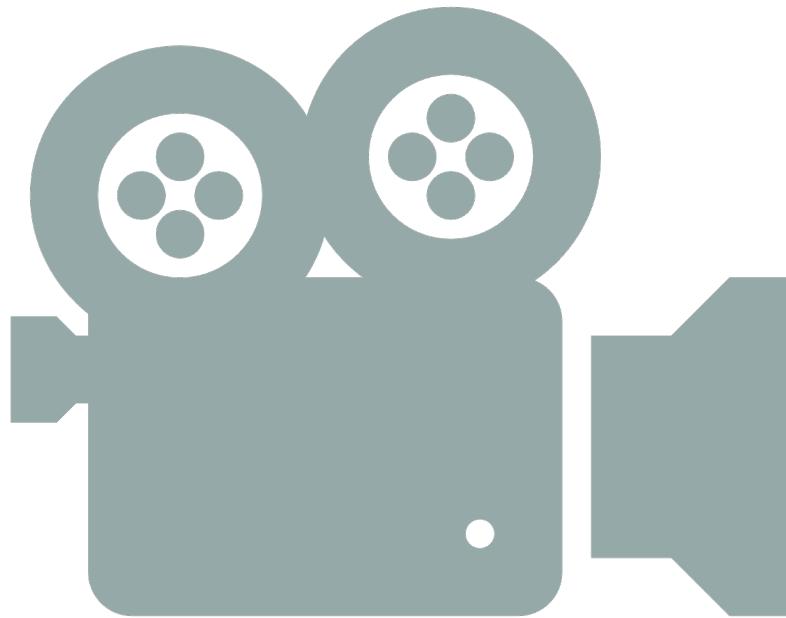




ROCKBUSTER STEALTH LLC

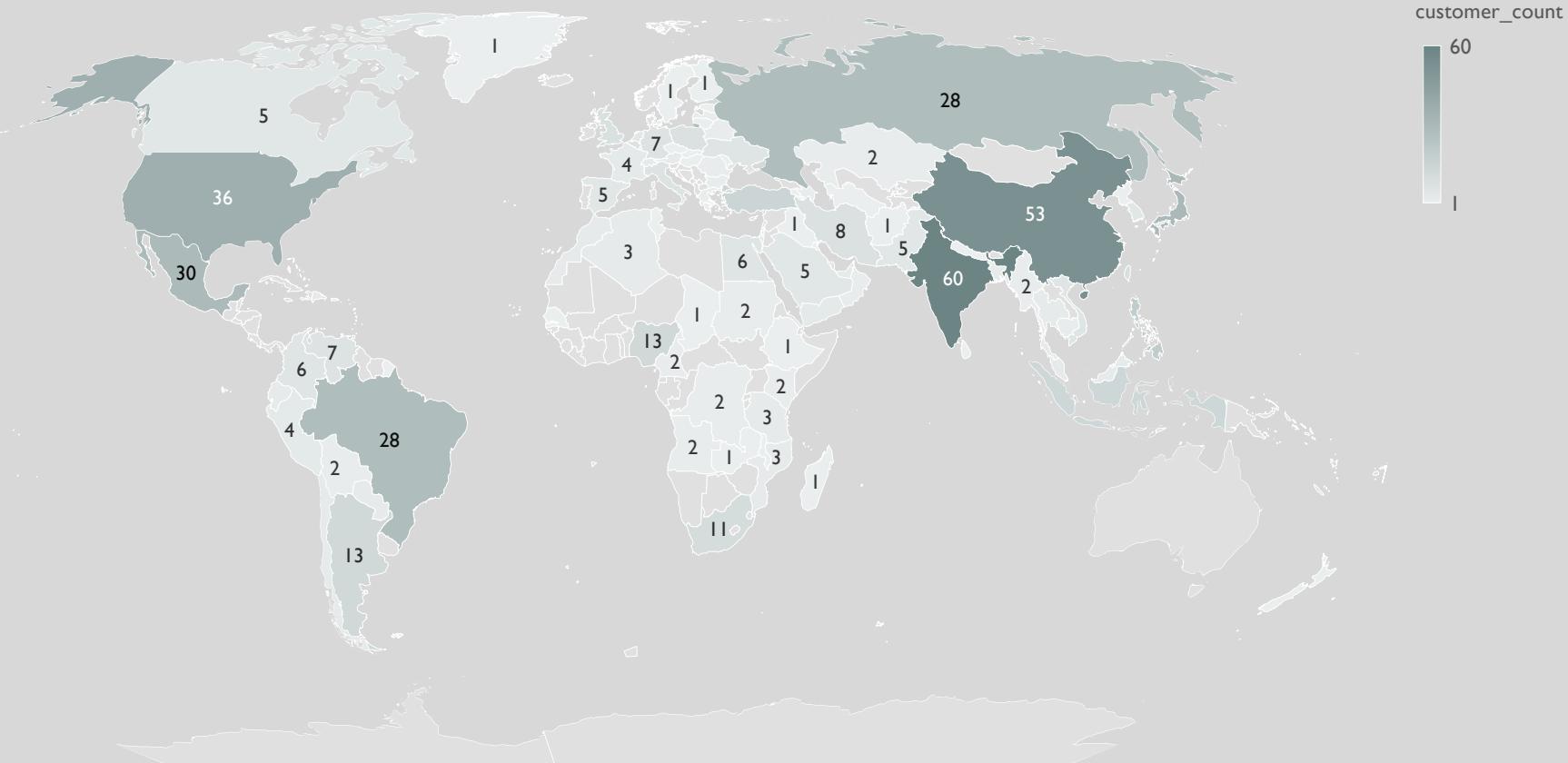
Data Analysis Project

Agenda



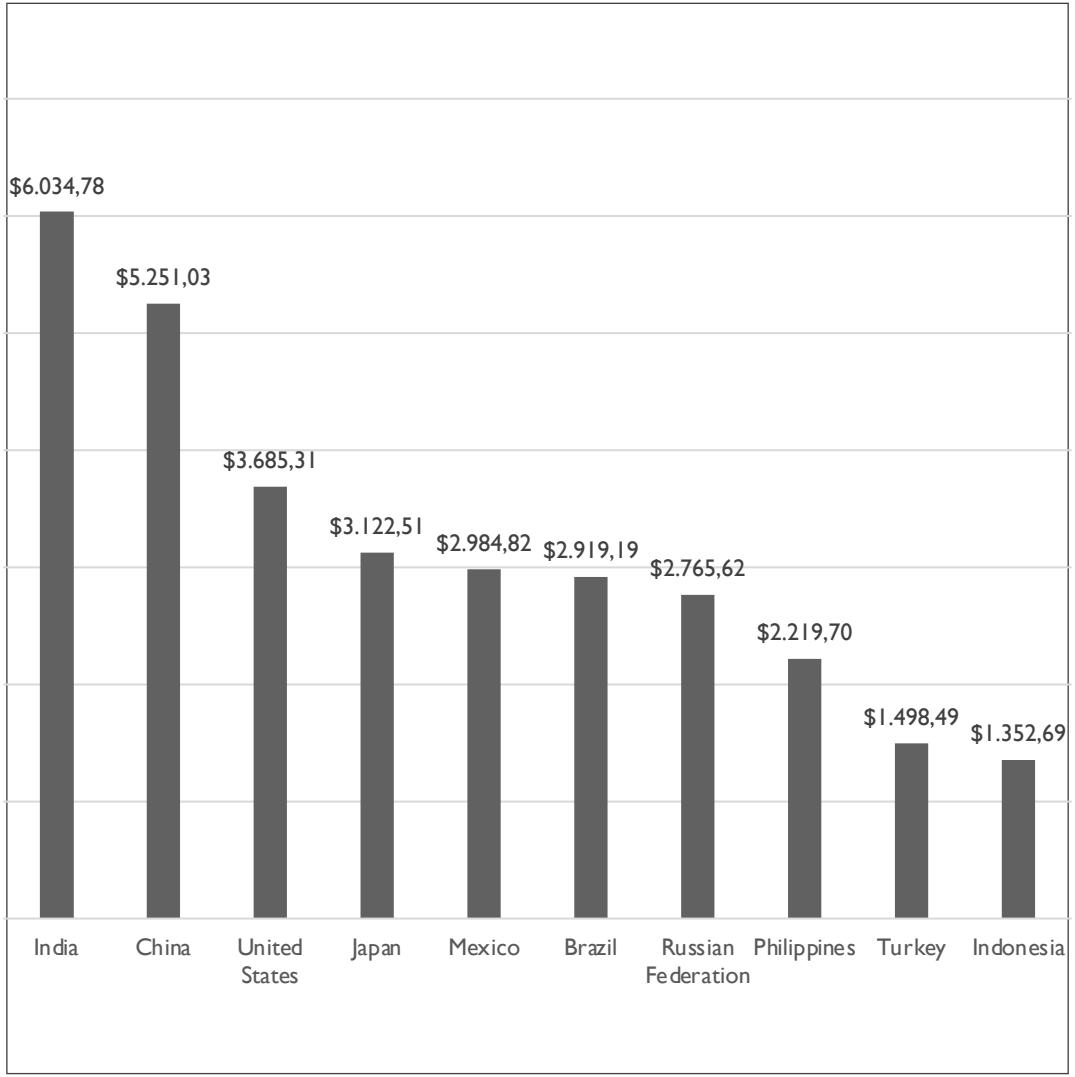
- Customers around the world
- Where are most profitable cities and customers
- Most and Least profitable movies
- Extra informations
- Conclusion and recommendations

