

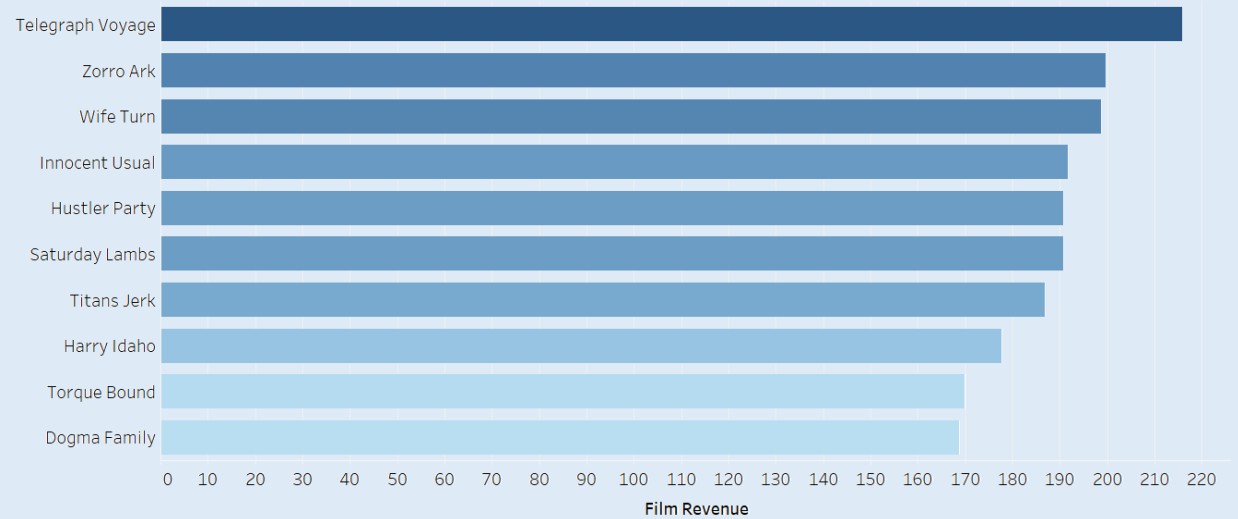
A top-down view of a workspace for financial analysis. It includes a laptop at the top, a magnifying glass over a candlestick chart, a pair of glasses on the right, and various other charts and documents scattered around. The text 'Rockbuster Stealth Data Analysis Project' is overlaid in the center.

