Rockbuster Analysis: Business Insights from Data

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Film Table

| Summary Statistics - Numeric	Minimum	Maximum	Average
Rental Duration (days)	3	7	4.985
Rental Rate (USD)	.99	4.99	2.98
Length (minutes)	46	185	115.272
Replacement Cost (USD)	9.99	29.99	19.98
Release Year	2006	2006	2006

Film Table

- Most common entries (MODE) by category:
  - Rating – PG-13 (223)
  - Language – English (1000)
  - Special Features – Trailers, Commentaries, "Behind the Scenes"
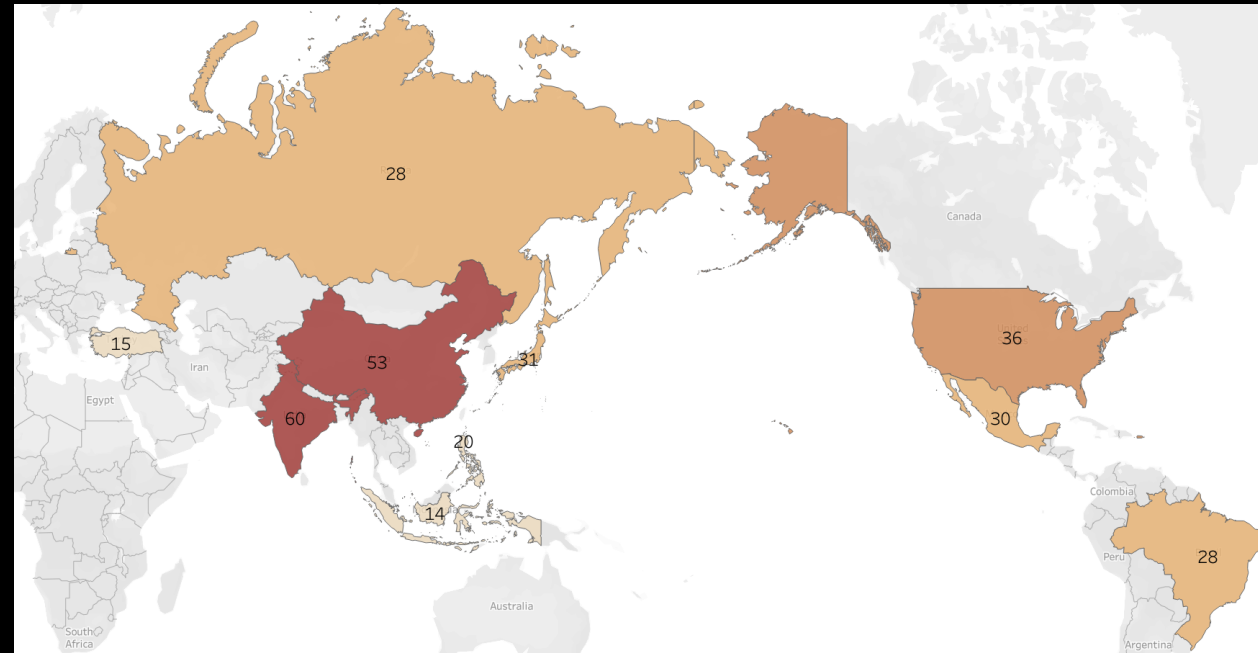 - Year – 2006 (1000)

