

A stack of several colorful, rounded square buttons or tiles. The top-most button is purple with the 'HBO Max' logo in white. Below it is a dark blue button with the 'Disney+' logo in white. To the left, a black button with the 'Hulu' logo in green is partially visible. Other buttons in red, orange, and yellow are also visible in the stack. The background is a light blue gradient.

Rockbuster Insights

by Victor La Torre

Purpose

- to offer some in depth analysis of Rockbuster Data using real time data from the Rockbuster Data Base.
- to answer all questions and shed light in Other areas that help with strategies for the upcoming year.

Business Requirements

- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Do sales figures vary between geographic regions in?
- Which movies contributed the most/least to revenue gain?
- Where are customers with a high lifetime value based?

Film Table Data Analysis

Duration (Days)	Count Of Rows	1,001
	Average	5
	Maximum	7
	minimum	3
Length (Minutes)	Count Of Rows	1,001
	Average	115
	Maximum	185
	minimum	46
Rental_rate	Count Of Rows	1,001
	Average	3
	Maximum	5
	minimum	0
Replacement Cost	Count Of Rows	1,001
	Average	20
	Maximum	30
	minimum	0

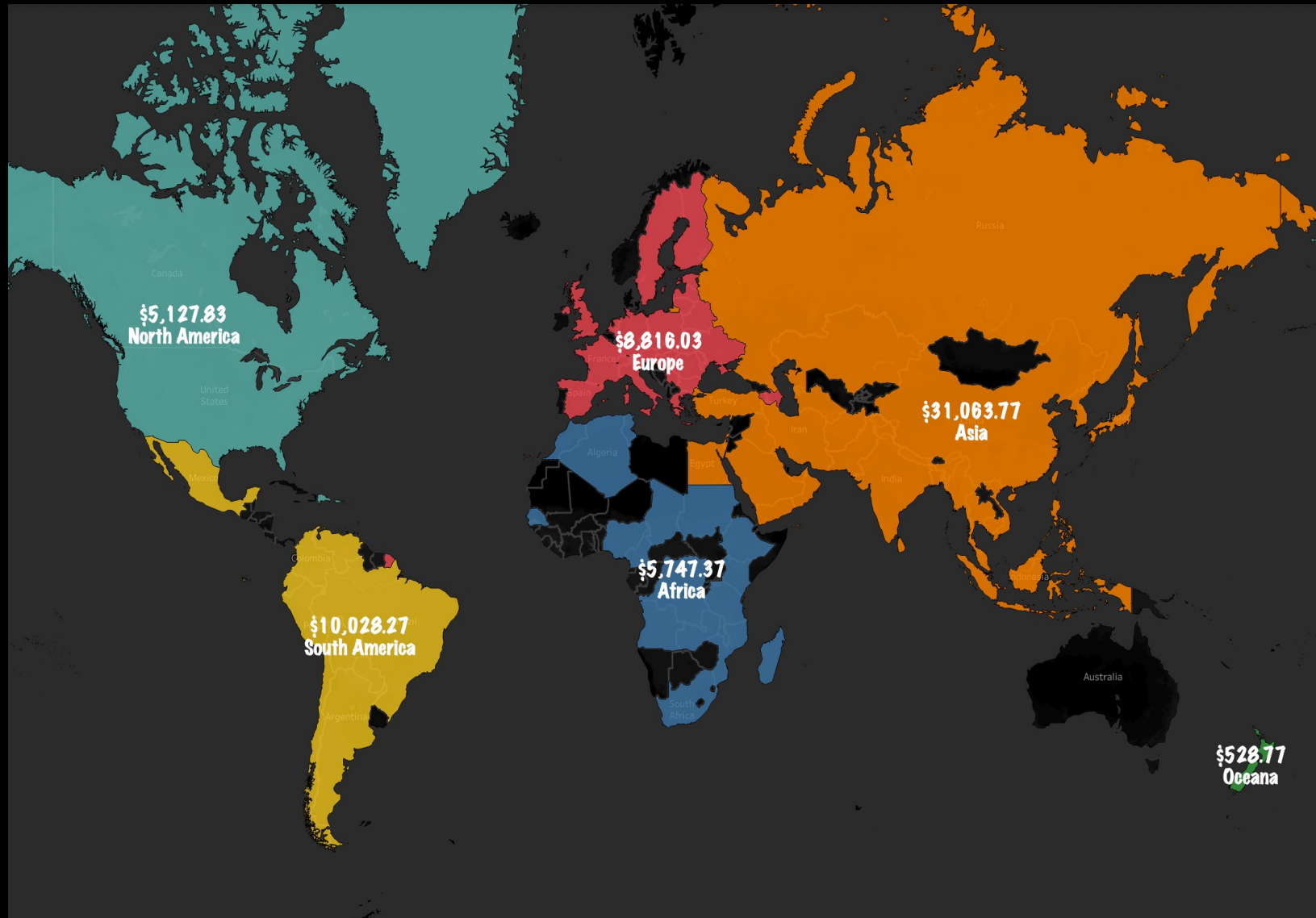
To my left is a data analysis of the “Film” table
We can see here that the Average Rental Duration which is
Measured in days is 5 days

