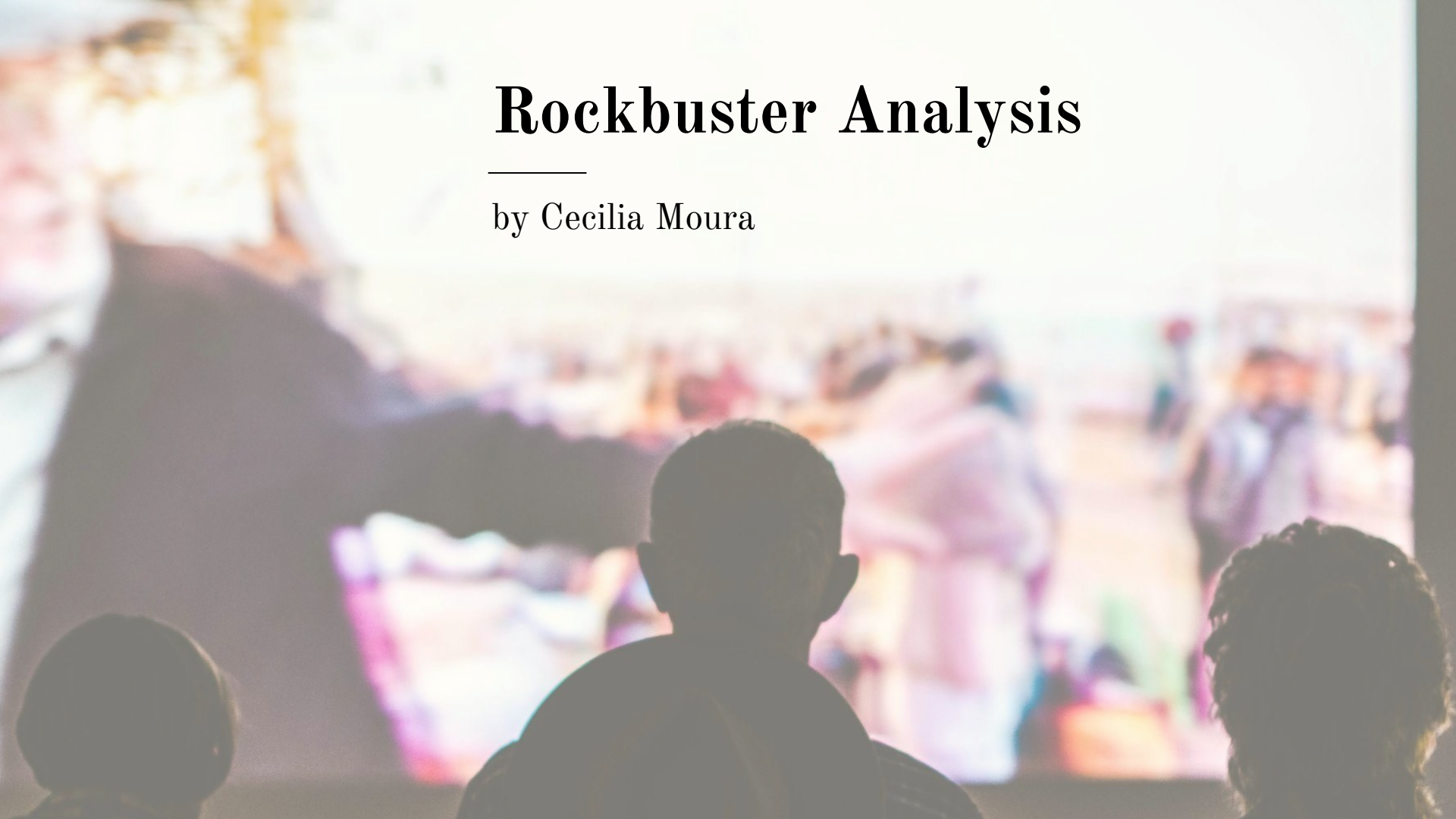


# Rockbuster Analysis

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by Cecilia Moura





## ANALYSIS PURPOSE

To understand  
Rockbusters customers  
and their rental habits

