

Data Analysis Report:

Geographical
distribution
of customers
and the
revenue
generated



Insights into Customer
Locations and Rental
Revenue Across Regions for
Rockbuster Stealth

Paul Maden | Nov 2024 |



Project overview: Rockbuster's Path to Success:



As Rockbuster seeks to enhance market share and boost performance by analysing key metrics across critical areas.



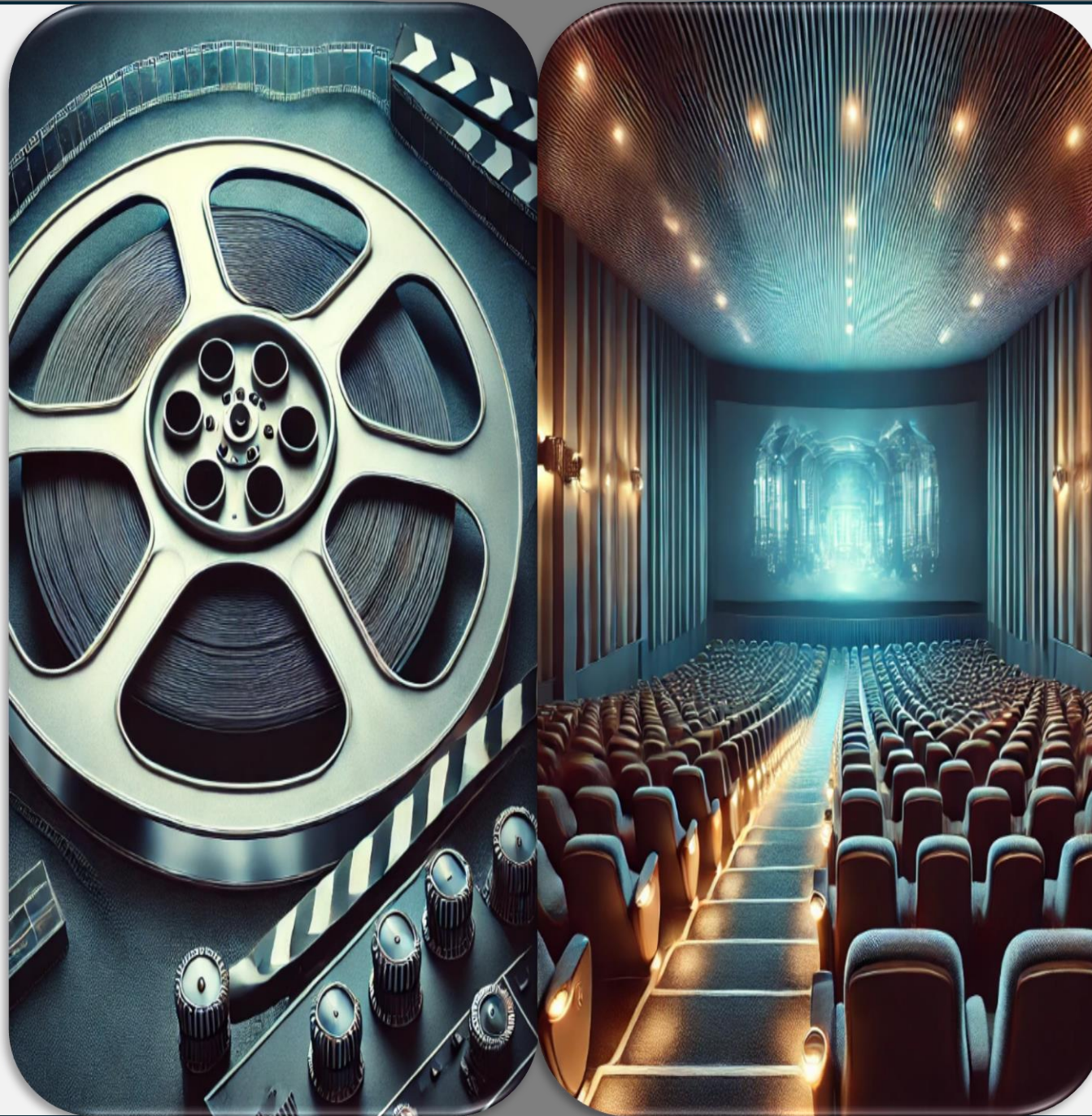
The project focuses on optimizing revenue generation, refining customer targeting, identifying high-value regions, and understanding rental patterns.