Total number of customers per country



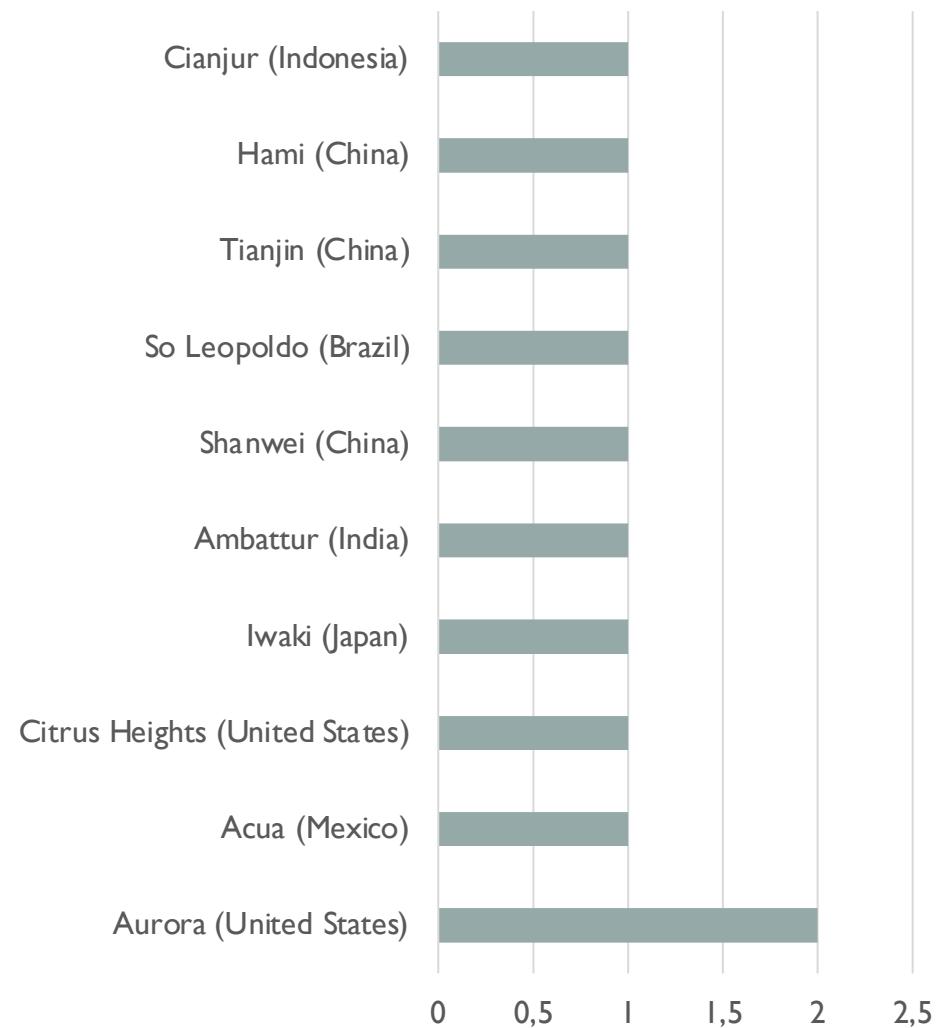
On the map we can identify the countries with the most customers:

1. India
2. China
3. United States
4. Mexico
5. Brazil/Russia



The 10 countries with the highest income

- We can see that the countries with the most customers also have the highest revenues
- India, China and the United States occupy the first three positions at the top of the ranking
- The top 10 in the ranking have a combined total of \$31,834.14, which represents more than 50% of the total income in the 108 countries Rockbuster serves



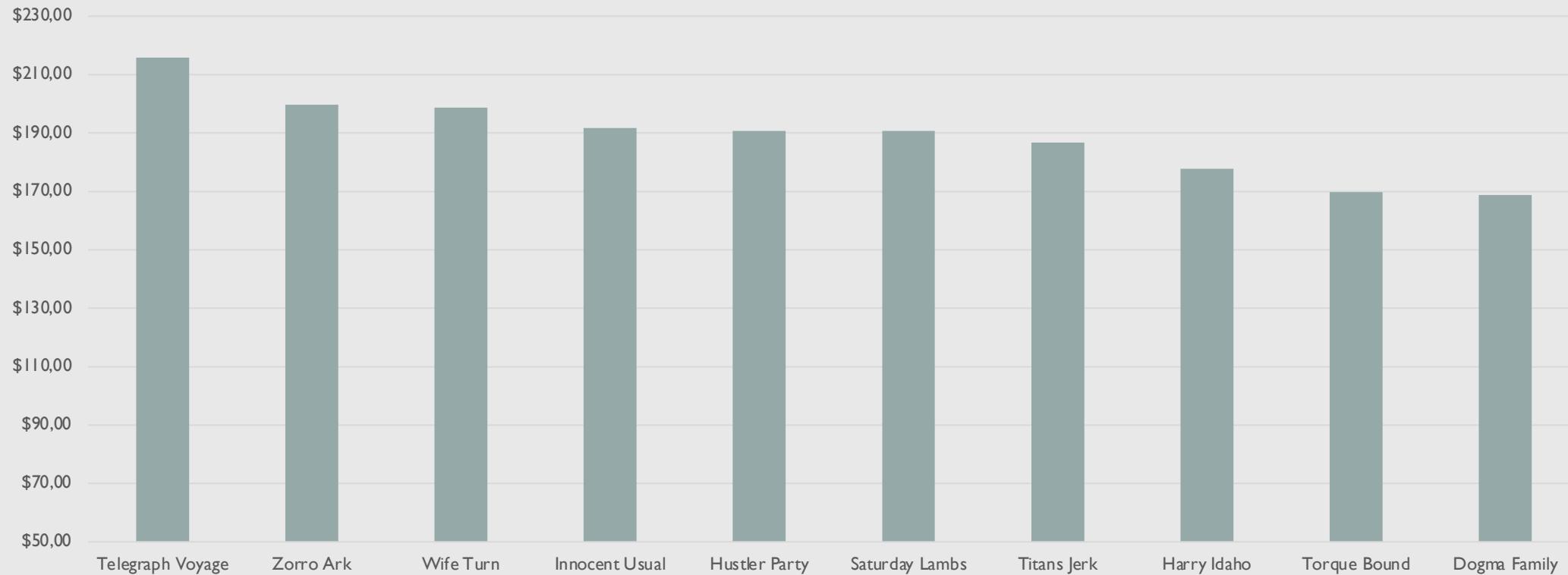
Top 10 Cities - among the most profitable countries

- We notice that only Aurora in the USA has two customers, in the others only one, which represents a low number, taking into account that they are the 10 first countries in the ranking
- We will also see on the next slide that one of the most profitable customers resides in Aurora, which shows the importance of the city for Rockbuster