Rockbuster Stealth Data Analysis Project

Movies contributed the most & least to revenue

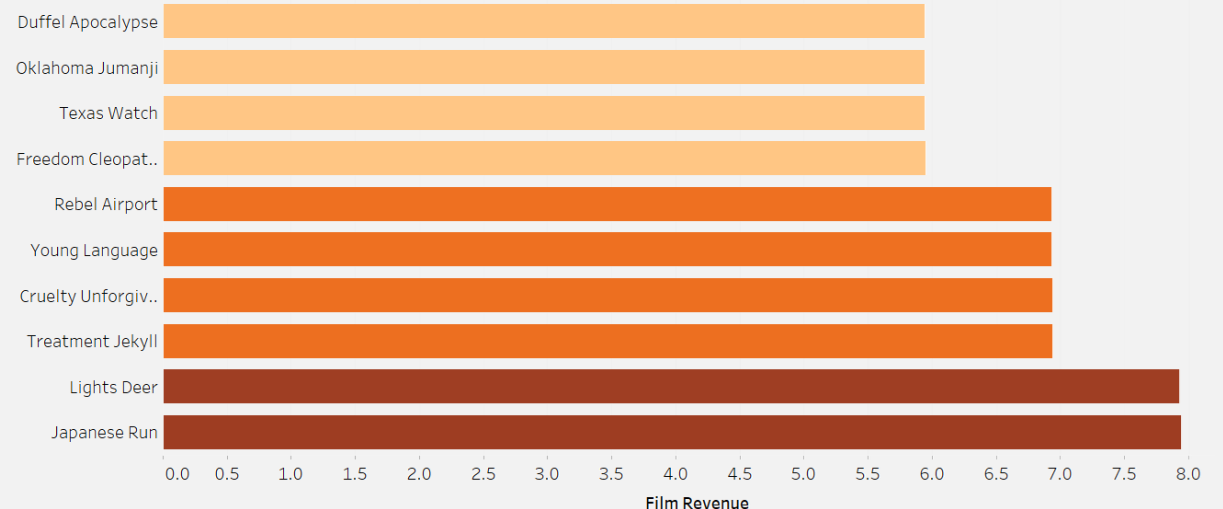
Top 5 films with the most revenue gain

- Telegraph Voyage
- Zorro Ark
- Wife Turn
- Innocent Usual
- Hustler Party



Top 5 films with the least revenue gain

- Oklahoma Jumanji
- Duffel Apocalypse
- Texas Watch
- Freedom Cleopatra
- Young Language