Through data-driven insights, Rockbuster can allocate resources more effectively, and strengthen its market impact.



These insights can enable Rockbuster to refine its strategy, better serve its audience, and optimize resource allocation.

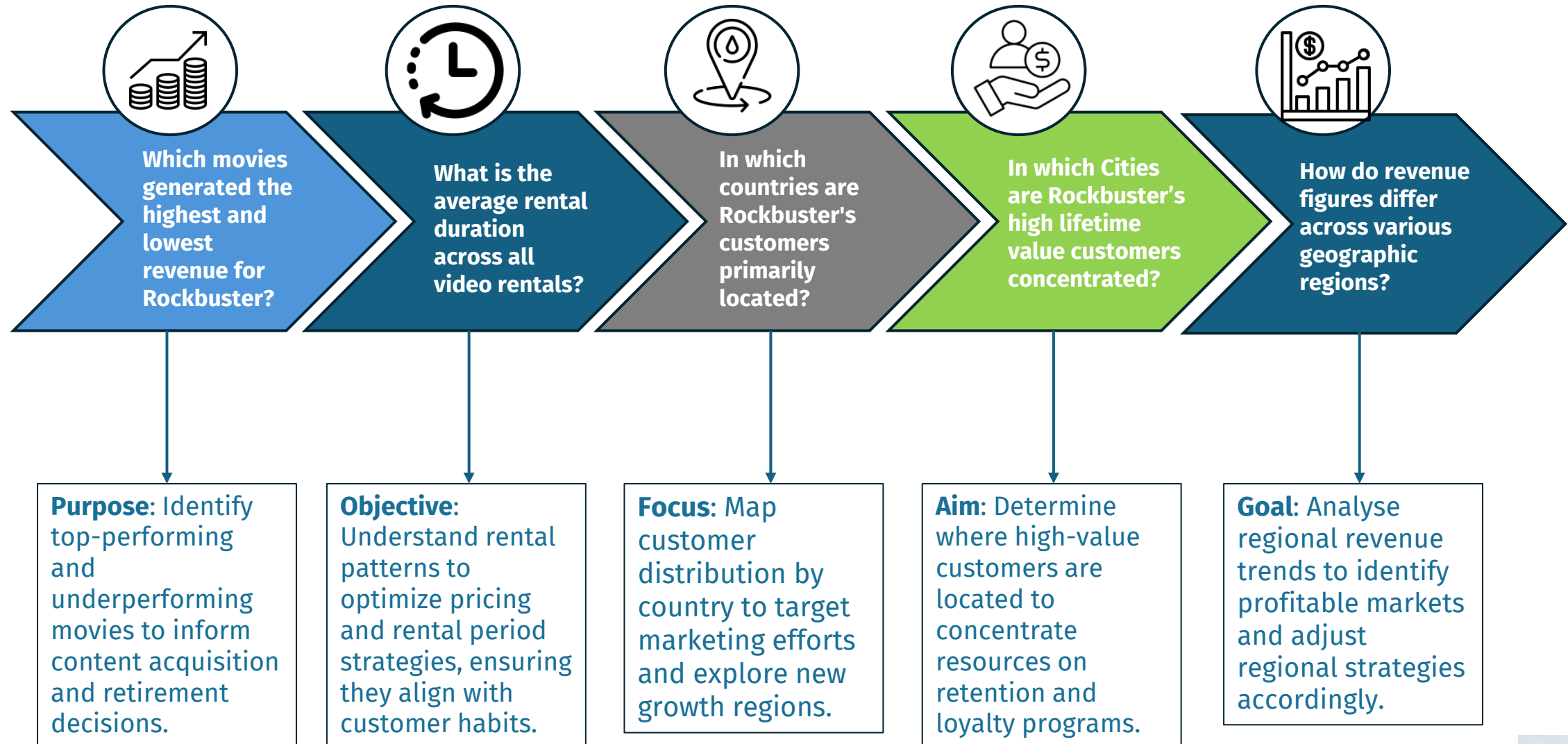


What Does Rockbuster Need to Enable Growth?

