



Insights for Rockbuster's Corporate Strategy

Viktoria Dyk

27.March 2022

General Overview

WHAT IS WORTH TO KNOW ABOUT OUR DATASET

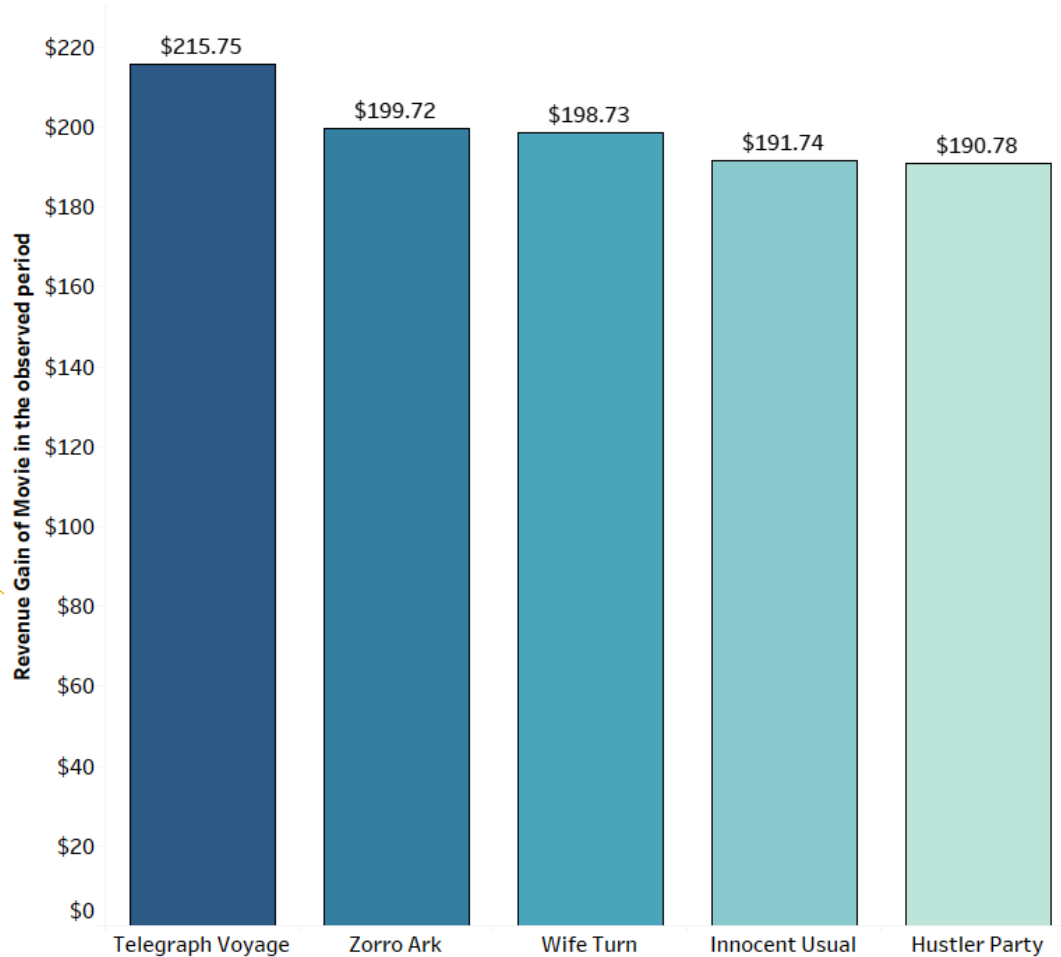
- The database contains information of 1000s film in our inventory related to customers, rental transactions, film characteristics etc.
- The following are some key metrics:
 - ✓ 599 customers in 108 countries
 - ✓ Average rental rate is \$2.98
 - ✓ Average rental duration is 5 days
 - ✓ Most frequent Genre is Sports
 - ✓ Most frequent film rating is PG-13

Questions

WHICH WERE RECEIVED FROM VARIOUS DEPARTMENTS

1. Which movies contributed the most/least to revenue gain?
2. Which countries are Rockbuster customers based in?
3. Where are customers with a high lifetime value based?
4. Do sales figures vary between geographic regions?

