

Data-derived Insights for Rockbuster

By Ryan Bauer

Valuable Business Questions

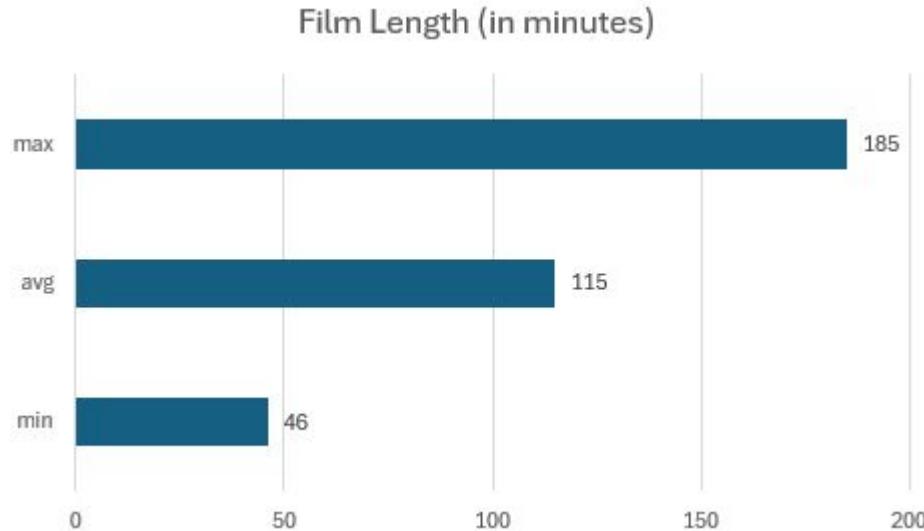
- What are the min, max and avg film lengths?
- What are the min, max and avg rental durations?
- What are the min, max and avg rental rates?

Why the Insights Matter

- Data doesn't lie. To get a concrete view of the performance of Rockbuster's current offerings, an extensive look into the data highlights important points of interest.
- These include: the highest value markets, the most important revenue drivers, as well as key customer behavior patterns.

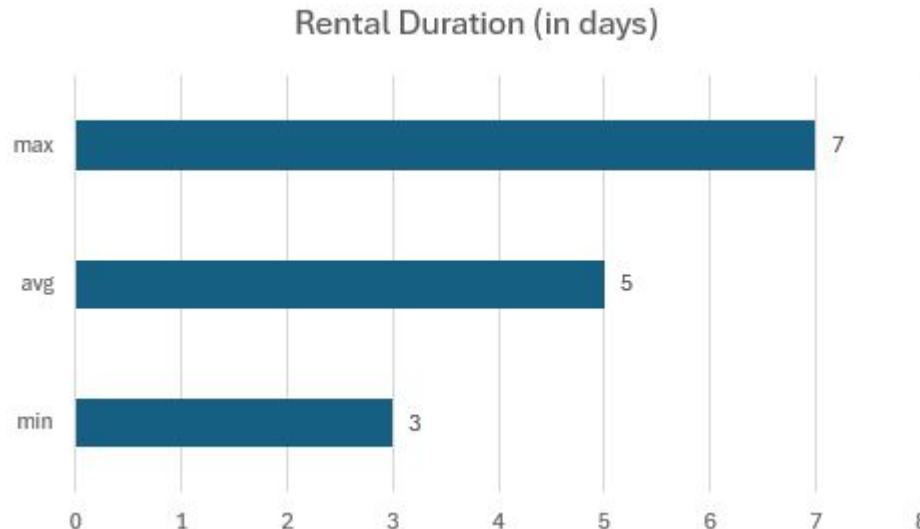
Film Lengths

- In Rockbuster's current catalog, the average film length is 115 minutes.
- The shortest film is 46 minutes and the longest film is 185 minutes.



Rental Durations

- The most common duration our customers rent a film for is 5 days.
- The shortest duration is 3 days and the longest duration is 7 days.



