2020 Rockbuster Customer Distribution Review

December 21st 2019 | Shaoshan Zheng

Agenda

Item 1	Item 2	Item 3
Overview of The Customer Data	Customer Distribution Findings	Conclusions and Recommendations

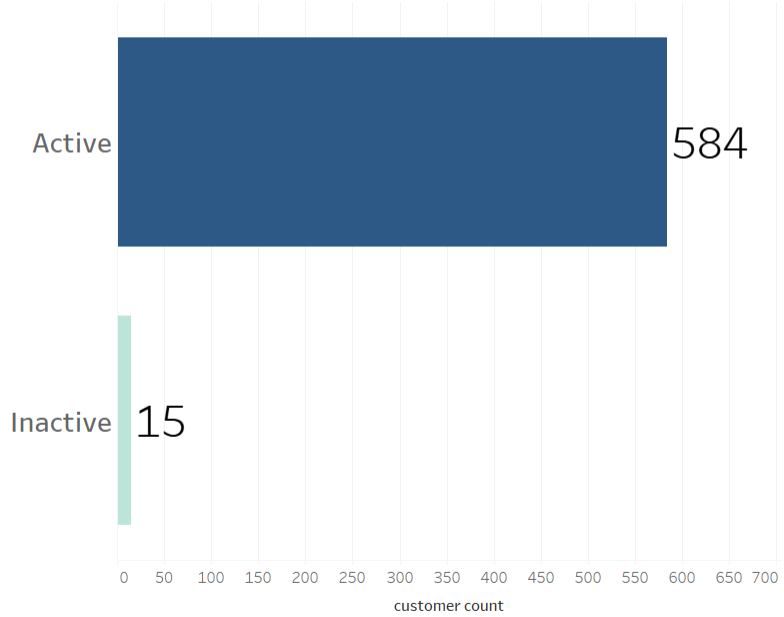
Customer Overview

Total Customer Count 599

*Total generated $61312.04 in the last period of time
*Come from 108 countries

Customer Count Percentage by Store

Customer Count by Active Status



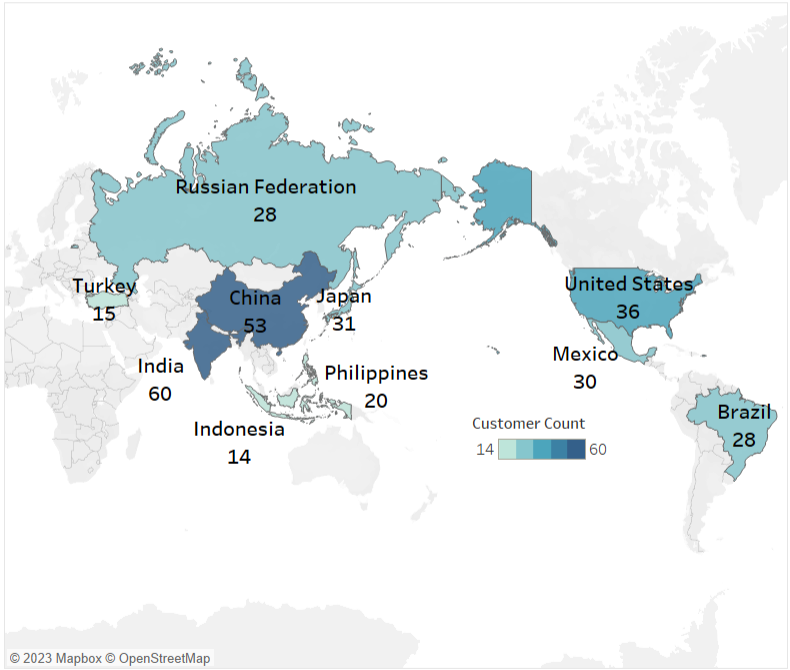
Customer Distribution Findings

Finding Approach

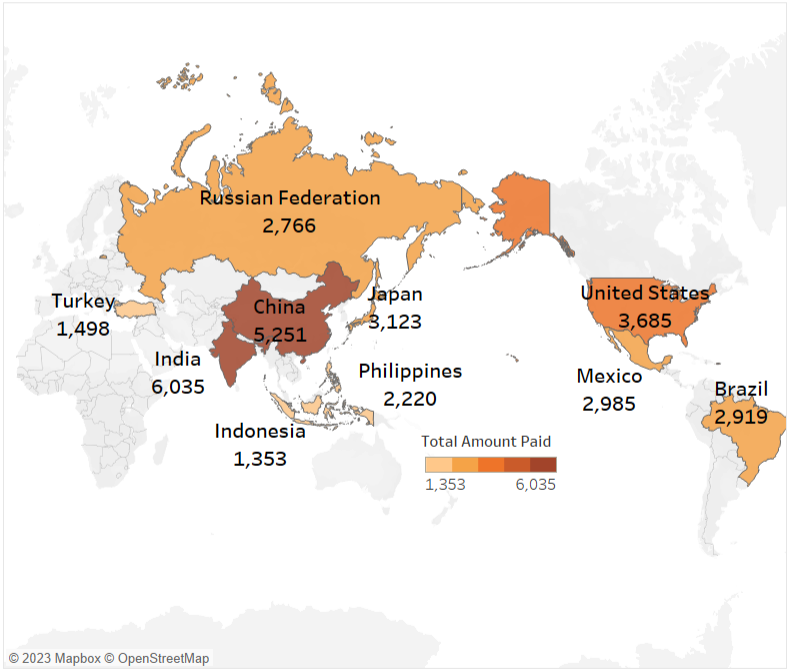
Revenue = Customer Count x Average Spending of Service

Top 10 countries with *Highest* customer count generated *Most* revenue

Top 10 Countries by Customer Count



Top 10 Countries by Renevue Generation



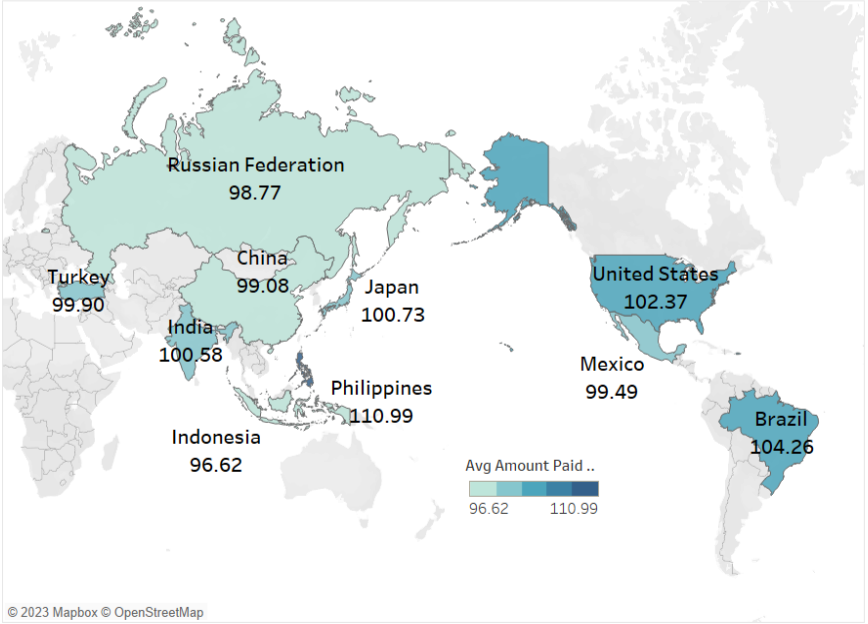
Customers are located *diversely*

*No predominant geographic concentration in the top 2 countires.

Customer Distribution of India and China

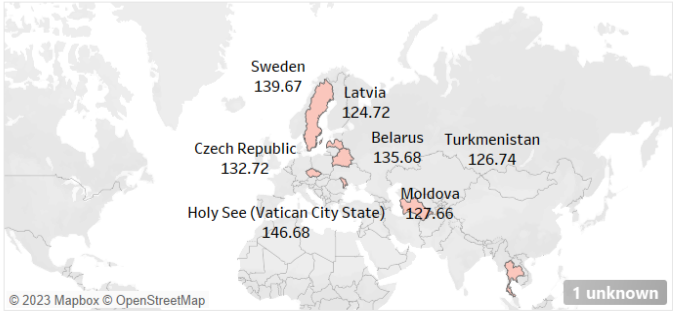
The top 10 countries with the highest customer count *did not* exhibit correspondingly high average spending

Average Spending Per Customer of Top 10 customer-count Countries



Averge Spending: $102

Countries with the Highest Average Spending per Customer



Conclusions and Recommendations

Conclusions

Insight 1	• Identify the top 10 countries by customer count. • The top 10 countries by customer count drive the highest revenue.
Insight 2	• The top customer-count countries shows the customer base is spread out across a wide geographic area.
Insight 3	• The top 10 customer-count countries have lower average spending.

Recommendations

Strategy 1	• Launch personalized marketing campaigns to increase average customer spending.
Strategy 2	• Tarin staff to promote upselling and cross-selling initiatives.
Strategy 3	• Introduce the loyalty programs and incentives to the top 10 customer-count countries.

Thank you

Tableau Link of All Visuals

Project Brief Link