

Rockbuster Stealth LLC

Data Visualization

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Rockbuster Overview



Film Collection

1000

Customers

599

Countries

109

Languages

English
Japanese
Italian
Mandarin
French
German

Genres

20

Cities

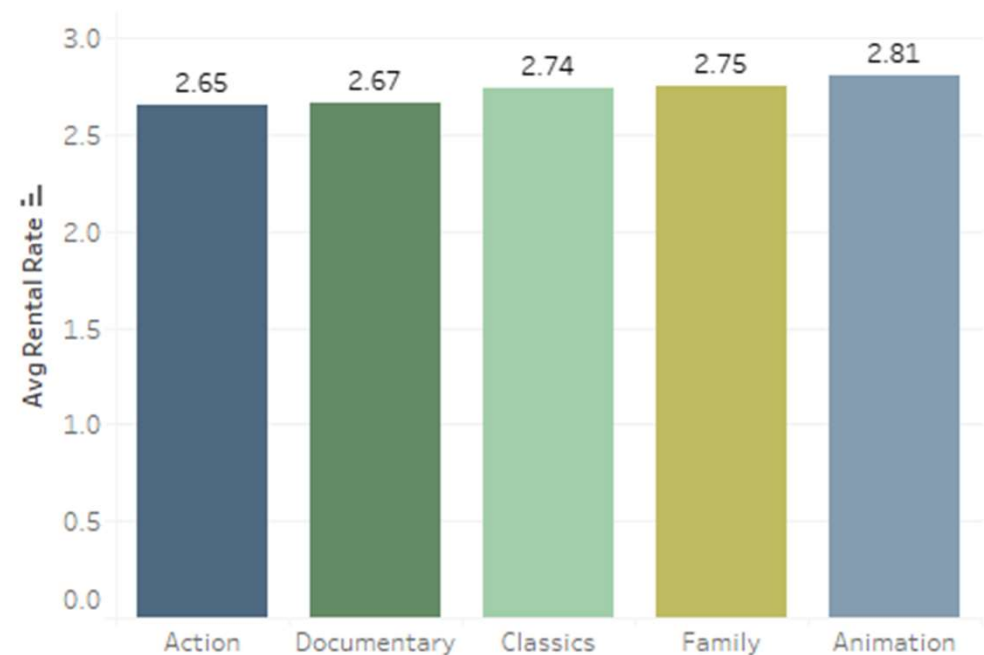
600

Presenting:



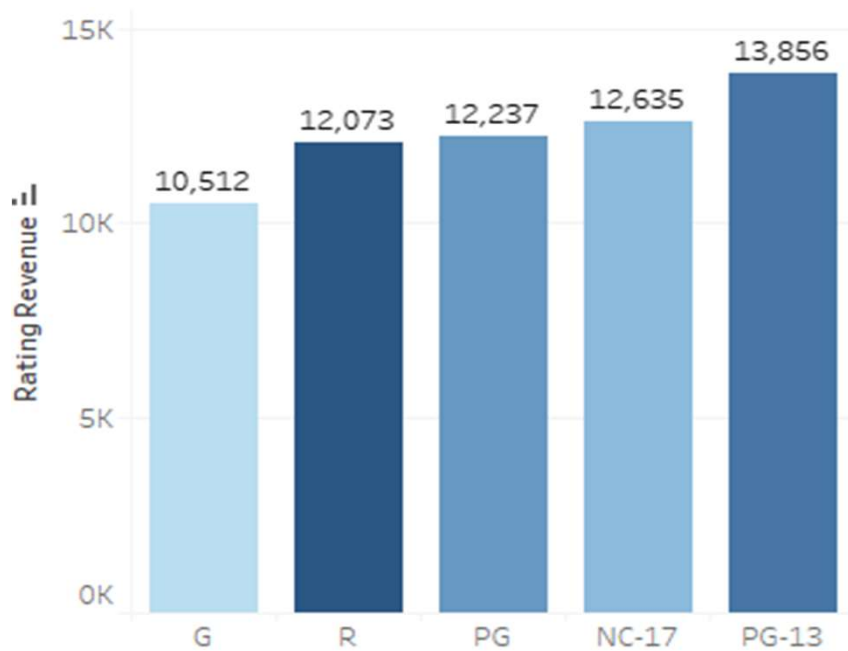
Genres with Lowest Average Rental Rate

Graphing customer rate for Genres
can improve both service provided
as well as understand the
Genre Collection



Rating by Revenue

What are Ratings?

