

# Rockbuster - Customer & Revenue Insights

Data-Driven Opportunities for Growth

Nico Bui - 11.05.25



# Agenda



- Rental Pricing Overview
- Global Revenue Distribution
- City-Level Customer Hotspots
- Customer Concentration by City
- Revenue Power Users
- Strategic Takeaways
- Next Steps

# Film Rental Rate Distribution

Rockbuster's films range from \$0.99 to \$4.99, with an average rental rate of \$2.98. This diversity supports pricing segmentation, enabling flexible pricing strategies based on customer preferences.

Minimum Rate	Maximum Rate	Average Rate	# of Rent Values	Total Films
\$0.99	\$4.99	\$2.98	1	1

# Revenue by Country

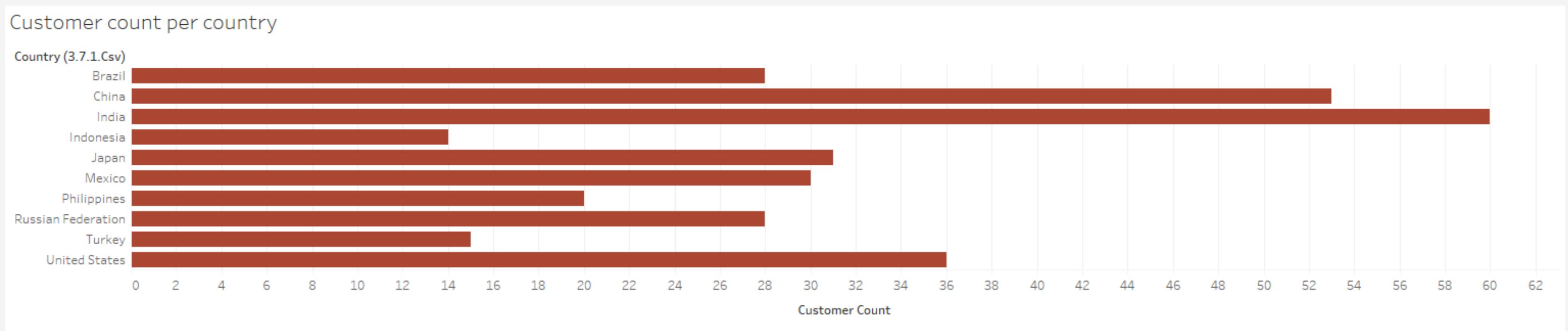


Rockbuster's highest revenue comes from India and China, followed by the USA. This highlights not only market size but potential for strategic investments in content and customer acquisition.

[Map view in Tableau](#)

# Top Markets by Customer Count

- Rockbuster's largest customer bases are in India, China, and the USA.
- These regions are critical for both user engagement and growth-focused strategies.

