

# Rockbuster: Data Dissect

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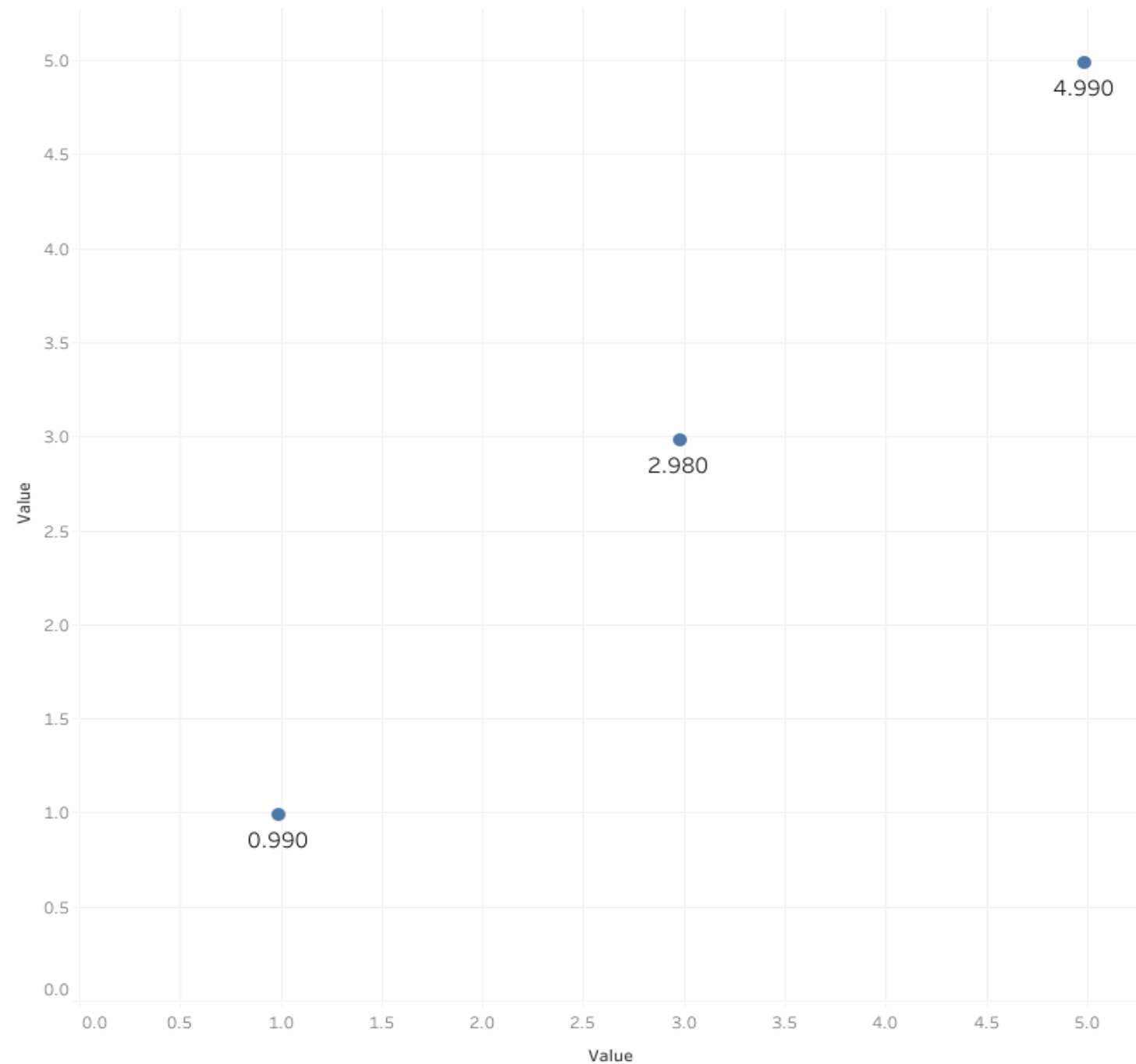
# Most important findings in the Rockbuster Data Base

This information is paramount to understanding our customer base. With this data we can determine how our price sets drive our customers to rent our movies.

## QUESTIONS:

1. Statistics available in the film table
2. Top 10 countries Rockbuster's customers are based.
3. Identifying the top 10 cities within the top 10 countries.
4. Identifying the top 5 customers from the top 10 cities who've spent the most at Rockbuster.

