

Rockbuster Customers and Revenue

Geographic distribution of customers and payments

Business Questions

- ▶ Where are Rockbuster's customers geographically located?
- ▶ Which countries represent the largest customer markets?
- ▶ Are customers and revenue concentrated among a small group?

Rockbuster has a large, mostly active customer base



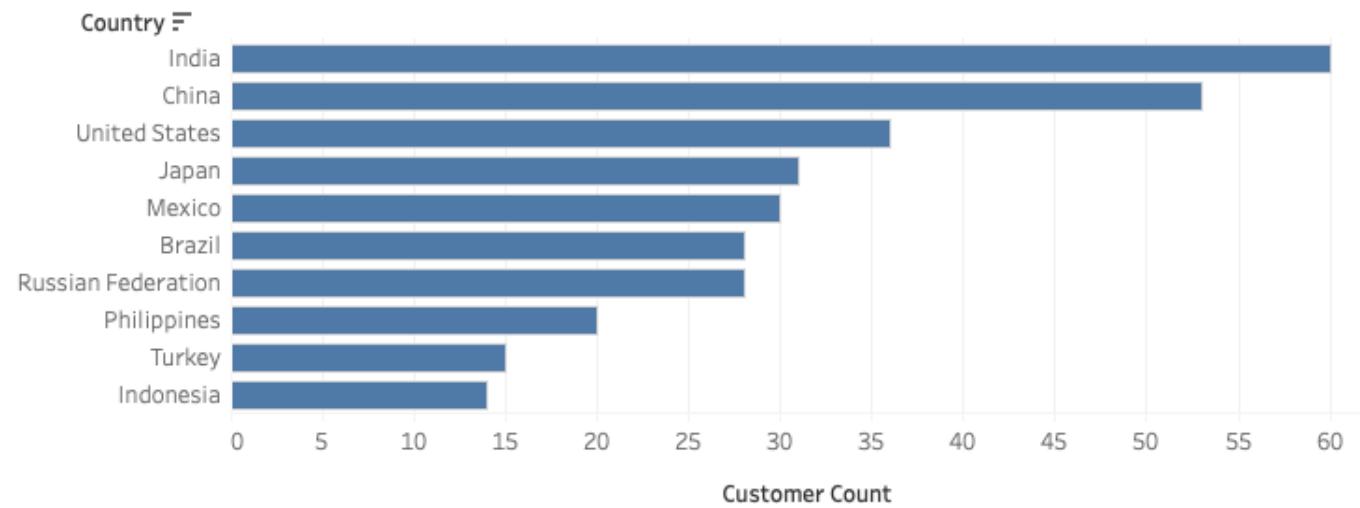
- ▶ This overview summarizes Rockbuster's customer base after data cleaning and aggregation

Customers are globally distributed, with clear regional concentration



- ▶ Customers are globally distributed but concentrated in a small number of countries
- ▶ Higher customer counts generally align with higher revenue, but not perfectly

Customer demand is concentrated in a small number of countries



- ▶ A small number of countries account for a large share of Rockbuster's customers.

A small group of customers drives a disproportionate share of revenue

Top 5 Customers



- ▶ A small number of customers contribute a disproportionate share of total revenue.

Implications for Rockbuster's streaming launch

- ▶ Rockbuster's customers are globally distributed but concentrated in a small number of countries
- ▶ A limited number of countries account for a large share of the customer base
- ▶ High-value customers contribute disproportionately to total revenue
- ▶ These patterns support a geographically targeted streaming launch strategy

Interactive Visualizations

The interactive Tableau visualizations used in this analysis are available at the following link:

- ▶ Customer Geography (Bubble Map):
https://public.tableau.com/views/RockbusterBubbleMap_17658994601690/Sheet1?:language=en-US&sid=&:redirect=auth&:display_count=n&:origin=viz_share_link
- ▶ Top Customer Countries:
https://public.tableau.com/views/RockbusterTop10Cities_17659038031120/Sheet1?:language=en-US&sid=&:redirect=auth&:display_count=n&:origin=viz_share_link
- ▶ High Value Customers:
https://public.tableau.com/views/Top5CustomersRockbusterNew/Sheet1?:language=en-US&sid=&:redirect=auth&:display_count=n&:origin=viz_share_link