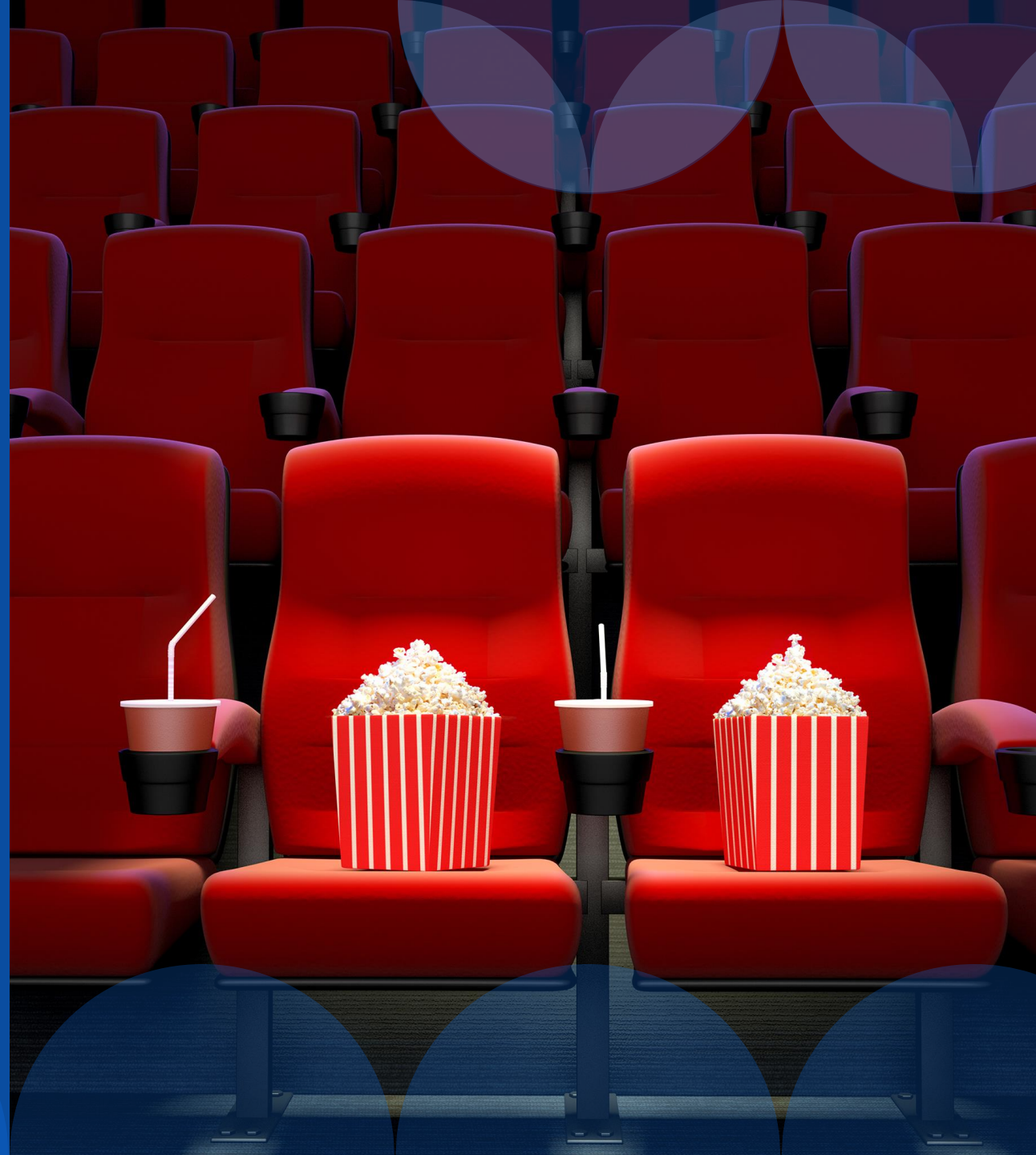


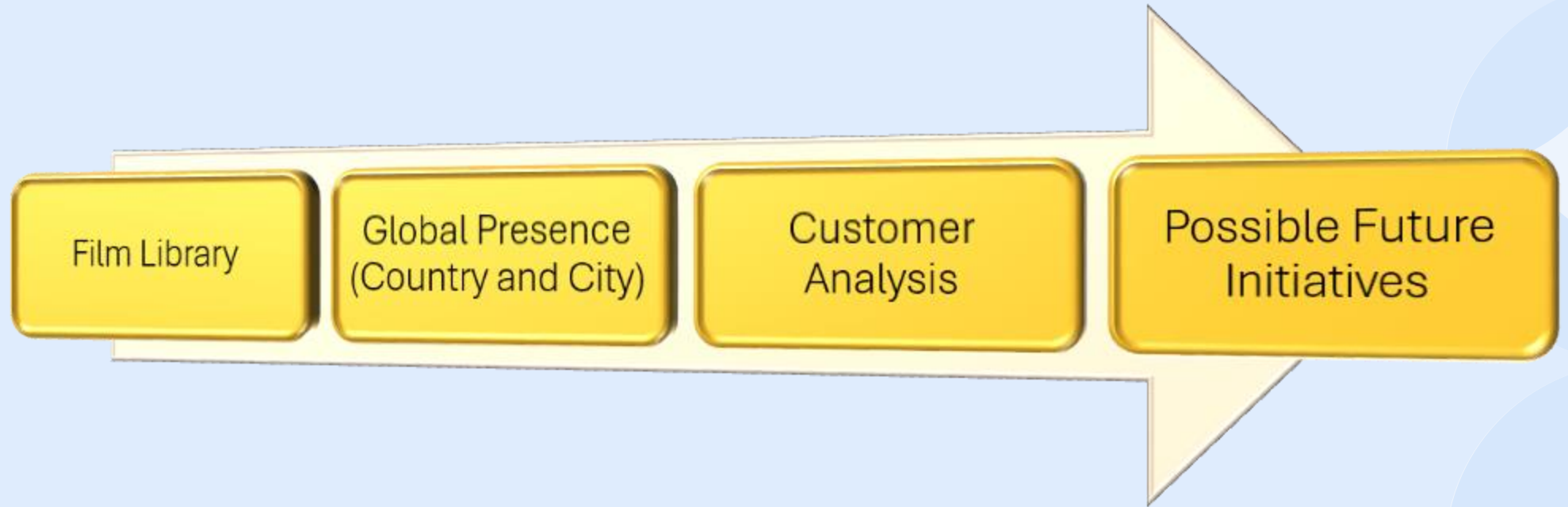
Rockbuster

- Global Movie Rental Business Analysis

Analyzing 599 customers across 10 key markets



FILM LIBRARY OVERVIEW



Objective

Provide actionable insights into customer behavior, geographic