

Rockbuster

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[Storyboard analysis](#)



Per Customer Revenue

Upon meticulous analysis of Rockbuster's revenue streams, we can strategically identify potential locations for new store establishments.



Film and Customer Information

Most Common activity	Most often rental date	Most commonly recent rental date/time
TRUE/Active	2/14/2006	5/26/2013 14:49

Most popular title	Most popular description	Most popular rating
Academy Dinosaur	A Action-Packed Character Study of a Astronaut And a Explorer who must Reach a Monkey in A MySQL Convention	PG-13

In 2006, our active customers predominantly rented films rated PG-13 or lower, with an average cost of about \$3 per rental. This reliable data guides our strategic decisions.

Smallest film id no.	Highest Film id no.	Rental Year	Language id	Lowest Rental Rate	Highest Rental Rate	Average Rental Rate	Shortest Film Length	Highest Film Length	Average Film Length	Minimum Replacement Cost	Maximum Replacement Cost	Average Replacement Cost
1	1000	2006	1	\$0.99	\$4.99	\$2.98	46	185	115.272	\$9.99	\$29.99	\$19.98

Smallest Customer id	Highest Customer id	Minimum Store id	Maximum Store id	Smallest Address id	Maximum Address id	Average Address id	Minimum Active Indicator	Maximum Active Indicator	Average Indicator
1	599	1	2	5	605	304.7245409	0	1	0.974958264

Strategic Data Evaluation

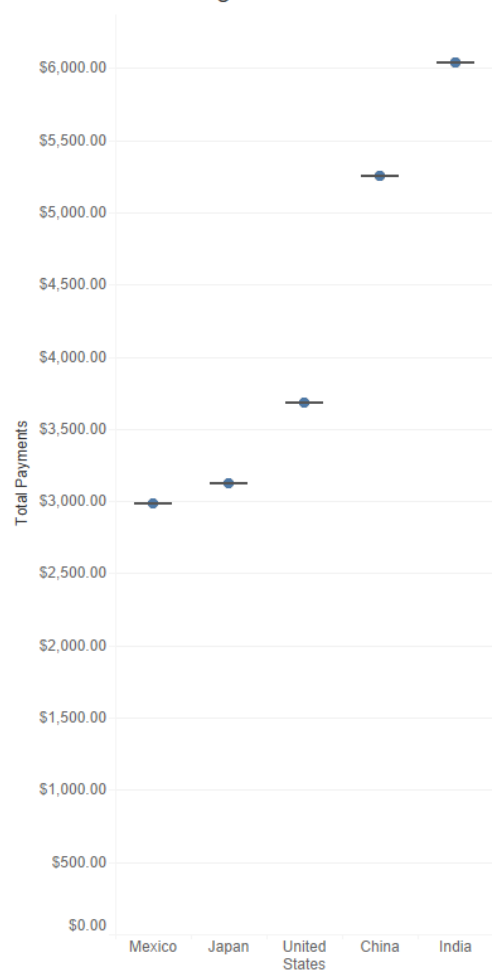
- 1.Revenue Streams:** Comprehensive analysis of all revenue streams.
- 2.Top Countries:** Identification of the top five countries from our market analysis.
- 3.Top Cities:** Highlighting the top five cities for potential market penetration.
- 4.Expansion Strategy:** Final selection of five countries for our next phase of store expansion.