	Mode
Language_id	1(English
Rating	PG-13
Special_Features	(Trailers,Commentaries,"Behind the Scenes")

Sales By Region

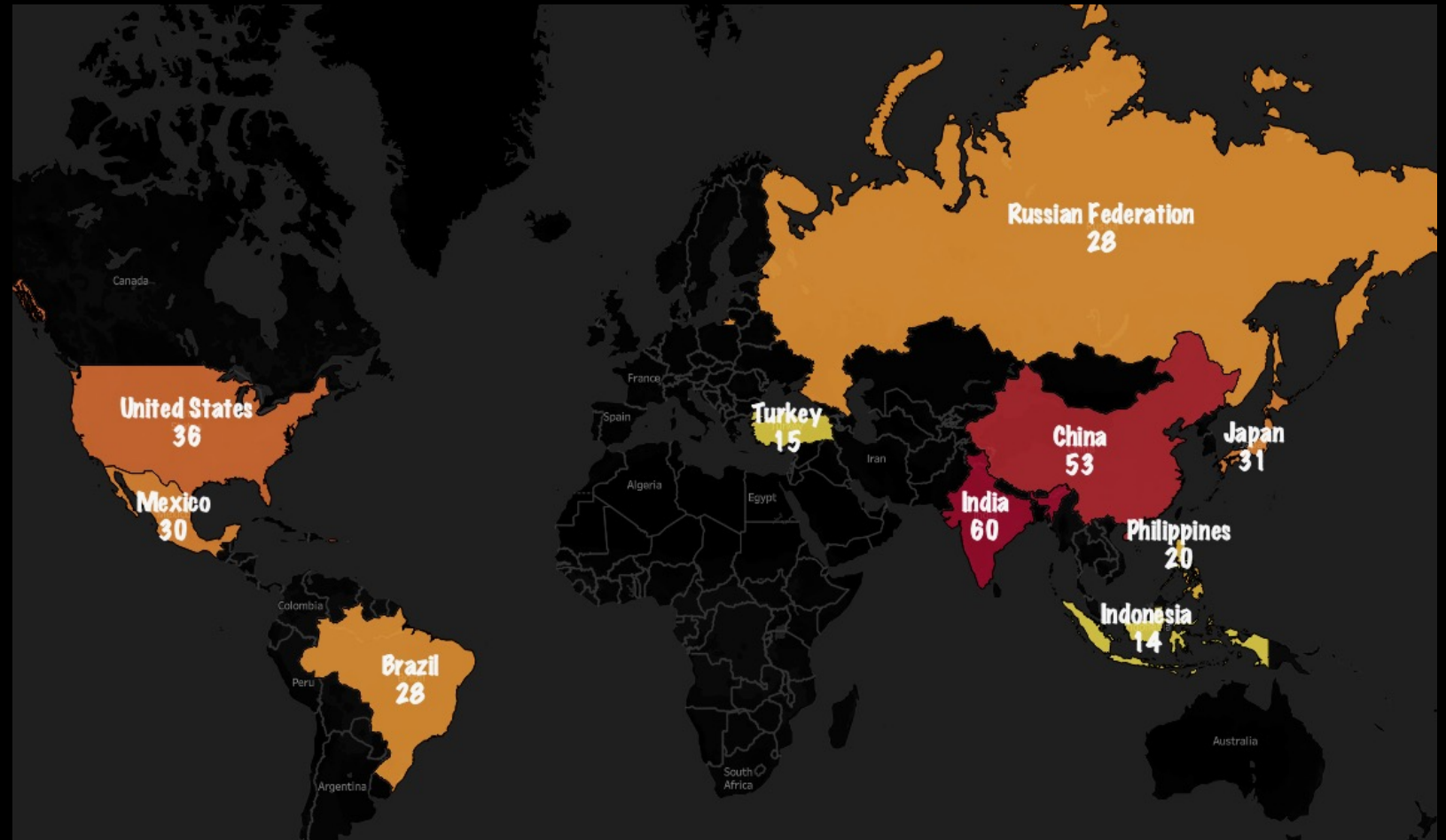
- Rockbuster has Customers based in 109 Countries.
- Here we can see the different regions and their respective sales

