

An abstract geometric design on the left side of the slide. It features a dark blue background with various geometric shapes and patterns. A white circle is positioned near the top left. Below it, a light blue semi-circle is visible. To the right of the semi-circle, there are concentric circles. Further down, there are several overlapping squares and triangles in shades of blue, purple, and pink. Some of these shapes contain patterns of concentric lines or dots. A white diagonal line runs from the top left towards the bottom right, separating the abstract design from the text area.

ROCKBUSTER: INSIGHTFUL STATISTICS

A decorative graphic on the left side of the slide, composed of several overlapping geometric shapes and patterns. It includes a blue triangle with white diagonal lines, a light blue circle, a dark blue square with concentric circles, a dark purple triangle, a bright pink square with white concentric semi-circles, and a grey square with a dark purple triangle and white concentric lines.

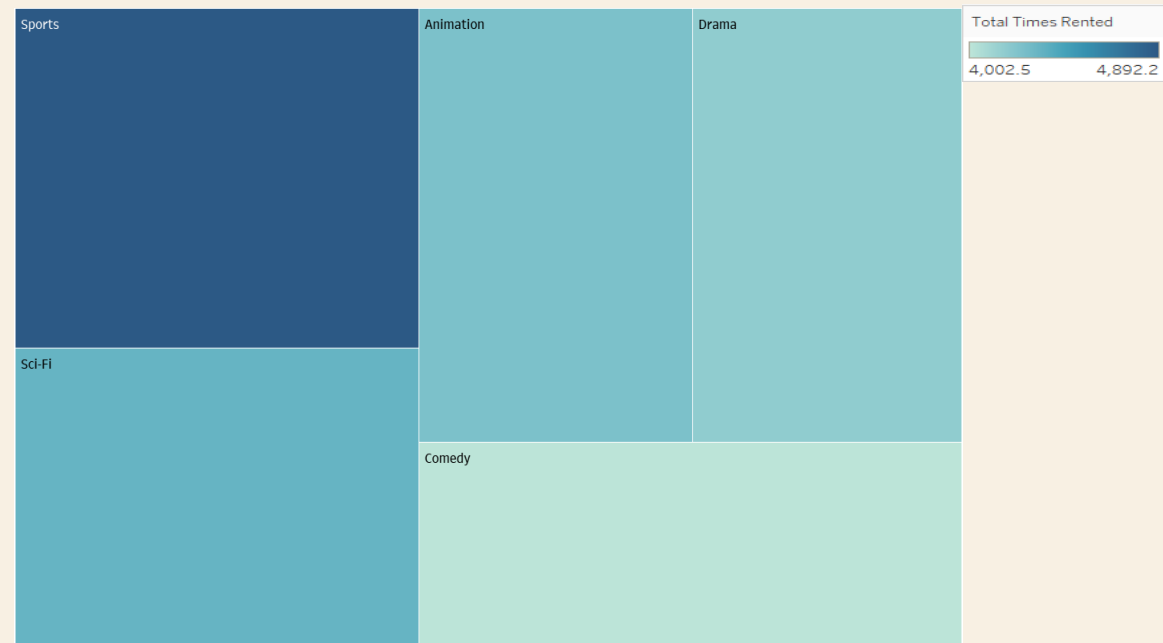
AGENDA

- For this presentation we will delve into some insightful statistics about Rockbuster's global customer base and film preferences.
- Our analysis will help us understand where our customers are located, which regions are most profitable, and identify key customers who significantly contribute to our revenue.

OVERVIEW OF CUSTOMER BASE AND FILM DATA

- We have 599 active customers in our database.
- Most movies in our inventory are PG-13.
- “Bucket Brotherhood” is our top rented movie by customers.
- The average payment amount per customer is \$4.20.