To grow as a business, Rockbuster requires actionable insights in several areas:

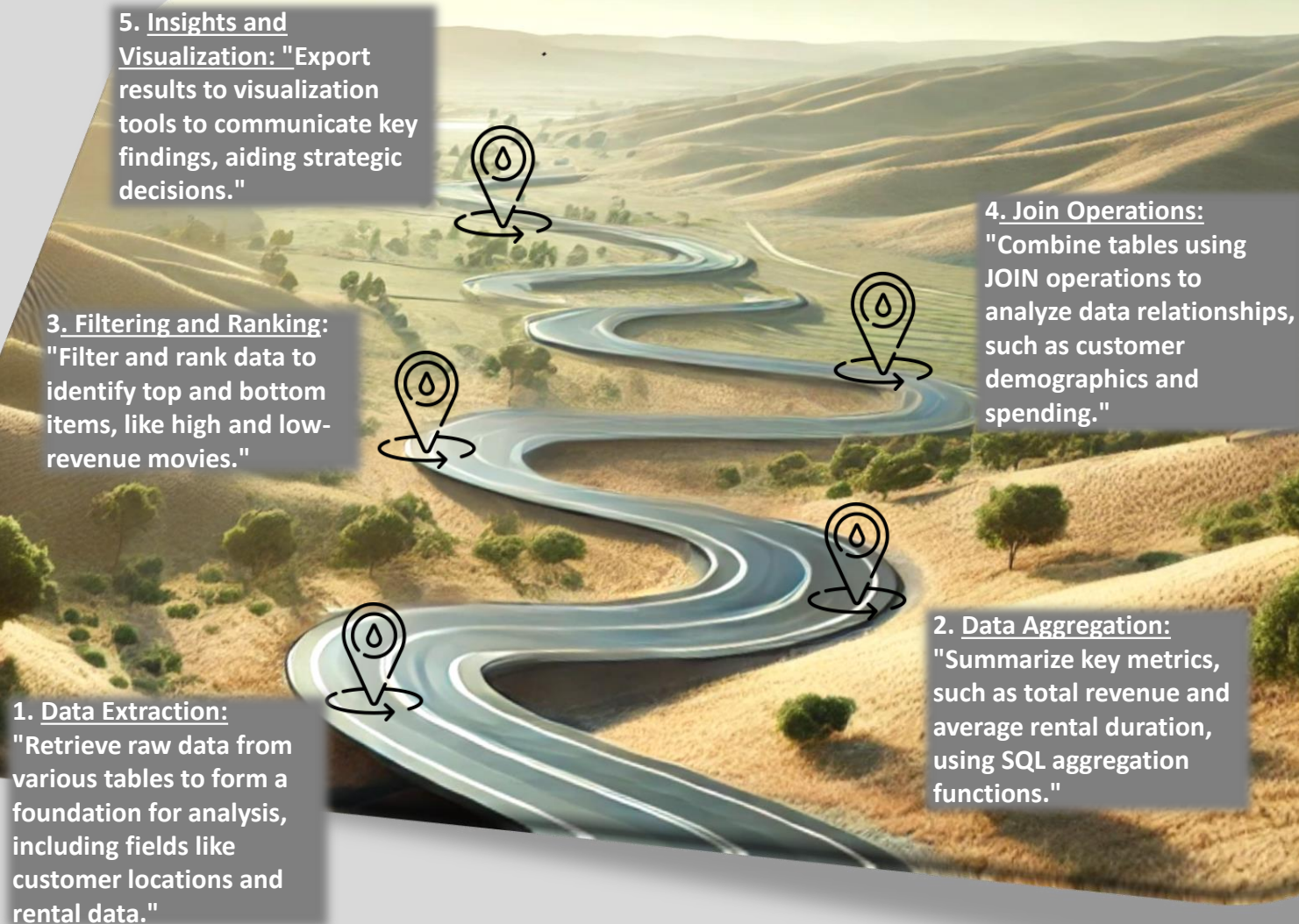
- maximizing revenue from high-performing movies
- understanding customer preferences by location
- targeting high-value customer segments
- aligning resources with geographic sales trends.

