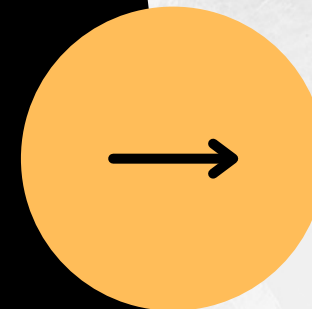


ANALYSIS

JANUARY 2023

ROCKBUSTER STEALTH



OBJECTIVES

Understand how the company is located in terms of revenue by countries and cities.

Identify the characteristics of movies that generated the maximum and minimum value of the company.

01	HIGHEST REVENUE BY COUNTRY
02	HIGHEST VALUE BY CITY
03	RENTAL VALUE BY MOVIE
04	RENTAL VALUE BY GENRE
05	RENTAL DURATION
06	RENTAL VALUE BY RATING

OVERVIEW

\$61.31 K

Total revenue

599

Active users

\$4.2

Average rent per user

958

titles rented

RENTAL AND MOVIE DETAIL

46 MINUTES

MIN MOVIE LENGTH

185 MINUTES

MAX MOVIE LENGTH

\$ 9.99

MIN REPLACE COST

\$ 29.99

MAX REPLACE COST

3 DAYS

MINIMUM RENTAL DURATION

7 DAYS

MAXIMUM RENTAL DURATION

\$ 0.99

MIN RENTAL RATE

\$4.99

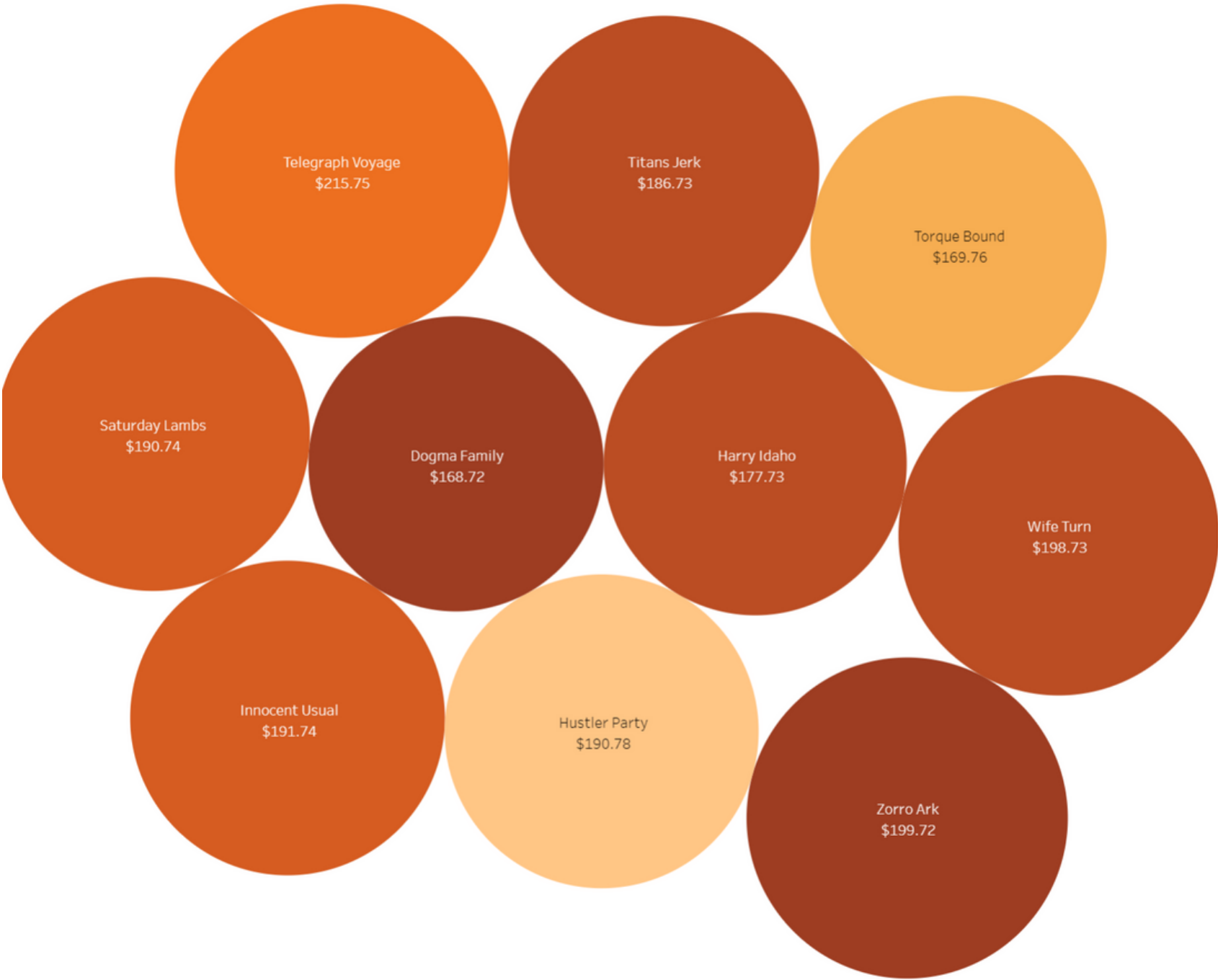
MAX RENTAL RATE

REVENUE

BY MOVIE

The picture presents the top 10 movies that had the highest revenue.
In total 958 titles were rented, and the **57% of the titles represent the 80 percent of the sales.**