North America - \$5,127.83
South America - \$ 10,028.27
Europe - \$8,816.03
Africa - \$ 5,747.37
Asia - \$31,036.77
Oceania - \$528.77



Customer Base By Country

- Out of the 109 Countries we are based out of Here are the amount of Customers that are based in our top 10 countries.



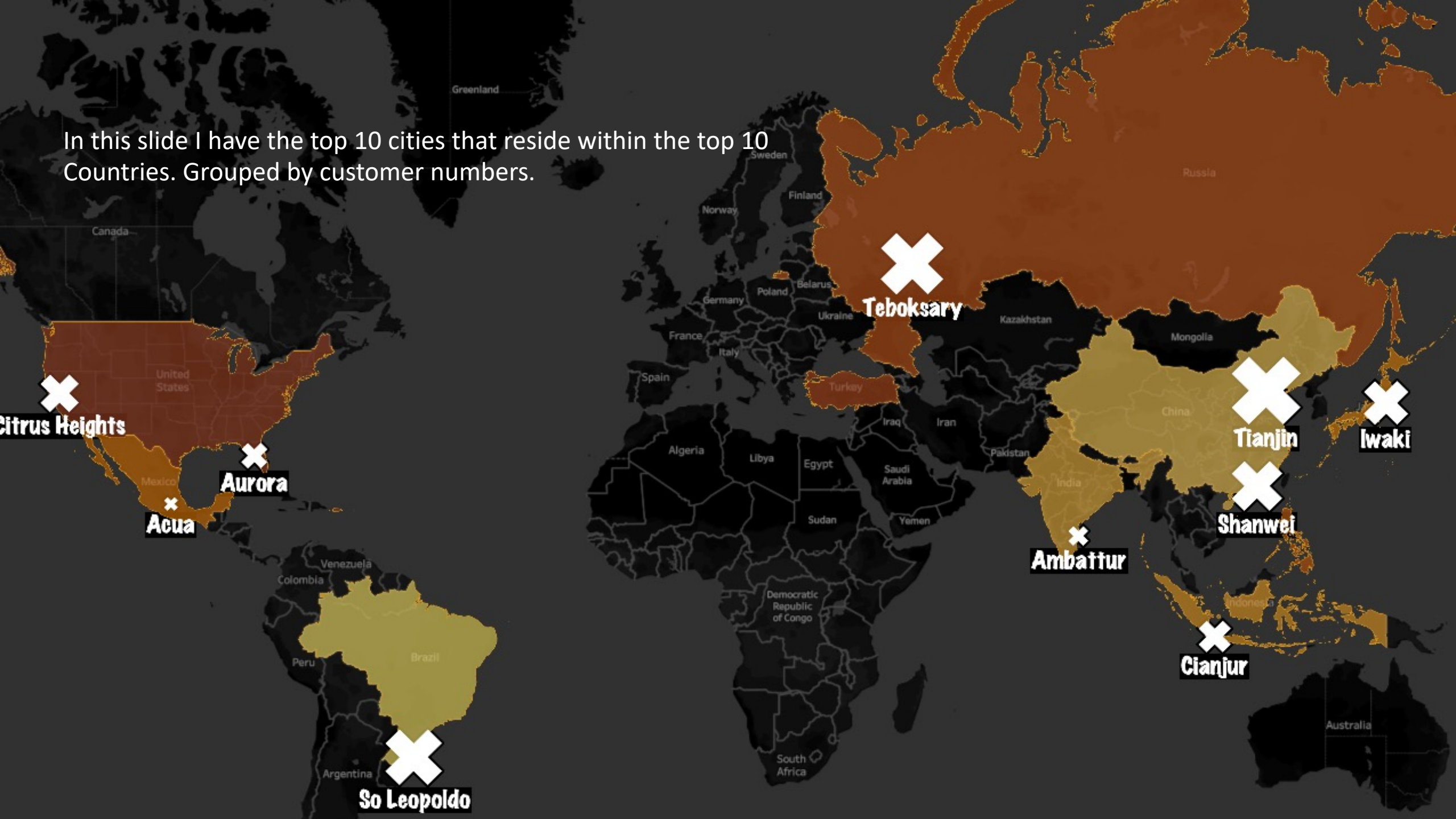
High Lifetime Value Customer
and where they are

- I define High Lifetime Value customer by the amount of dedication they showed in terms of business generated.
- I have here to my right are customer that spent over 140\$ over their years as loyal Customers.

