

ROCKBUSTER

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# SUMMARY

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Business Overview

Highest and Lowest Rated Films by Revenue

Information about Rentals

Countries where customers are located

Top Customers



# BUSINESS OVERVIEW

**\$61,312.04**

*Revenue*

Month	# of rentals
Feb	2016
Mar	5644
Apr	6754
May	182

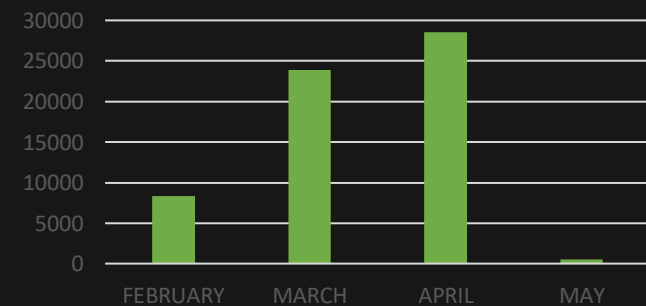
**1,000 Films**  
in  
*17 Categories*

## Customers & Countries

**599**

**600 cities**  
**109 countries**

Revenue per Month

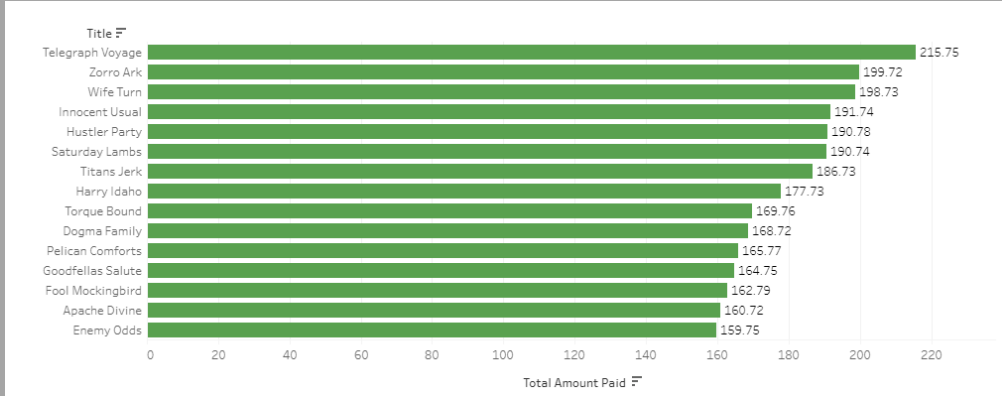


# Highest and Lowest Rated Films by Revenue

4% of total revenue  
(\$2704.08)

3% of rentals  
(14.596 total)

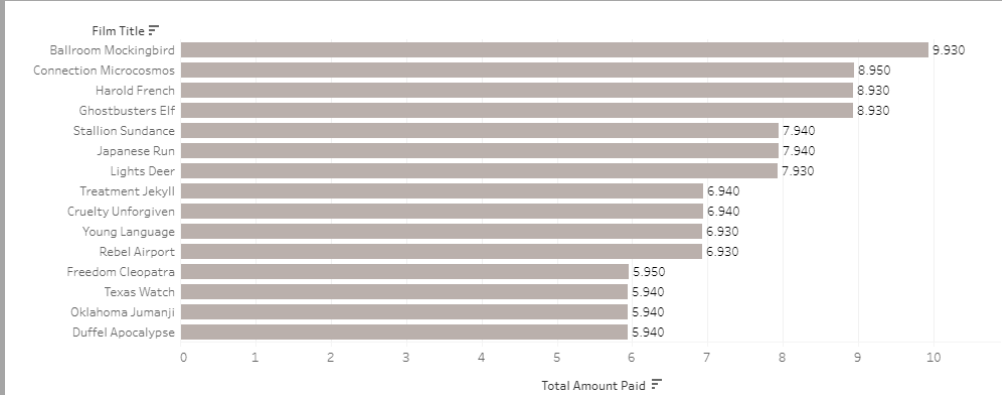
## Top 15 Films



.18% of total revenue  
(\$112.06)