distribution, and financial performance to inform strategic decision-making for Rockbuster.

FILM LIBRARY OVERVIEW

RENTAL RATE RANGE: \$0.99 - \$4.99

(Avg: \$2.98)

Film Length: 46-185 mins

(Avg: 115 mins)

REPLACEMENT COST: \$9.99-\$29.99

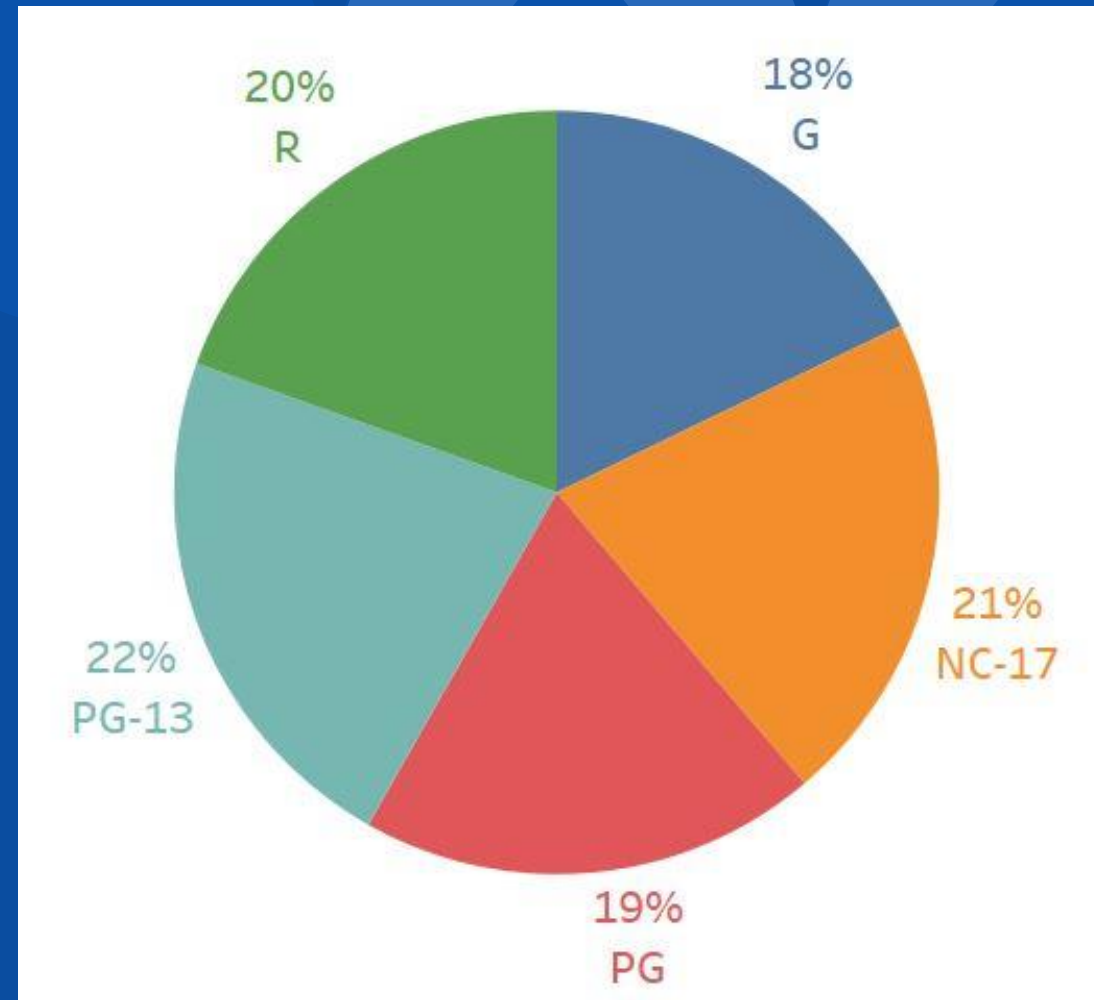
(Avg: \$19.98)