Rental duration & Rental rate



Rental Duration

- The average rental duration of customers is 4.99 days



Rental Duration

- The rental durations usually fall between 3 and 7 days



Rental Rate

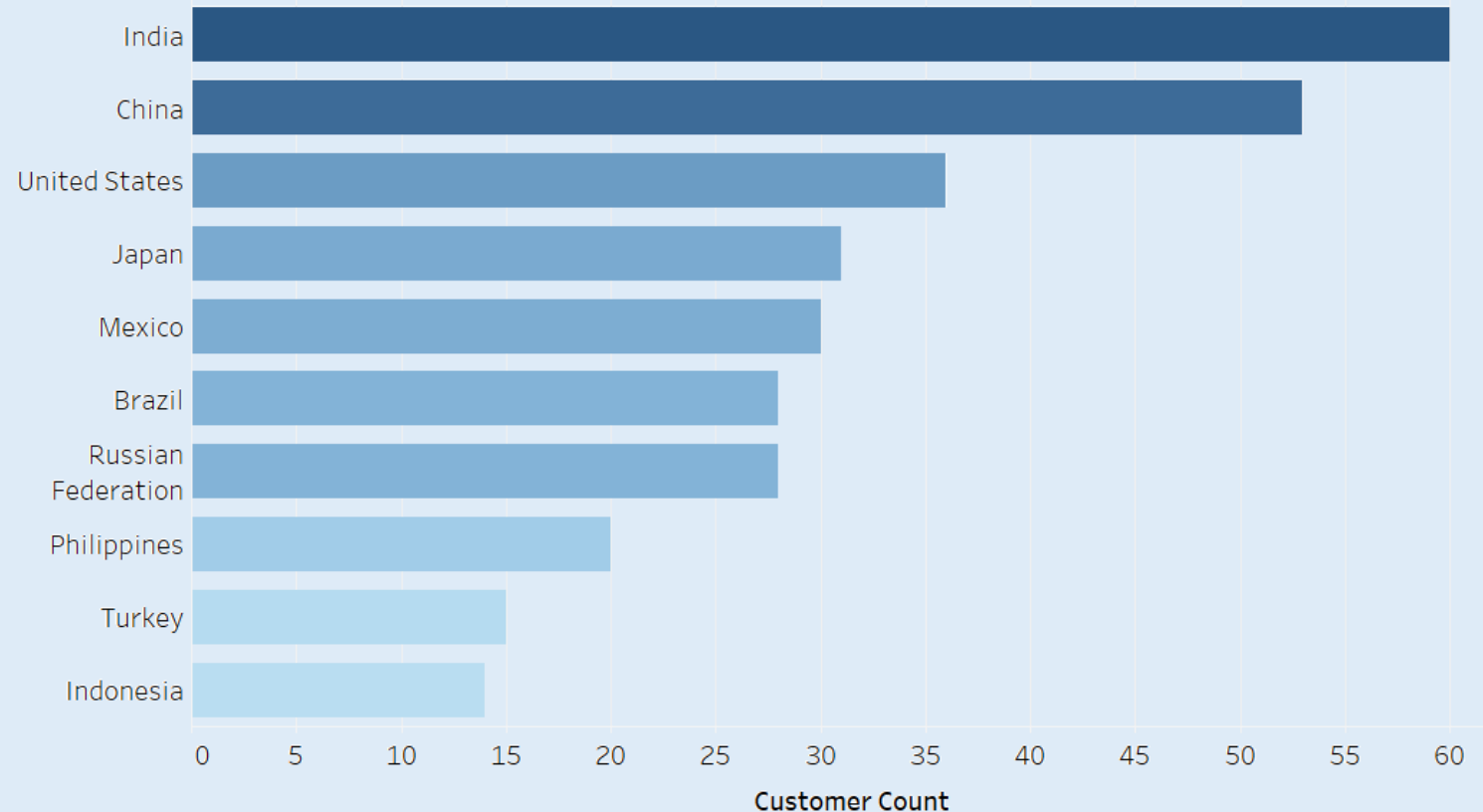
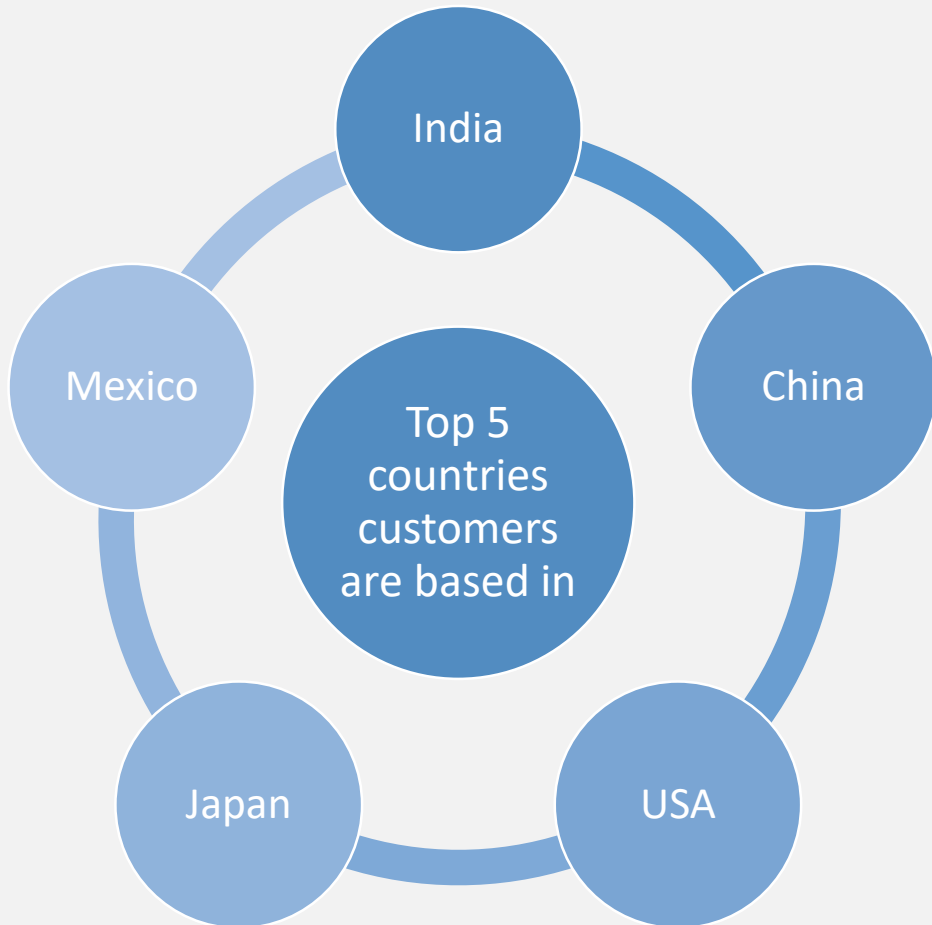
- The average rental rate at Rockbuster is 2.98



