
Rockbuster Stealth LLC

Sales Analysis

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Agenda

Objectives

Data Details

Analysis

Recommendations

Objectives

Understand how the company has been doing in the past and create recommendations for the future.

Identify:

-WHERE

-WHAT

-WHO

is generating the MAXIMUM VALUE for the company.

Rental And Movie Details

3 Days
Minimum Rental
Duration

7 Days
Maximum Rental
Duration

\$0.99
Minimum Rental
Rate

\$4.99
Maximum Rental
Rate

46 Minutes
Minimum Movie
Length

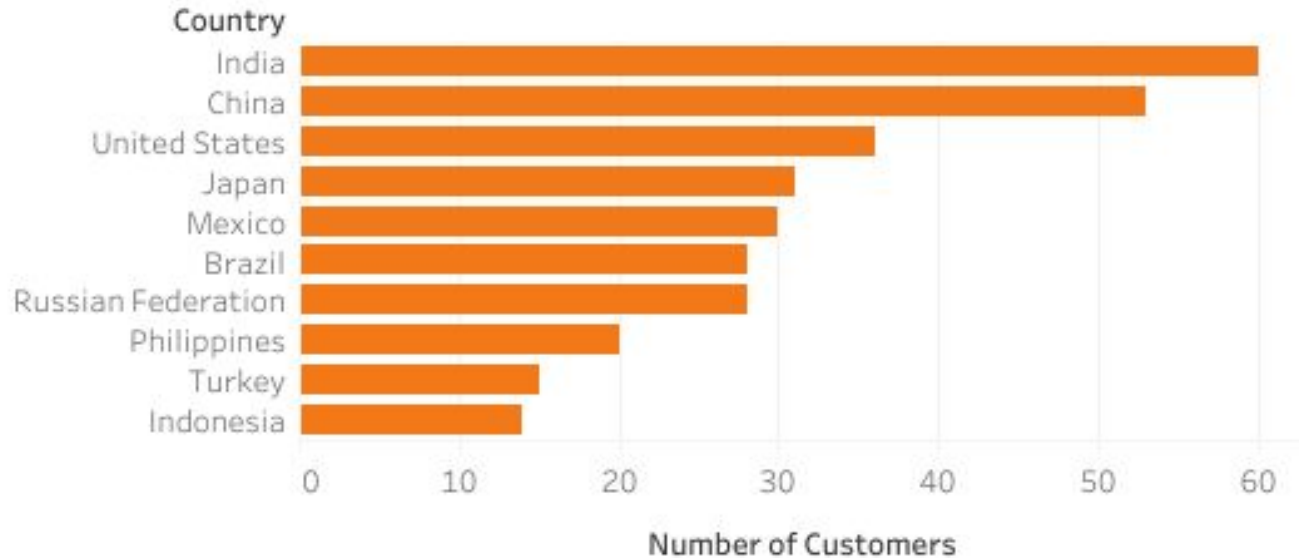
185 Minutes
Maximum Movie
Length

\$9.99
Minimum
Replacement Cost

\$29.99
Maximum
Replacement Cost

Analysis

Which countries have the most customers?



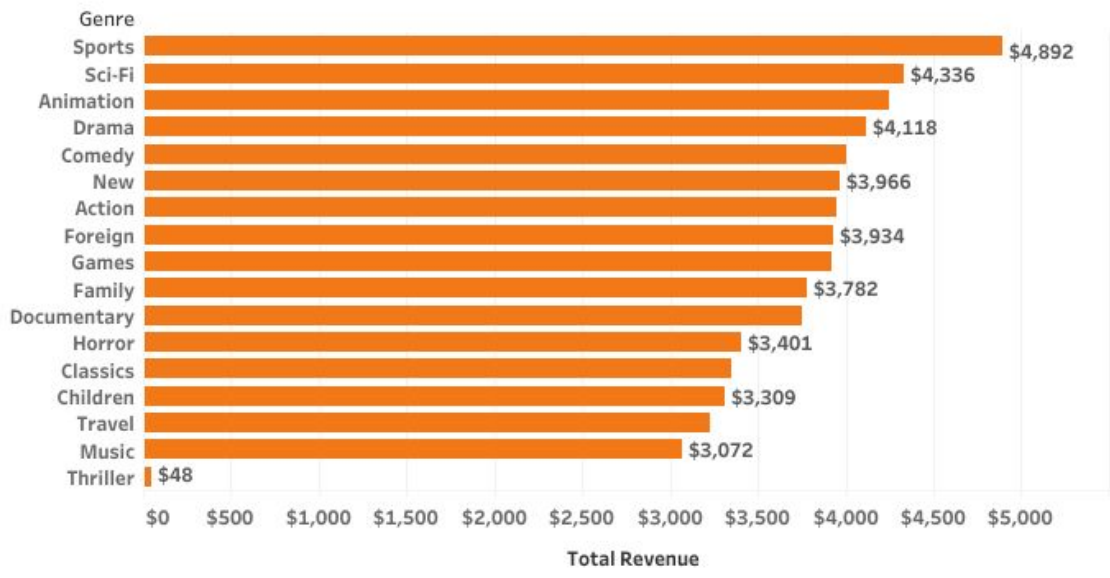
Top Countries



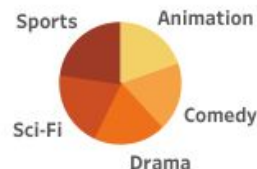
What genres have generated the most revenue?