Rental Rates

- The average rate to rent a Rockbuster title is 2.98.
- The lowest cost in the catalog is 0.99 and the highest is 4.99.



Film Ratings

- The most common film rating amongst Rockbuster's entire database is PG-13. However, there's also an abundance of films rated between G to R as well.
- This gives customers a wide range to choose from, which appeals to a broad audience of various ages.

Customer Insights Section

This section includes:

- A map depicting the distribution of our customers worldwide. This highlights where marketing dollars should be spent.
- The top 10 cities and countries where our highest spending customers live.
- Information about our top 5 and most important customers.

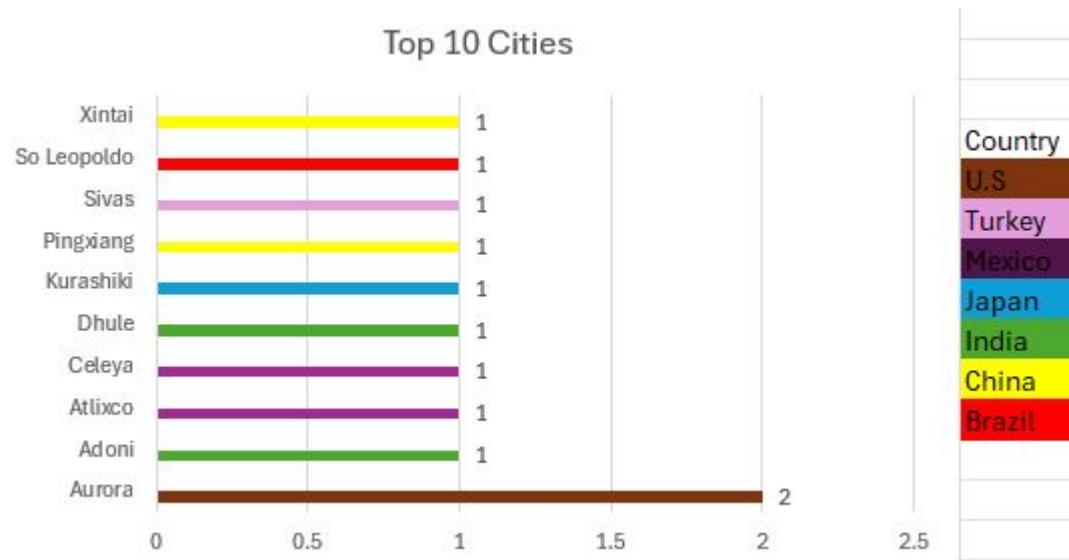
Geographic Distribution of Customers

Here are the top 10 countries in terms of number of customers. These markets are crucial to future success.



Top 10 Cities and Countries

Within the top 10 countries lie the top 10 cities, and our most important customers.



Top 5 Customers

Here are the top 5 highest paying and most valuable customers, who represent a disproportionate amount of our total revenue.

Customer Name	City	Country	Total Paid
Sara Perry	Atlixco	Mexico	128.7
Gabriel Harder	Sivas	Turkey	108.75
Sergio Stanfield	Celaya	Mexico	102.76
Clinton Buford	Aurora	U.S.	98.76
Adam Gooch	Adoni	India	97.8

Conclusions

- There's a relatively small group of high-paying customers that contribute to a disproportionately large share of revenue
- Similarly, differences in sales by region mean that focus should be on the top areas worldwide
- Customer behavior patterns exist as evidenced by the average rental length seen as 115 minutes, the average rental rate seen as 2.98, and the average rental duration as 7 days.

Next Steps

- **Content:** Maintain a large number of PG-13 titles in inventory as this is our best-selling rating and appeals to the widest audience
- **Market:** Focus marketing efforts on the top 10 cities and the top 10 countries where sales are proven
- **Pricing:** Maintain a majority of titles priced near the 3.0 mark as data shows this to be the average amount spent per video
- **Customers:** Develop a loyalty program to support our top customers as they spend significantly more than the rest