

Rockbuster movie rental analysis

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Objectives

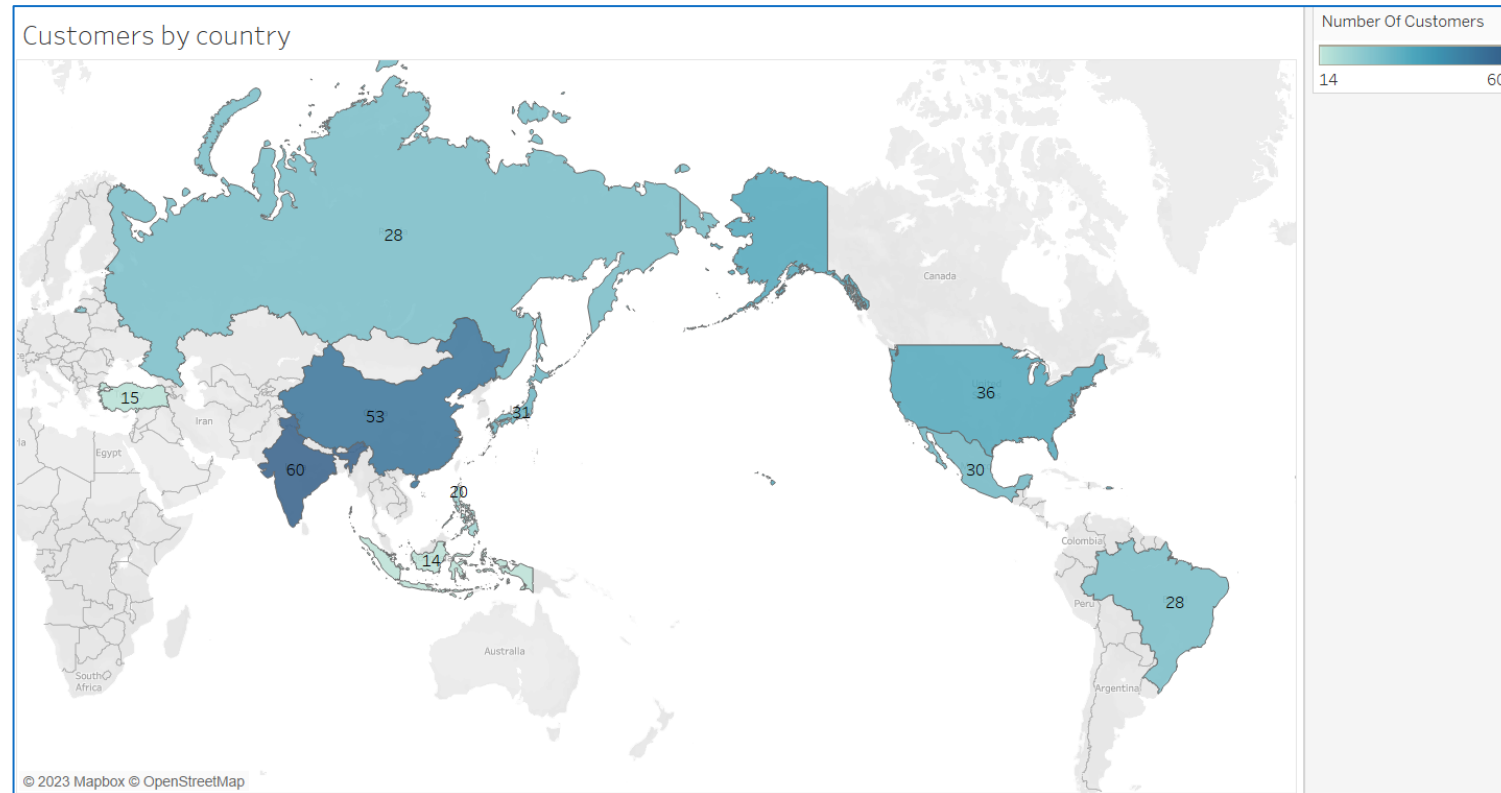
- 1 Understand how the company is located in terms of revenue by countries and cities
- 2 Identify the characteristics of movies that generated the maximum and minimum value of the company

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Customer analysis

The analysis shows that most customers are located in India. Where it was also registered the highest amount paid (see table *Highest amount paid by location*).



