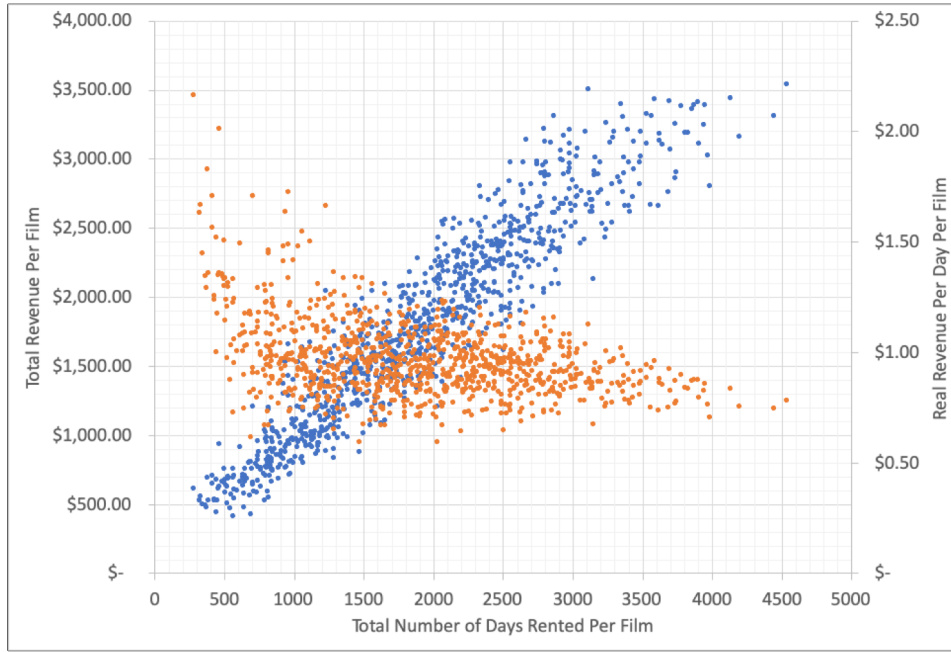


What is the real daily revenue for each film?

Total Revenue Generated and Daily Revenue Per Number of Days Rented for Each Film



Each blue point represents total number of days a film was rented out and the amount of revenue that was collected.

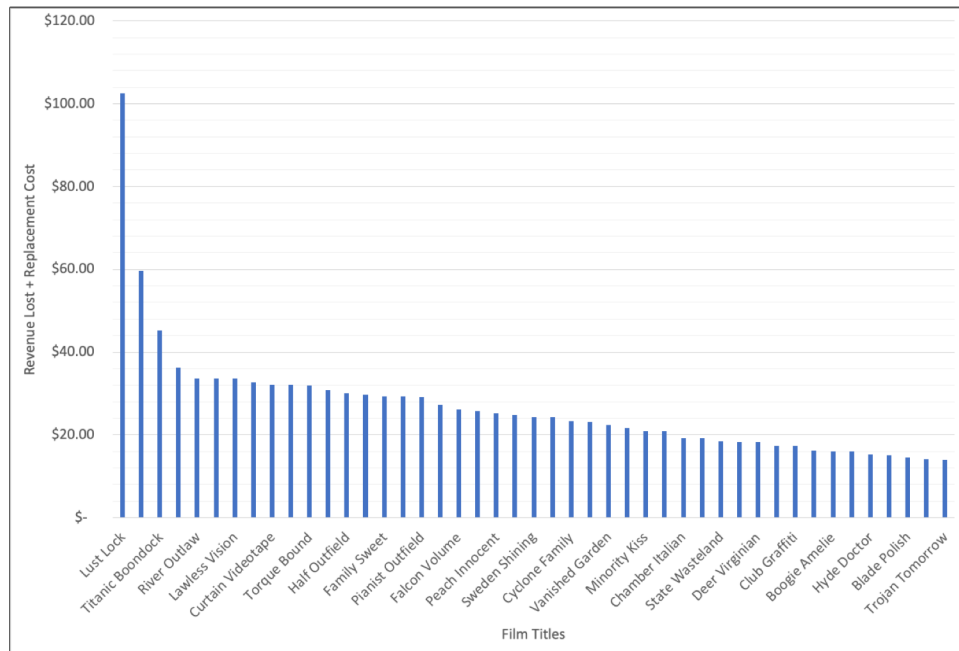
As expected, the revenue generated increases linearly as the amount of days rented increases.

Each orange point represents the real daily revenue for each film.

Surprisingly, films that were rented out the least had the highest real revenue per day.

How much potential revenue was lost on rentals?