Rental Rate

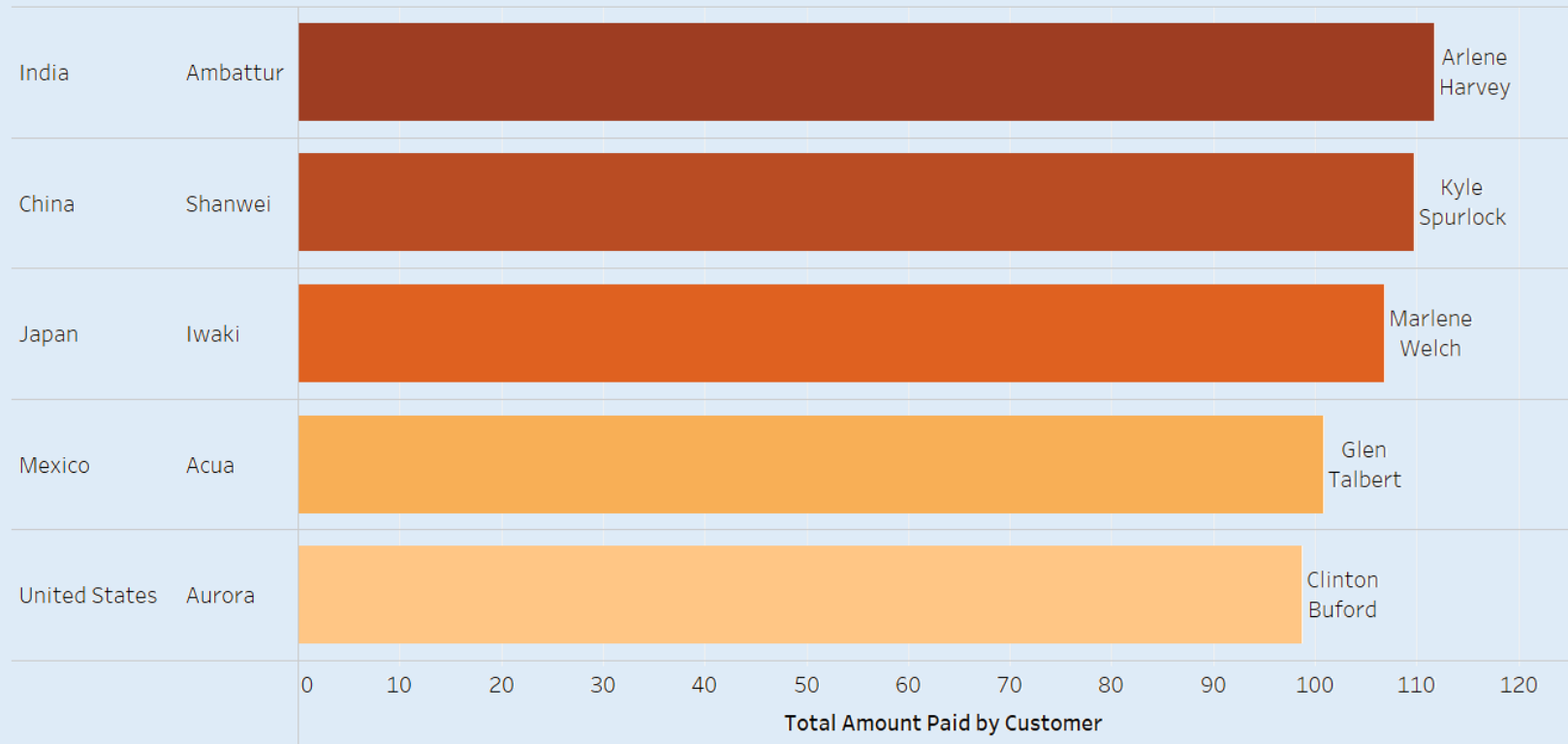
- The rental rates fall around 0.99 to 4.99

Countries rockbuster customers are based in



Top 10 countries which have the most customers

Where customers with a high value are based



The top 5 customers of Rockbuster are based in the top 5 countries Rockbuster's customers are based in: India, China, Japan, Mexico, USA