Key Analytical Questions for Rockbuster's Strategic Growth?

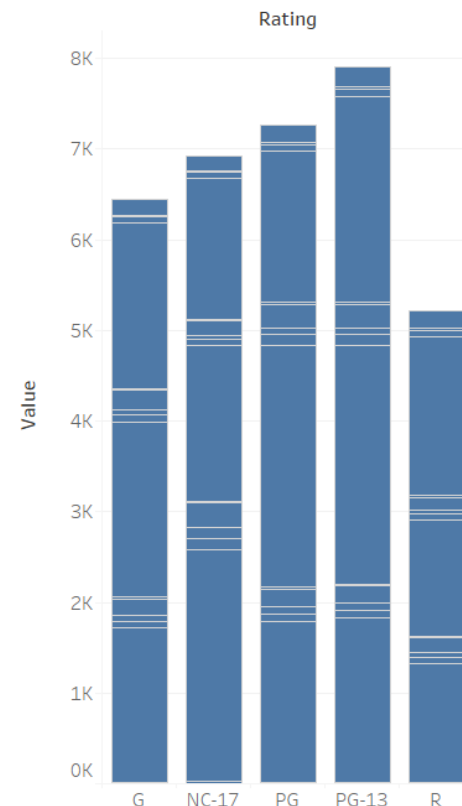




Initial Data Overview – How we get there?



*Information from database management system (RDBMS) using SQL

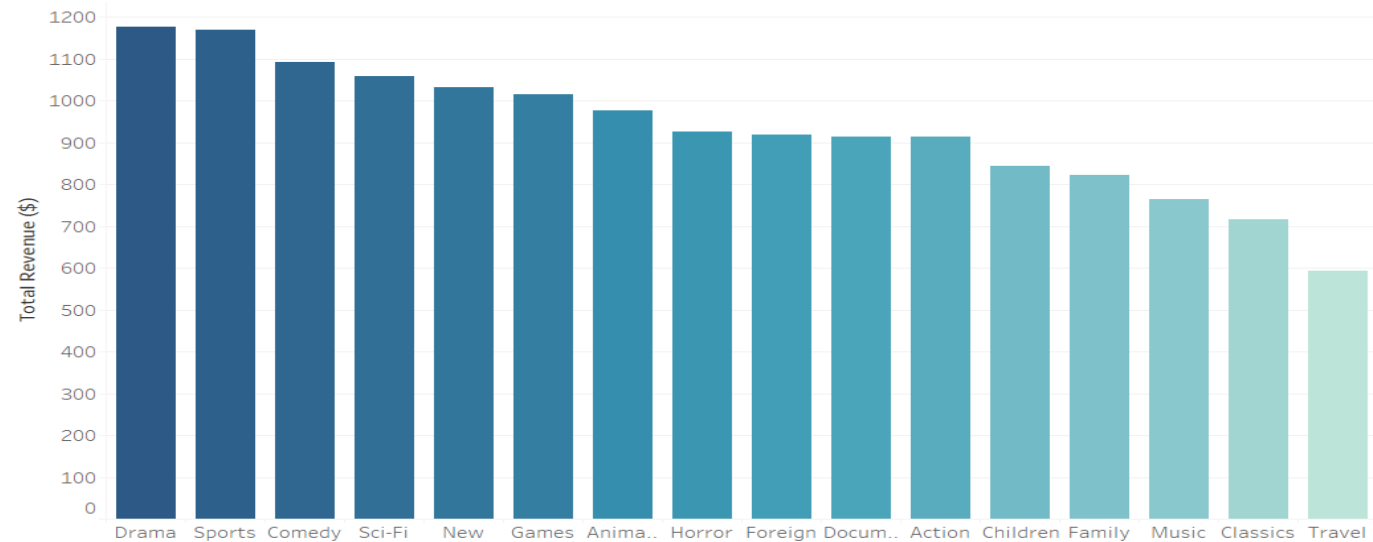




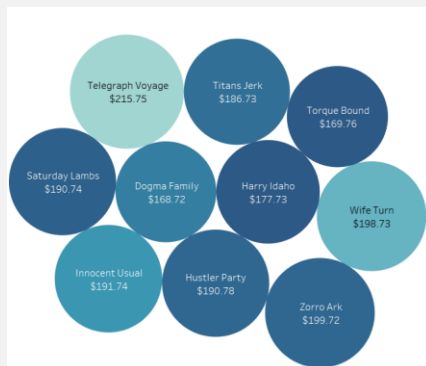
Which movies generated the highest & lowest revenue for Rockbuster?