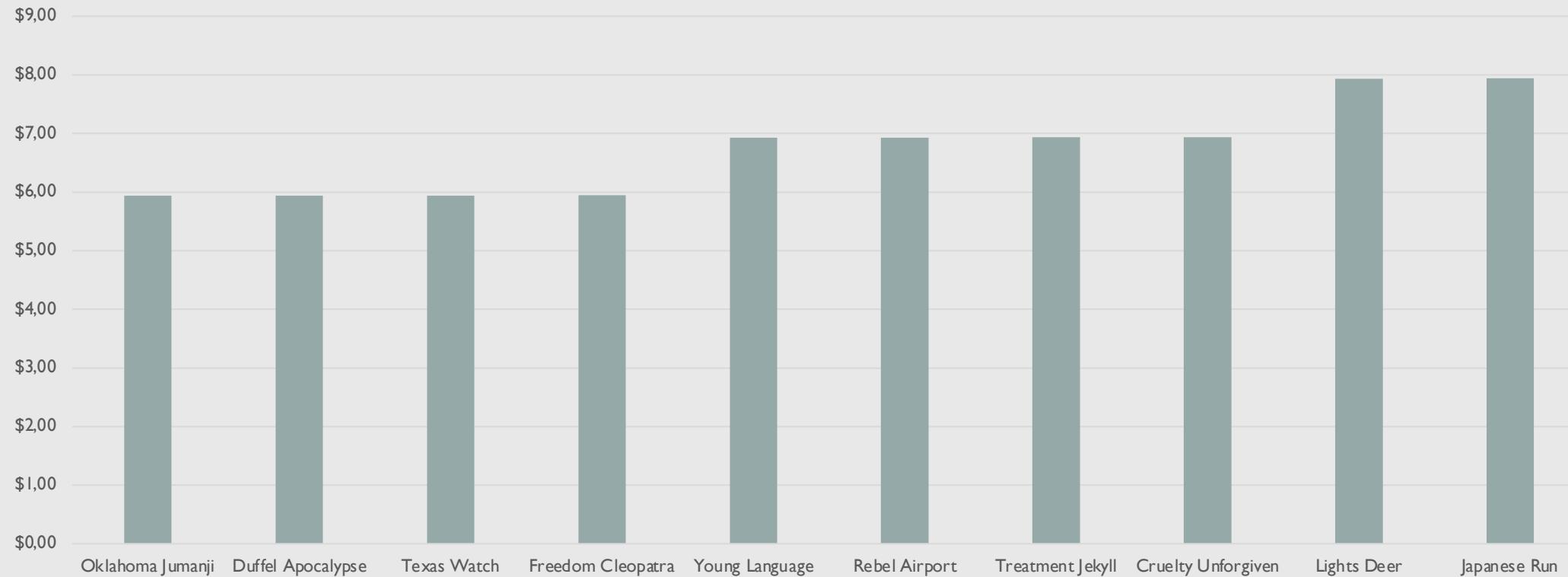
Top 5 Customers - among the most profitable cities

Customers	City and Country	Total Amount Paid
Arlene Harvey	Ambattur (India)	\$111.76
Kyle Spurlock	Shanwei (China)	\$109.71
Marlene Welch	Iwaki (Japan)	\$106.77
Glen Talbert	Acua (Mexico)	\$100.77
Clinton Buford	Aurora (United States)	\$98.76

Top 10 most profitable movies



Top 10 least profitable movies



Extra information about the database

Min	Max	AVG	Count
Rental duration	Rental duration	Rental duration	Rental duration
3 days	7 days	5 days	1000
Rental rate	Rental rate	Rental rate	Rental rate
0.99	4.99	2.98	1000
Length movie	Length movie	Length movie	Length
46 min	185 min	115 min	1000
Replacement cost	Replacement cost	Replacement cost	Replacement cost
\$9,99	\$29,99	\$19,84	1000

Recomendation and conclusions

- According to the data analyzed we conclude that Asia, Africa and Europe are markets to be explored
- India, China and the United States have the largest market share of Rockbuster services, locations that can be worked on by the marketing team
- The customer base in the most profitable cities is low, it would be interesting to invest in customer acquisition in these cities
- We identified the 5 most profitable customers, a kind of award could be made to build loyalty and show the importance of the customer to the company
- We evaluated the most and least profitable films, this information can be useful when bringing new films to the Rockbuster catalog, to seek better choices



THANK YOU