

# ROCKBUSTER STEALTH LLC

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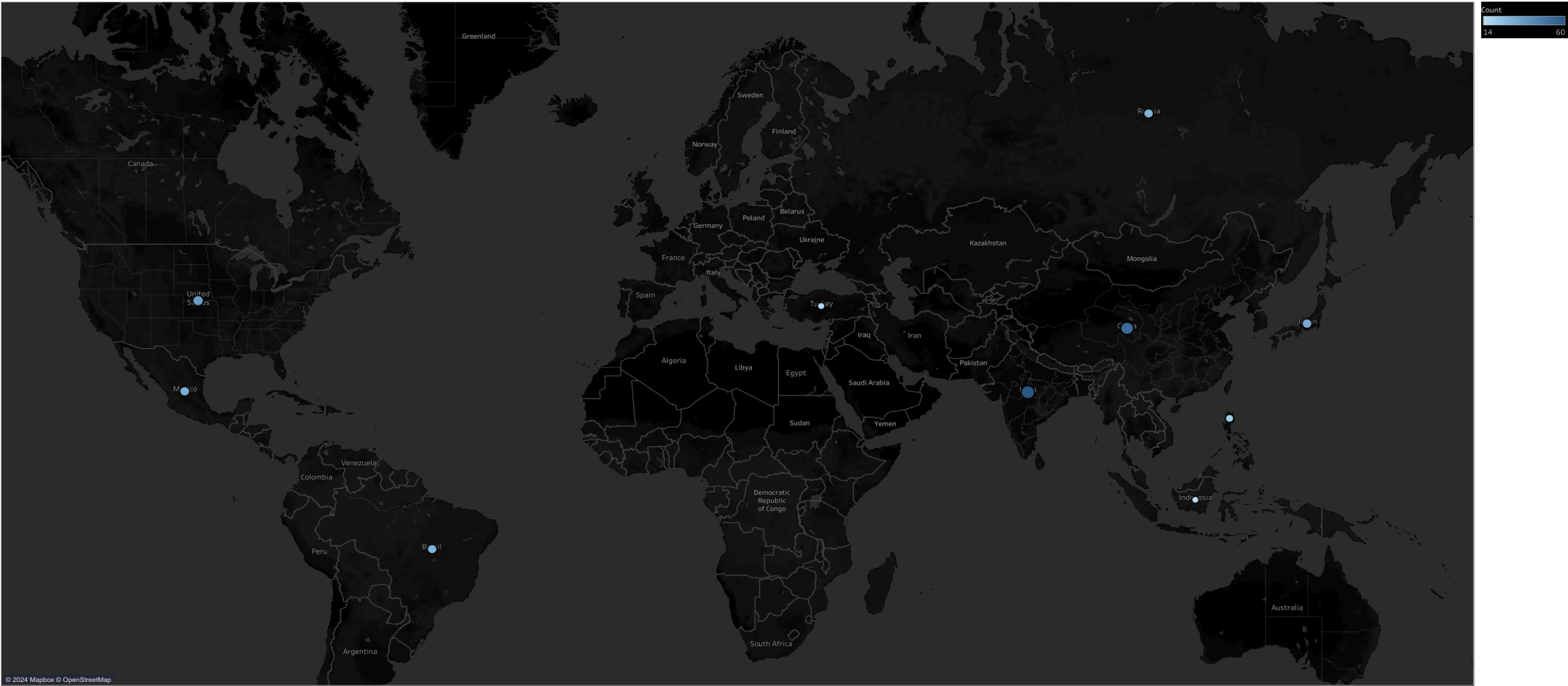


# Key Insights

- Data indicates that Rockbuster has a total of **1000 movies**.
- The average rental duration is **5 days**.
- The most popular movie category is **PG-13**.
- The maximum and minimum rental rates are **\$4.99** and **\$0.99** respectively, with an average rental rate of **\$2.98**.

