

Step 1:create a presentation for Business Manager's

# ROCKBUSTER STEALTH LLC LAUNCH STRATEGY ANALYSIS

# Overview

This presentation provides key insights derived from Rockbuster customer data to help inform strategic business decisions. Our analysis covers:

**Customer Distribution:** We'll explore how our customer base is distributed across various countries and cities, highlighting the regions with the highest concentration of customers.

**Top Performing Countries and Cities:** A detailed look at the top 10 countries and top 10 cities within these countries based on customer count and total revenue.

**Top Customers:** Identification of our top 5 customers who have contributed the most in terms of total amount paid, offering insights into customer value and spending patterns.

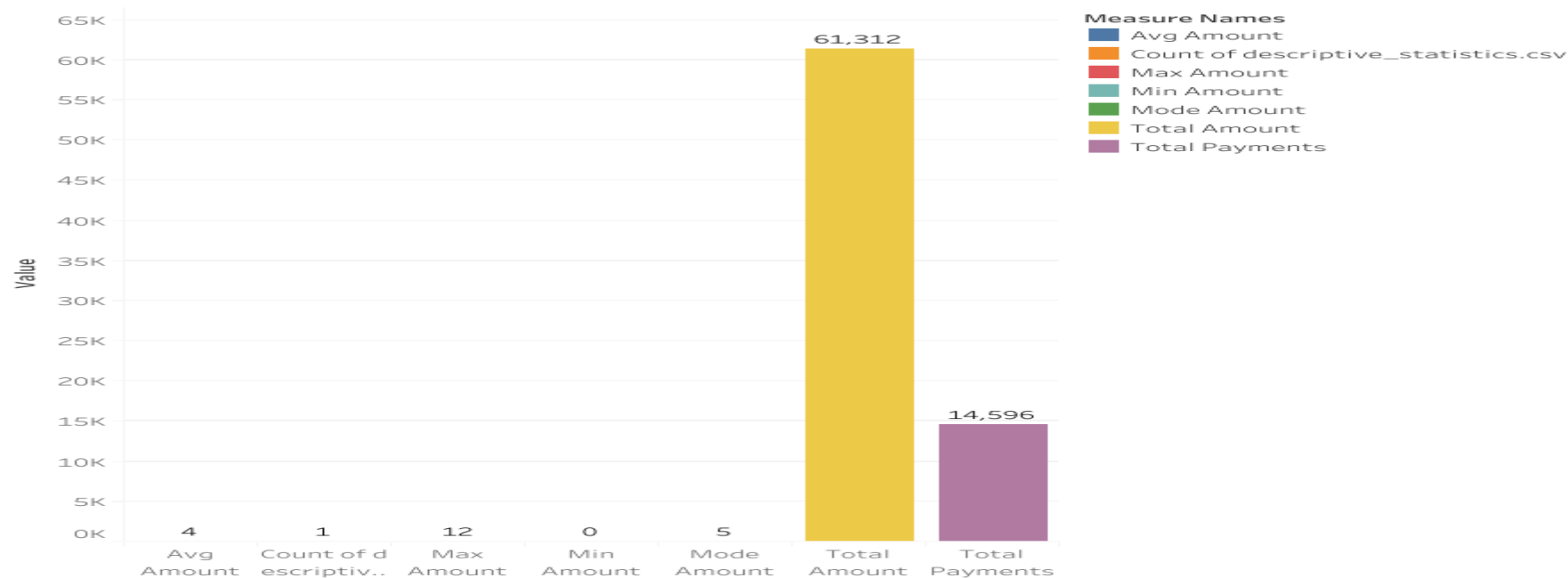
# Descriptive Statistics of Payment Amounts

**Visualization:** bar Insert the hart showing descriptive statistics of Payment Amounts

**Explanation:** This bar chart visualizes the descriptive statistics of payment amounts in our dataset. It includes the minimum, maximum, average, total count, total sum, and mode of the payment amounts. Each bar represents one of these statistical measures, providing a clear comparison of these key metrics. This visualization helps in understanding the distribution and central tendency of the payment data, which can be useful for financial analysis and decision-making

# Descriptive Statistics of Payment Amounts

Visualization 1: Descriptive Statistics (Task 3.6, Step 2)