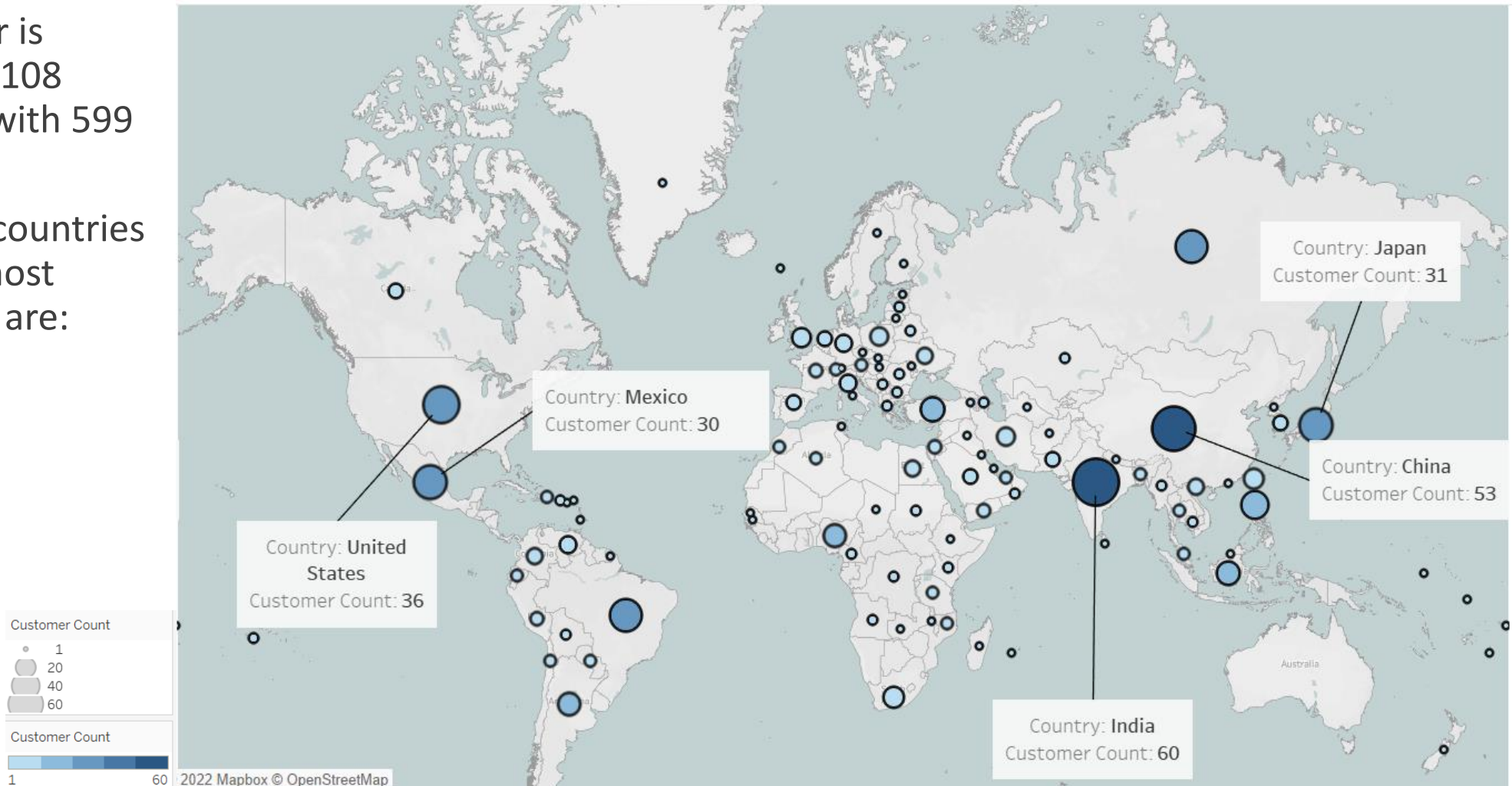
1. Which movies contributed the most/least to revenue gain?