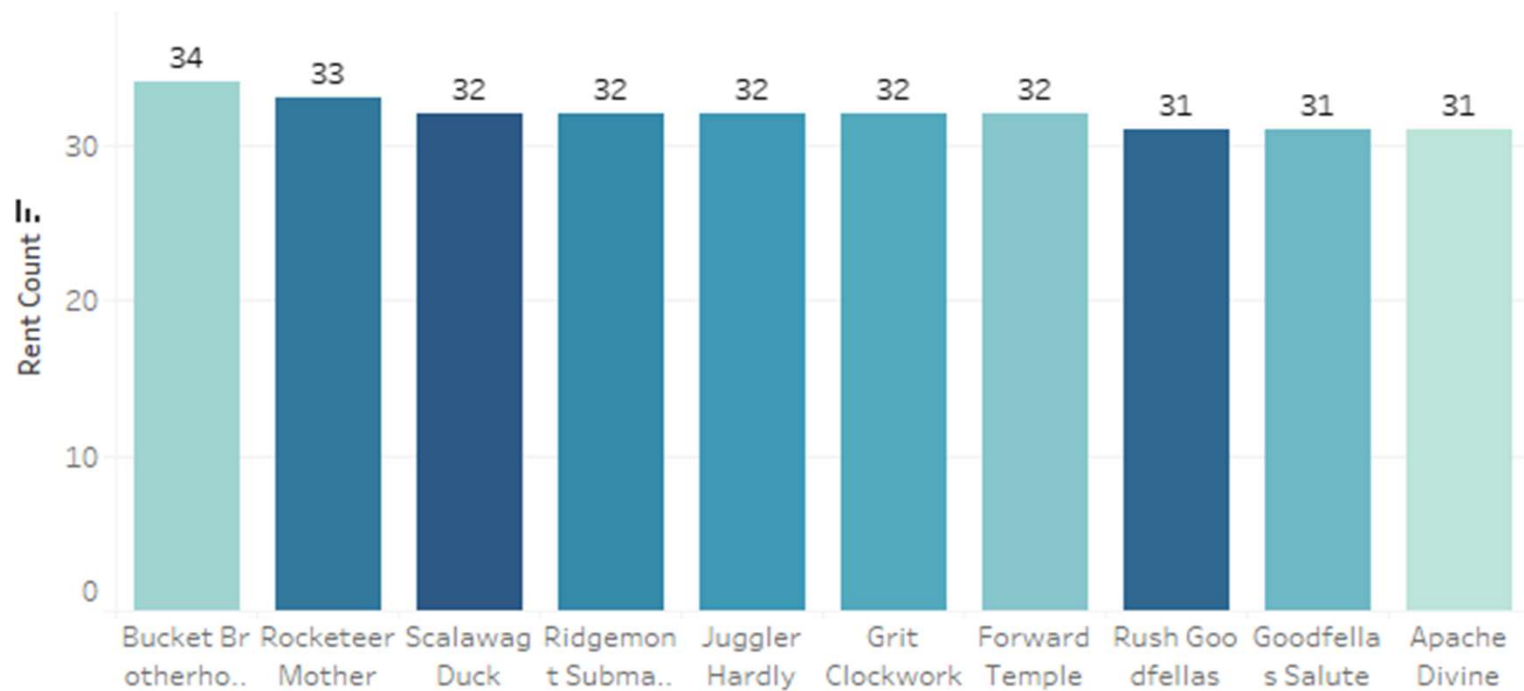


Ratings are used to determine whether the movie is appropriate to age group.

- G: General Audience
- R: Restricted, under 17 requires accompanying of an adult
- PG: Parent Guidance Suggested. Some material may not be suitable for children
- NC-17: No one 17 and under admitted
- PG-13: Parents Strongly Cautioned. Not suitable under 13 years old.