Top Performing Markets: A Revenue Perspective

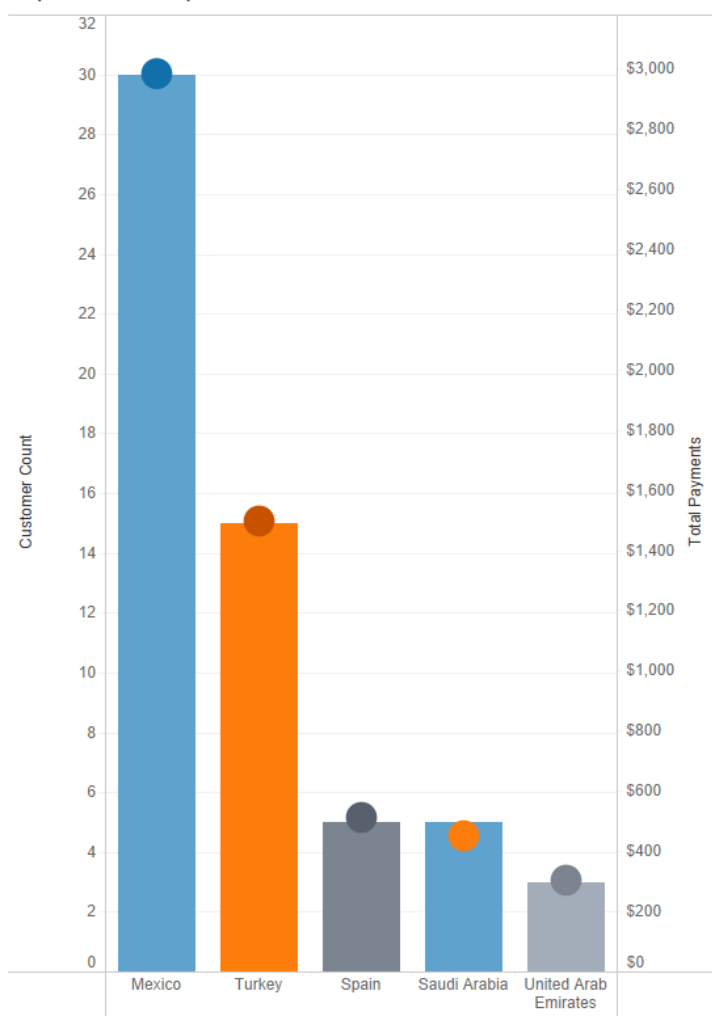
Top 10 Customer Bases

India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

The lens of the insights



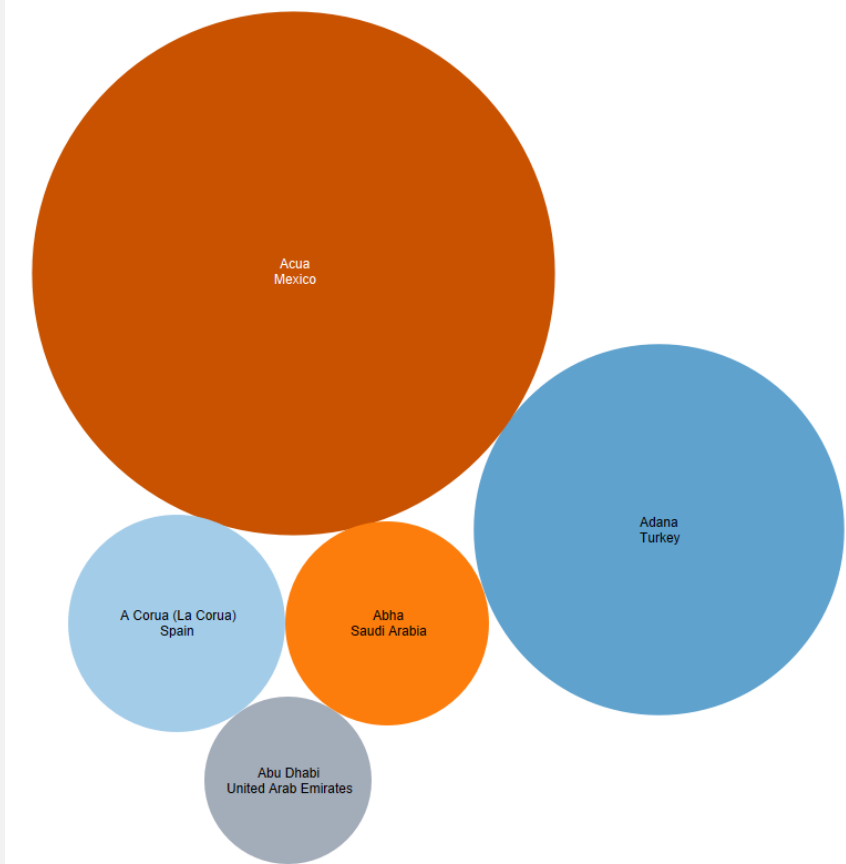
Top 5 Cities-Expenditure



Our focus will be directed towards countries that not only yield the highest revenue but also possess a substantial customer base.