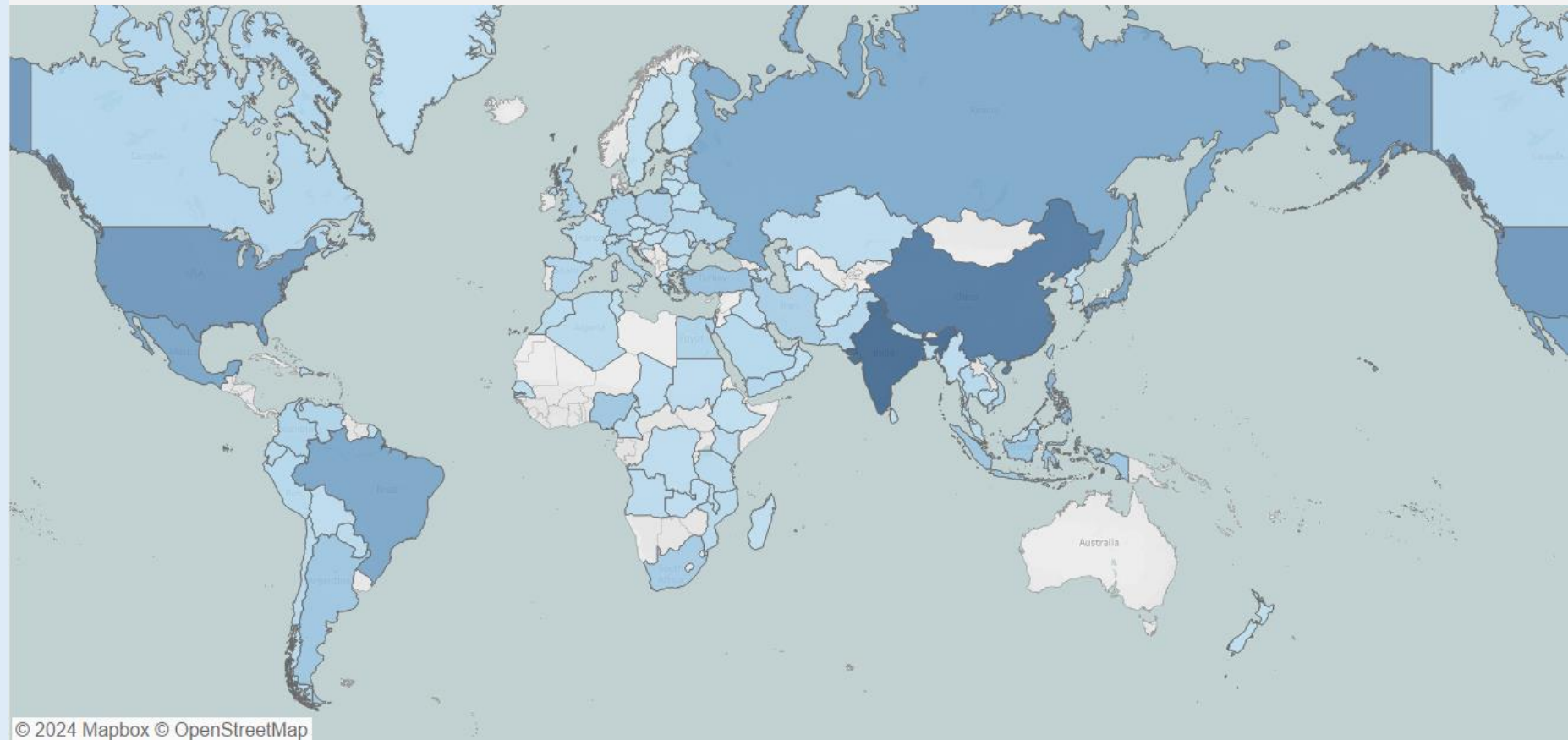
Where the top 5 customers of Rockbuster are based in and how much they have paid

Do sales figures vary between regions?

Sales figures vary
SIGNIFICANTLY
between geographical
regions

India, China, USA,
Japan, and Mexico are
the countries with the
most revenues.

In general, Asia and
America have higher
sales figures than
others.



Comparison of sales figures in different countries

Recommendation of future action

Strengthen Presence in Emerging Markets

Countries like Mexico, Brazil, the Russian Federation, and Indonesia show moderate sales. Develop strategies to increase market penetration in these areas, such as localized advertising, partnerships with local distributors, and tailored product offerings.

Focus on High-Performing Markets

Continue to invest heavily in India, China, and the United States as they are the top-performing markets. Consider targeted marketing campaigns, expanding product lines, and improving distribution channels in these regions to further boost sales.

Implement Dynamic Pricing

Use dynamic pricing strategies to adjust rental rates based on demand, seasonality, and rental duration. For longer rental durations (closer to 7 days), consider offering a lower daily rate to incentivize customers to extend their rentals.

Promote Mid-Range Rentals

Since the average rental rate is 2.98, design marketing campaigns to highlight the value of rentals in the mid-range price point (around 2.98). Showcase the benefits and savings compared to shorter, higher daily rate rentals.

Thank you!

For more information, please feel free to check out my [Tableau Public](#)