Rockbuster Customer Distribution and High-Value Market Insights

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Why this Analysis Matters?

Business Context

Rockbuster operates across multiple countries and cities

To remain competitive management needs to understand:

- Where customers are connected

- Which locations contribute the most value

- Which customers are most loyal

The goal is to help Rockbuster focus on the right markets and pricing strategy

Rental Insights

Objective: Understand rental patterns and key metrics for Rockbuster items.

Key Metrics:

- **Rental rate:** Price charged per rental.

- **Rental Duration:** Number of days each item is rented.

- **Replacement Cost:** Cost to replace the item if lost or damaged.

- **Item Length:** Physical size of items rented.

Analysis Approach: Calculated Minimum, Maximum, and Average values for each metric.

Insights to Expect:

- Which items have the highest/lowest rental rates or durations.

- Items with high replacement costs or unusual lengths.

- Typical rental patterns for popular items.

Rental Rate Overview

Rental Rate Statistics:

- Minimum: 0.99 units

- Maximum: 4.99 units

- Average: 2.98 units

What we see:

Rental rates vary across Rockbuster's catalog, from low-cost titles to higher-priced ones.

Business insight:

- The majority of rentals are around the average price (€2.98)

- Low-cost rentals attract casual customers, higher-priced rentals may target premium users

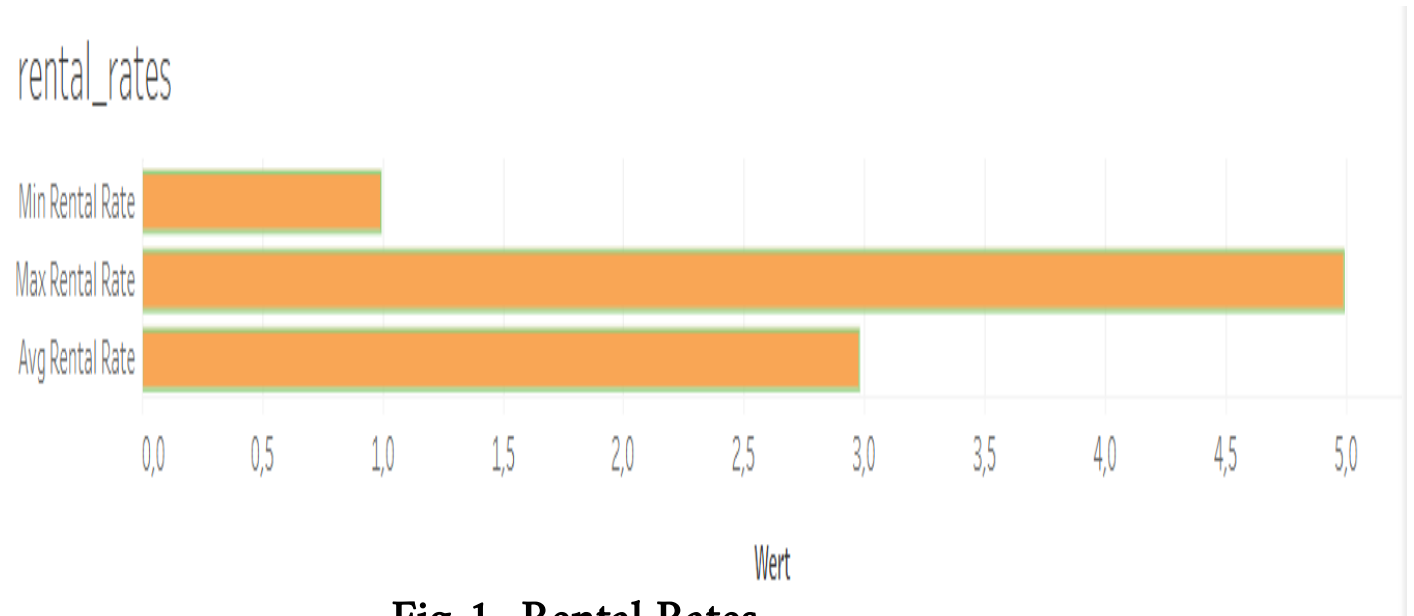- Pricing strategy seems balanced but could be reviewed for revenue optimization

Fig.1. Rental Rates

Replacement Cost Overview

Replacement Cost Statistics:

- Minimum: €9.99

- Maximum: €29.99

- Average: €19.98

What we see:

Replacement costs differ significantly between titles. Some films are much more expensive to replace than others.