# Descriptive Statistics of Payment Amounts

MIN AMOUNT  
0\$

MAX AMOUNT  
12\$

AVG AMOUNT  
4\$

TOTAL PAYMENT  
14,956\$

TOTAL AMOUNT  
61,312\$

MODE AMOUNT  
5\$

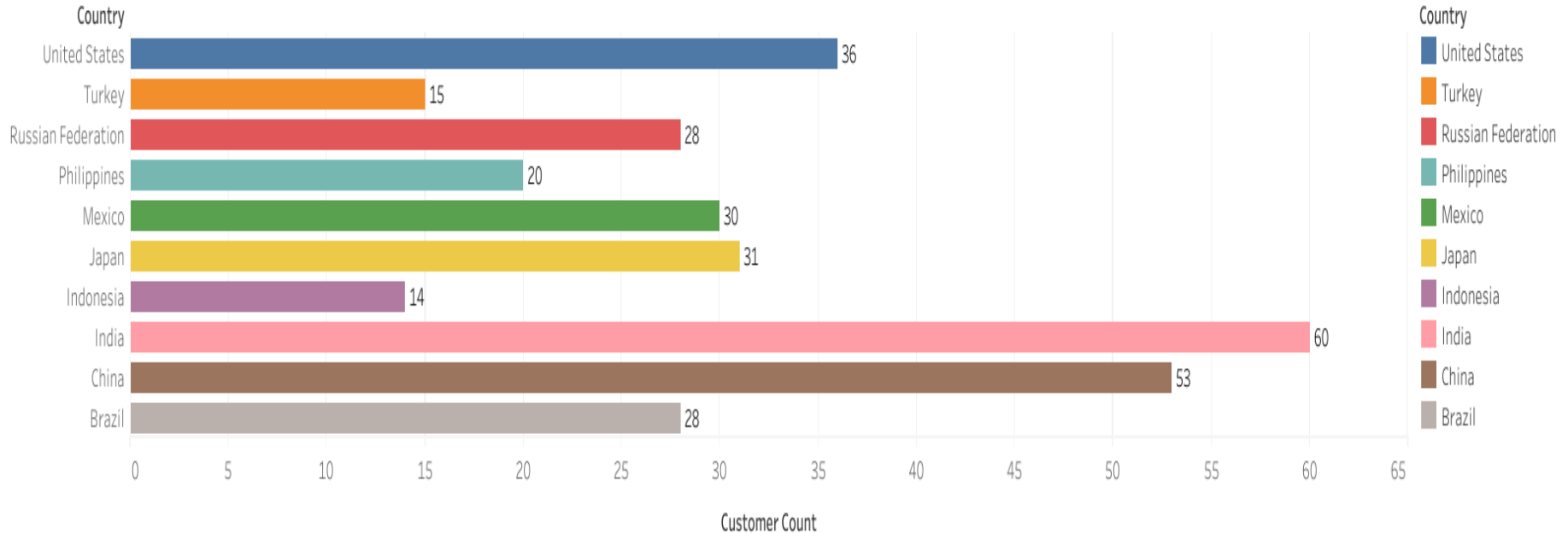
# Top 10 Countries by Customer Numbers

**Visualization:** Insert the bar chart showing the top 10 countries with the most customers.

**Explanation:** This bar chart visualizes the top 10 countries with the highest number of customers. Each bar represents a country, with the length of the bar corresponding to the number of customers in that country. This visualization provides insights into the geographic distribution of customers, highlighting the countries with the highest customer concentrations.

# Top 10 Countries by Customer Numbers

## Top 10 Countries by Customer Numbers



## Top 10 Countries by Customer Numbers

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



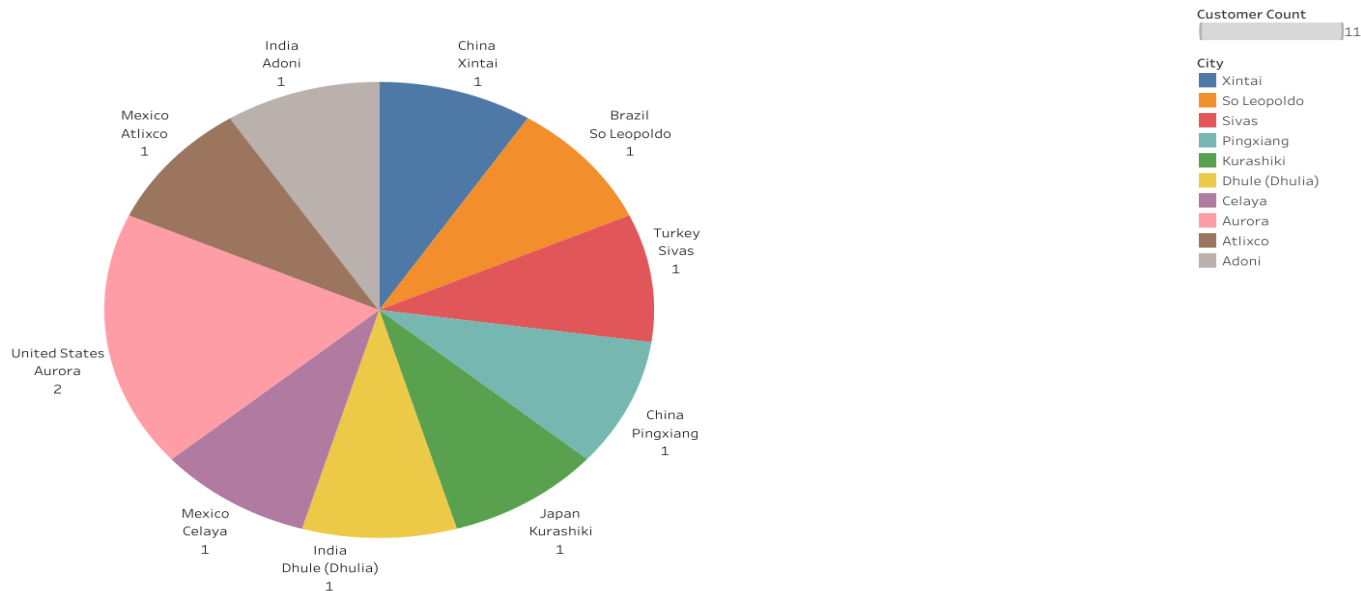
# Top 10 Cities Within the Top 10 Countries by Customer Count

