ROCKBUSTER

DATA ANALYSIS PROJECT

Introduction

The goal of this project was to look into the data and better understand Rockbuster's client base.
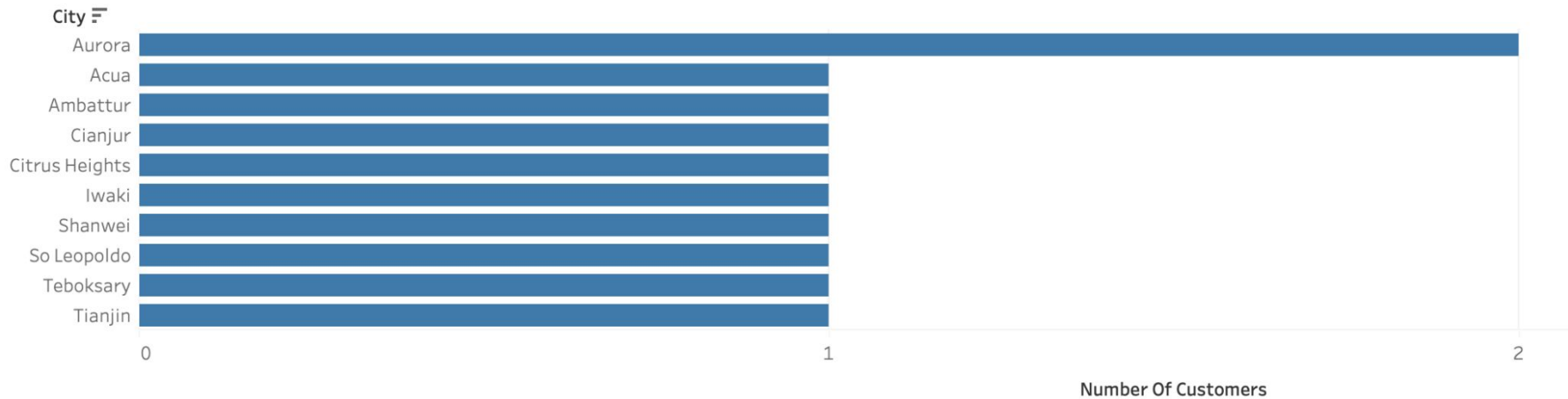
Elements that were specifically inspected were