.6% of rentals  
(94 total)

## Bottom 15 Films



# Information about Rentals

## Rental Rate

Min \$0.99

Max \$4.99

Avg \$2.98

## Replacement Cost

Min \$9.99

Max \$29.99

Avg \$2

## Rental Duration

Min 3 days

Max 7 days

Avg 5 days

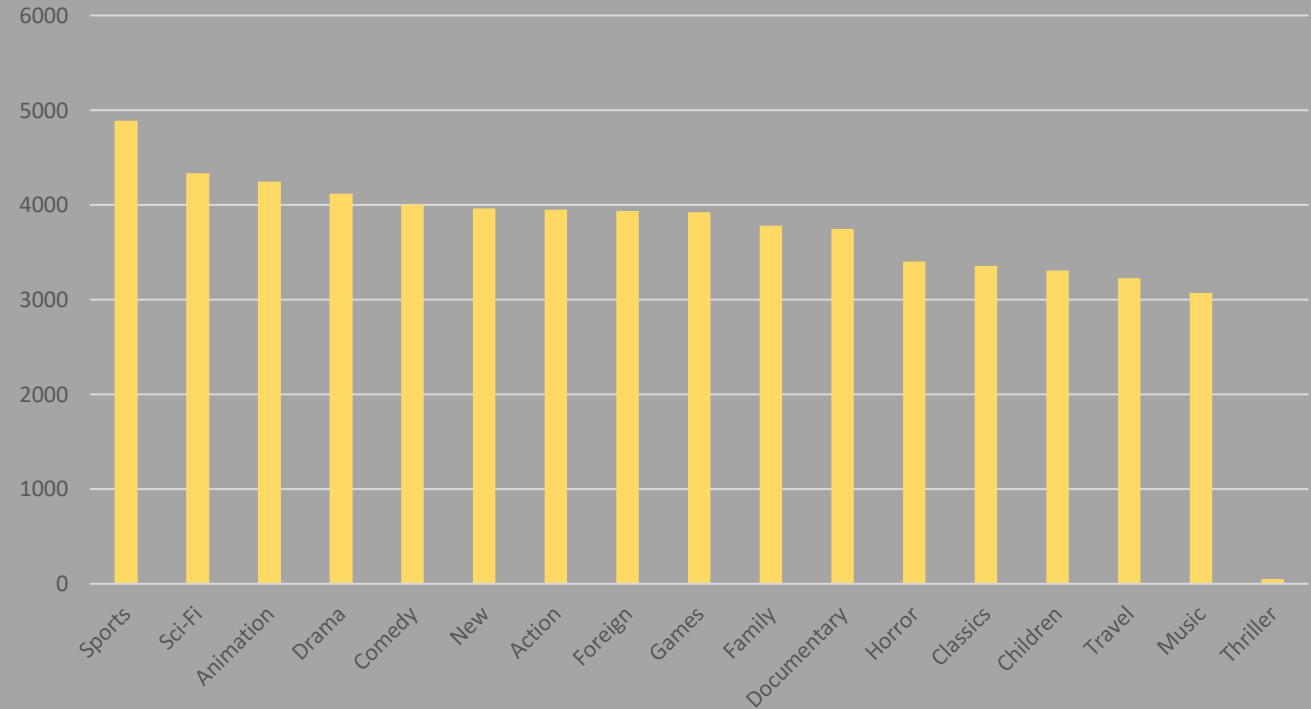
## Length of Film

Min 46 min

Max 185 min

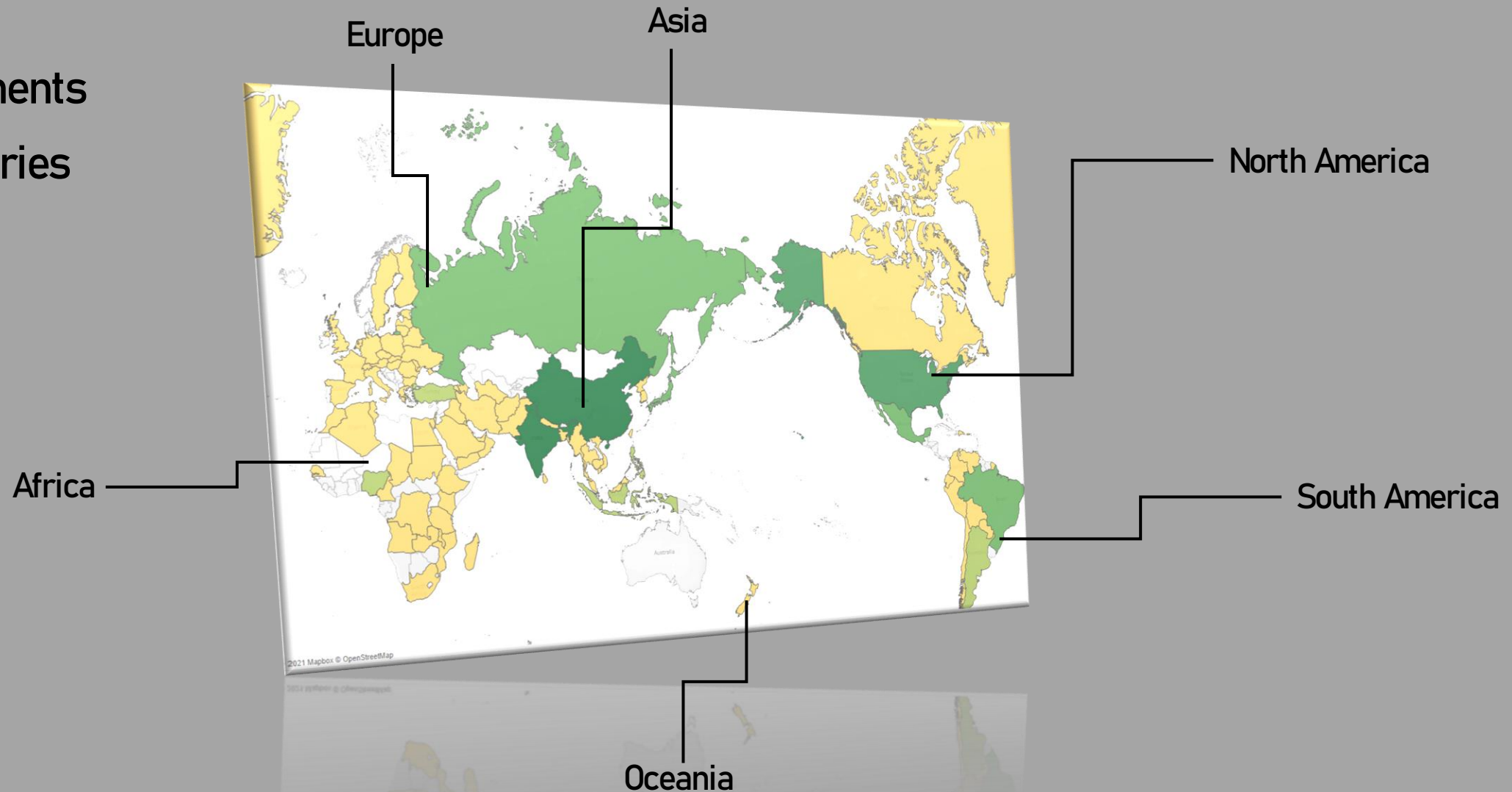
Avg 115 min

