



DELIVERABLE III



ROCKBUSTER DATA ANALYSIS




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Performing data analysis to assist Rockbuster Business Intelligence launch an online video rental service.

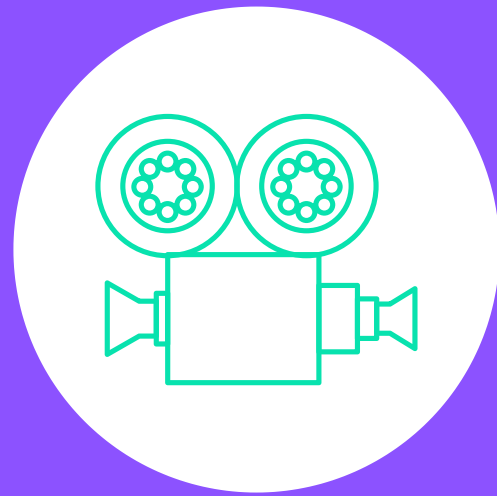
Key Objectives

-  Do sales figures vary between geographic regions?
-  Which movies contributed the most and least to revenue?

- What was the average rental duration for all  videos?
- Which countries are Rockbuster customers based in? 
- Where are customers with a high lifetime value based? 



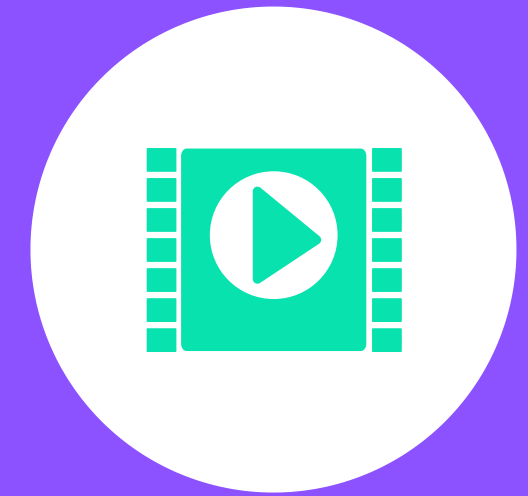
Business Overview



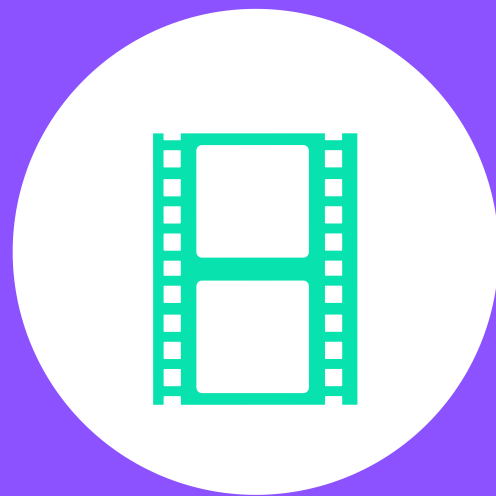
1000 Film Titles



599 Customers



Most Frequently
Rented: PG 13



Average Rental
Duration: 5 Days



Average Rental Rate:
\$2.98

General Trend

SALES BY LOCATION

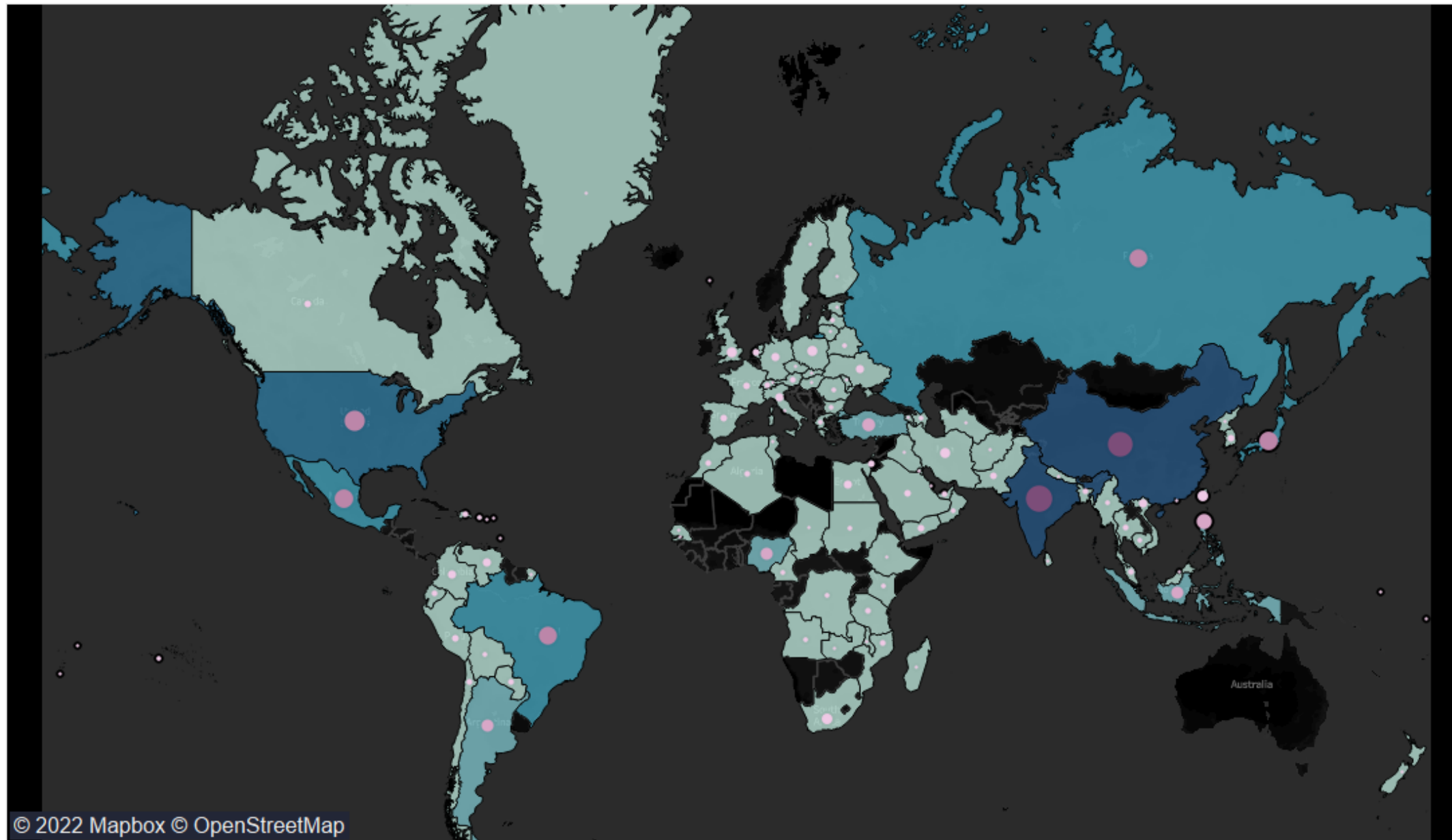