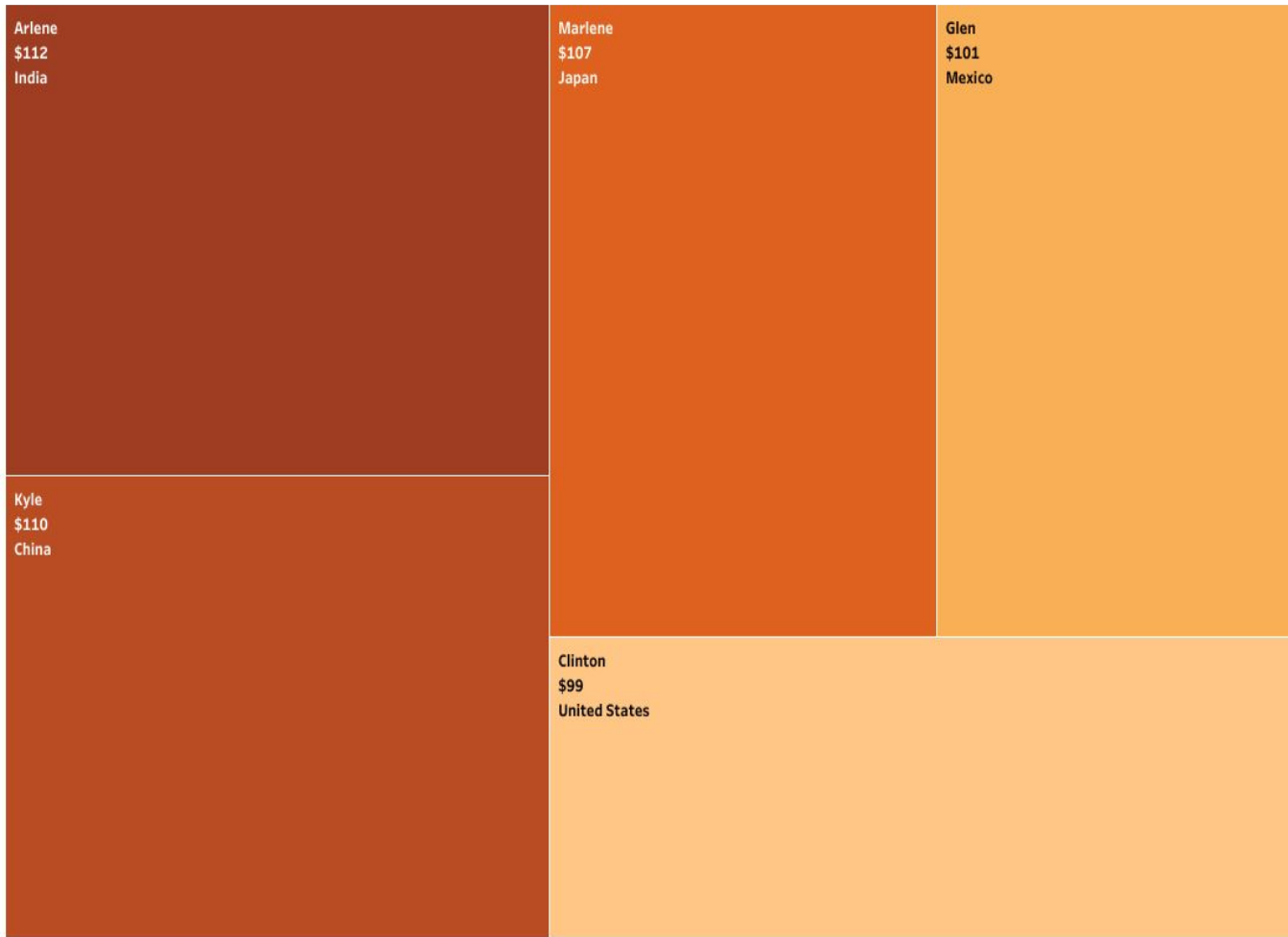
1. Sports = \$4,892
2. Sci-Fi = \$4,336
3. Animation = \$4,245
4. Drama = \$4,118
5. Comedy = \$4,002

Rockbuster Total Revenue By Genre



Top 5 Genres





Who are our top customers?

Total Spent:

Minimum = \$99

Maximum = \$112

Locations:

1. India
2. China
3. Japan
4. United States
5. Mexico

Recommendations

→ GENRES to focus on:

- ◆ SPORTS
- ◆ SCI-FI
- ◆ ANIMATION

→ COUNTRIES to focus on:

- ◆ INDIA
- ◆ CHINA
- ◆ UNITED STATES
- ◆ JAPAN
- ◆ MEXICO

Thank You!

If you have any more questions feel free to contact me!

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Tableau Public Links

https://public.tableau.com/views/RockbusterTop5Customers/Top5Customers?:language=en-US&:display_count=n&:origin=viz_share_link

https://public.tableau.com/views/RockbusterTop10Countries/Dashboard1?:language=en-US&:display_count=n&:origin=viz_share_link

https://public.tableau.com/views/RockbusterTotalRevenuebyGenre_16832485162310/Dashboard1?:language=en-US&:display_count=n&:origin=viz_share_link