Rockbuster
Data Analysis

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Rockbuster Analysis

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

The Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service

- Where are customers with a high lifetime value based?

- Which countries are Rockbuster customers based in?

- Do sales figures vary between geographic regions?

Initial Data

Film Table Summary		Customer Table Summary	
Number of Films	1,000	Number of Customers	599
Release Year	2006	Number of Address'	605
Rental Duration	3-7 days		
Rental rate	$.99-$2.99		
Length	46-185 minutes		
Replacement Cost	$9.99-$29.99		
Most Common Rating PG-13			

Excel file of Summary

Top 5 Customers

+ Sara Perry

+ Leslie Seward

+ Alan Kahn

+ Clinton Buford

+ Natalie Meyer

Reward to be given to the top 5 customers

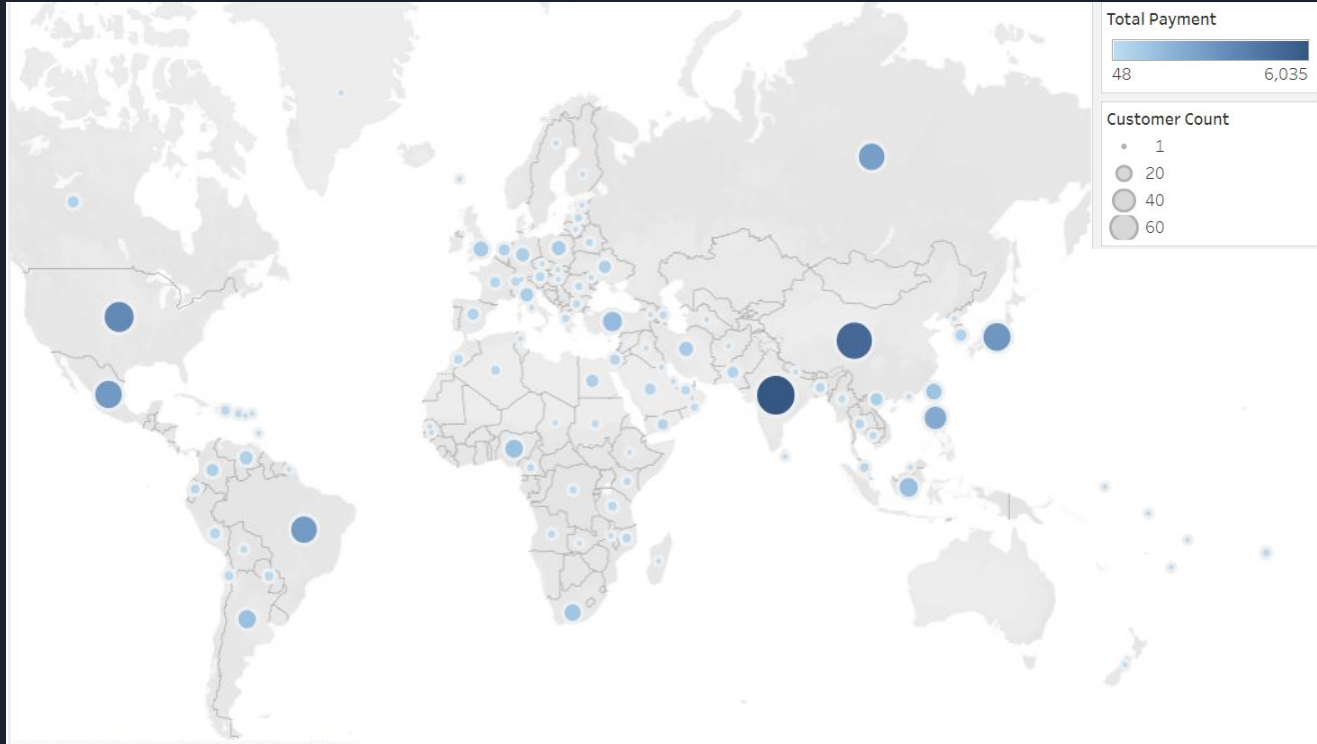Based on amount spent in top 10 cities with the highest revenue

Excel file of results and queries

Rockbuster Customers and Revenue

Conclusions and Recommendations

- The largest revenue come from India, China, and the United States

- Future marketing for online video rentals should be targeted, but not limited, to geographic locations with higher revenue

- Very diverse customer base in terms of location

- Revenue is directly correlated to the number of customers

https://public.tableau.com/authoring/Rockbuster_16707158211880/Rockbuster#1

Contact Information

Any questions or comments please contact

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Thank you!