Revenue by Movie Category: Drama, Sports, and Comedy are the top categories, each generating over \$1,000 in total revenue.

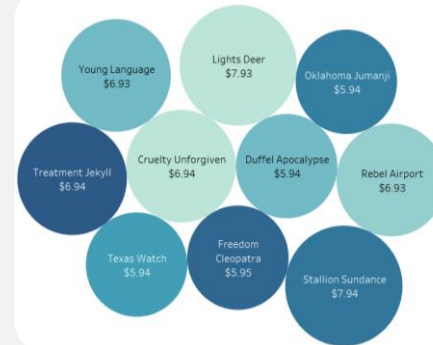
Revenue per Movie Category



• **Top Revenue-Generating Movies:** "Telegraph Voyage" generated the highest revenue at \$215.75, followed by "Titans Jerk" at \$186.73.



• **Lowest Revenue-Generating Movies:** "Young Language" and "Treatment Jekyll" brought in the least revenue, each below \$7.



What is the average rental duration across all video rentals?

Average Rental Duration: The average rental duration is 5 days, with rentals ranging from a minimum of 3 days to a maximum of 7 days.

Metric	Minimum	Maximum	Average
Rental Duration (days)	3 days	7 days	5 days
Rental Rate (\$)	\$0.99	\$4.99	\$2.98

• **Rental Rate Insights:** The average rental rate is \$2.98, with prices spanning from \$0.99 to \$4.99 per rental.



Where are our customers?

In which countries are Rockbuster's customers primarily located?



What does this map reveal?

This map shows Rockbuster's primary customer locations:

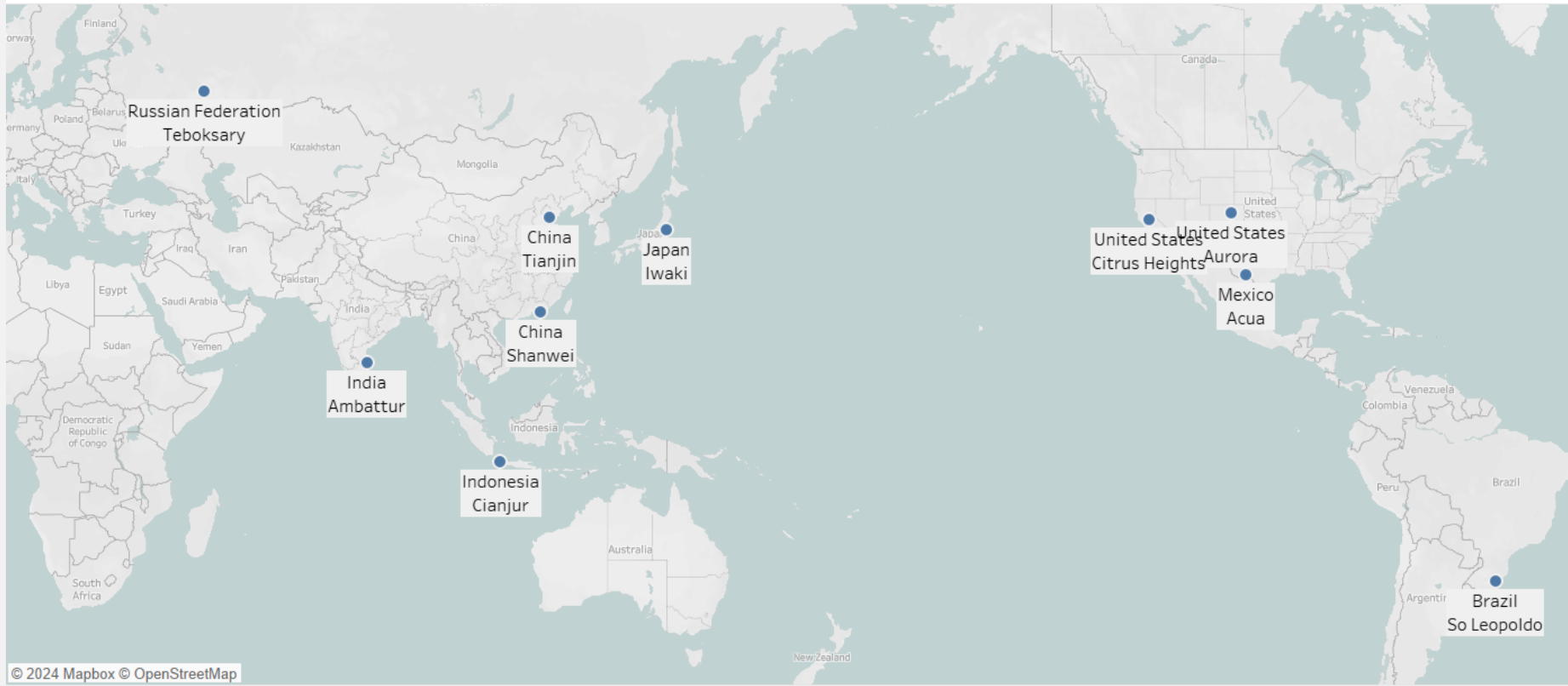
•**Regional Opportunities:** India, China, and the U.S. represent significant markets for potential growth.