- These are the top 5 movies with most revenue gain
- There are 42 films which did not generate any revenue in the observed period

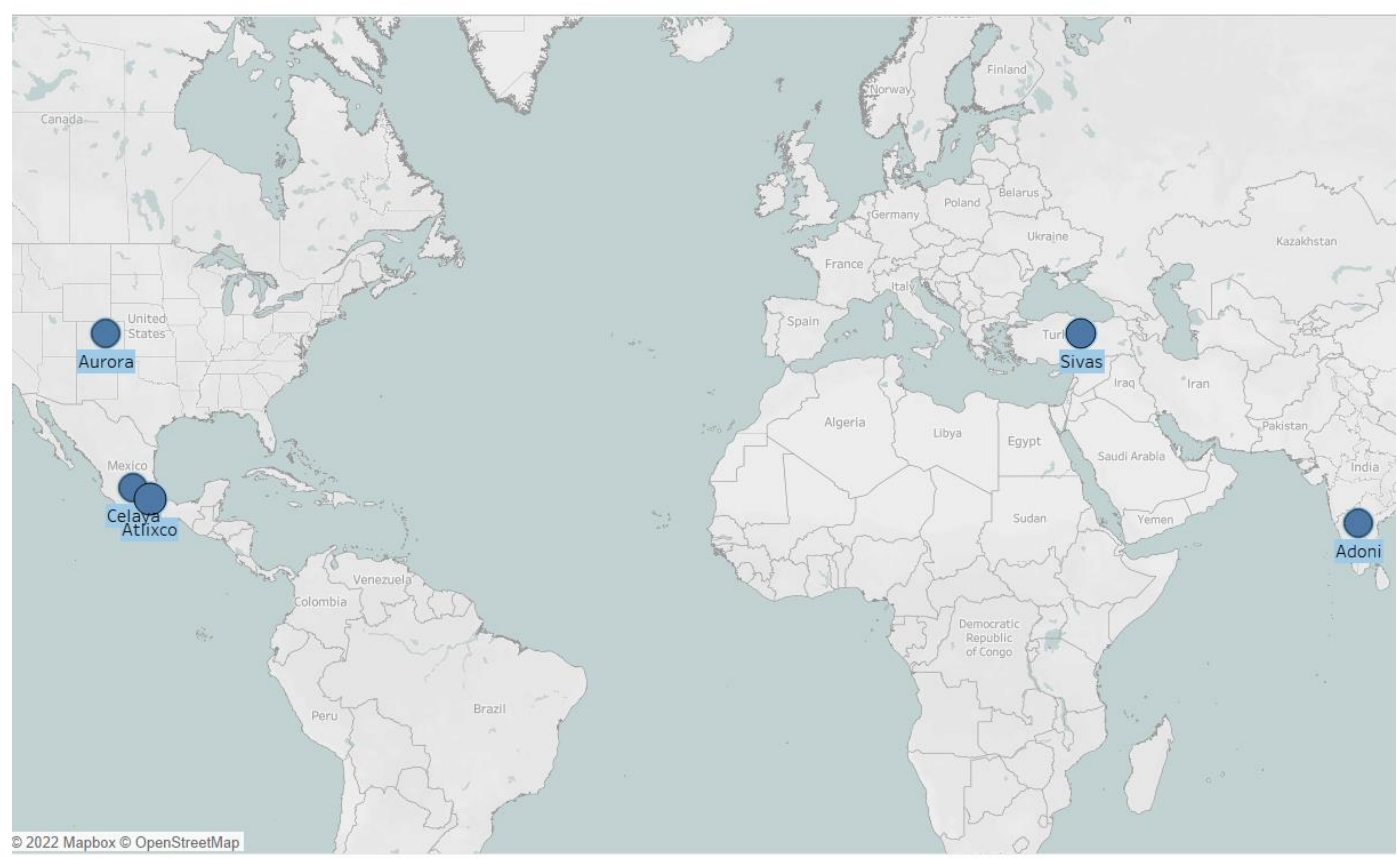
2. Which countries are Rockbuster's customers based in?

- Rockbuster is present in 108 countries with 599 customers
- The top 5 countries with the most customers are:
 - ✓ India
 - ✓ China
 - ✓ USA
 - ✓ Japan
 - ✓ Mexico