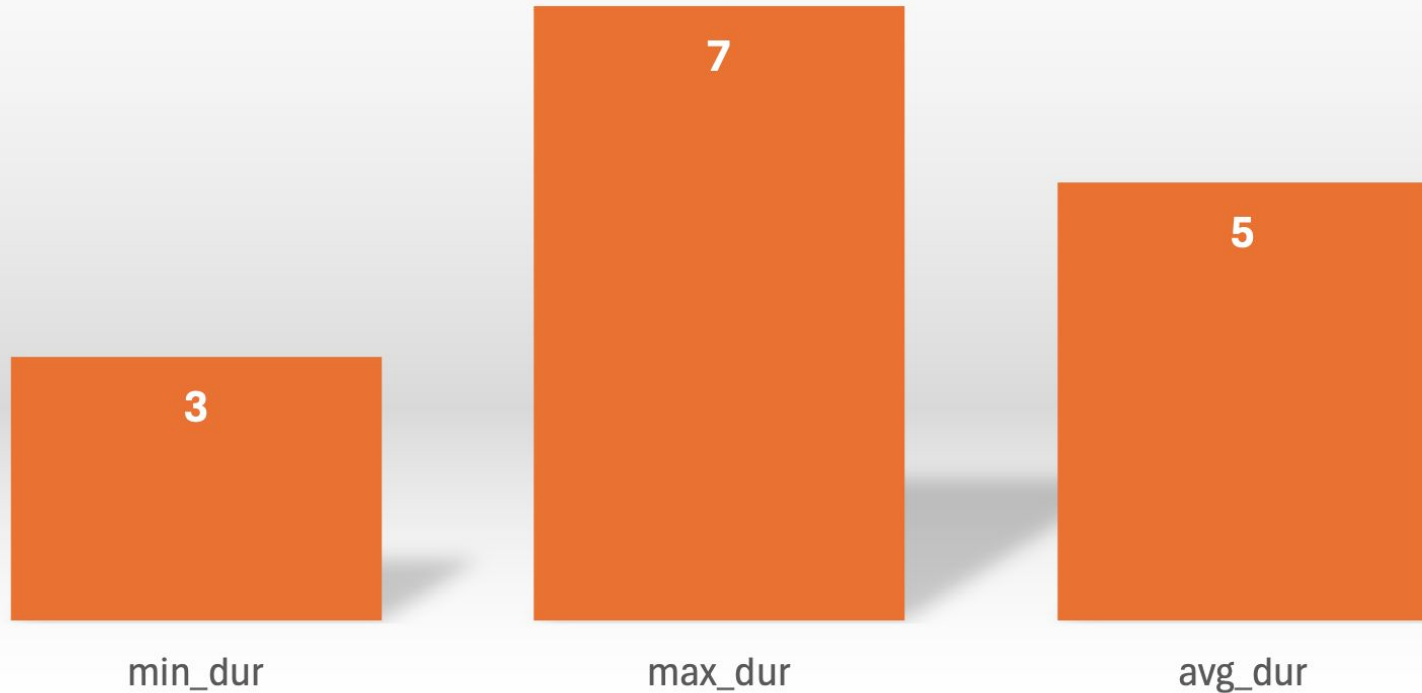
# DEEP DIVES

- Rental Rate
- Rental Duration
- Film Length
- Film Replacement Cost
- Rating of Films
- Top 10 Countries
- Top 10 Cities
- Top 5 Customers
- Customer Distribution by Store