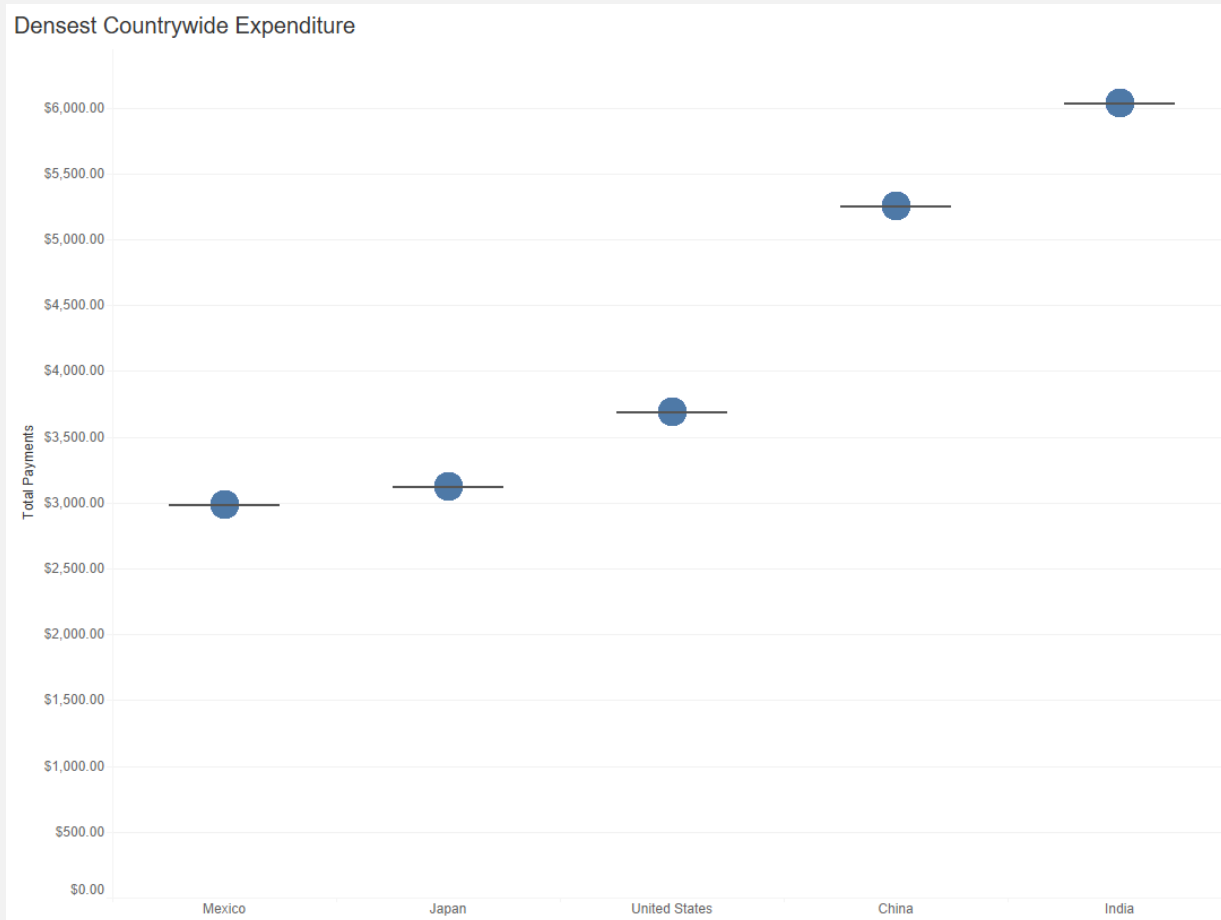
City Overview of Customer Expenditure

Map of City Expenditure



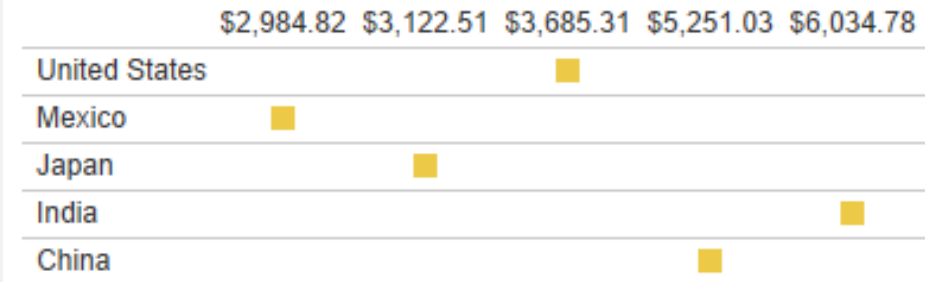
- **Individual City Expenditure:** When analyzing spending on a city-by-city basis, the countries with the highest total paid amounts vary significantly.
- **Market Density:** A more accurate measure can be obtained by considering the density of the market, rather than just the total expenditure.
- **Remedy:** By shifting our focus from total expenditure to market density, we can gain a more nuanced understanding of spending patterns across different countries.