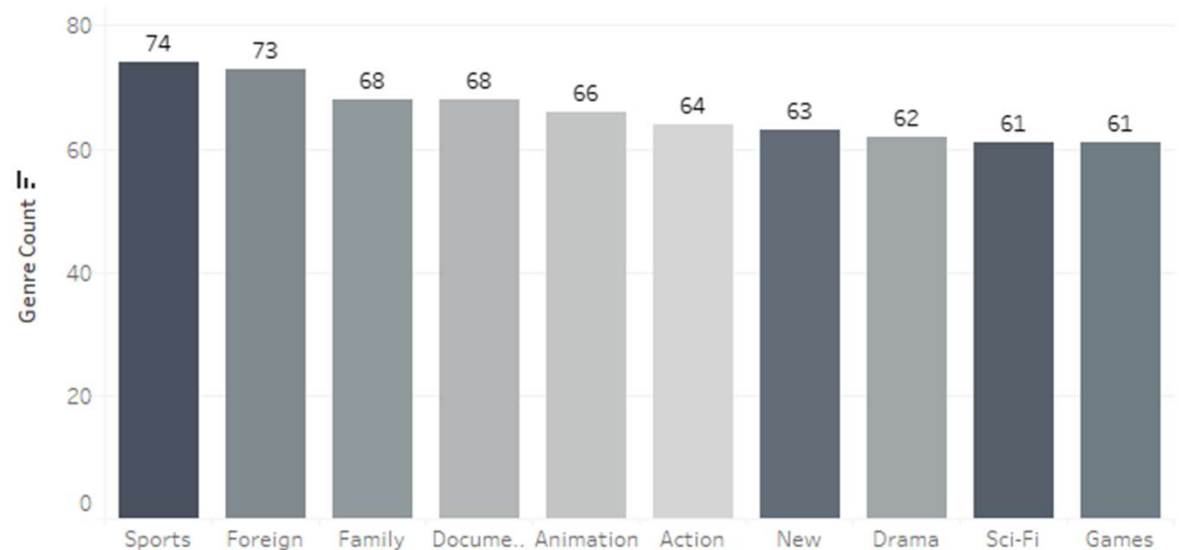
Top 10 Film Rented

Display popularity among Rockbuster's Film Collection



Genre with most Films in Rockbuster's Collection

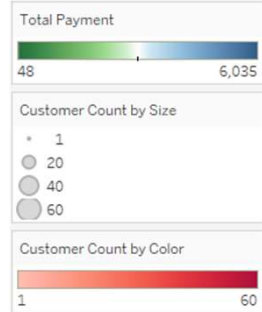
Sport and Foreign are the genres most obtained films by Rockbuster



Customer and Revenue across the World

This world map visualizes customer and revenue data across various countries. The map uses a color gradient from green to blue to represent 'Total Payment', with a scale from 48 to 6,035. Red dots of varying sizes indicate the 'Customer Count by Size', with sizes corresponding to 1, 20, 40, and 60 customers. A color scale for 'Customer Count by Color' ranges from 1 (light red) to 60 (dark red). The map shows a high concentration of customers and revenue in North America, Europe, and Asia, with specific data points labeled for several countries.

Country	Total Payment (Color)	Customer Count (Size/Color)
Alaska	Light Blue	1
Canada	Dark Green	5
USA	Light Blue	36
Mexico	Light Green	30
Brazil	Light Green	28
Argentina	Dark Green	13
Chile	Dark Green	3
Colombia	Dark Green	6
Venezuela	Dark Green	3
Peru	Dark Green	4
Ecuador	Dark Green	2
Bolivia	Dark Green	2
Paraguay	Dark Green	2
Uruguay	Dark Green	2
Costa Rica	Dark Green	2
Panama	Dark Green	2
Dominican Republic	Dark Green	2
Honduras	Dark Green	2
Guatemala	Dark Green	2
Belize	Dark Green	2
Nicaragua	Dark Green	2
El Salvador	Dark Green	2
Haiti	Dark Green	2
Dominican Republic	Dark Green	2
Trinidad and Tobago	Dark Green	2
Suriname	Dark Green	2
Guayana Francesa	Dark Green	2
Aruba	Dark Green	2
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Curaçao	Dark Green	2



Recommendations



Knowing the breakdown Film Collection by Genre helps Rockbuster to diverse when acquiring more films.



Avoid acquire to the collection Films publicly rated low to the following genres: action, documentary, family, classic and animation.



Increase the G-rating Film Collection could help raise revenue for this rating.



Expand marketing strategies to countries with low number of customers and low-income revenue.



Questions?

For any further questions or concerns, please contact:
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Thank you