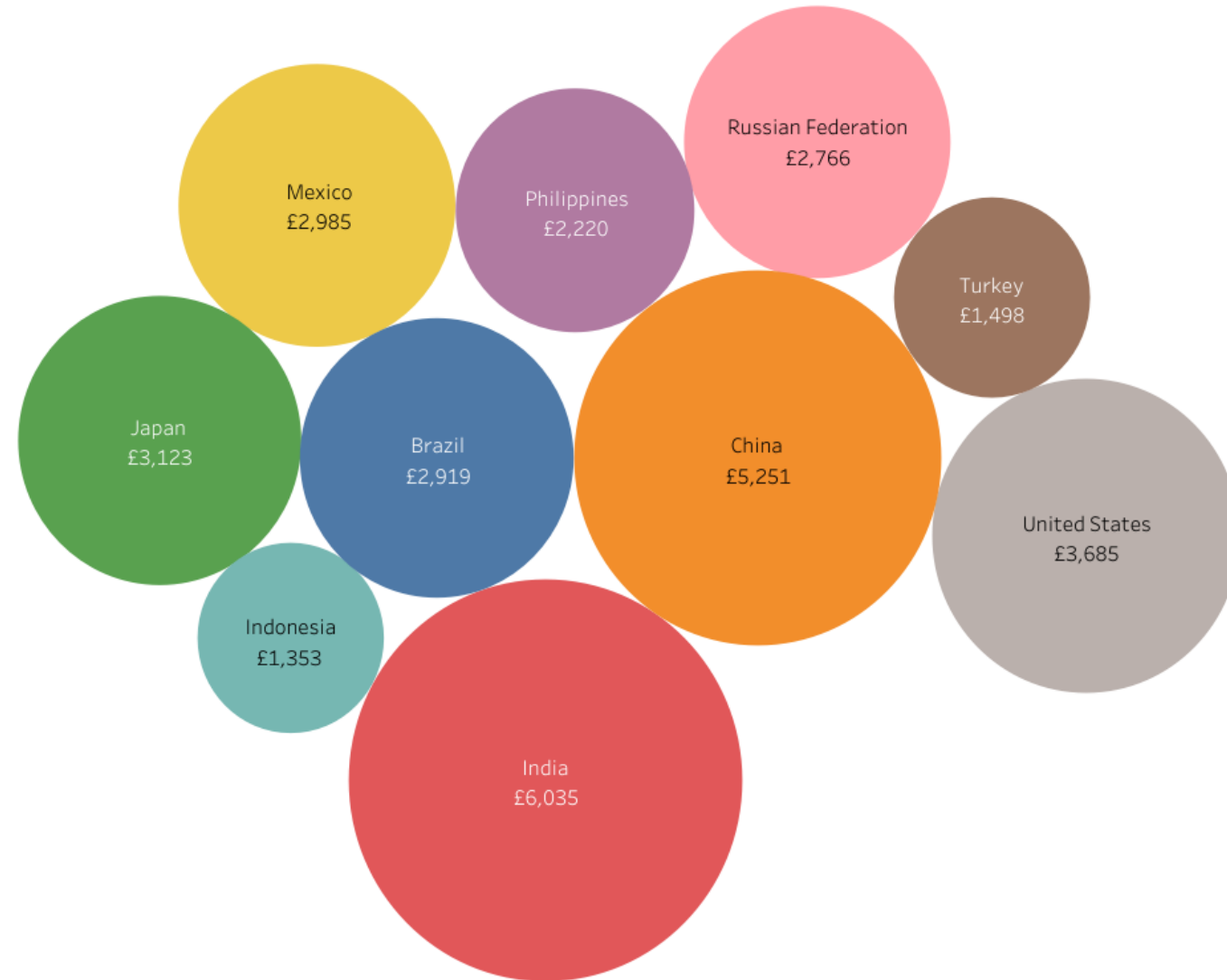
- Rockbuster currently operate in **108** different countries with a total number of **599** customers worldwide.
- On average customer rent films for **5 days** with an average spend of **£4.20** per customer.
- The total revenue across the business is **£61,312.04**
- Total of **1000** different films, the most common rating of **PG-13**

# SALES BY RATING AND GENRE



The most popular genre is sports. Bringing in **£4,892** of total sales. This is closely followed by the genre SC-Fi and Animation. The most common rating on film rented by customer is **PG-13**.

