

# Rockbuster Customer Insights



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October 2024

# What are we looking for?

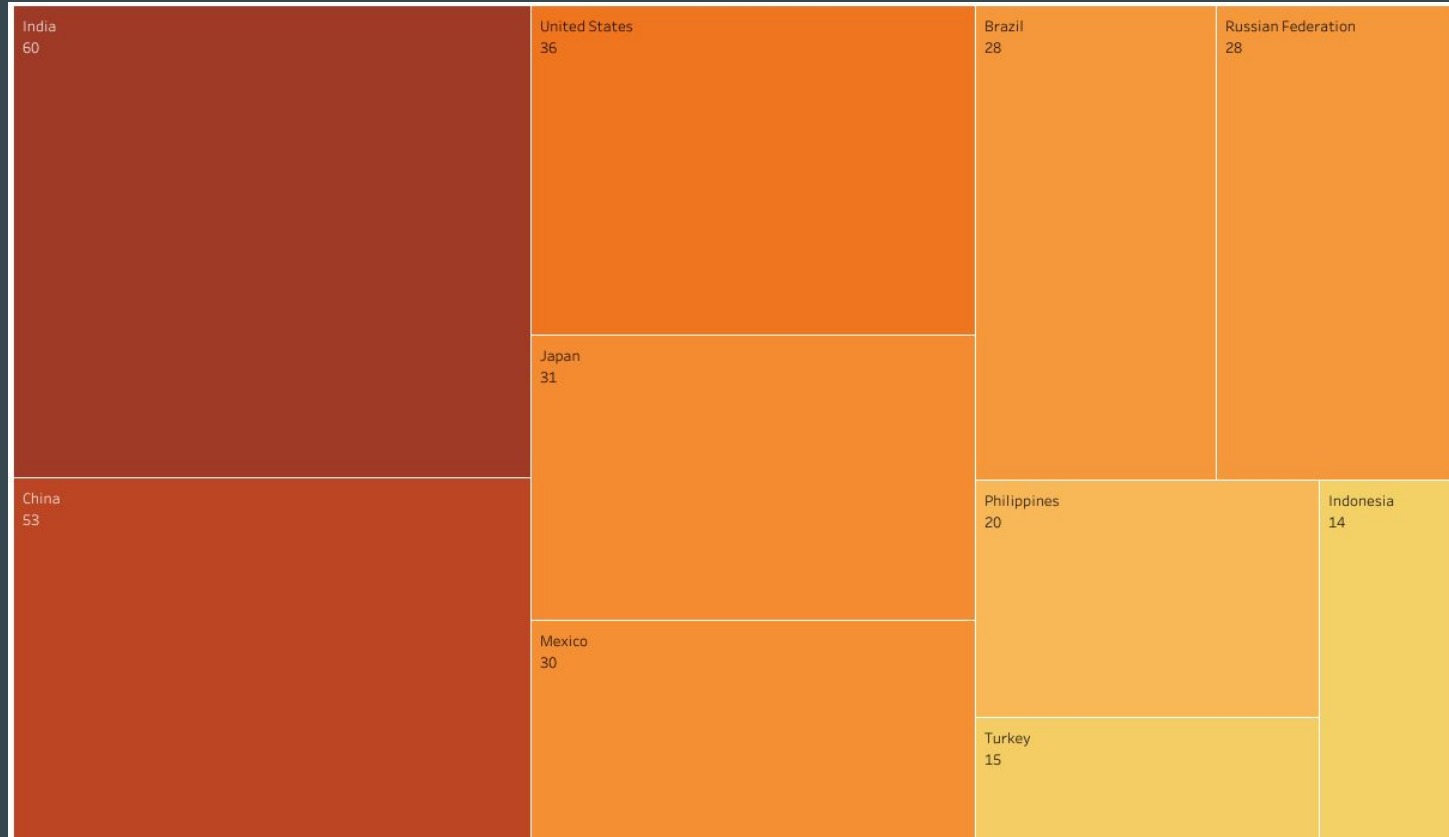
- Where are our top customers?
- Who are our top customers?
- How much do our top customers spend?



GOAL: Understanding metrics around our top customers will help us profile for future customers.