- Location
- Client preferences
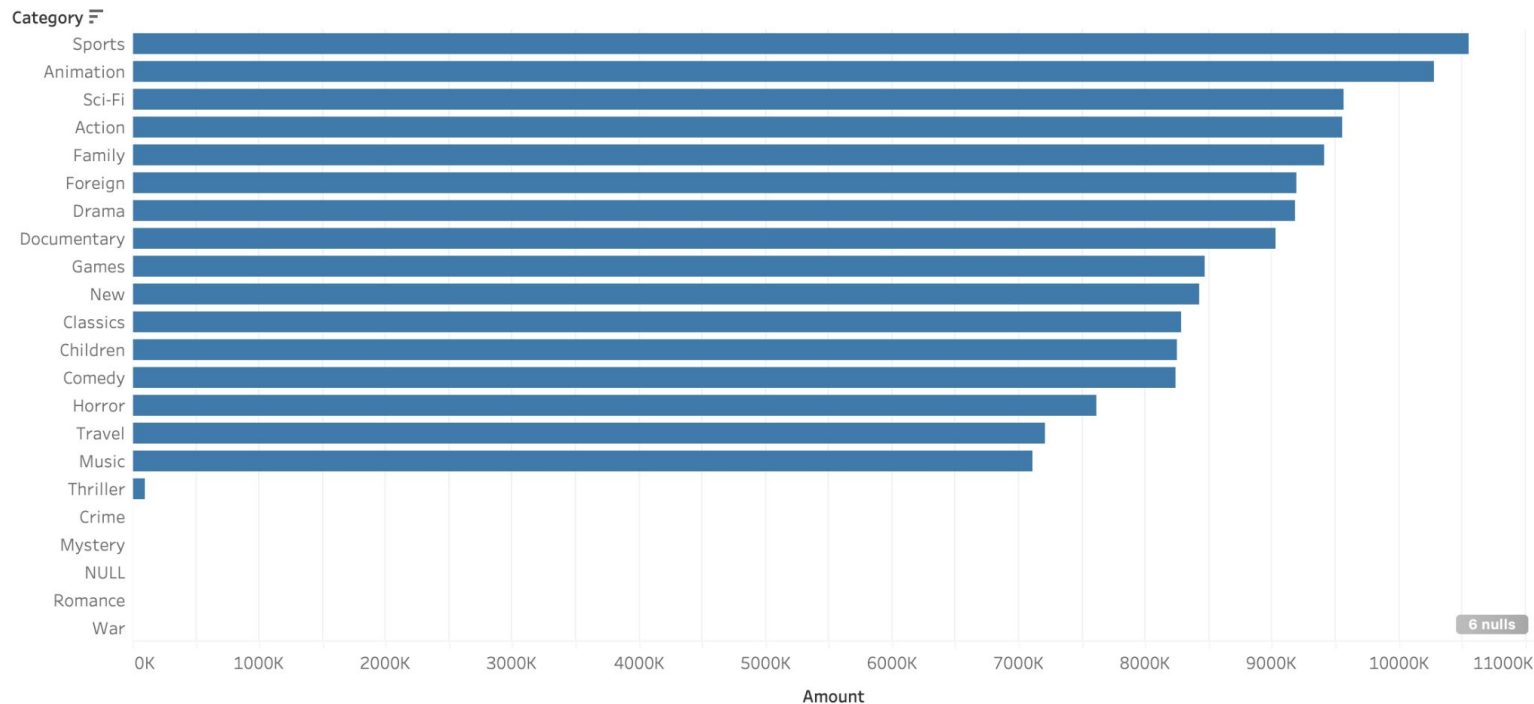- Overall revenue generated

Top 10 countries

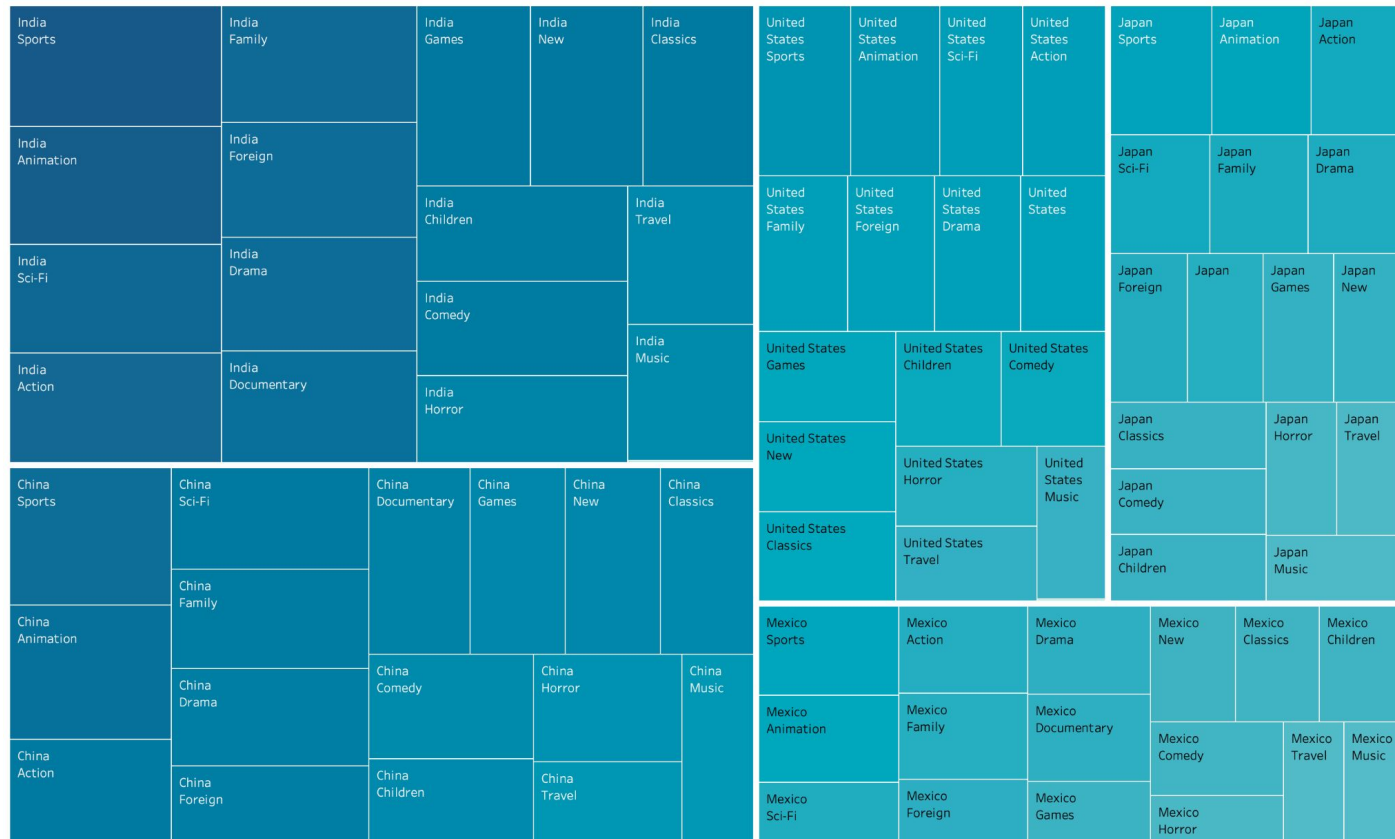Our biggest presence is in Asia and the Americas