Country	City	First Name	Last Name	
India	Bhilwara	Tonya	Chapman	147.71
	Bijapur	Tim	Cary	154.66
	Halisahar	Lena	Jensen	154.70
	Valparai	Mike	Way	162.67
Philippines	Santa Rosa	Arnold	Havens	161.68
	Tanauan	Louis	Leone	156.66
	Tanza	Marcia	Dean	166.61
United States	Cape Coral	Karl	Seal	208.58
	Memphis	Ana	Bradley	167.67
Russian Federation	Maikop	Arthur	Simpkins	145.70
	Usolje-Sibirskoje	Warren	Sherrod	152.69
China	Fuyu	Stacey	Montgomery	146.67
	Zhoushan	Guy	Brownlee	151.69
Taiwan	Changhwa	Tammy	Sanders	149.61
	Hsichuh	Roger	Quintanilla	144.66
Reunion	Saint-Denis	Eleanor	Hunt	211.55
Brazil	Santa Brbara dOeste	Marion	Snyder	194.61
Netherlands	Apeldoorn	Rhonda	Kennedy	191.62
Belarus	Molodetno	Clara	Shaw	189.60
Iran	Qomsheh	Tommy	Collazo	183.63
Canada	Richmond Hill	Curtis	Irby	167.62
Spain	Ourense (Orense)	Wesley	Bull	158.65
Yemen	Hodeida	Gordon	Allard	157.69
Indonesia	Probolinggo	Steve	Mackenzie	152.68
Ukraine	Sumy	Brittany	Riley	151.73
Algeria	Skikda	June	Carroll	151.68
Vietnam	Cam Ranh	Neil	Renner	149.69
Bangladesh	Tangail	Michelle	Clark	146.68
Holy See (Vatican City Sta..	Citt del Vaticano	Jessica	Hall	146.68
Thailand	Songkhla	Jacqueline	Long	146.68
Turkey	Balikesir	Brandon	Huey	145.64
Sudan	Omdurman	Diane	Collins	144.70
Puerto Rico	Arecibo	Ralph	Madrigal	144.68

Digging deeper in Search of
a Lifetime Value Customer

In this slide I have the top 10 cities that reside within the top 10 Countries. Grouped by customer numbers.