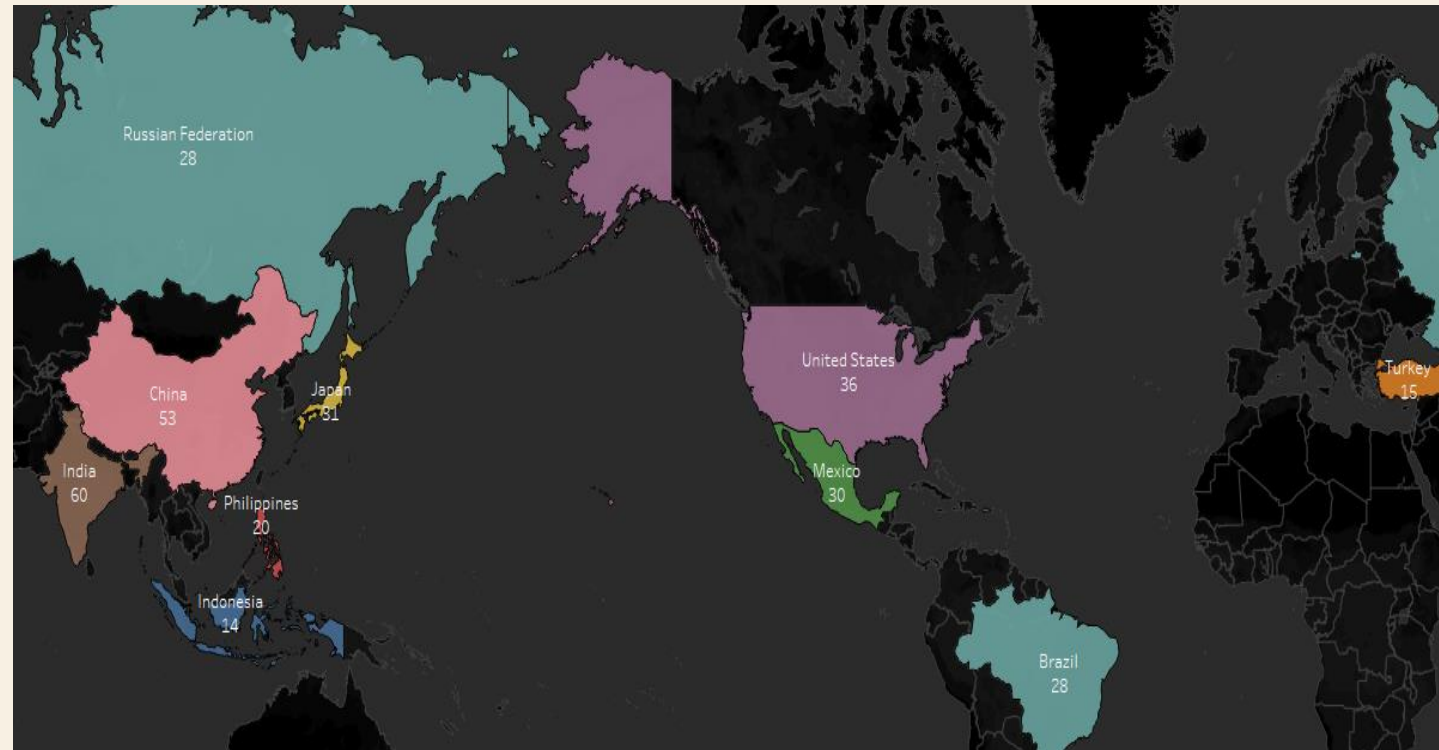
Top 5 Genres by Rental Amounts



- This overview sets the stage for understanding our audience and their preferences, which is crucial for targeted marketing and content acquisition.

TOP 10 COUNTRIES BY CUSTOMER COUNT

1. India: 60 customers
2. China: 53 customers
3. United States: 36 customers
4. Japan: 31 customers
5. Mexico: 30 customers
6. Brazil: 28 customers
7. Russian Federation 28 customers
8. Philippines: 20 customers
9. Turkey: 15 customers
10. Indonesia: 14 customers



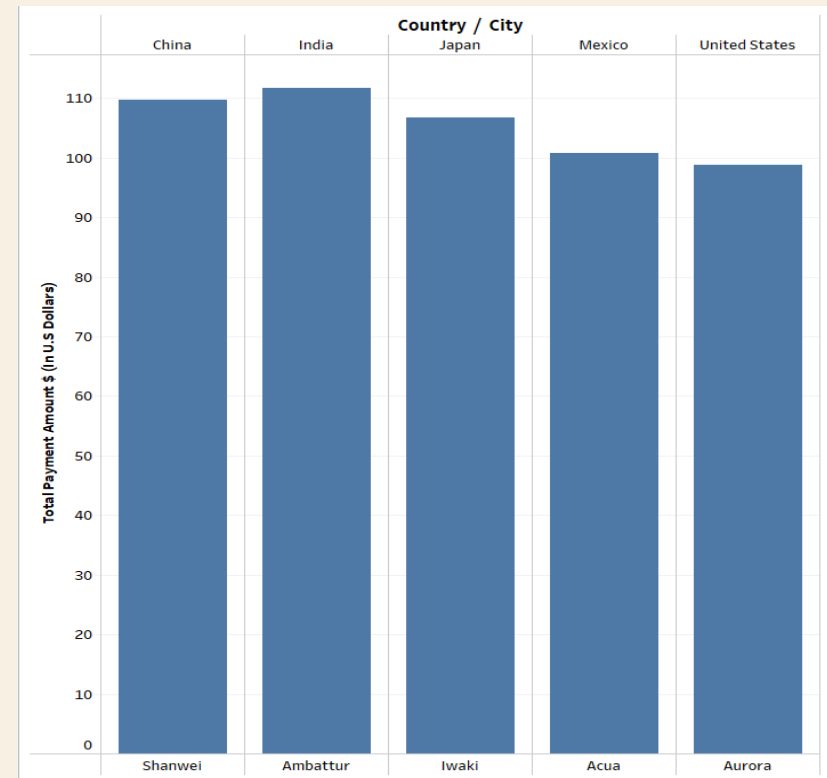
TOP 10 CITIES WITHIN THE TOP 10 COUNTRIES BY CUSTOMER COUNT

- Aurora, United States has 2 customers in that city. The rest of the top 10 cities only have one customer.
- The United States and China have customers in two cities, so these areas are a good starting target for regional promotion and advertisement.

Country	City	Customer Count
Brazil	So Leopoldo	1
China	Shanwei	1
	Tianjin	1
India	Ambattur	1
Indonesia	Cianjur	1
Japan	Iwaki	1
Mexico	Acua	1
Russian Federation	Teboksary	1
United States	Aurora	2
	Citrus Heights	1

TOP 5 CUSTOMERS BY PAYMENT IN EACH CITY

- These high-value customers are crucial to our revenue streams.
- Understanding their preferences can help us enhance their experience and possibly offer tailored promotions to retain them



SUMMARY & CONCLUSION

Summary:

Our top customers are located in:

- Ambattur, India
 - Shanwei, China
 - Iwaki, Japan
 - Acua, Mexico
 - Aurora, United States
-
- The top rented genres are: Sports, Sci-Fi, Animation, Drama, and Comedy

- Our analysis highlights key markets and high-value customers. By focusing on the top countries and cities, we can tailor our marketing efforts and content offerings to better meet regional demands.
- Additionally, recognizing our top customers and their spending patterns allows us to implement targeted retention strategies.



THANK YOU

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Tableau Link: [SQL visualizations | Tableau Public](#)