# Global Distribution Of Rockbuster Customers

Top 10 Countries

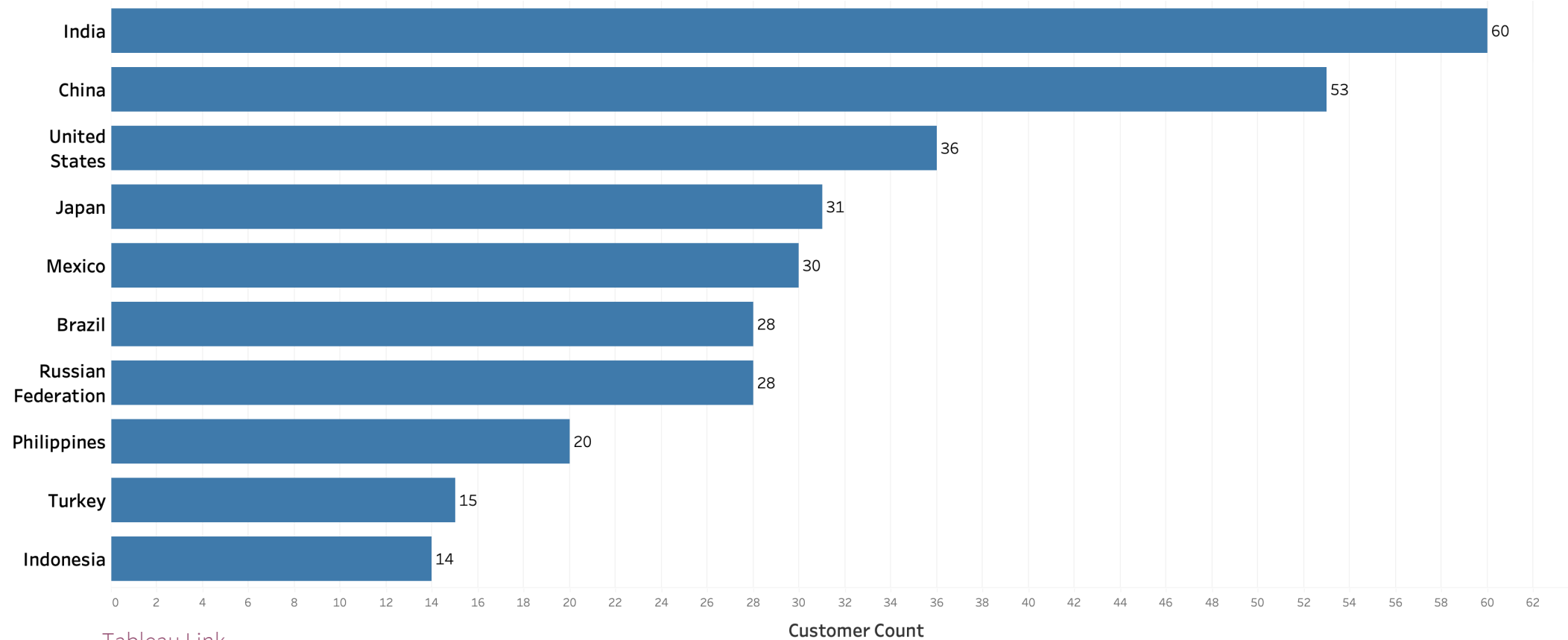


[Tableau Map Link](#)

# Top 10 Countries In Terms Of Customer Numbers

Top 10 Countries

Country =



[Tableau Link](#)

# Top 10 Cities Within The Top 10 Countries

Country	City	Customer Count
United States	Aurora	2
Mexico	Acua	1
China	Tianjin	1
India	Ambattur	1
China	Shanwei	1
United States	Citrus Heights	1
Japan	Iwaki	1
China	Hami	1
India	Kanchrapara	1
Indonesia	Cianjur	1

# Top 5 Customers By Payment Amount

Customer Id	First Name	Last Name	Country	City	Total Amount Paid (\$)
225	Arlene	Harvey	India	Ambattur	111.76
424	Kyle	Spurlock	China	Shanwei	109.71
240	Marlene	Welch	Japan	Iwaki	106.77
486	Glen	Talbert	Mexico	Acua	100.77
537	Clinton	Buford	United States	Aurora	98.76

# Summary & Recommendations

- Asia, North America and South America are regions that have some of the highest customer counts and are also the most profitable.
- Introduce a loyalty program in high customer count and revenue regions. This would encourage customer retention and brand loyalty.
- When launching new movies or services, initially focus on the top 10 countries with the highest number of customers.