## Numerical Aggregates

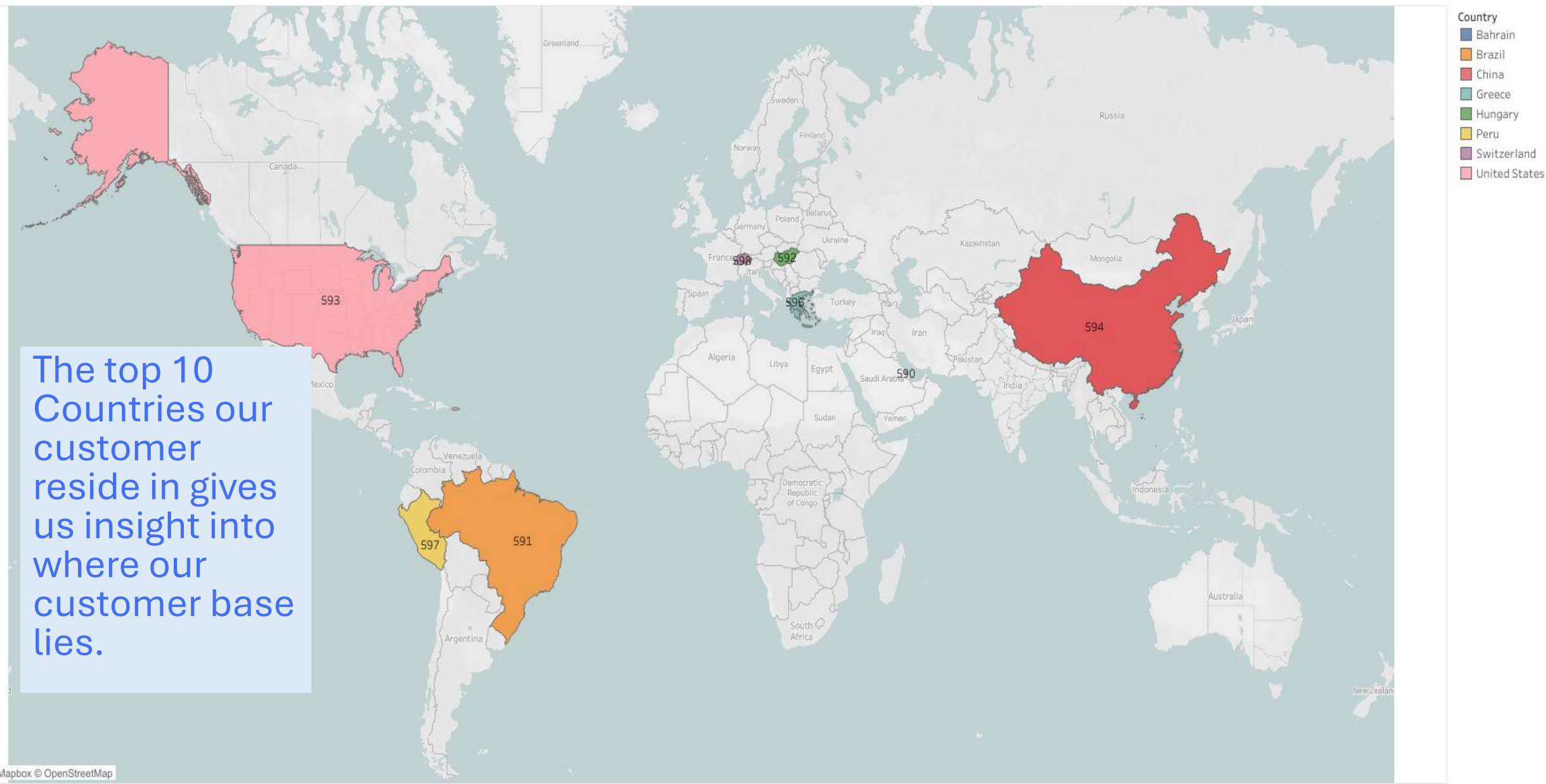


## Film Stats

From the statistical data extracted from the film table we can see where our Min, Max, and Avg price points fall.