•**Targeted Marketing:** High customer counts suggest opportunities for localized promotions and content tailored to regional preferences.



In which Cities are Rockbuster's high lifetime value customers concentrated?

In which regions are Rockbuster's high lifetime value customers concentrated?



What does this map reveal?

This map highlights key customer locations, showing that Rockbuster's most loyal customers are primarily concentrated in cities along the Pacific Rim.

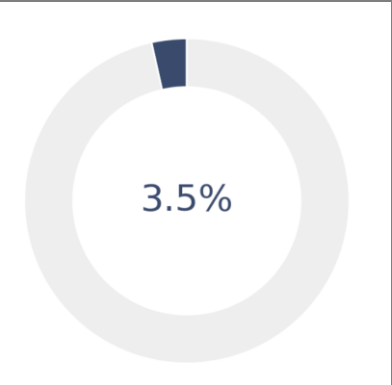
•Localized Marketing

Opportunities: The presence of high-value customers in specific cities suggests an opportunity for targeted marketing campaigns, allowing Rockbuster to cater to the unique preferences of these regions.

•Strategic Expansion

Considerations: By understanding the geographic distribution of high-value customers, Rockbuster can focus its expansion efforts on areas demonstrating strong, consistent customer engagement and spending patterns, with an emphasis on retention strategies to drive sustainable growth.

Who are our top spenders?