Specifying which new location



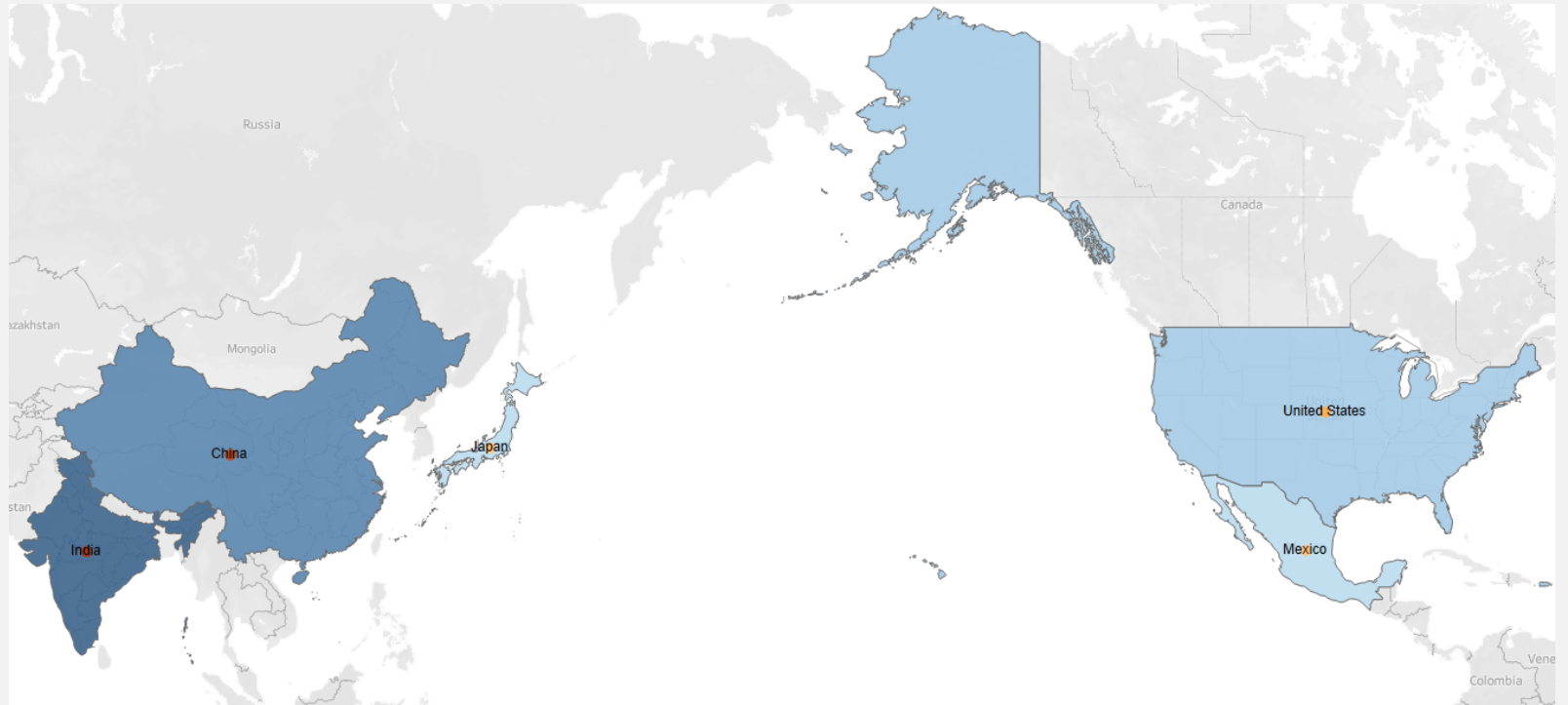
After careful analysis, the 5 most dense revenue streams are in the United States, Mexico, Japan, India, and China.

Top 5 Country Customer Bases and Average Spent



Final Recommendations

- This data-driven approach will ensure the optimal allocation of resources and maximize return on investment.
- This strategy aligns with our commitment to growth and profitability, while also serving our expansive and diverse customer base.



Thank you for your time.