Business insight:

- High-cost items carry higher risk

- Inventory management and insurance policies should prioritize high-cost titles

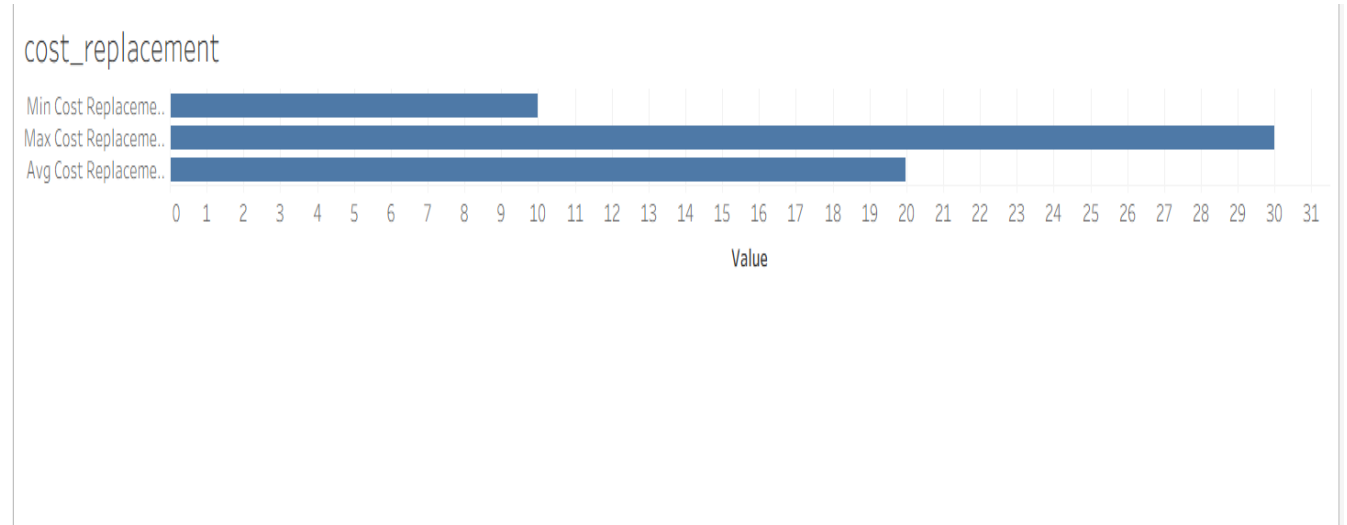- Marketing or promotions could focus on mid-range replacement cost films

Fig.2. Replacement Cost

Rental Duration Overview

Rental Duration Statistics:

- Minimum: 3,000 minutes

- Maximum: 7,000 minutes

- Average: 4,985 minutes

What we see:

Most rentals are within a standard duration range, with few extremely short or long rentals.

Business insight:

- Standard rental duration fits customer preferences

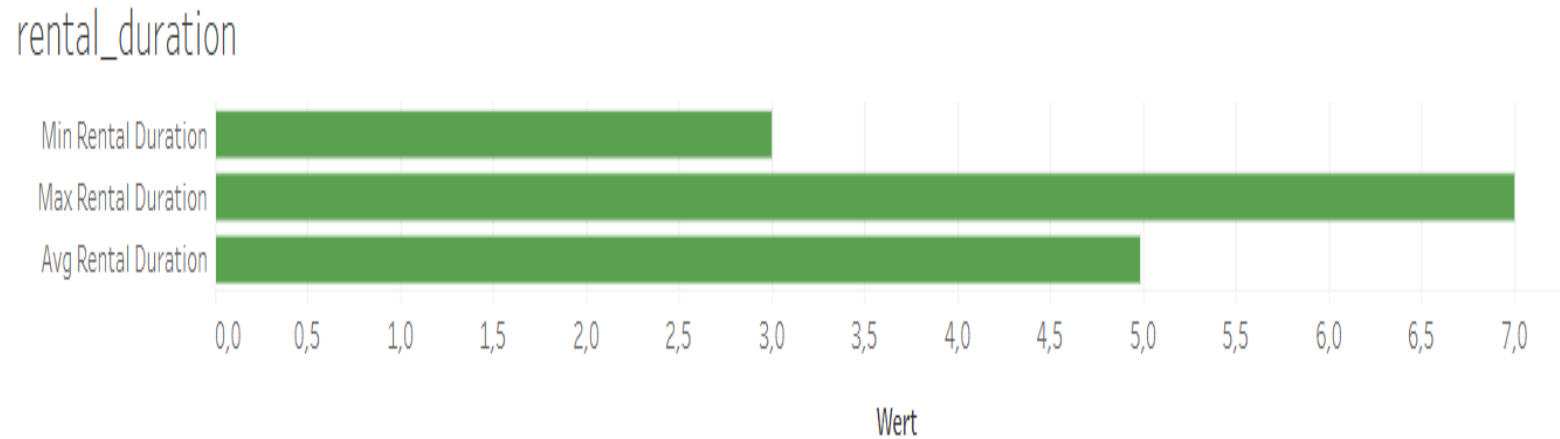- Special promotions could test longer rental periods to see if demand increases

Fig.3. Rental Duration

Film Length Overview

Film Length Statistics:

- Minimum: 46 minutes

- Maximum: 185 minutes

- Average: 115.3 minutes

What we see:

Most films are medium-length, but there's a wide range from very short to very long films.