Actor Table

- Most common entries (MODE) by category:
  - First Name – Julia (4)
  - Last Name – Kilmer (5)
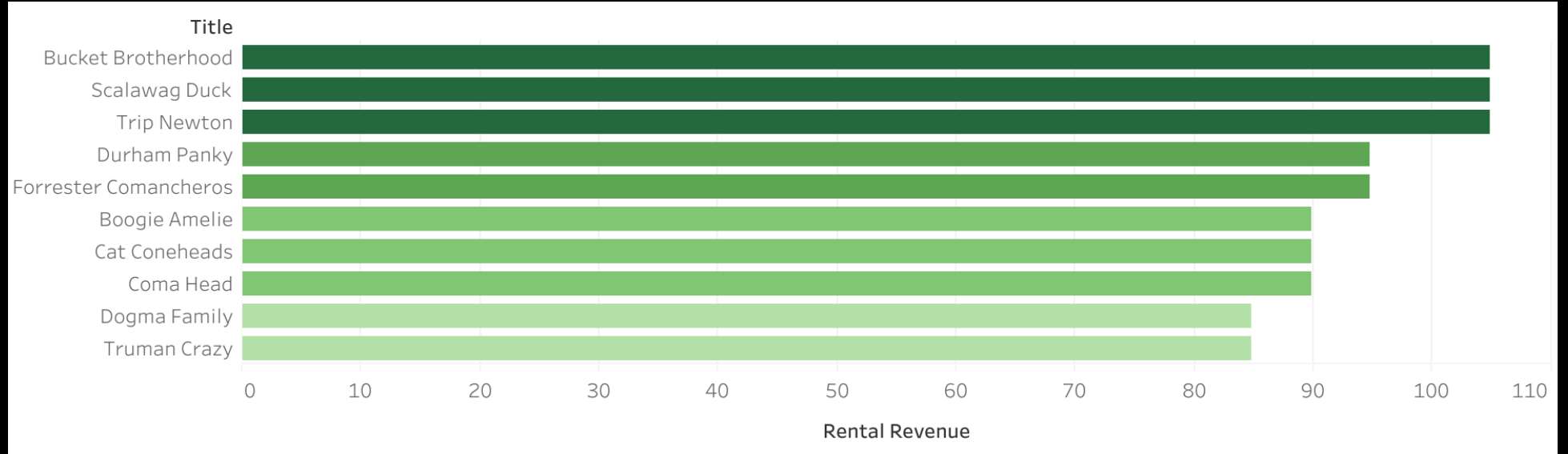
Top 10 films by Rental Revenue

Top 10 Countries by 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 Countries by Rental Revenue

India	6034.78
China	5251.03
United States	3685.31
Japan	3122.51
Mexico	2984.82
Brazil	2919.19
Russian Federation	2765.62
Philippines	2219.70
Turkey	1498.49
Indonesia	1352.69
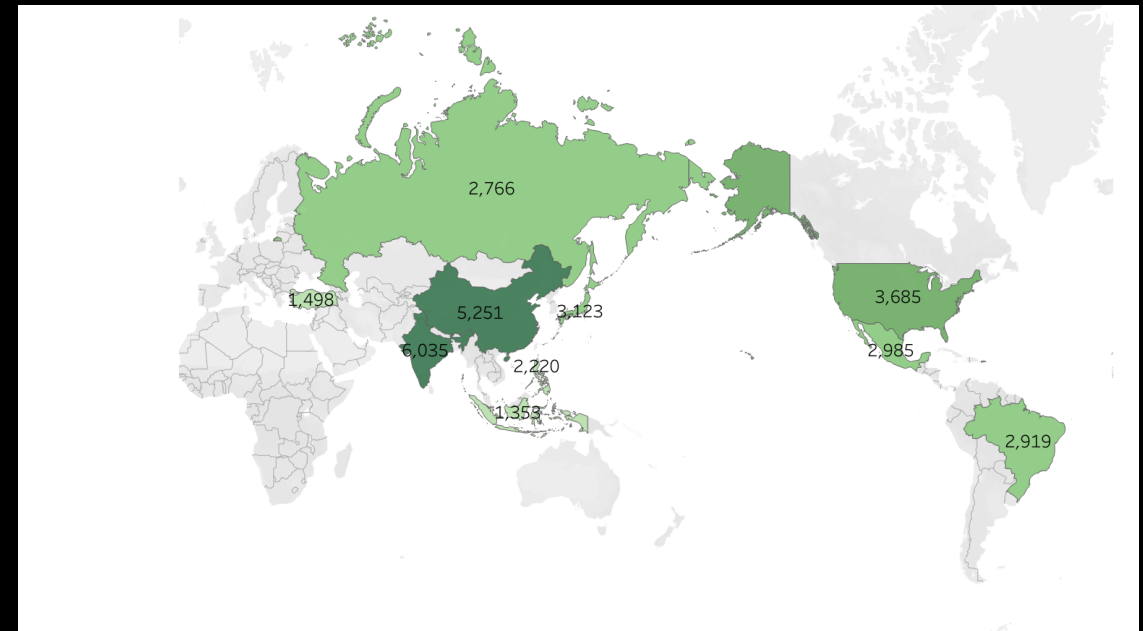
Customer distribution by city

- Only one city (Aurora, CO, USA) had more than 1 customer.