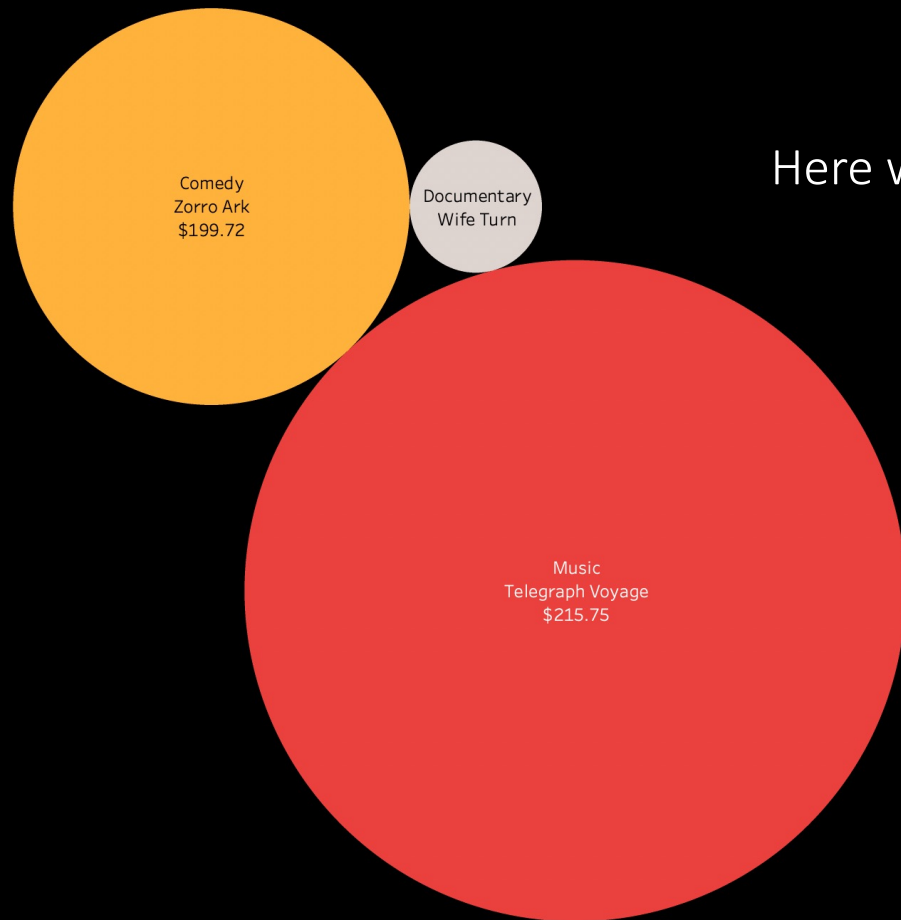




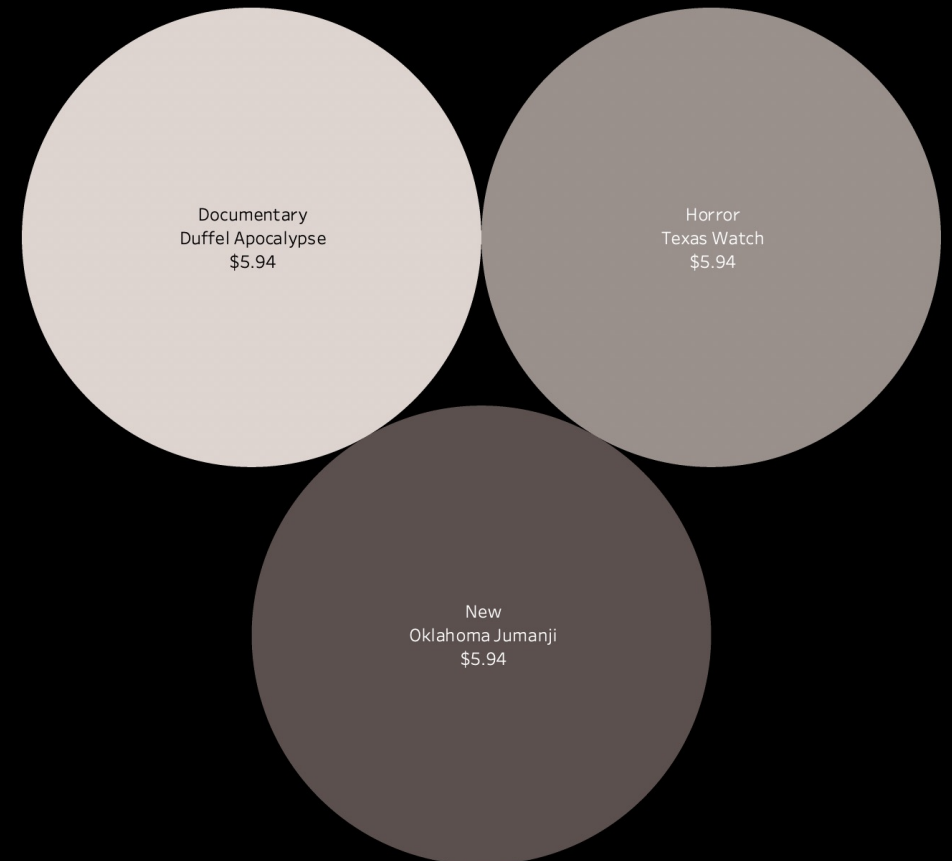
As we get granular, we can see that within the Top 10 countries, and Top 10 cities We have the 5 customers that spent the most. Just another look at what it means to be a high lifetime value customer

