

# Data-derived Insights for Rockbuster

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# Valuable Business Questions

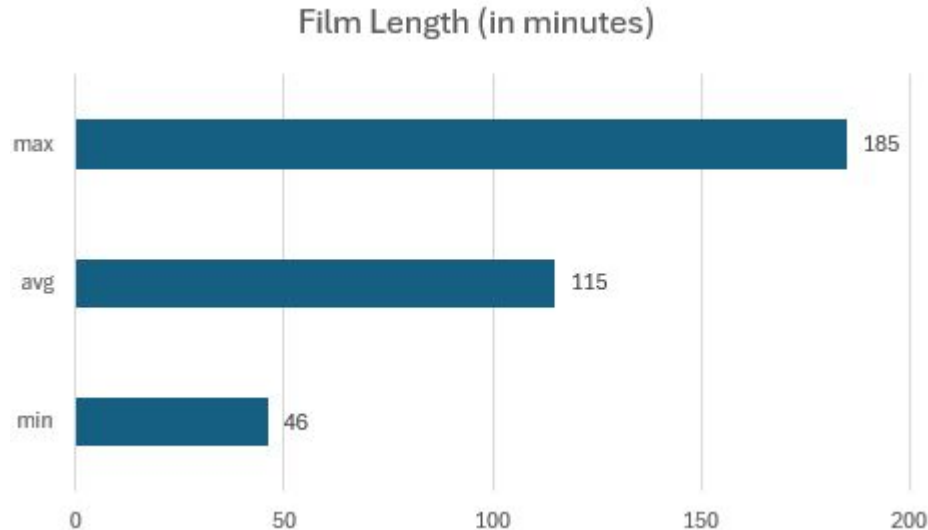
- What are the min, max and avg film lengths?
- What are the min, max and avg rental durations?
- What are the min, max and avg rental rates?

# 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.

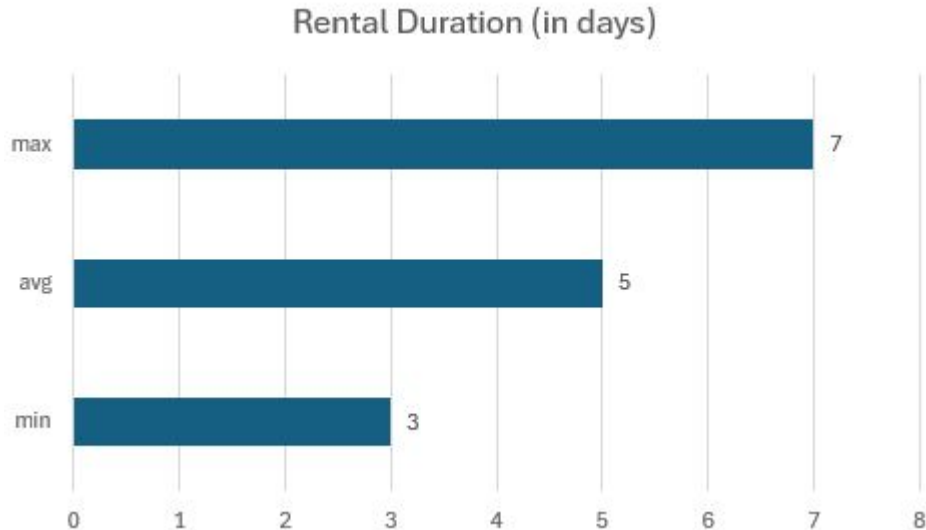
# Film Lengths

- 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.



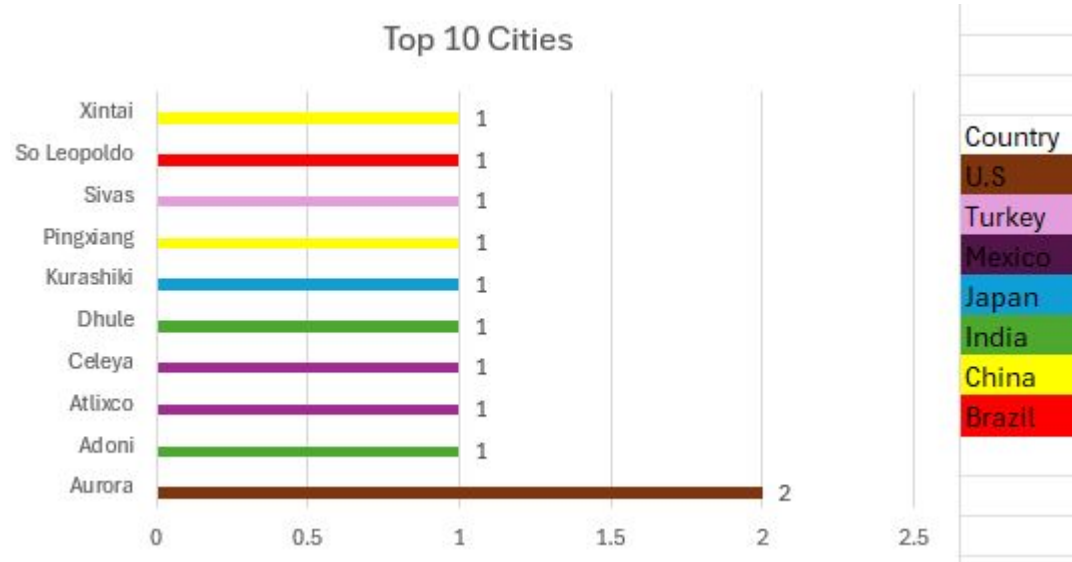
# Geographic Distribution of Customers

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