**Visualization:** Insert the Pie chart showing the top 10 cities within the top 10 countries.

**Explanation:** This pie chart visualizes the top 10 cities with the highest customer counts within the top 10 countries by customer counts. Each slice represents a city, with the size of the slice corresponding to the number of customers in that city. This visualization helps in identifying the cities with the highest customer concentration in the most populous countries, providing insights into geographic customer distribution.

# Top 10 Cities Within the Top 10 Countries by Customer Count

## Top 10 Cities Within the Top 10 Countries by Customer Count



## Top 10 Cities Within the Top 10 Countries by Customer Count

CITY	COUNTRY	CUSTOMER COUNT
Aurora	United States	2
Atlixco	Mexico	1
Xintia	China	1
Adoni	India	1
Dhule	India	1
Krasinski	Japan	1
Pingxiang	China	1
Sivas	Turkey	1
Celaya	Mexico	1
So Leopold	Brazil	1

# Top 5 Customers by Total Amount Paid

**Visualization:** Insert the bar chart showing the top 5 customers by the total amount paid

**Explanation :** This is bar chart visualizes the top 5 customers by the total amount they have paid. Each bar represents a customer, with the length of the bar corresponding to the total amount paid by that customer. This visualization helps in identifying the most valuable customers in terms of payment amounts, providing insights into customer behavior and revenue generation.

# Top 5 Customers by Total Amount Paid

## Top 5 Customers by Total Amount Paid



## Top 5 Customers by Total Amount Paid

Customer Id	First Name	Last Name	Country	City	Total Amount Paid
59	Cheryl	Murphy	India	Mysore	\$ 119.76
285	Miriam	Mckinney	Japan	Ostu	\$ 117.77
393	Philip	Causey	Russian Federation	Korolev	\$ 115.71
170	Beatrice	Arnold	India	Udaipur	\$ 109.77
446	Theodore	Culp	India	Uluberia	\$ 109.72

# Predictions and Insights

**Content:** In analyzing our customer data through Tableau visualizations, several key insights and predictions emerge. First, from the descriptive statistics of payment amounts, we see that the average transaction size and most common payment amount (mode) provide foundational metrics for pricing strategies and revenue projections. The top 10 countries by customer numbers highlight our strongest markets, guiding focused marketing efforts and indicating potential growth opportunities in other regions. Within these top countries, the top 10 cities with the highest customer concentrations further pinpoint urban centers for targeted campaigns and resource allocation. Lastly, identifying the top 5 customers by total amount paid underscores the significance of customer loyalty and provides actionable insights into product preferences and potential revenue streams. These visualizations collectively inform strategic decisions aimed at enhancing customer engagement, optimizing service delivery, and fostering sustainable business growth.

# Conclusion And Recommendations

**Content:** Through comprehensive data analysis using Tableau, we have gained valuable insights into our customer demographics, payment behaviors, and geographic market strengths. These insights enable us to strategically allocate resources, tailor marketing initiatives, and enhance customer engagement to drive sustainable growth. By leveraging the descriptive statistics of payment amounts, we can refine pricing strategies and predict revenue trends more accurately. The identification of top-performing countries and cities guides targeted expansion efforts, while recognition of our top customers allows for personalized retention strategies and enhanced customer satisfaction. Moving forward, continued data-driven decision-making will be pivotal in maintaining our competitive edge and fostering long-term success in the market.



**THANK YOU!**