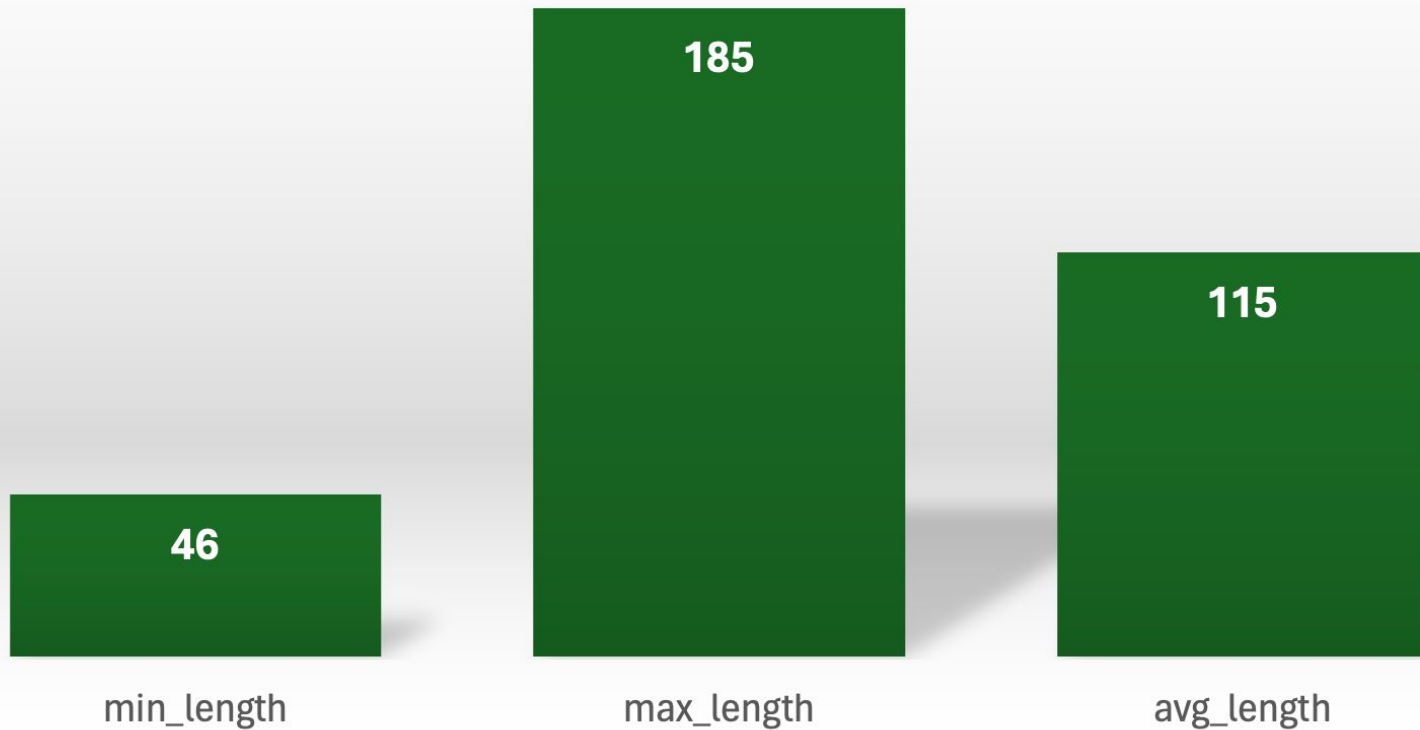
## Rental Rate | US\$



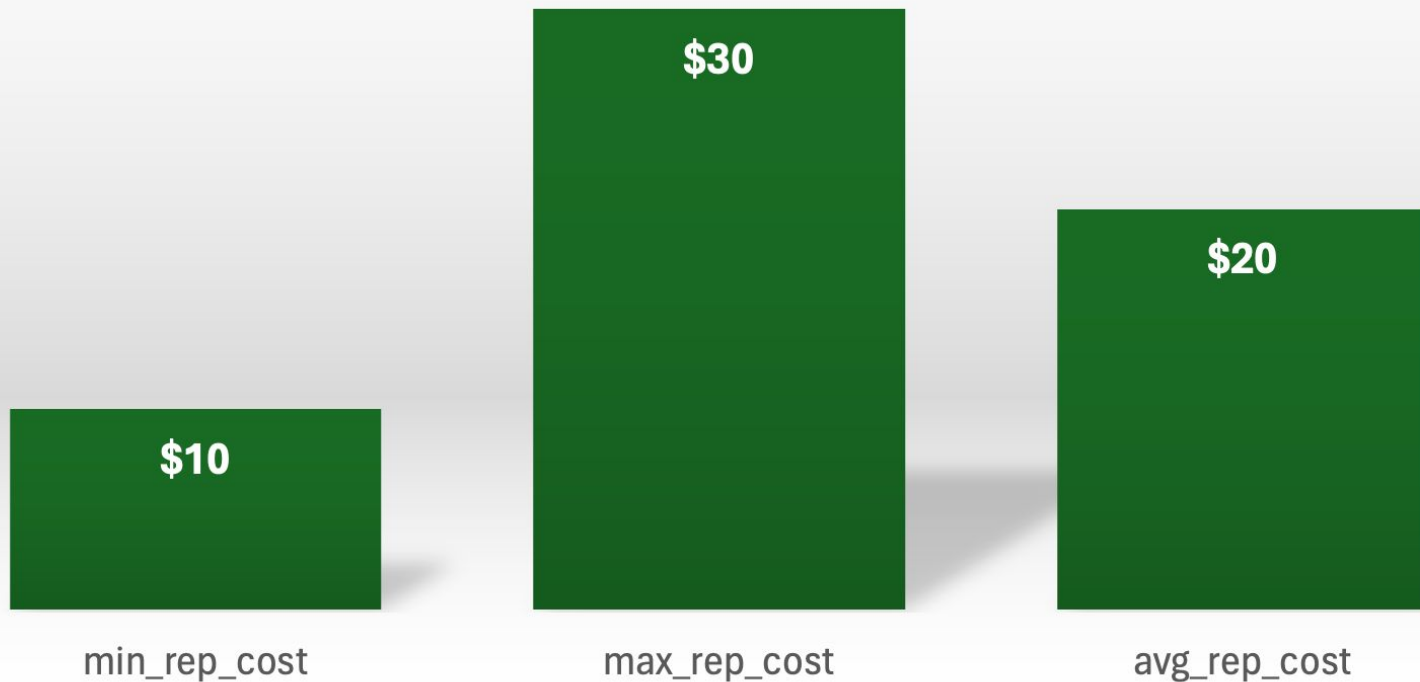
## Rental Duration | # days



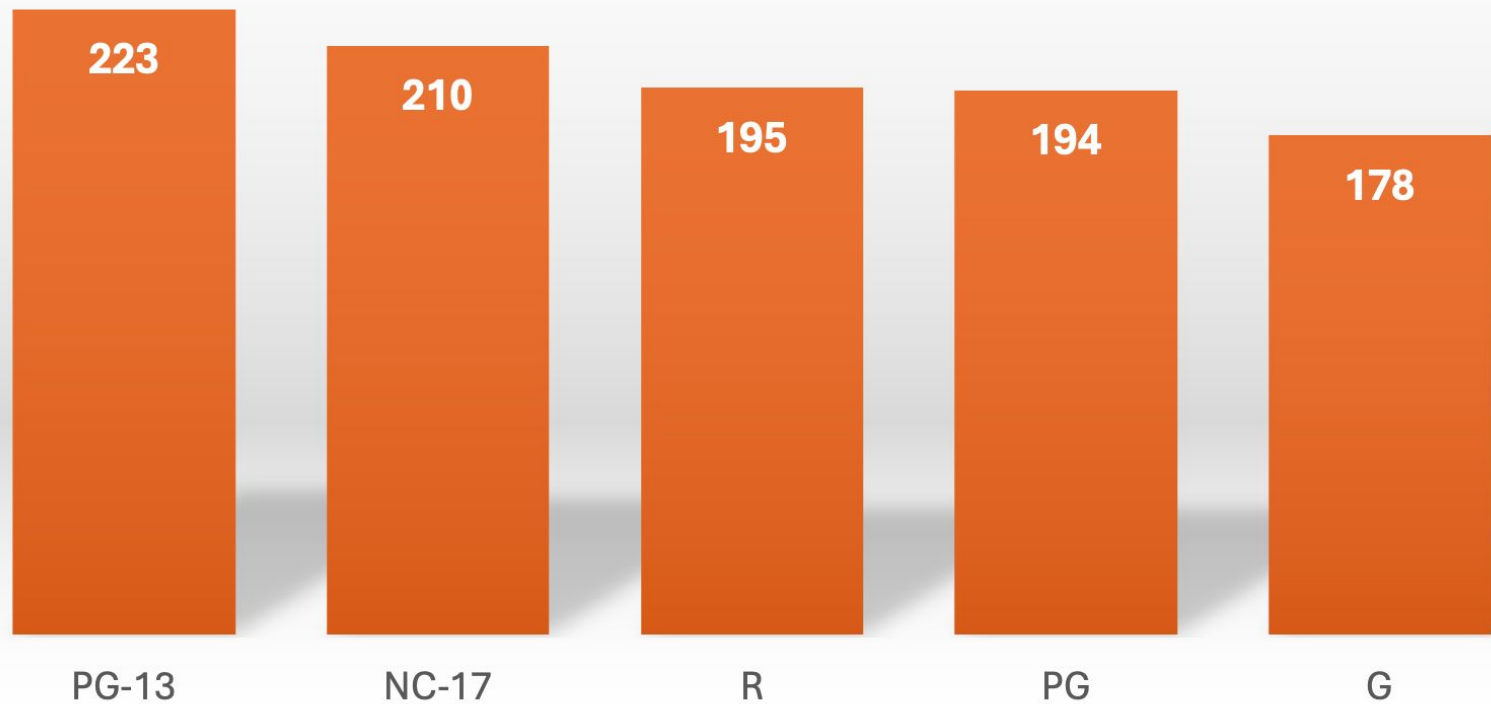
## Film Length | min



# Film Replacement Cost | US\$

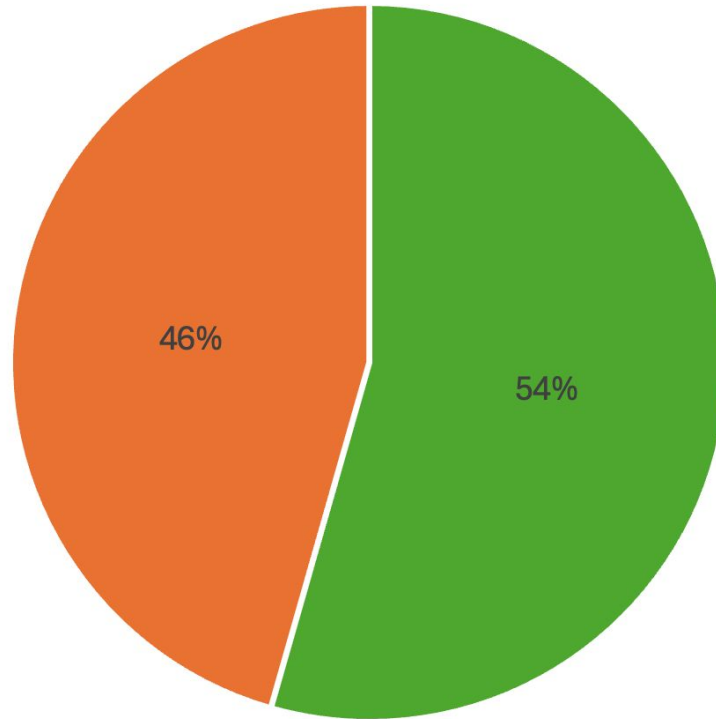


## # Films | rating (MPAA)





## Customer Distribution | **by Store**

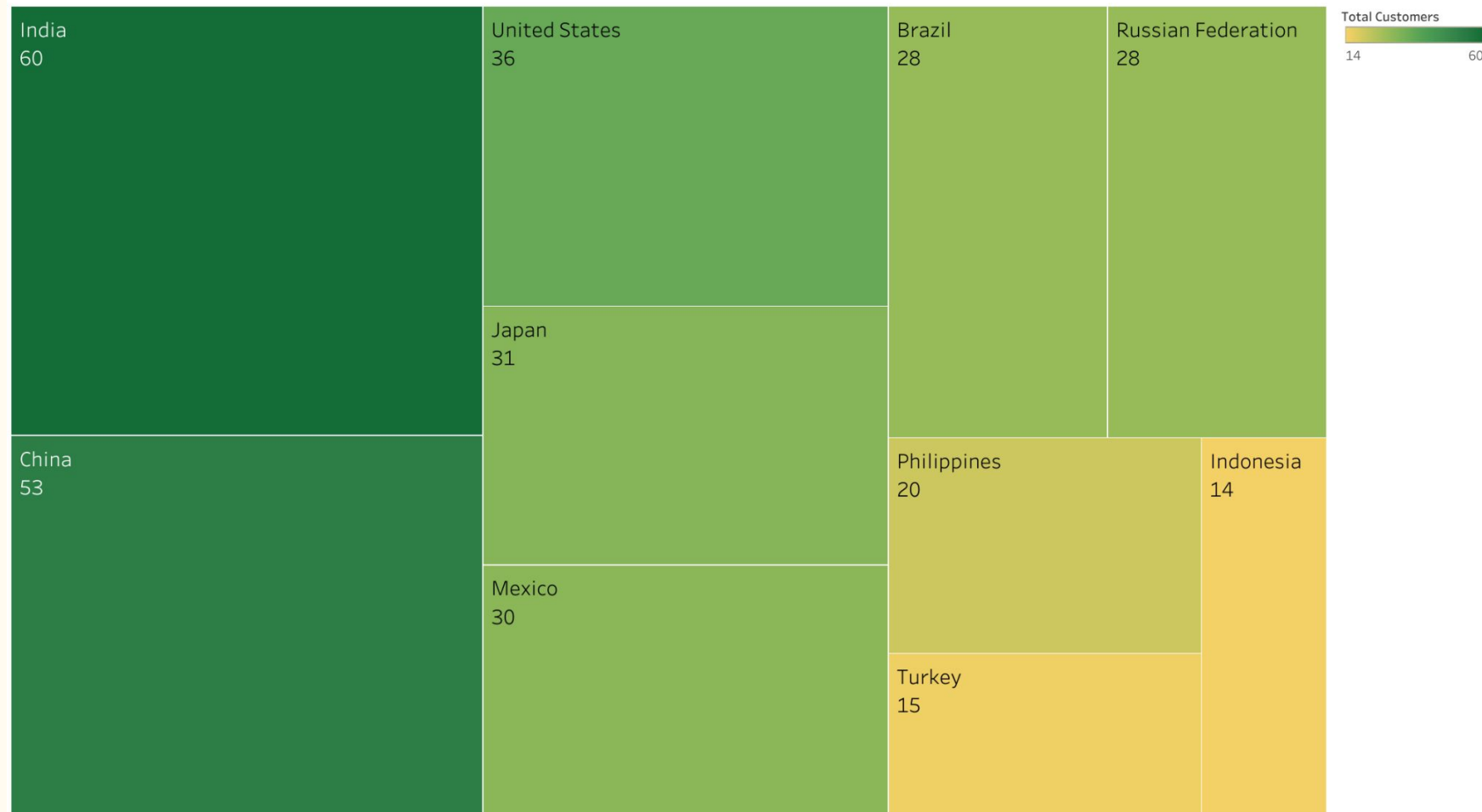


