

Where our customer hotspots are



Lennart Zeidler, 1.Oct 2022

Where does the majority of our clients reside?

The objective was to identify the nations with the highest client numbers.

In addition, we wanted the top five clients in terms of sales residential in those nations.

We can strengthen our brand in these countries by using the data provided.

For instance, by offering our top five customers a loyalty reward.

Our Film rental Data

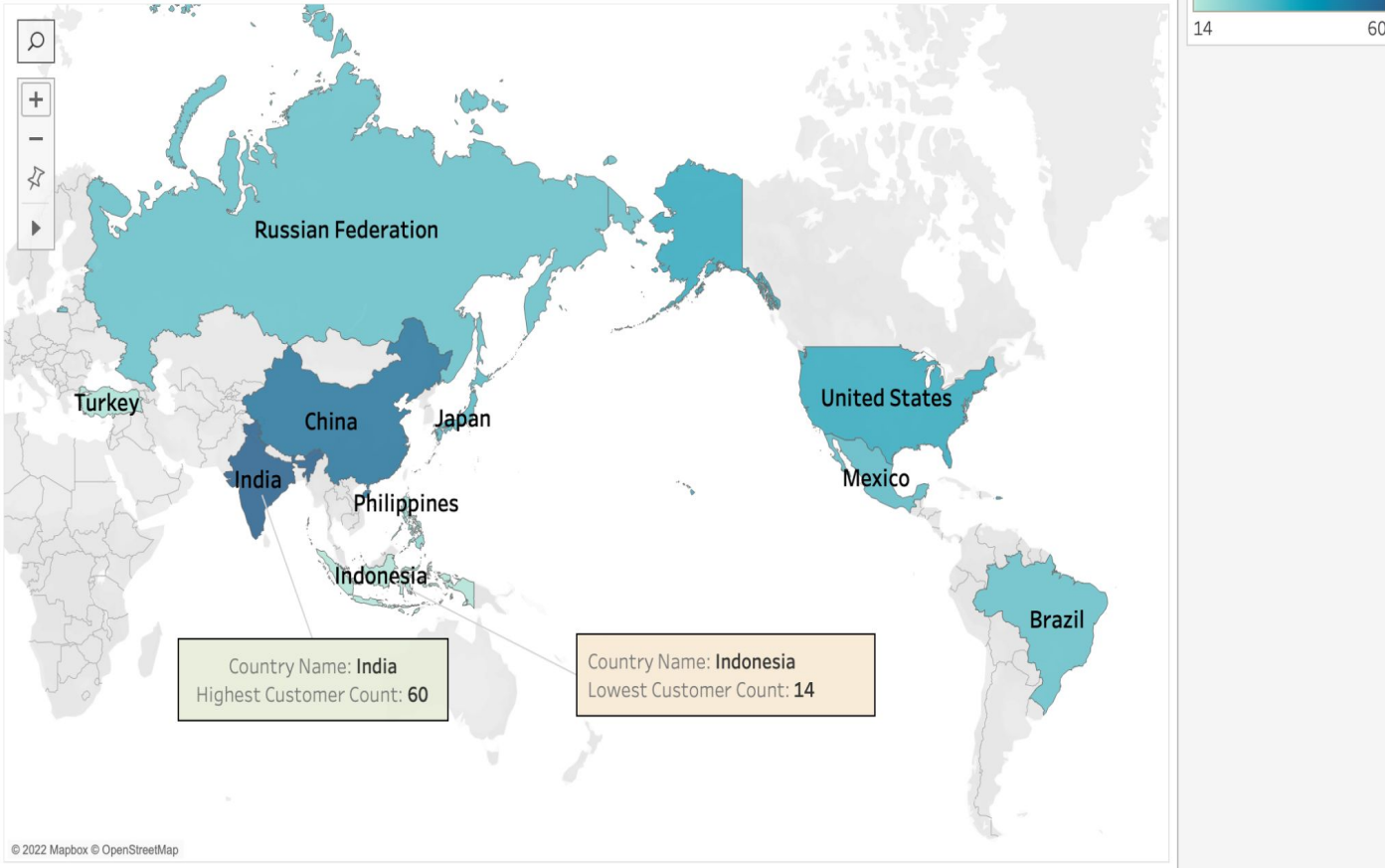
column name	Average	Minimum	Maximum
rental duration (days)	4.985	3	7
rental rate (Dollar)	2.98	0.99	4.99
length (minutes)	around 115	46	185
replacement cost (Dollar)	19.98	9.99	29.99