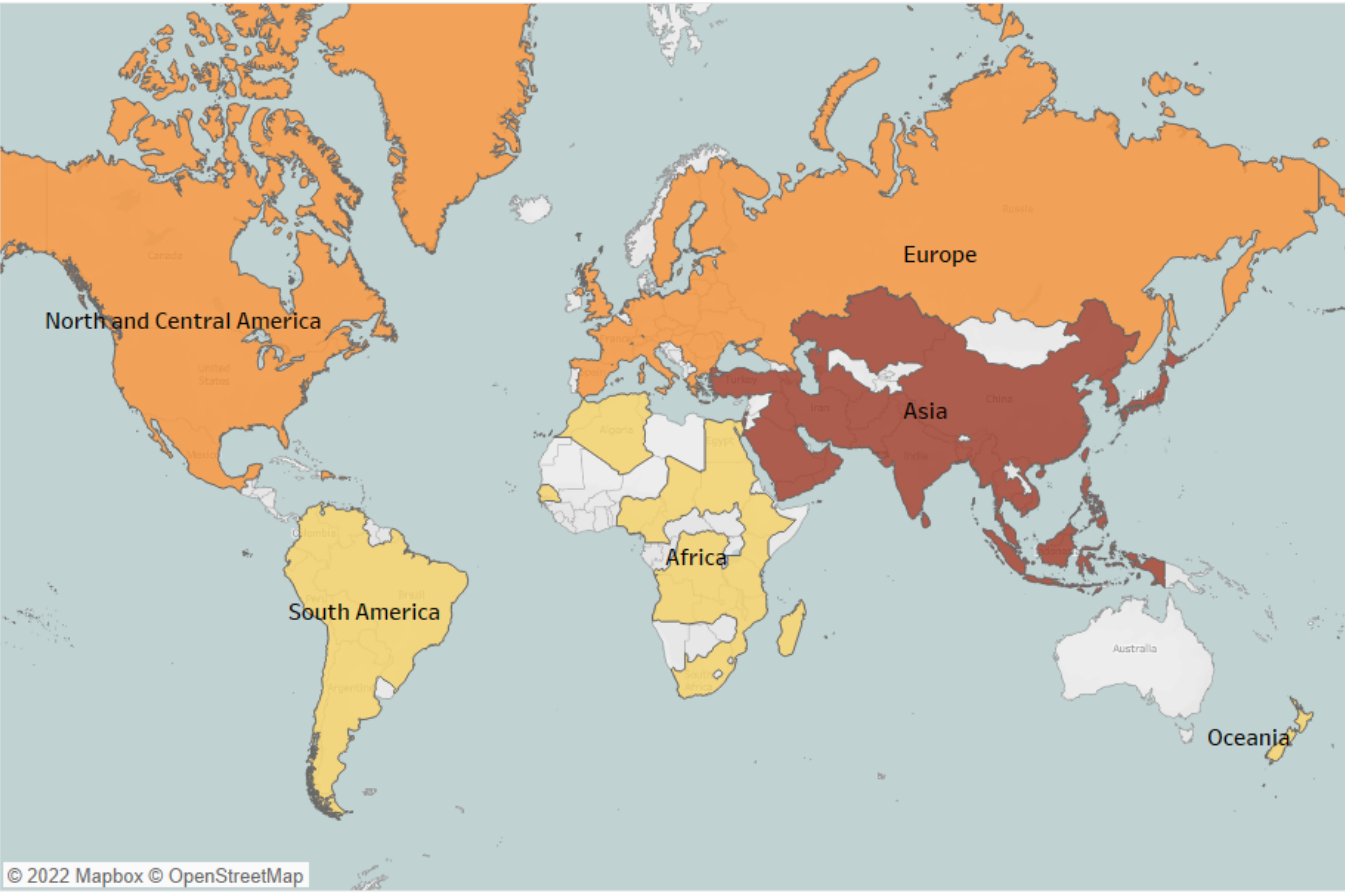
3. Where are customers with a high lifetime value based?

CITIES OF ROCKBUSTER’S TOP 5 CUSTOMERS



City	Country	Customer Name	Total Amount Paid for Rentals
Atlixco	Mexico	Sara Perry	\$ 129
Sivas	Turkey	Gabriel Harder	\$109
Celaya	Mexico	Sergio Stanfeld	\$103
Aurora	United States	Clinton Buford	\$99
Adoni	India	Adam Gooch	\$98

4. Do sales figures vary between geographic regions?



4. Do sales figures vary between geographic regions?

- Countries* where customers reside were grouped in 6 regions:
 - ✓ North and Central America
 - ✓ South America
 - ✓ Europe
 - ✓ Africa
 - ✓ Asia
 - ✓ Oceania
- Sales figures do vary:
Asia generates the most regional sales with approx. 45% of total global sales

* Countries in white represent no presence of Rockbuster and are not part of the groupings



Any Questions?



Thank You.



Viktoriya Dyk



[Tableau Link to the visualisations](#)



viktoriya.dyk@gmail.com