

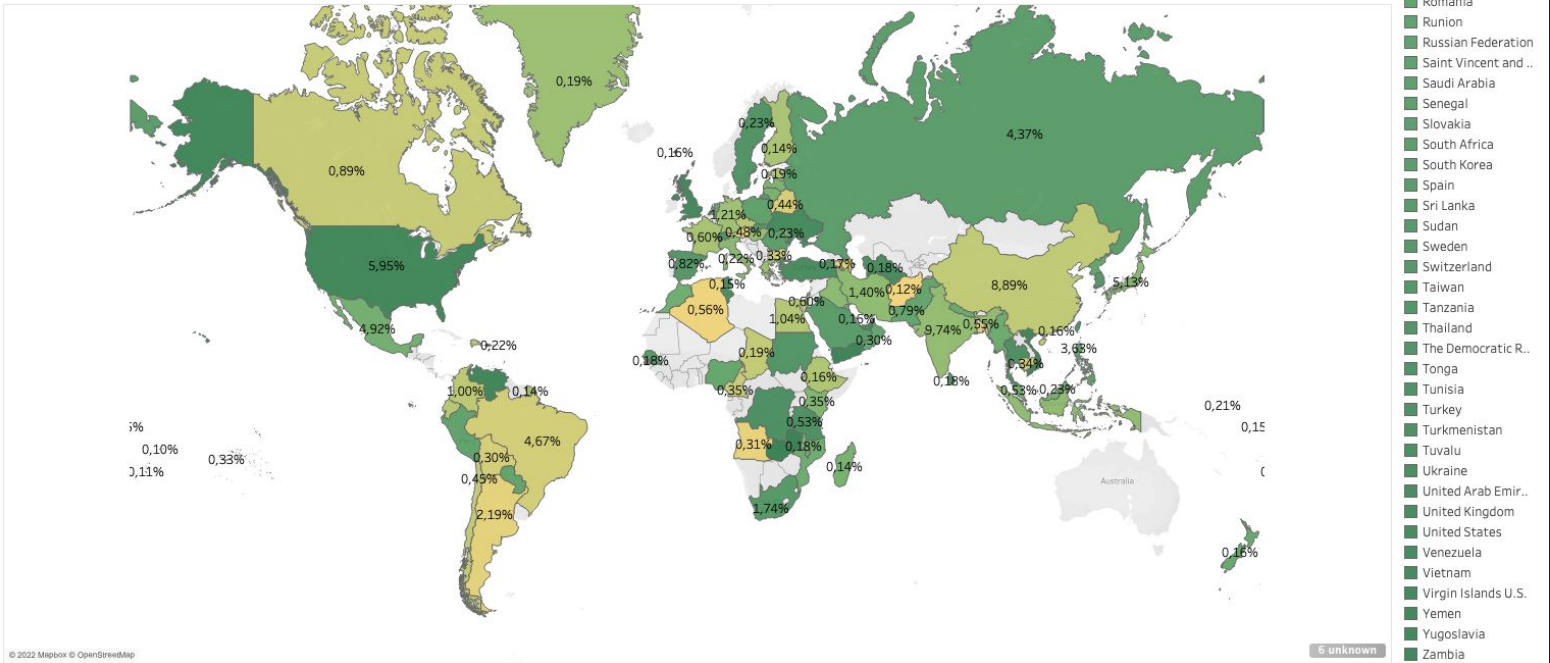


# ROCKBUSTER CLIENT METRICS

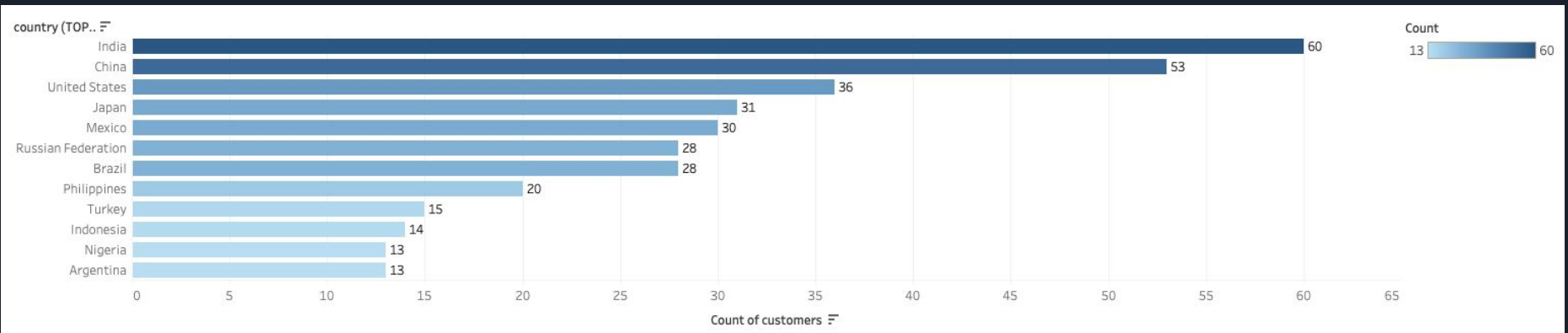
Insights into client location and spend per top customers