# TOP 10 COUNTRIES BY SALES



- India has the most sales with over **£6,000** followed closely by China at **£5,251**
- The top 10 countries bring in a total of **£31,834**
- The Top 10 countries bring in over **50%** of the total sales

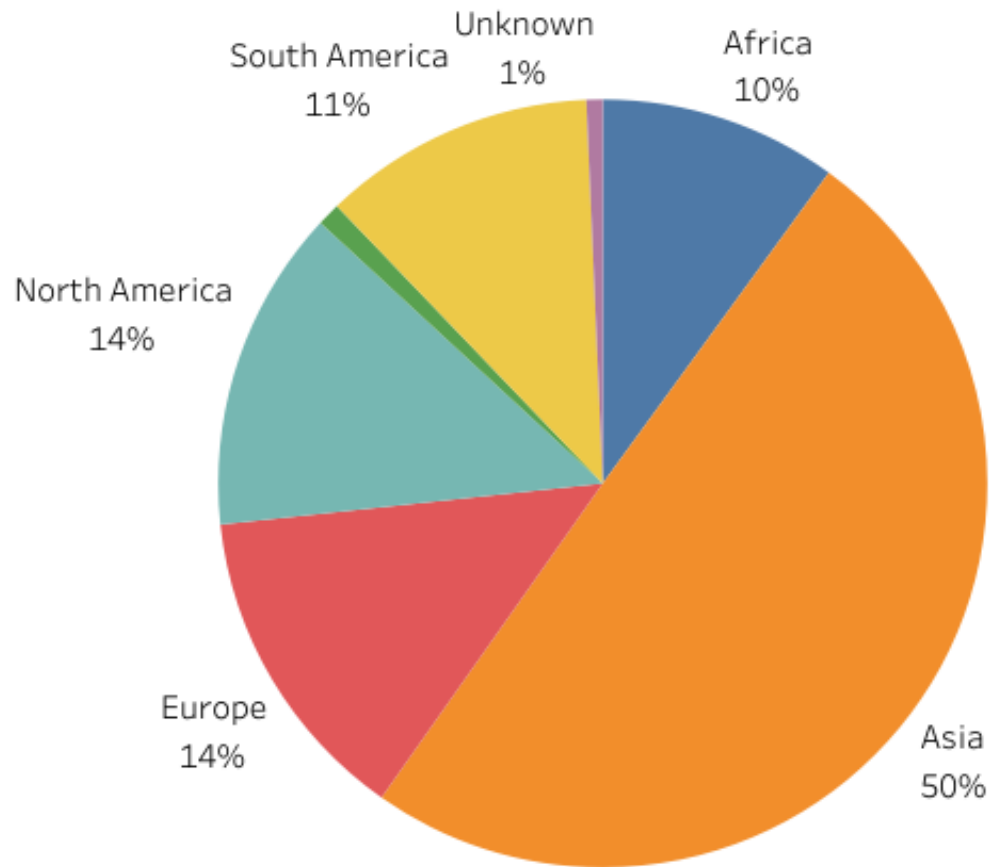
# TOP 10 COUNTRIES BY CUSTOMER



The country with the most customers worldwide is **India** with **60** customers, With **China** coming second with **53** customers. Both top 10 countries by sales and by customer count are exactly the same. Surprisingly all the customers are spread out. With Aurora in the United States having the most customers with **2**.



# SALES BY CONTINENT



- Asia has **50%** of total sales. Compared to the other continents, Asia has **20%** more sales than both Europe and North America combined.
- Out to **599** Rockbuster customers, **299** of them are based in Asia.
- **5** of the top 10 countries for sales are based in Asia.

# RECOMMENDATIONS

## **Enhanced emphasis Film Genre**

- Due to the increase revenue from the Sports, SC-Fi and Animation genre, Rockbuster should look to capitalise by increasing number of film they have within these genres.
- Implement targeted promotions on low revenue genres to encourage customer viewership and increase sales.

## **Market Expansion**

- 78% of total sales comes from Asia, Europe and North America. Conduct further analysis on emerging regions such as Africa to discover which genre and rating is popular with these region and run target promotion to encourage market growth.

## **increase customer base**

- only Aurora in the united states which has more than 1 customer per city. To increase customer numbers, Rockbuster should run targeted advertising campaigns in high demand areas to positive impact on brand awareness and further increase revenue.