RENTAL DURATION: 3-7 days

(Avg: 5 days)

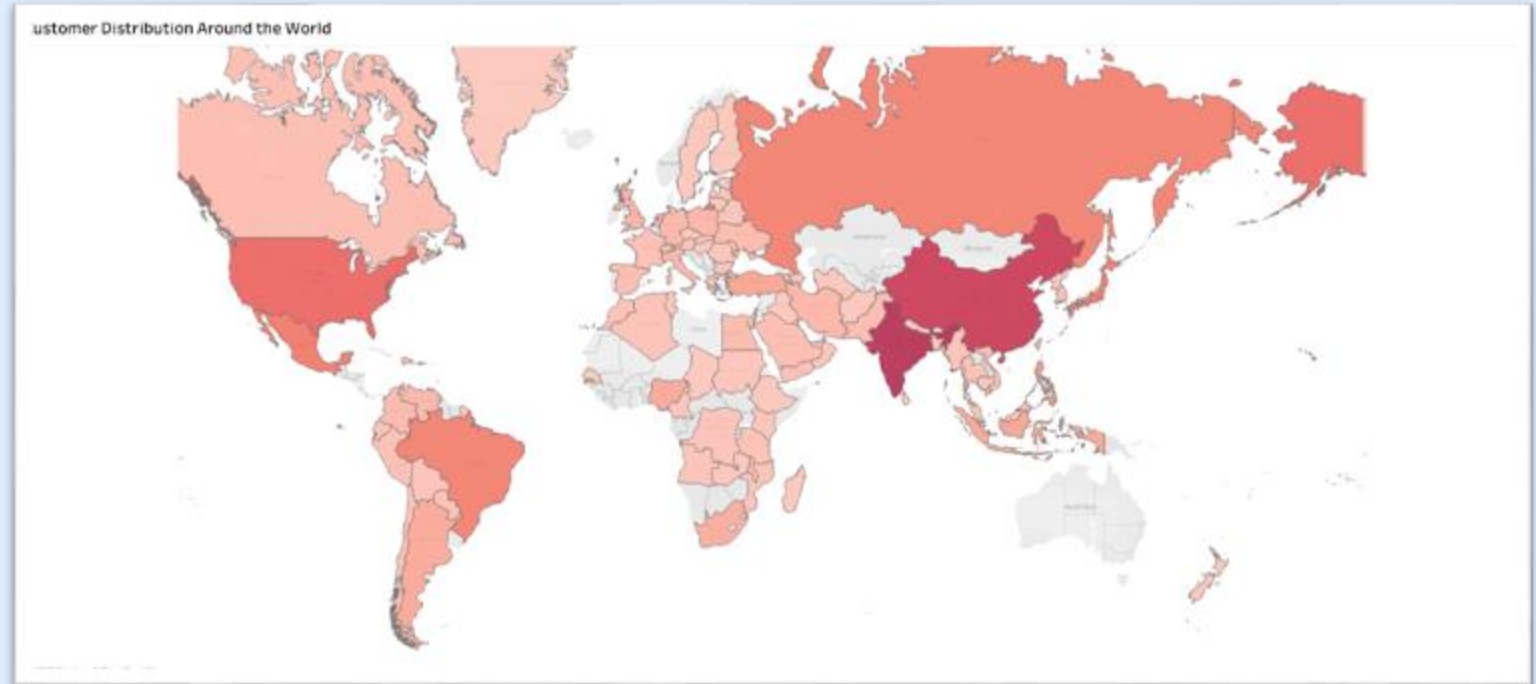
MODAL RATING: G-NC17

(Mode: PG-13)