# ROCKBUSTER customer around the globe

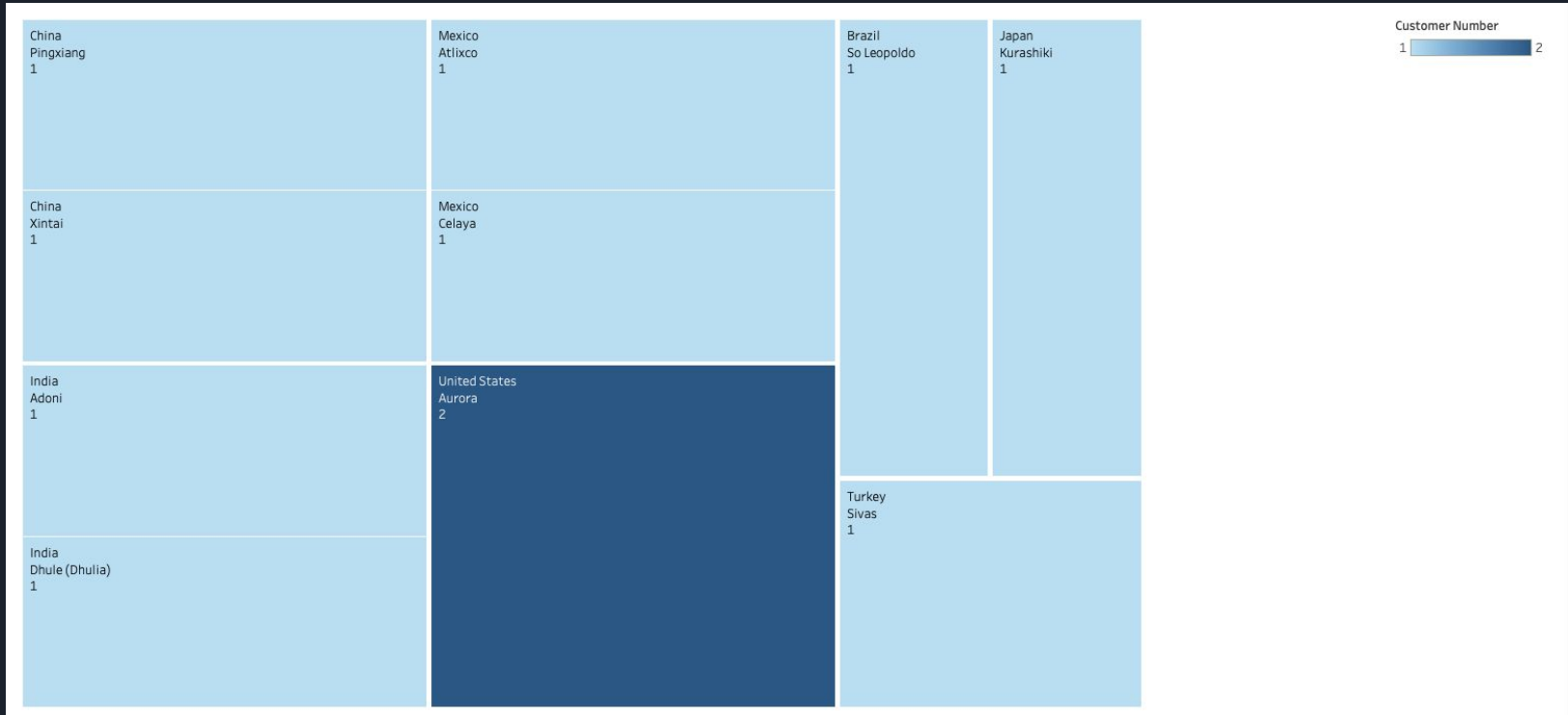
Customer Share by Country



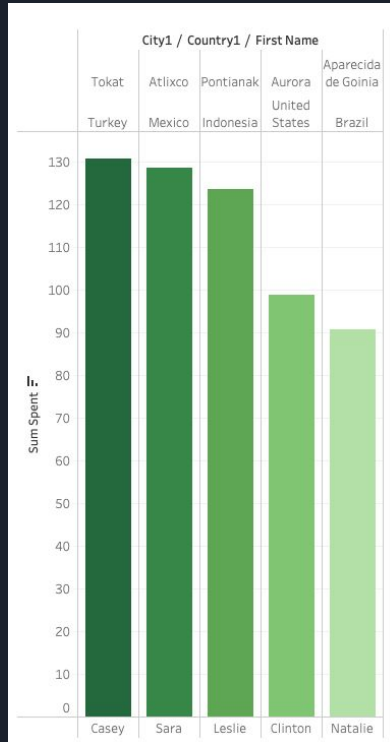
# TOP10 countries by customer location



# TOP10 cities(in TOP10 countries) and number of customers



# TOP5 customers location (in TOP10 cities) & lifetime customer value



Average lifetime value of all Rockbuster customers is 102,4 usd. In this chart it is visible that the TOP3 customer spend considerably more.



# Customer insights

- Customers with highest lifetime-value are situated in the developing world and USA
- Focusing on developing countries where Rockbuster have most of the customers is sensible business strategy for growth
- Link to Tableau PPT:

<https://public.tableau.com/app/profile/arturas.sadauskas/viz/Rockbustercustomerlocations/Story1>