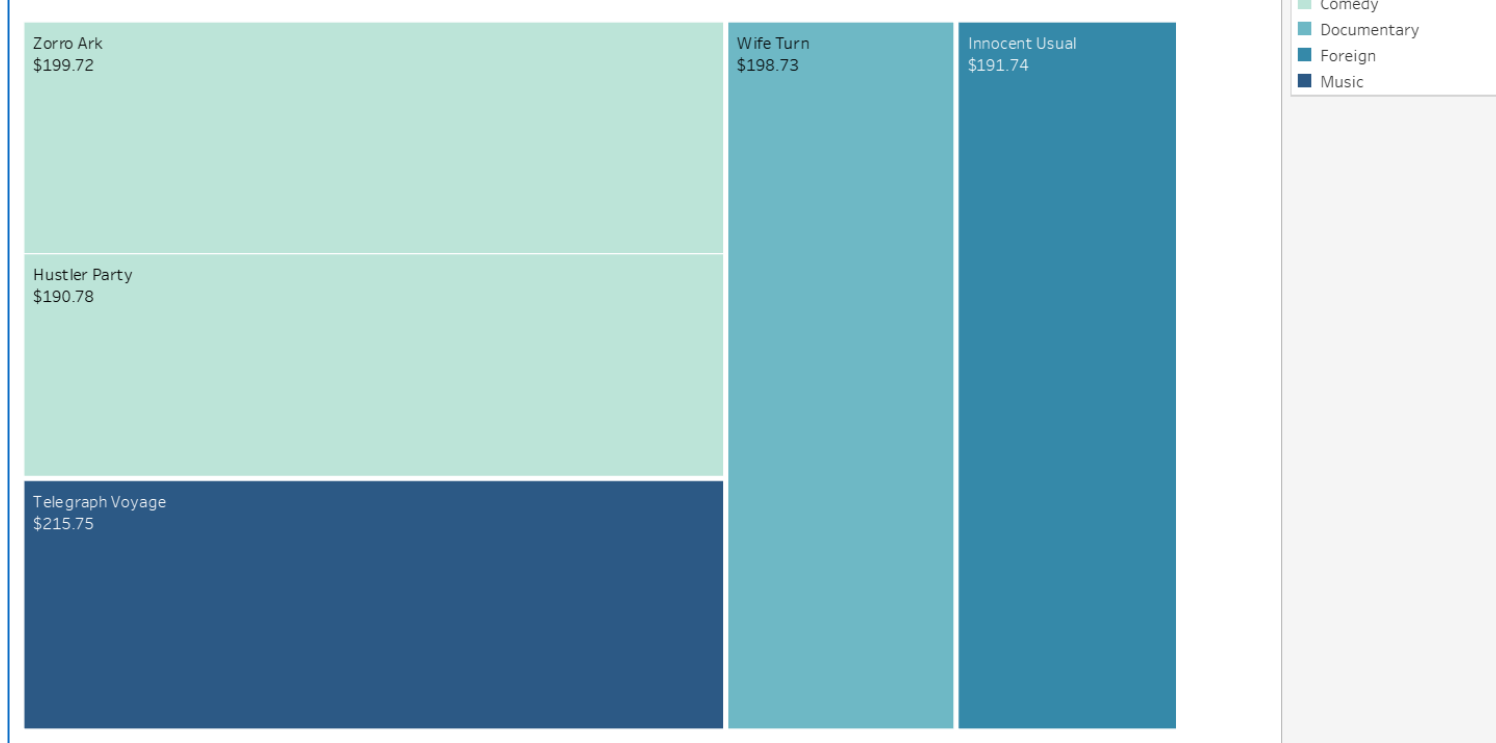
| Customer by cities | | |
|--------------------|----------------|---|
| Country | City | |
| Brazil | So Leopoldo | 1 |
| China | Shanwei | 1 |
| | Tianjin | 1 |
| India | Ambattur | 1 |
| Indonesia | Cianjur | 1 |
| Japan | Iwaki | 1 |
| Mexico | Acua | 1 |
| Russian Federation | Teboksary | 1 |
|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

| 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 |

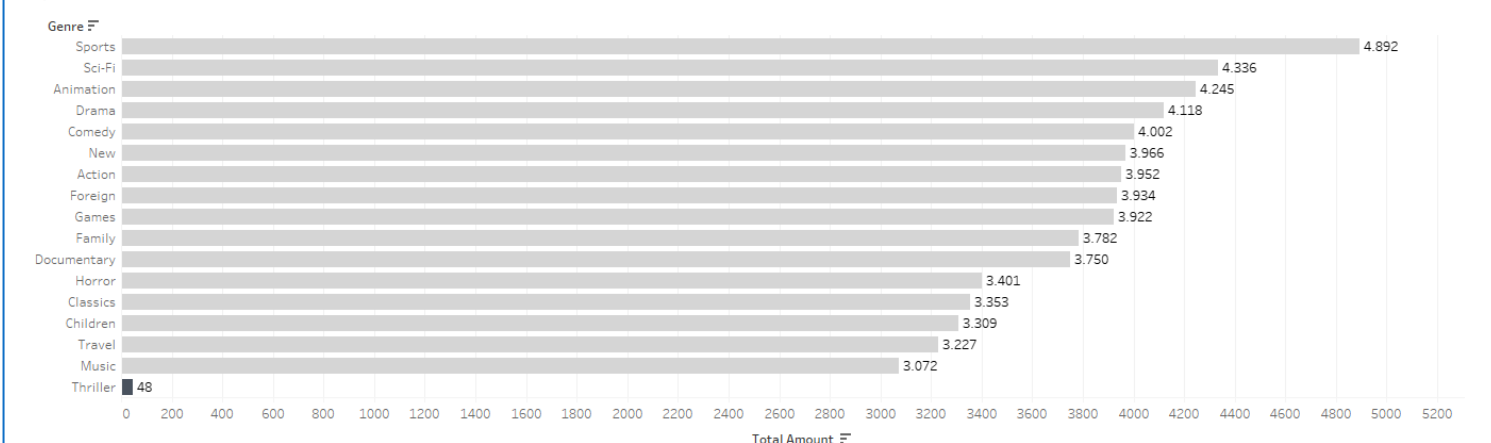
Movie analysis

The analysis shows that despite the Sports genre generated the highest revenues, the top five movies regard Comedy, Documentary, Foreign and Music genres. In addition, two of the top five movies recall the Comedy genre.

Highest revenue by movie and genre



Top Genre



Findings and Reccomandations

1. The main countries to focus are India, China and United States;
2. The analysis suggests to focus on the main genres: Sports, Sci-Fi and Animation, but also Comedy should be considered as important due to the high interest on specific movies.

Link to Tableau analysis

https://public.tableau.com/views/Rockbuster_16829358245060/Rockbuster?:language=it-IT&publish=yes&:display_count=n&:origin=viz_share_link