# Our Top 10 Countries by Customer Amount

- 7 of the 10 countries are located in Asia



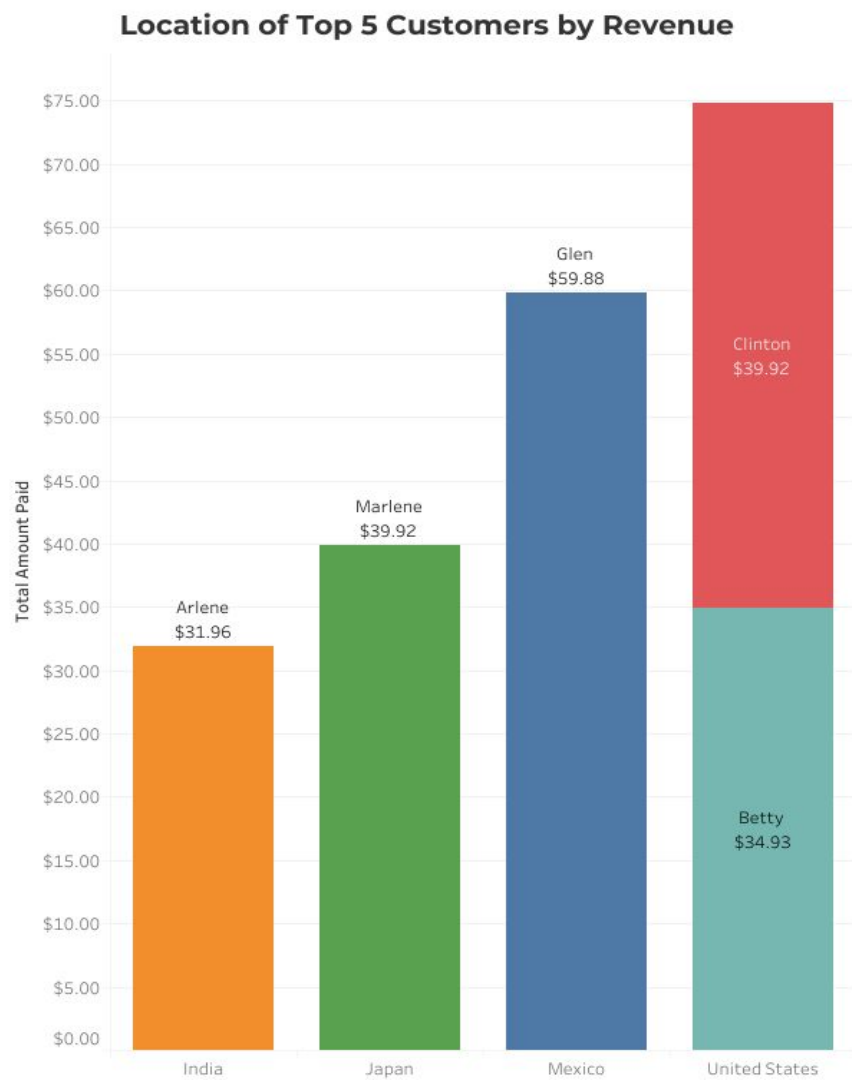
# Top Cities by Customer Amount in our Top 10 Countries

City	Country Name	
Aurora	United States	2
Acua	Mexico	1
Ambattur	India	1
Cianjur	Indonesia	1
Citrus Heights	United States	1
Iwaki	Japan	1
Shanwei	China	1
So Leopoldo	Brazil	1
Teboksary	Russian Federation	1
Tianjin	China	1

- Customers are dispersed over many cities
- Only one city in our most populated customer countries has more than 1 customer (Aurora, USA)

# Who are our Top Customers?

- Our highest spending customers are dispersed over Asia and North America.
- 3 of our top 5 customers are in North America.
- Our top customers have spent around \$41.32 on average



# Conclusion and Recommendation



## Takeaways and Insights

- Rockbuster has a heavy customer base in Asia, particularly in India and China
- Rockbuster's customers are very dispersed, usually only 1 customer per city
- Rockbuster's top customers are in Asia and North America, with top spenders in Mexico, Japan and USA.

Seeing that China and India make up a large percentage of the customer base, and that there are no cities with more than 1 customer, sales campaigns focused on those two regions has a high ceiling.

Secondly, seeing customers spend more in places like Japan, Mexico and USA, sales campaigns targeting those regions could also be beneficial.