India, China, and United States hold highest revenue.

CUSTOMERS BY LOCATION

India, China, and the US have highest customer base.

Tableau Data

Customer and Sales by Country



On average, customers spend \$100/year, regardless of location.

TOP 5 FILMS

Telegraph Voyage

Rated: PG
Genre: Music
Total Revenue:
\$216

ZorroArk

Rated: NC-17
Genre:
Comedy
Total Revenue:
\$200

Wife Turn

Rated: NC-17
Genre:
Documentary
Total Revenue:
\$199

Innocent Usual

Rated: PG-13
Genre: Foreign
Total Revenue:
\$192

Hustler Party

Rated: NC-17
Genre: Comedy
Total Revenue:
\$191

Young Language

Rated: G
Genre: Doc
Total Revenue:
\$7

Duffel Apocalypse

Rated: G
Genre: Doc
Total Revenue:
\$6

Freedom Cleopatra

Rated: PG-13
Genre: Comedy
Total Revenue:
\$6

Oklahoma Jumanji

Rated: PG
Genre: New
Total Revenue:
\$6

Texas Watch

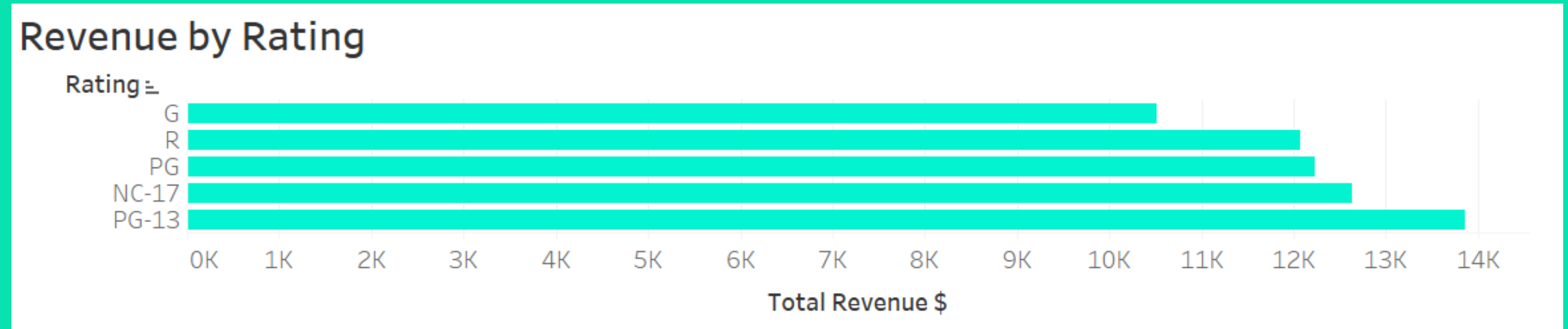
Rated: NC-17
Genre: Horror
Total Revenue:
\$6