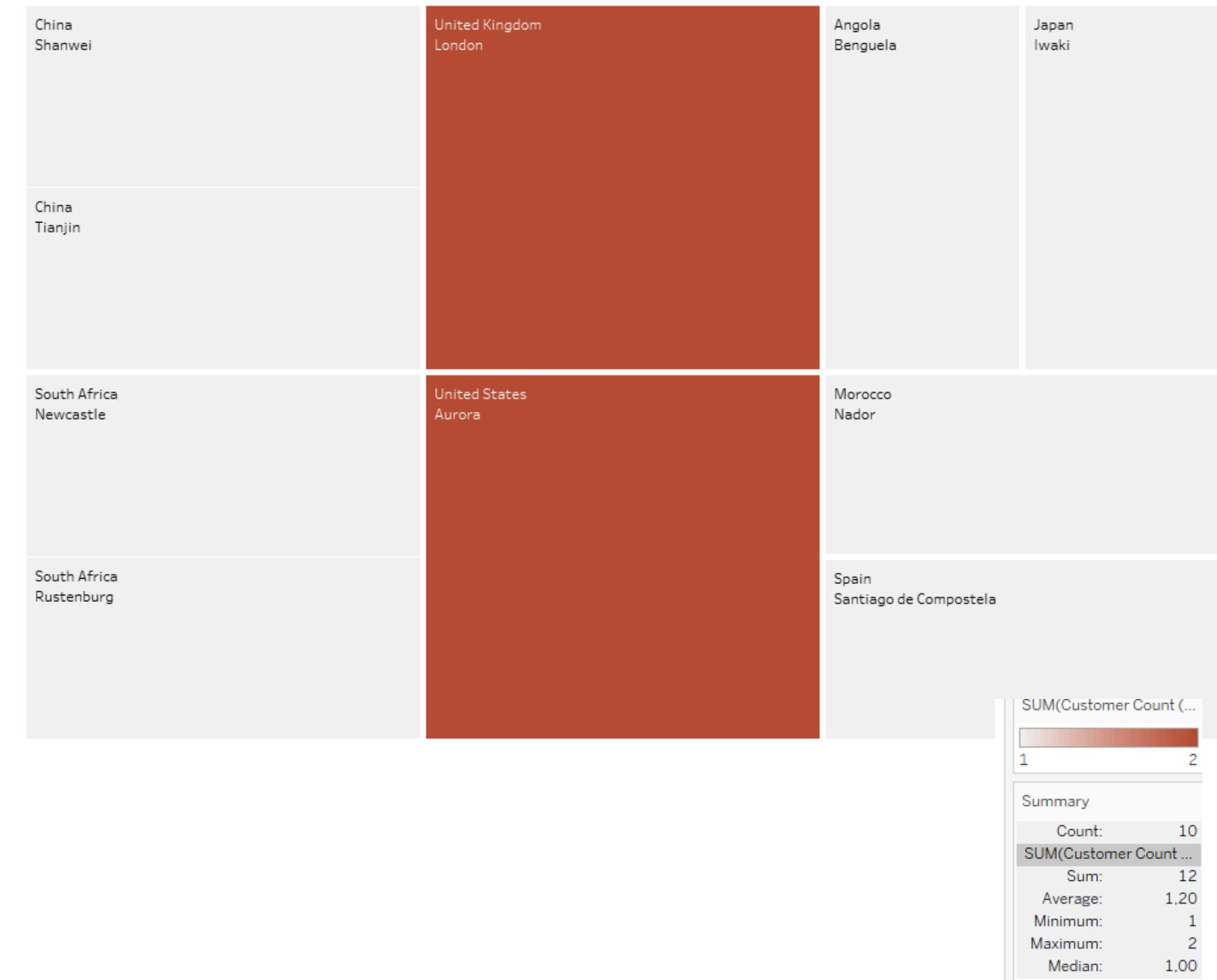


- Understanding customer distribution helps prioritize localized content, regional promotions, and language preferences.

# WHERE OUR CUSTOMERS CLUSTER

- London (UK) and Aurora (USA) show the highest customer concentration.
- These cities are prime locations for targeted marketing, events, or partnerships.
- High-density customer areas often offer low acquisition costs and stronger brand loyalty.

Customer counts per city, country



# Who Brings the Most Value?

- Identifying high-paying customers can help inform VIP programs and retention strategies.
- Casey Mena tops the chart with \$130.68 spent.
- Engaging top customers with exclusive offers or rewards could increase lifetime value and referrals.

Top Customers by Total Paid

First Name	Last Name	98.76	119.75	123.72	128.70	130.68
Alan	Kahn				●	
Casey	Mena					●
Clinton	Buford		●			
Leslie	Seward				●	
Sara	Perry					●



# Actionable Insights



Use rental rate insights to test tiered pricing models



Target top countries and cities with regional campaigns



Build customer loyalty programs for high spenders



Use location-based insights to inform content availability or promotions

# What's next?

Integrate findings into marketing and pricing strategy

Expand analysis to look at genre popularity by region

Explore seasonality and rental timing trends

# Have a question?



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