All films were released in the same year

All films were released in english

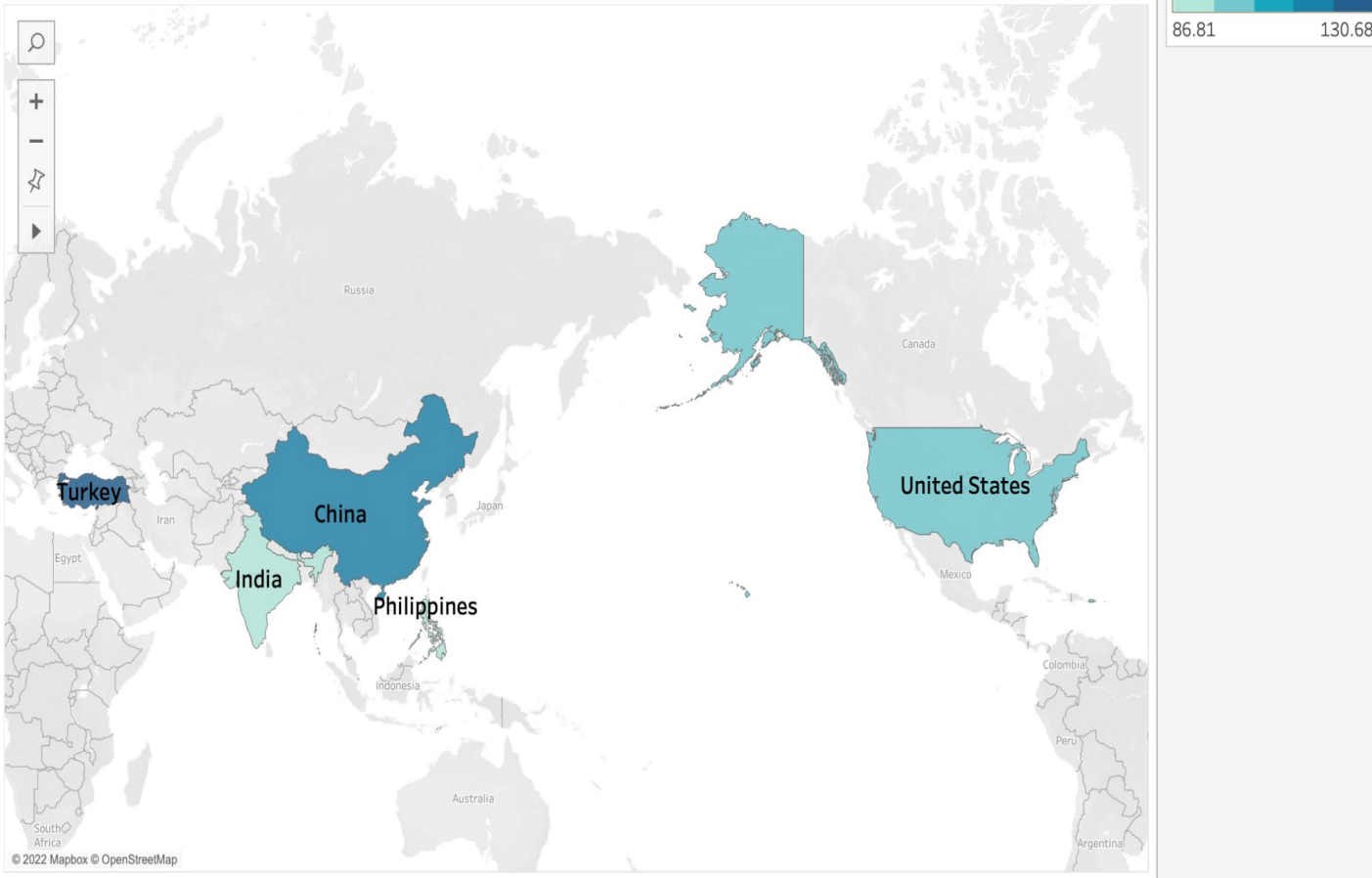
column name	Mode(most often appearing value)
release year	2006
language	english
rating	PG-13
special features	Trailers, Commentaries, Behind the Scenes

Top 10 countries based on customer count



The preference to boost the brand is higher for countries with darker colours.

Top 5 customers countries



The most loyal customers are based in Turkey, China, India, Philippines and US based on the sales numbers.

Conclusion/further steps

Looking at the top 10 cities, nothing really stood out. Only one city, Aurora (US), had two customers instead of one.

We should work to strengthen our brand in China, India, and the United States, and a loyalty reward could be a good place to start.

We should attempt to increase the range of films we offer. For instance, we should try to offer films in the local language if we want to attract more clients in a certain area.

Any Questions?

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For more details about the data take a look at the Tableau board:

https://public.tableau.com/views/Rockbuster_Data/Sheet2?:language=en-GB&publish=yes&:display_count=n&:origin=viz_share_link

For more details about the SQL queries send me an email