TOP 10 MOVIES WITH HIGHEST REVENUE



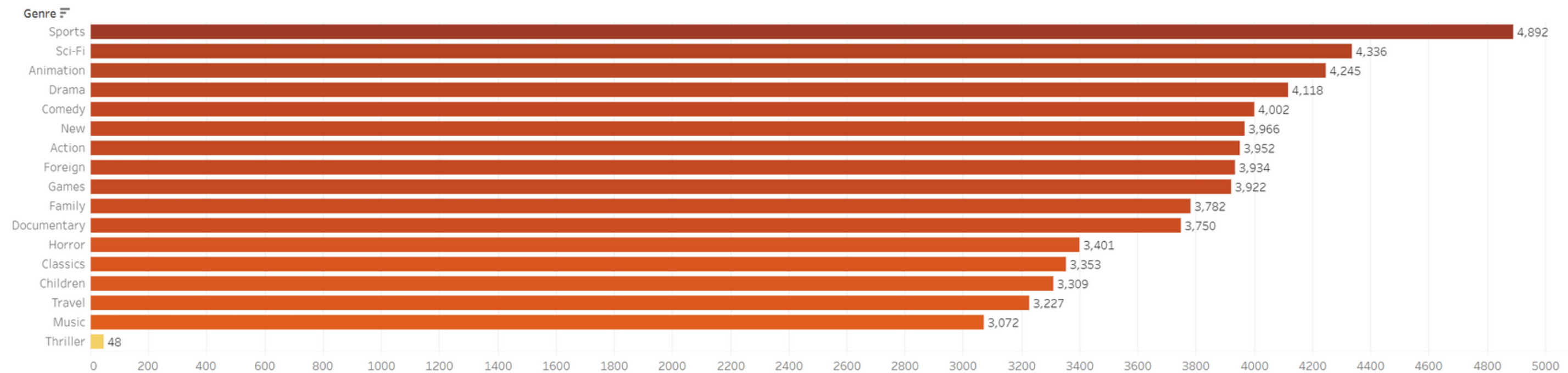
REVENUE

BY GENRE

The picture presents the total amoun paid by movie genre

TOTAL AMOUNT BY GENRE

Top Genre

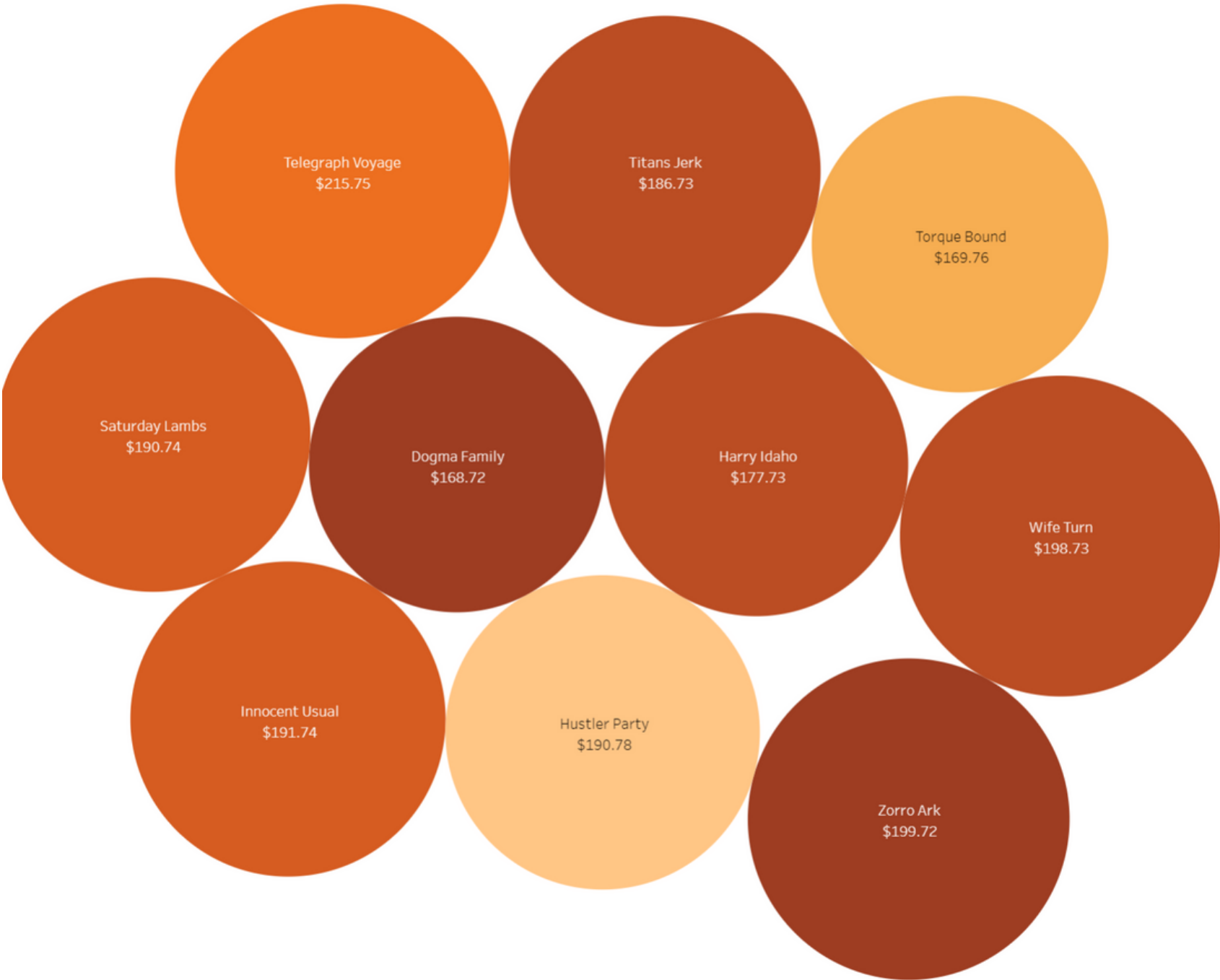


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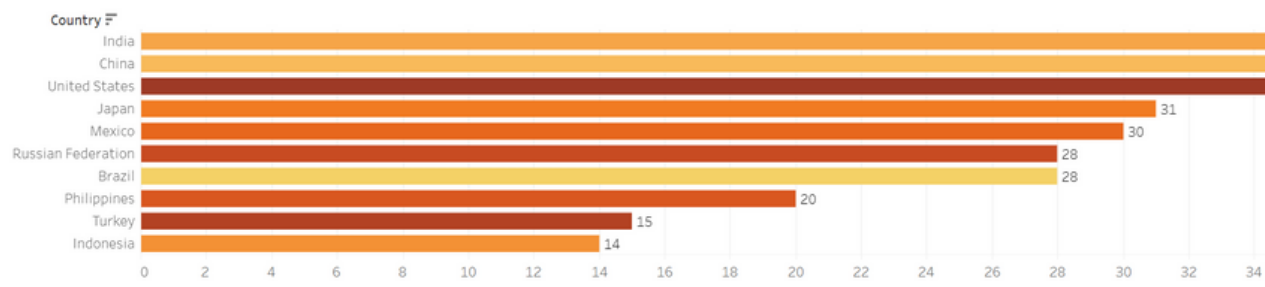
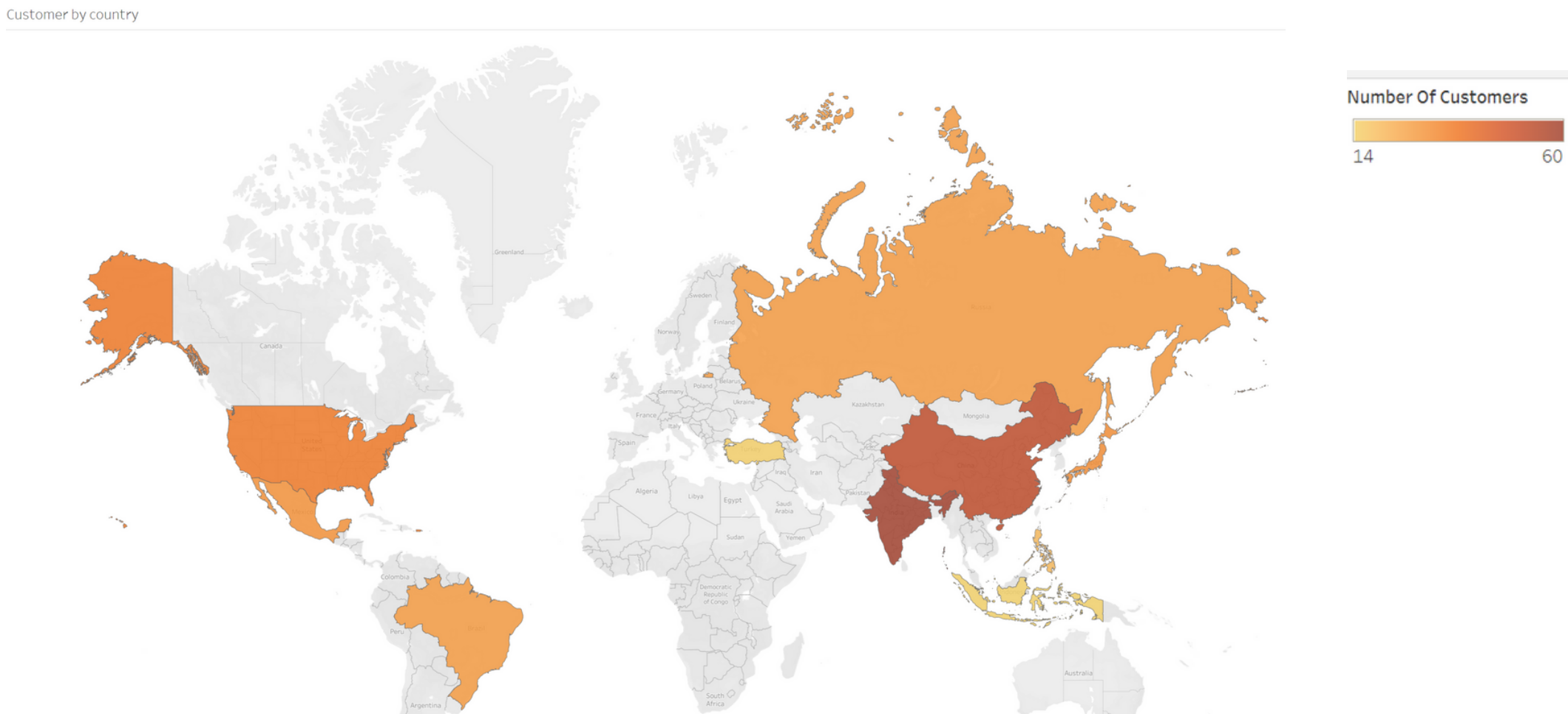


CUSTOMERS

BY COUNTRY

The picture presents the top 10 countries with the highest revenue.

TOP 10 COUNTRIES WITH HIGHEST NUMBER OF CUSTOMERS



CUSTOMERS

BY COUNTRY AND CITY

The following chartS showS the cities with the highest number of customers and details of the customers with the highest total amount paid to Rockbuster.

CITIES WITH THE HIGHEST NUMBER OF CUSTOMER IN THE TOP 10 COUNTRIES

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

TOP 5 CUSTOMERS IN THE TOP 10 CITIES WHO HAVE PAID THE IGHEST TOTAL AMOUNTS TO ROCKBUSTER

Highest amount paid by location

Country	City	
India	Ambattur	111.76
China	Shanwei	109.71
Japan	Iwaki	106.77
Mexico	Acua	100.77
United States	Aurora	98.76

RECOMMENDATIONS

01 FOCUS ON THE CITIES/COUNTRIES
WITH THE HIGHEST AMOUNT PAID.

FOCUS IN THE MAIN GENRE
RENTED .

02

Tableau Link:

https://public.tableau.com/views/Rockbuster_16729967684750/Rockbuster?:language=enUS&:display_count=n&:origin=viz_share_link