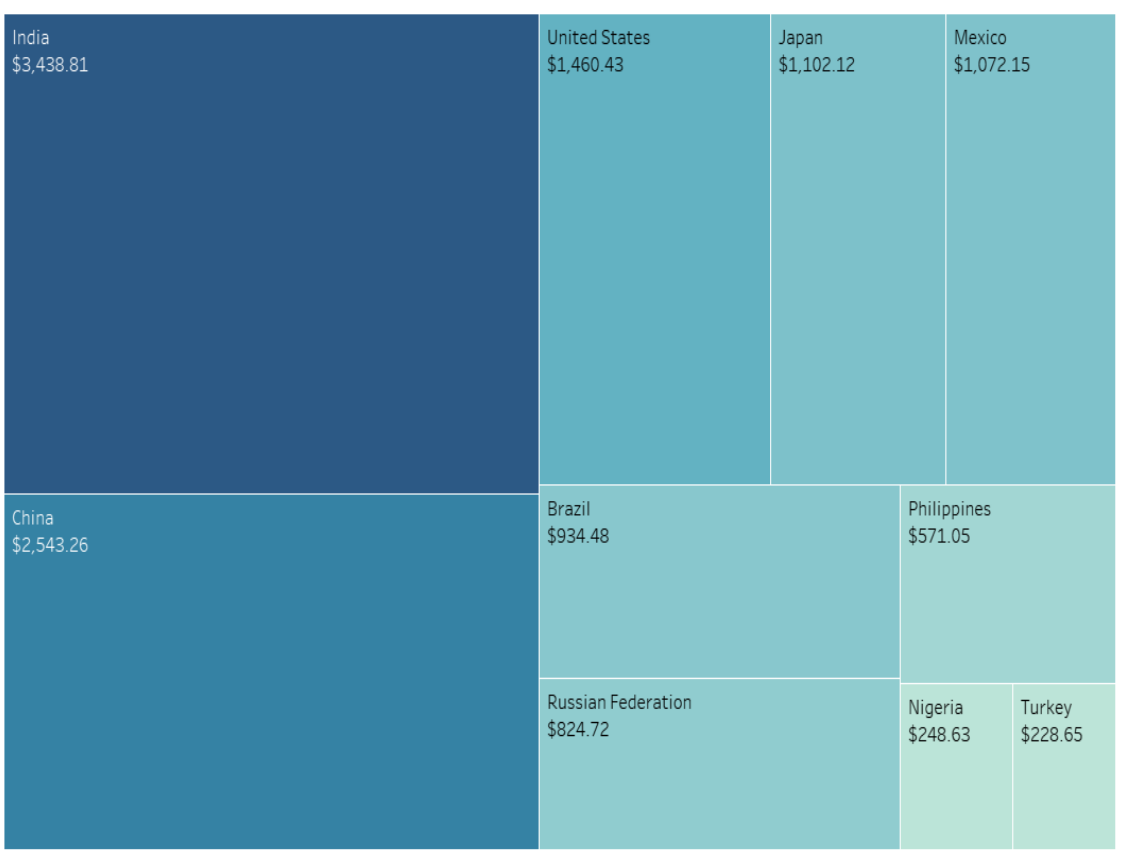


Country	City	Customer Id	
China	Shanwei	424	\$109.71
India	Ambattur	225	\$111.76
Japan	Iwaki	240	\$106.77
Mexico	Acua	486	\$100.77
United States	Aurora	537	\$98.76

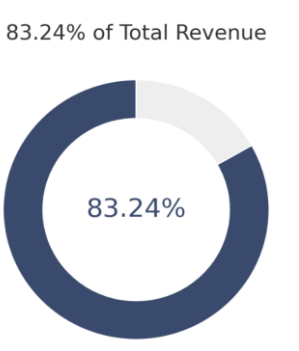
The top 5 customers contribute a significant 3.5% of the total revenue, showcasing their strong impact on business earnings.



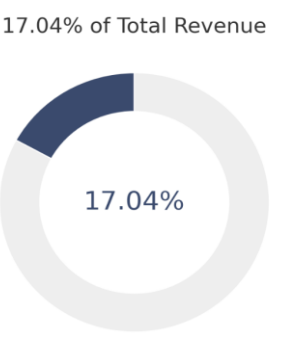
How do revenue figures differ across various geographic regions?



Top 10 Revenue Countries



China & India



The top 10 countries contribute a substantial 83.24% of total revenue, underscoring their dominant role in the market. Notably, India and China alone account for 17.04% of this revenue, highlighting their critical importance in our strategic focus and potential for future growth.



Sales Insights:

•**Conclusion:** India, China, and the U.S. are identified as major revenue-generating regions, making them focal points for growth.

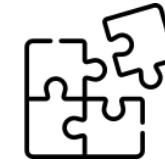
•**Recommendation:** Increase localized marketing efforts in these regions, aligning content and promotions with regional preferences to boost engagement and revenue.



Timeline for Action:

•**Conclusion:** Timely adjustments to marketing and content strategies are essential to capitalize on emerging trends in top regions.

•**Recommendation:** Implement quarterly reviews of regional revenue and customer engagement data to adapt strategies rapidly, ensuring alignment with current market demands.



Resource Allocation:

•**Conclusion:** Strategic resource allocation, especially in high-revenue countries, can enhance overall profitability and market share.

•**Recommendation:** Invest further in India and China by enhancing customer lifetime value initiatives and exploring potential for exclusive content, maximizing returns in these critical markets.

•**Strategic Resource Allocation:** Further analysis of customer behaviour and lifetime value by region could optimize resource investment in each market.

This overview can guide Rockbuster's focus on key areas for expansion and strategic decision-making.



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