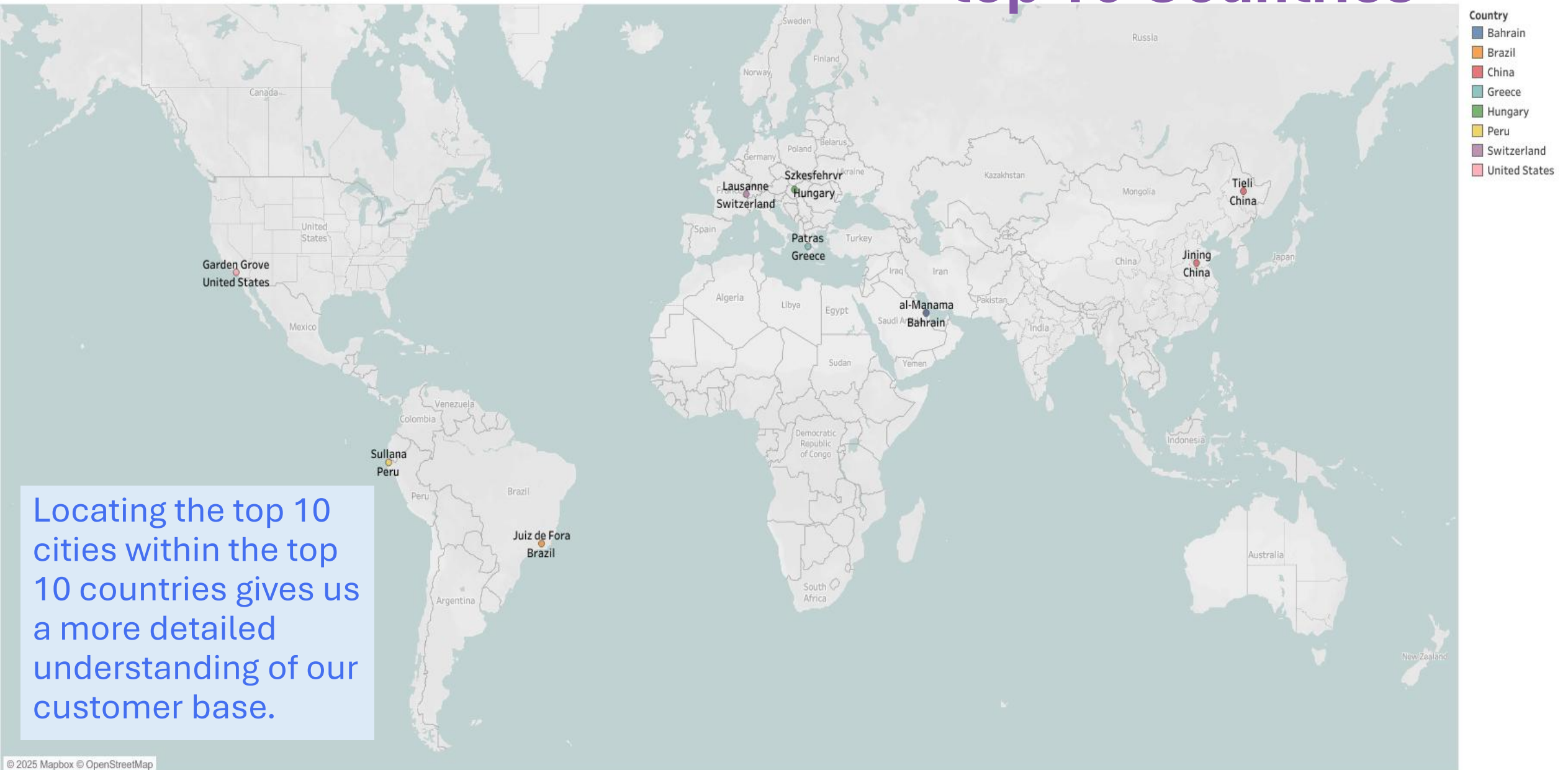
By keeping prices within an affordable range, we retain valued customers.

# Top 10 countries





# Top 10 cities within the top 10 Countries



Locating the top 10 cities within the top 10 countries gives us a more detailed understanding of our customer base.

# Top 5 customers from the top 10 Cities



# Conclusion

We can determine with this data that many of our customers are not based in the United States alone but all around the world!

[TABLEAU LINK](#)





Questions?