- Customers resided in 313 other cities.
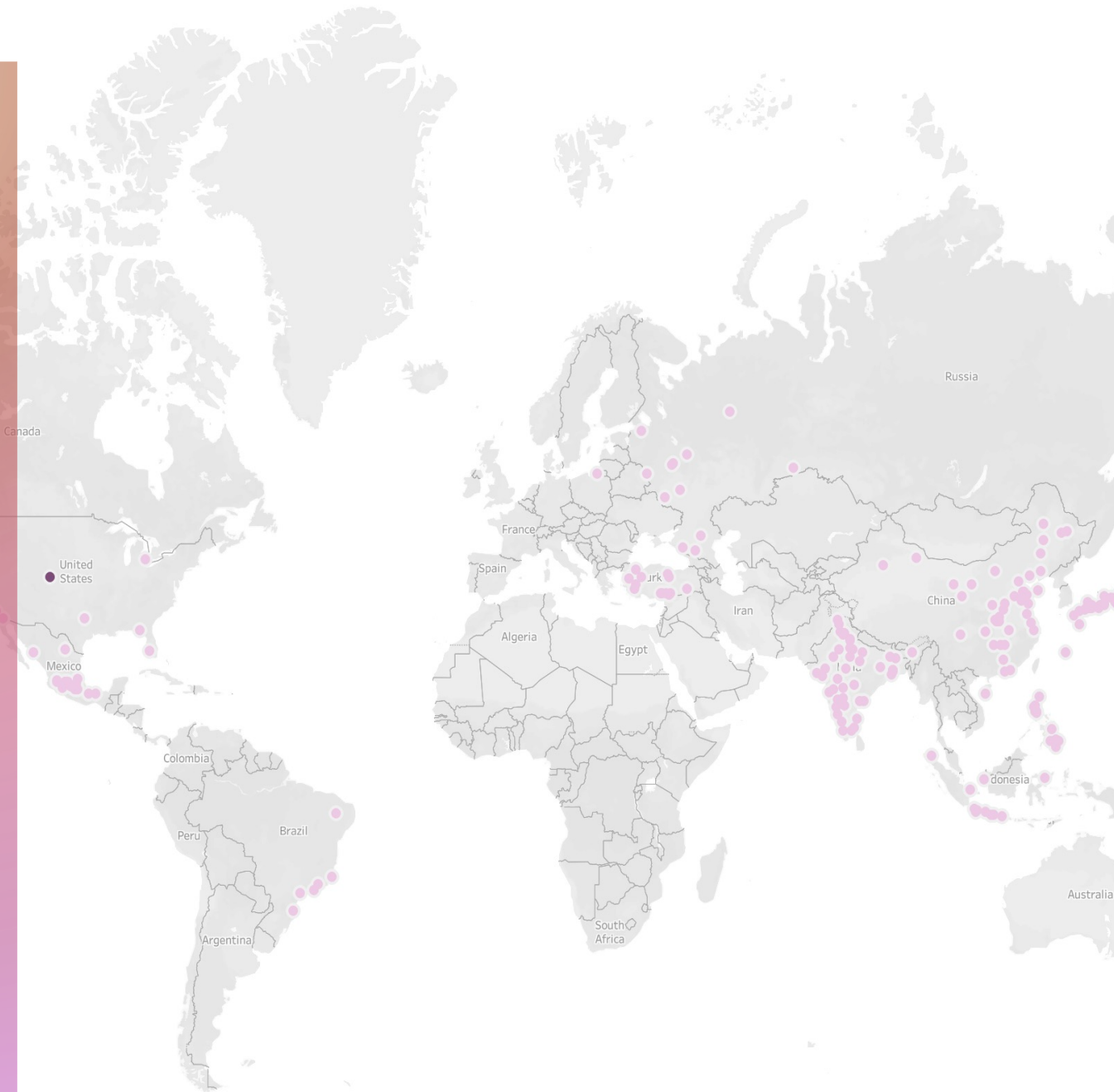
Top 5 Customers

Name	City	Country	Amount Spent with Rockbuster
Sarah Perry	Atlixco	Mexico	128.70
Clinton Buford	Aurora	United States	98.76
Adam Gooch	Adoni	India	97.80
Bob Pfeiffer	Xintai	China	82.78
Scott Shelley	Aurora	Unites States	60.82

Key Insights

- Wide distribution of customers
  - 314 different cities, only 1 city with more than 1 customer
  - 2 of the top 5 customers by spend in Aurora, CO.
- Top 10 countries by customer count and rental revenue
  - In the exact same order
  - Led by India, China, USA

- Average rental duration
  - = ~5 days
- Top Revenue earning films:
  - Bucket Brotherhood, Scalawag Duck, Trip Newton
- All 1000 film entries are in English
- Most common Rating
  - PG-13

Tableau Link

- https://public.tableau.com/views/RockbusterSubscribers-geospatial/Rockbustercustomercountries