Business insight:

- Medium-length films appeal to most customers

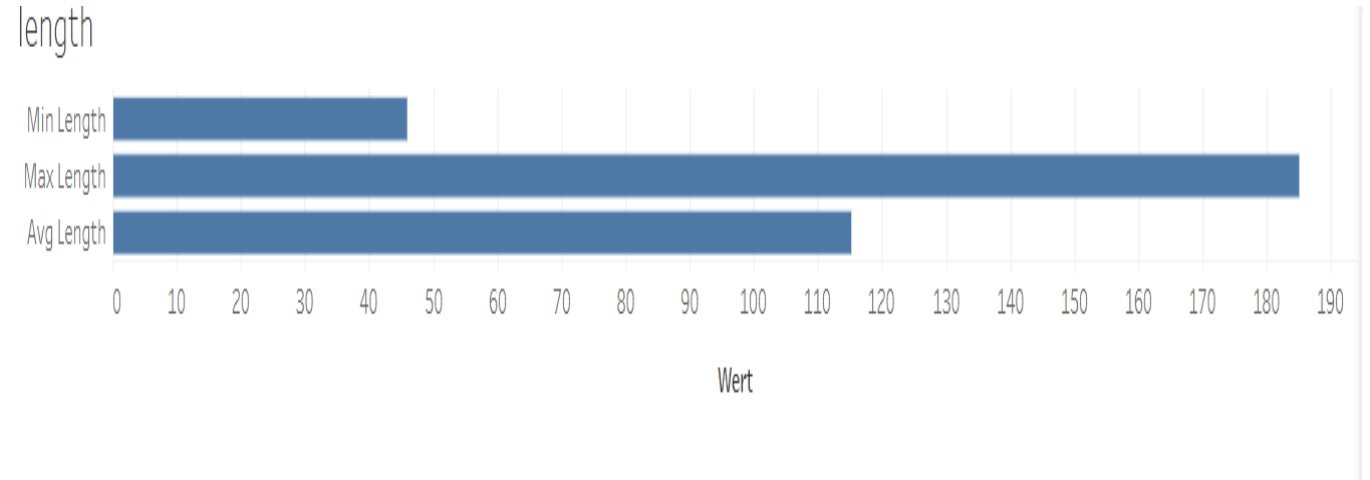- Very short or very long films could be promoted for niche audiences

Fig.3. Film Length

Overview

This analysis explores where Rockbuster's customers are located and which customers contribute the most value to the business. By looking at customer distribution across countries and cities, and by analyzing customer spending, we identify the markets that matter most to Rockbuster. These insights help highlight key locations and loyal customers that the company should focus on for future marketing, pricing, and customer engagement strategies.

Top 10 Countries by Number of Customers

What we see:

Rockbuster's customers are mainly concentrated in a small number of countries.

India has the highest number of customers, followed by China and the United States.

Other important markets include Russia, Brazil, Mexico, Japan, and Turkey.

Why this matters:

- Customer demand is not evenly distributed worldwide

- A few countries drive most of Rockbuster's customer base

Business takeaway:

Rockbuster should prioritize these countries for marketing, expansion, and customer engagement strategies.
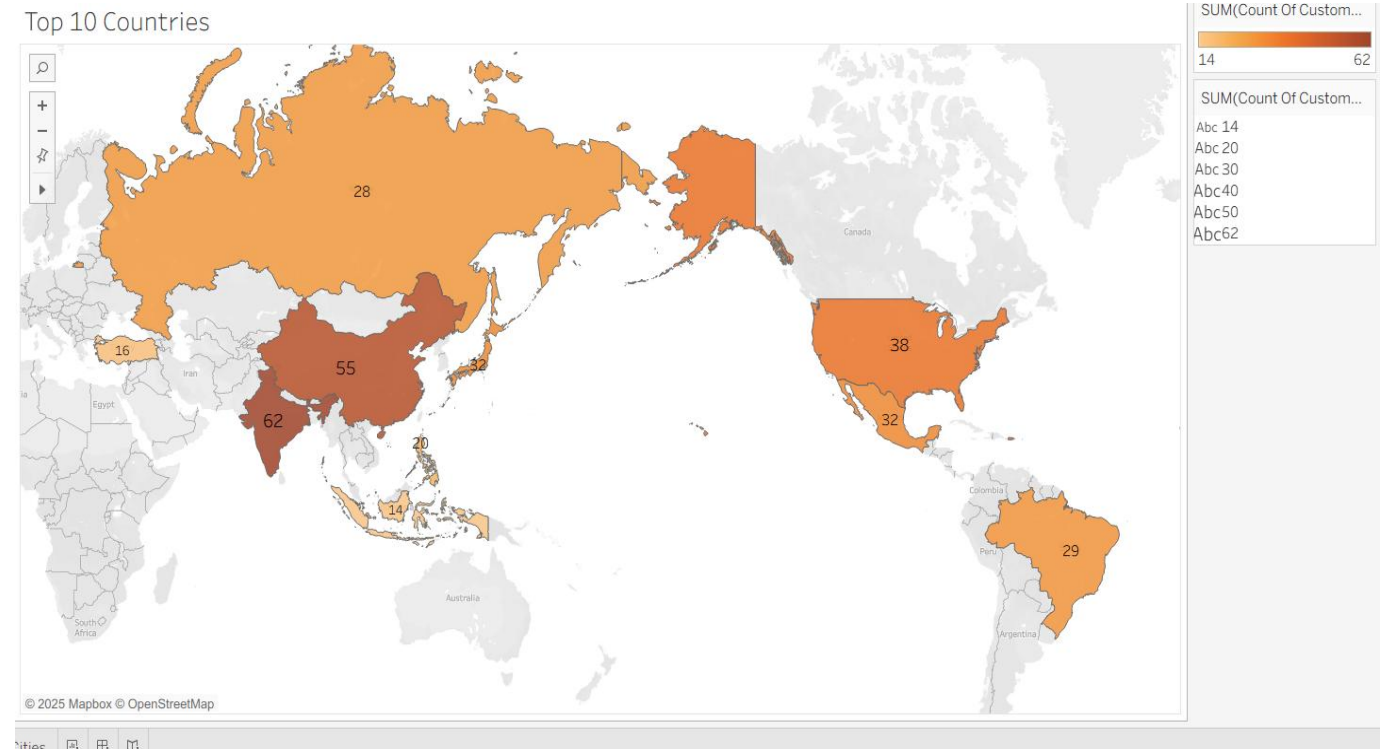

Fig.4. Top 10 countries

Top 10 Cities

What we see:

Customers within the top countries are further concentrated in specific cities rather than spread evenly across each country.

The top cities are spread across:

- Asia

- North America

- Europe

Why this matters:

- Cities are stronger indicators of customer concentration than countries

- High-density cities represent key local markets

Business takeaway:

Rockbuster should focus city-level campaigns instead of country-wide strategies to reach customers more effectively.

Fig.5. Top 10 Cities

Top 5 Customers by Total Amount Paid

What we see:

A small group of customers contributes the highest total payments to Rockbuster.

Top customers include:

- Casey Mena (Tokat) — highest total payment

- Sara Perry (Atlixco)

- Leslie Seward (Pontianak)

- Alan Kahn (Emeishan)

- Clinton Buford (Aurora)

Why this matters:

- High-value customers exist across different cities and countries

- Revenue is driven by a small number of loyal customers

Business takeaway:

Rockbuster should reward these high-spending customers through loyalty programs, special offers, or early access to new releases.

Top 5 Cities

first_na..	last_na..	city	
Sara	Perry	Atlixco	128.70
Leslie	Seward	Pontianak	123.72
Clinton	Buford	Aurora	98.76
Casey	Mena	Tokat	130.68
Alan	Kahn	Emeishan	119.75

Fig.6. Top 5 customers

Summary

This analysis shows that Rockbuster's business value is driven by a relatively small number of locations and customers. Most customers are concentrated in a few key countries, and within those countries, demand is strongest in specific cities. In addition, a small group of loyal customers contributes a significant share of total revenue.
The rental analysis shows that rental prices, film length, replacement cost, and rental duration all vary across the catalog, but average values indicate a stable and balanced pricing and rental structure. Together, these insights provide a clear picture of where Rockbuster performs best and where future improvements are possible.

Recommendations

- **Focus on key markets:** Prioritize marketing and business decisions in the top countries and cities where customer concentration is highest.

- **Adopt city-level strategies:** Use city-specific campaigns instead of broad country-level approaches to better target customers.

- **Optimize rental pricing and inventory:** Review rental rates and replacement costs to ensure pricing remains competitive while managing risk for high-cost titles.

- **Leverage rental behaviour insights:** Use film length and rental duration data to tailor promotions and test extended rental offers.

- **Reward loyal customers:** Identify and reward high-spending customers through loyalty programs or special offers to increase long-term retention.

Thank You

I am happy to answer questions