Top 10 cities

Our top customers are scattered, but 2 can be found in Aurora, USA

Best selling category

Category

Category	Amount
Sports	
Animation	
Sci-Fi	
Action	
Family	
Foreign	
Drama	
Documentary	
Games	
New	
Classics	
Children	
Comedy	
Horror	
Travel	
Music	
Thriller	
Crime	
Mystery	
NULL	
Romance	
War	

6 nulls

0K 1000K 2000K 3000K 4000K 5000K 6000K 7000K 8000K 9000K 10000K 11000K

Amount

Sports is the best ceiling genre overall

Best selling category by country

India Sports
India Family
India Games
India New
India Classics
India Animation
India Foreign
India Children
India Travel
India Sci-Fi
India Drama
India Comedy
India Action
India Documentary
India Horror
India Music

China Sports
China Sci-Fi
China Documentary
China Games
China New
China Classics
China Animation
China Family
China Drama
China Comedy
China Horror
China Music
China Action
China Foreign
China Children
China Travel

United States Sports
United States Animation
United States Sci-Fi
United States Action
United States Family
United States Foreign
United States Drama
United States
United States Games
United States Children
United States Comedy
United States New
United States Horror
United States Music
United States Classics
United States Travel

Mexico Sports
Mexico Action
Mexico Drama
Mexico New
Mexico Classics
Mexico Children
Mexico Animation
Mexico Family
Mexico Documentary
Mexico Comedy
Mexico Travel
Mexico Music
Mexico Sci-Fi
Mexico Foreign
Mexico Games
Mexico Horror

Japan Sports
Japan Animation
Japan Action
Japan Sci-Fi
Japan Family
Japan Drama
Japan Foreign
Japan
Japan Games
Japan New
Japan Classics
Japan Horror
Japan Travel
Japan Comedy
Japan Children
Japan Music

Categories seem to remain consistent in terms of popularity across regions

Revenue by country

Findings

- Our top 5 countries are India, China, USA, Japan and Mexico
- Top categories are Sport, Animation, Sci-Fi, Action and Family
- Worst categories are War, Romance, Mystery, Crime and Thriller
- Top categories are consistent across countries
- Distribution of top customers is also consistent across countries

Recommendations

- Focus on top countries to maintain and increase revenue
- Shift investment from worst performing categories to top performing
- Consider more OOO advertising in the top cities

THANK YOU

DATA ANALYSIS PROJECT