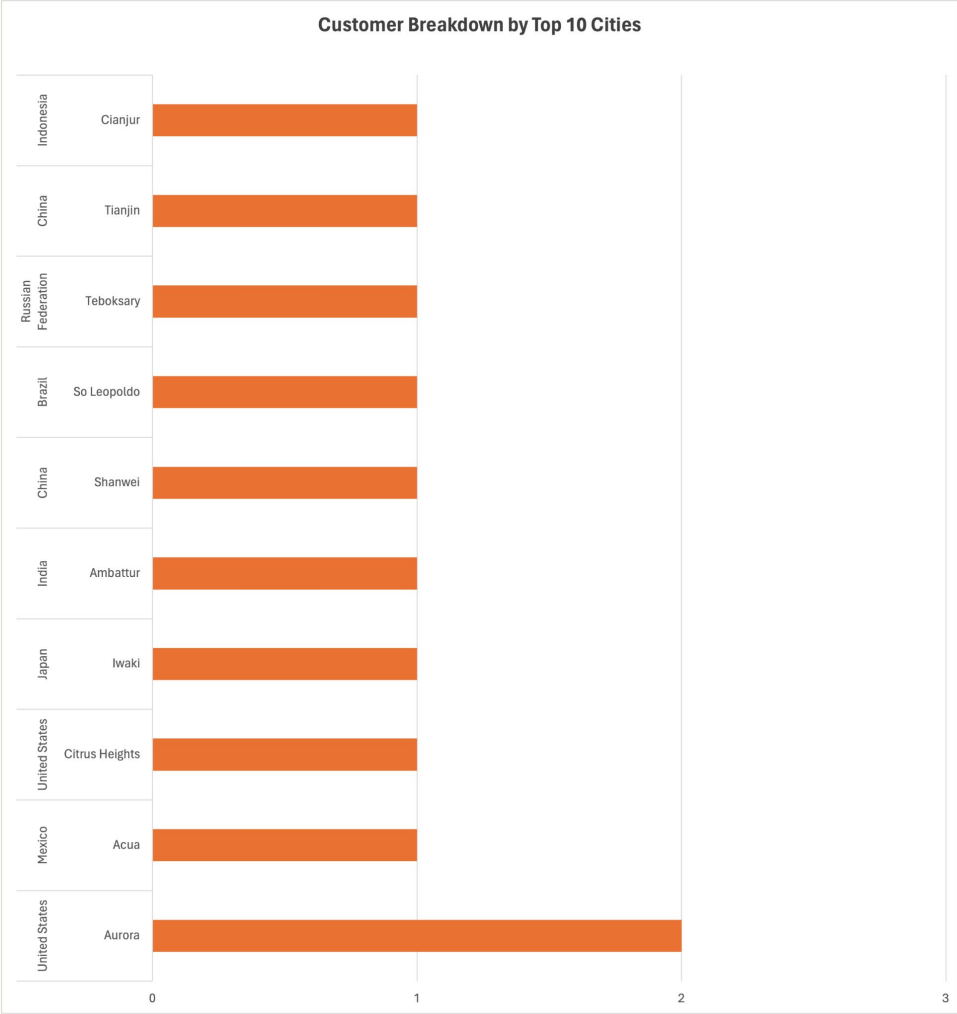
■ Lethbridge ■ Woodridge

Customer Presence and Payment Contribution



## Top 10 countries | # customers





# Top 5 Paying Customers From the Top 10 Cities

Rank	Name	Country	City
1	Arlene Harvey	India	Ambattur
2	Kyle Spurlock	China	Shanwei
3	Marlene Welch	Japan	Iwaki
4	Glen Talbert	Mexico	Acua
5	Clinton Buford	United States	Aurora

# INSIGHTS

- The data reveals that India and China have the highest concentration of Rockbuster customers. Since these large customer bases translate to significant revenue, it's worth exploring the possibility of opening physical stores in these two countries.

# FINAL RECOMMENDATIONS

- **Further Analysis Recommended**
  - **Market Analysis:** Investigate the existing video rental landscape in India and China. Are there established competitors? What are the local customer preferences and rental habits?
  - **Logistics and Feasibility:** Assess the logistical and operational challenges of opening stores in these locations. Consider factors like import/export regulations, staffing, and supply chain management.
  - **Potential Revenue Growth:** Project the potential revenue growth associated with physical stores in these markets. Compare this to the projected costs and risks involved.



# Thank you

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Cecilia Moura