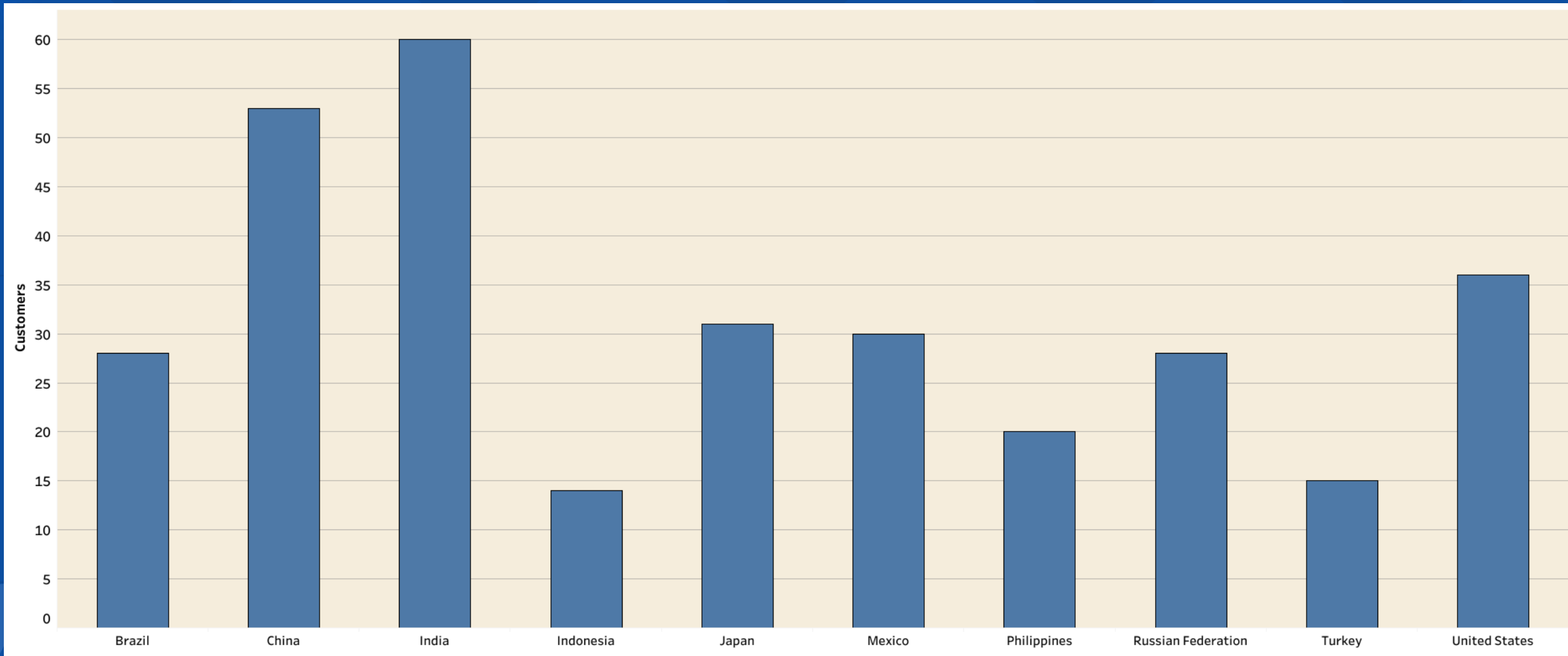


FILM LIBRARY OVERVIEW

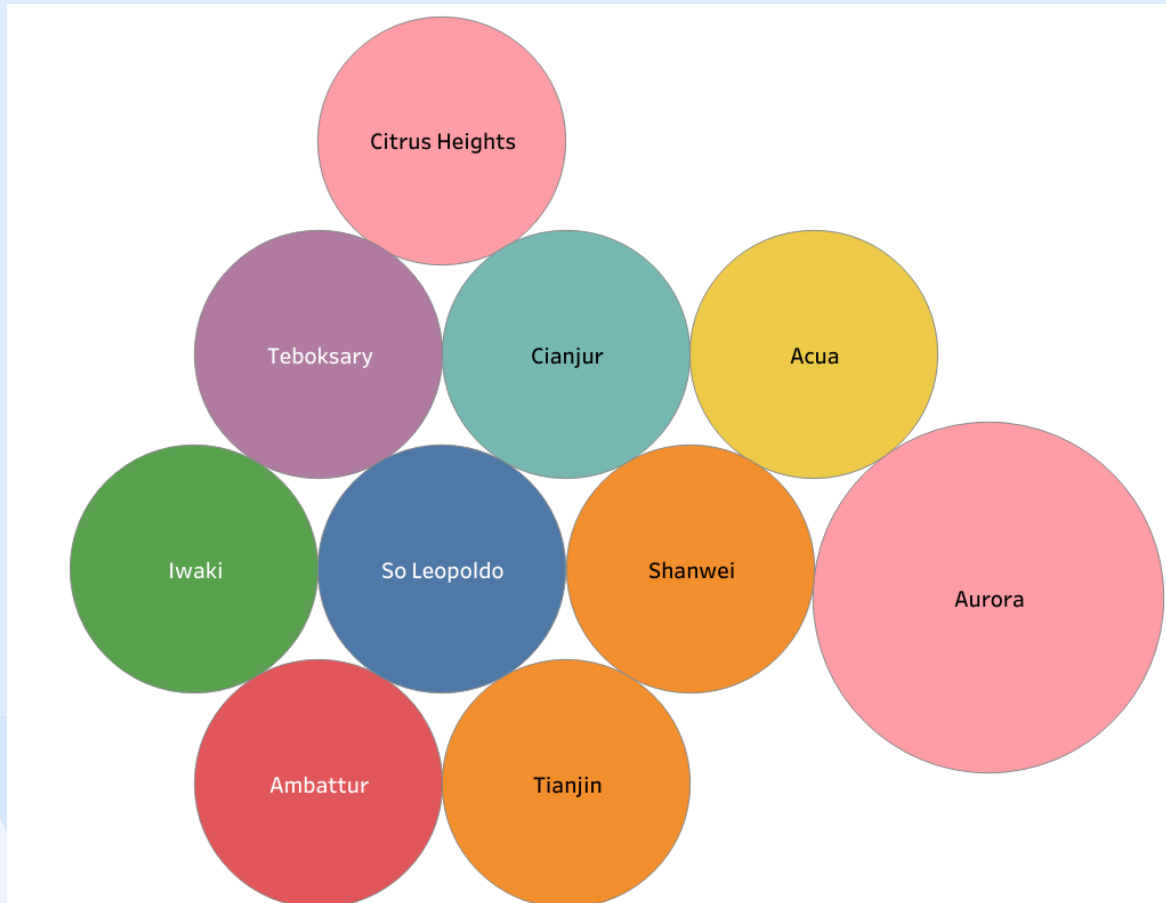
- Key Takeaways:
- Strong presence in emerging markets
- Diverse geographic spread
- Potential for growth in existing markets



TOP 10 COUNTRIES



FILM LIBRARY OVERVIEW



Analysis Insights:

- Wide distribution across cities
- No single city dominates
- Opportunity for city-specific marketing

CUSTOMER VALUE ANALYSIS

RENTAL RATE
RANGE:

Potential for customer
loyalty programs

Marketing celebrating
their dedication to
our company

Casey Mena 130.68	Leslie Seward 123.72	Clinton Buford 98.76
Sara Perry 128.70	Alan Kahn 119.75	

FILM LIBRARY OVERVIEW

Market Expansion:

- Room for growth in existing cities

Customer Development:

- Opportunity to develop more high-value customers

Geographic Strategy: Focus on areas with proven success

- Focus on areas with proven success

Pricing Strategy:

- Current pricing structure supports good customer spending

CUSTOMER VALUE ANALYSIS

SPEAKER:

Ryan Wick

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(123) 456-7890

TABLEAU URLS:

- *Slide 3:*
 - [Ryan_Wick_CF_ACH 03.10_Rating Distribution | Tableau Public](#)
- *Slide 4:*
 - [Ryan_Wick_CF_ACH 03.10_Customer Distribution | Tableau Public](#)
- *Slide 5:*
 - [Ryan_Wick_CF_ACH 03.10_Top 10 Cities | Tableau Public](#)
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