BOTTOM 5 FILMS

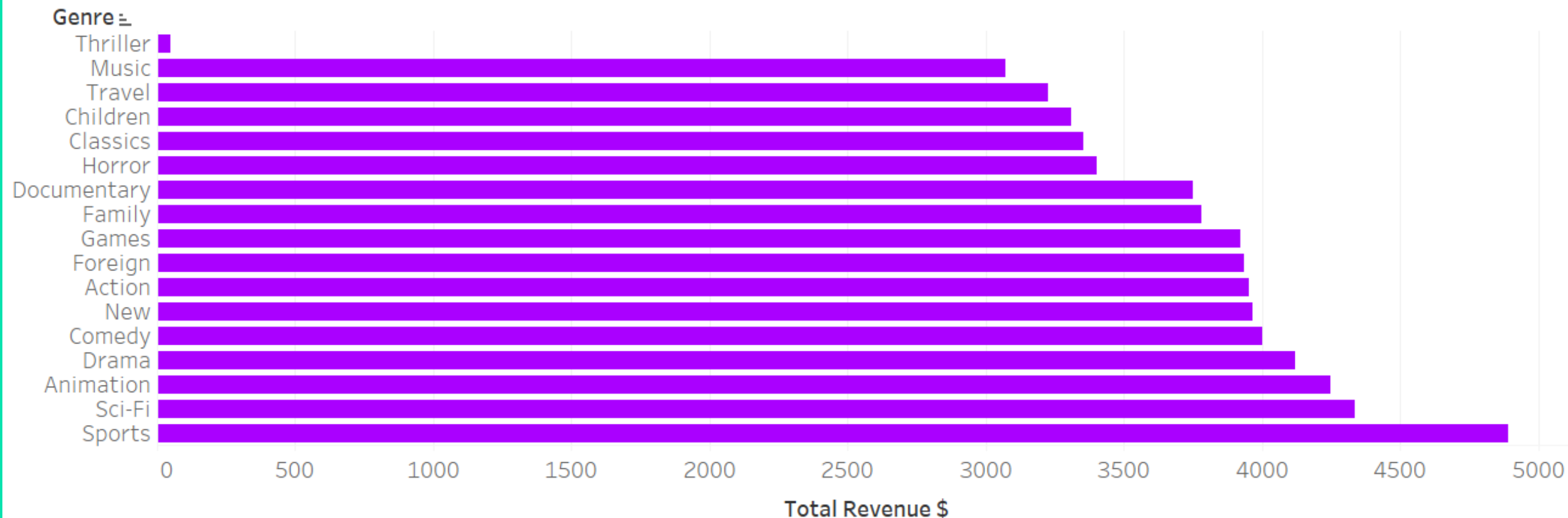
Revenue Analysis

REVENUE BY RATING

PG-13 films generate the highest revenue, while **G** rated films sell the least.



Revenue by Genre



REVENUE BY GENRE

Sports genre films generate the highest revenue, while **Thrillers** sell the least.

HIGHEST REVENUE GENERATING ACTORS

1

Susan Davis

\$3193

2

Gina Degeneres

\$3129

3

Matthew Carrey

\$2544

4

Mary Keitel

\$2427

5

Scarlett Damon

\$2404

6

Walter Torm

\$2403

CUSTOMER ANALYSIS

	country	total_customer_count
1	India	60
2	China	53
3	United States	36
4	Japan	31
5	Mexico	30
6	Brazil	28
7	Russian Federation	28
8	Philippines	20
9	Turkey	15
10	Indonesia	14

Top 5 Global Customers

Customer	Country	⌚
Sara Perry	Mexico	128.70
Gabriel Harder	Turkey	108.75
Sergio Stanfield	Mexico	102.76
Clinton Buford	United States	98.76
Adam Gooch	India	97.80

RECOMMENDATIONS

Customer Base

CONTINUE TO BUILD
MARKET IN INDIA,
CHINA, & US; AS WELL
AS JAPAN & MEXICO

CONSIDER A CUSTOMER
LOYALTY & REWARDS
PROGRAM

Movie Base

INCREASE RENTAL
RATES OF MOVIES WITH
HIGH-REVENUE-
GENERATING ACTORS

REDUCE RENTAL
DURATION TO 3 DAYS

Purchase more licensing
for sports, sci-fi,
animation, drama, &
comedy films.

Questions?

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TABLEAU DATA