Highest and Lowest generating Films

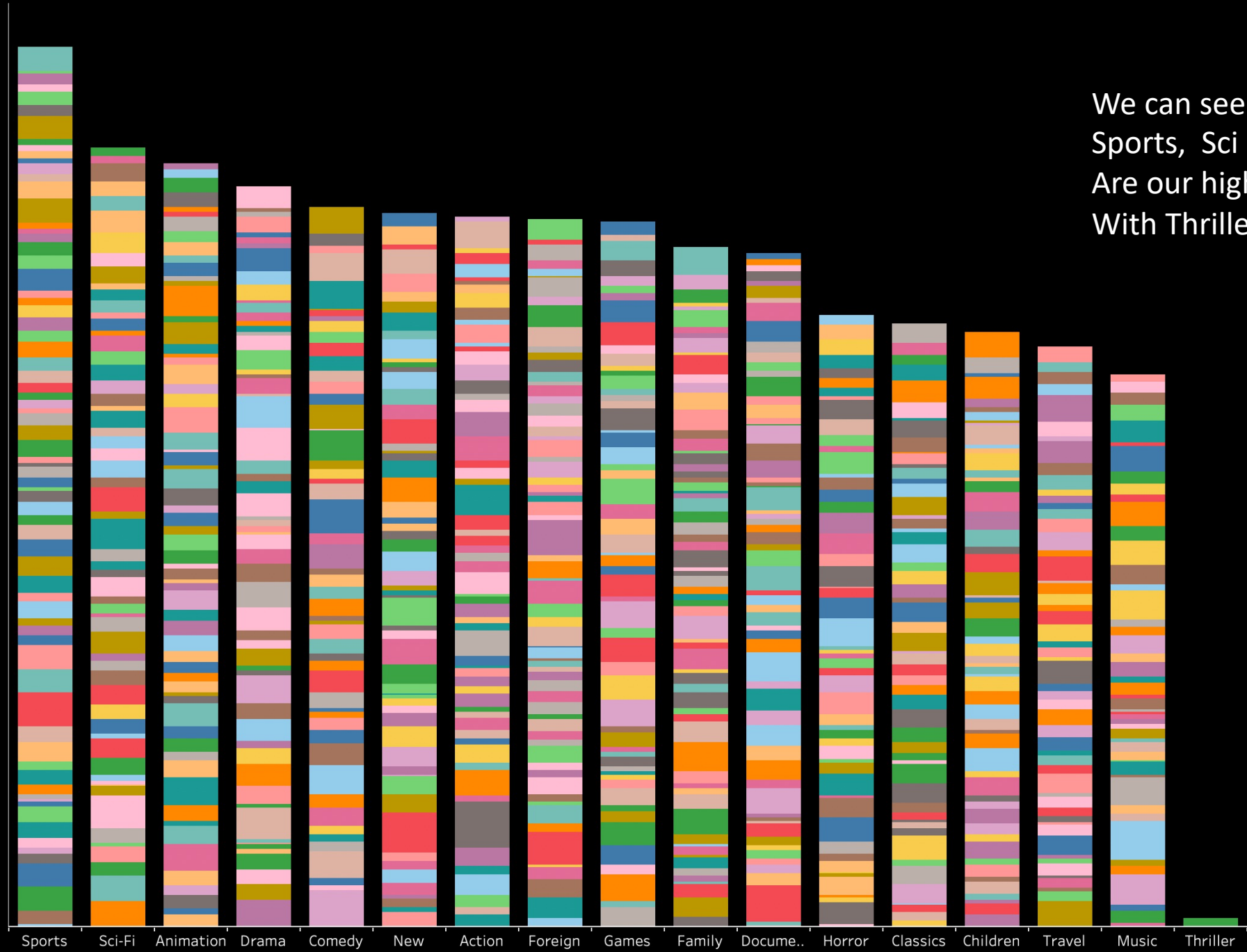
Here we have the 3 movies that generated the most



Here we have the 3 Movies
That generated the least



Highest and lowest generating genre



We can see in this slide that
Sports, Sci Fi and Animation
Are our highest generating Genres
With Thriller as the least.

Key Insights and Summary

- Which movies contributed the most/least to revenue gain?

Telegraph Voyage contributed to \$215.75 as our top grossing film.

Duffel Apocalypse and Texas Watch are tied for least grossing at \$5.94.

- What was the average rental duration for all videos?

5 days was the average rental Duration.

- Where are customers with a high lifetime value based?

The top 10 countries have our High lifetime value customers,

Although if you refer to slide 4 you can see another perspective of that term where I show overall revenue by customer

- Which countries are Rockbuster customers based in?

We are based in 109 countries

our top 10 are:

United States

China, Brazil

India, Indonesia

Mexico, Turkey

Philippines And Russian Federation

- Do sales figures vary between geographic regions?

North America - \$5,127.83

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Here are some honorable mentions.

- Sports was our highest grossing genre.
- Thriller was our least.
- Our highest grossing movie was in our Music Genre.
- Our highest revenue yielding Customer is Eleanor Hunt based in St Dennis Reunion
- The Highest Revenue yielding Country is India with \$6,034.78