Revenue by Genre



# Countries where Rockbuster customers are located

**5 Continents**  
**109 Countries**



# Rockbuster's Top Customers

Alan Kahn  
China  
\$119.75

Phyllis Foster  
China  
\$76.8

Theresa Watson  
Philippines  
\$88.73

Clinton Buford  
United States  
\$98.76

Sara Perry  
Mexico  
\$128.7

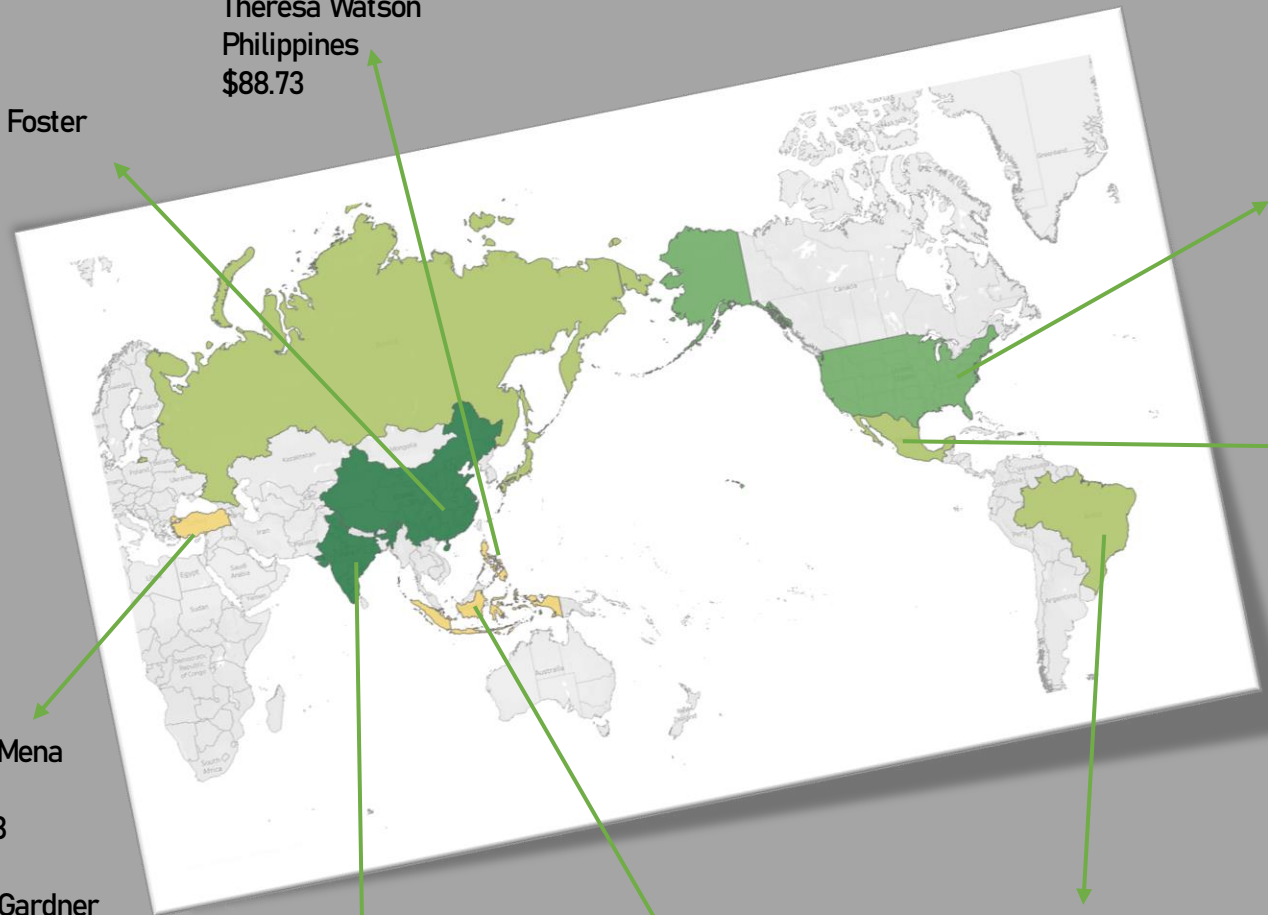
Casey Mena  
Turkey  
\$130.68

Joann Gardner  
Turkey  
\$64.85

Nellie Garrett  
India  
\$86.81

Leslie Seward  
Indonesia  
\$123.72

Natalie Meyer  
Brazil  
\$90.78



## TOP 10 COUNTRIES

# of Customers		# of Rentals
60	India	1422
53	China	1297
36	U.S.	869
31	Japan	749
30	Mexico	718
28	Brazil	681
28	Russia	638
20	Philippines	580
15	Turkey	351
14	Indonesia	331



## Link to Tableau