Revenue Lost By Unreturned and Unpaid Rentals



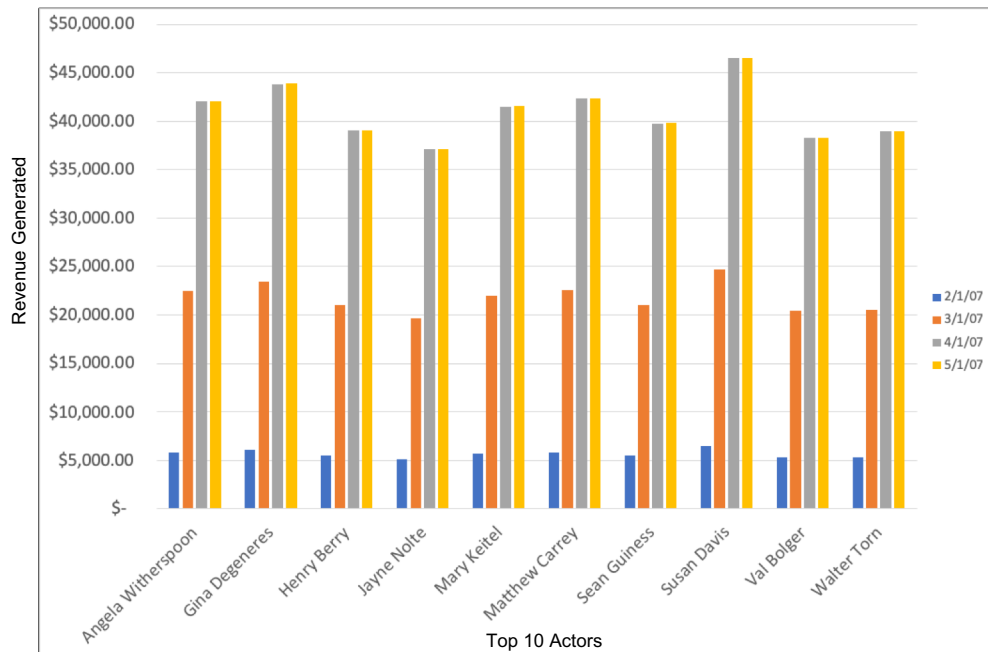
From the last query, we know the average rental duration and real daily revenue for each film.

I joined this query with another to find which films were never returned and the customer never paid.

The graph includes how many times a film was lost, the cost to replace the film, and the potential revenue lost.

Who are the top 10 actors that generate the stores most revenue?

Revenue Generated Over Time By The Top 10 Actors



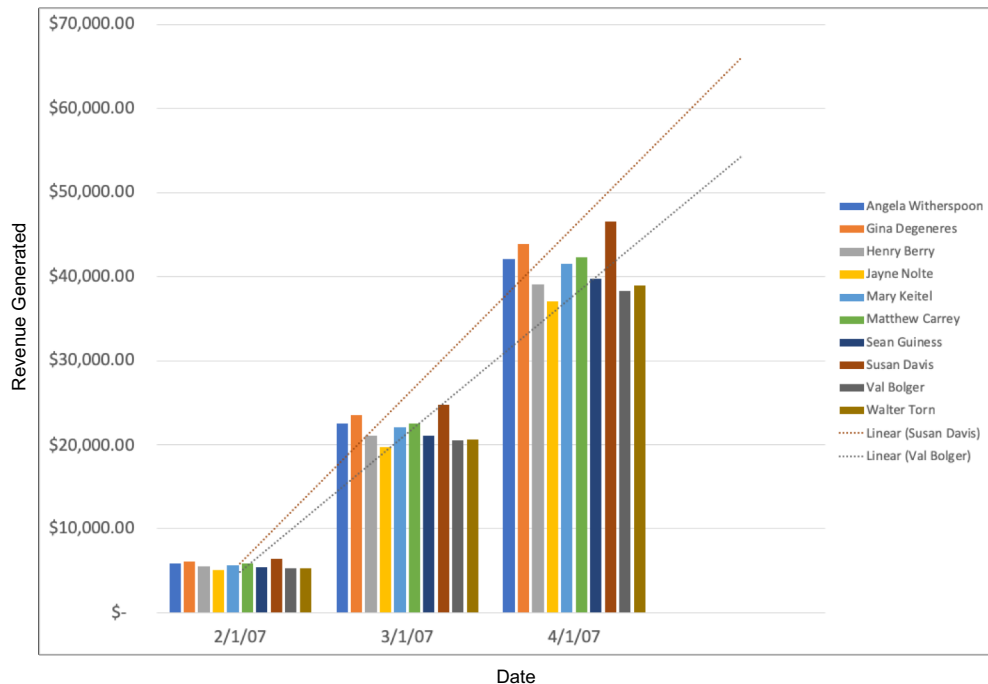
After finding the top 10 actors that generated the most revenue, I plotted their revenue overtime.

Susan Davis was the top producing actor for the stores at \$86,950 over the 4 months.

Val Bolger was the 10th highest producing actor for the stores at \$63,895.

Who are the top 10 actors that generate the stores most revenue? Cont.

Revenue Generated by the Top 10 Actors Over Time



Upon further inspection of the previous query, I noticed that revenue was linearly increasing as the months went by, except for May.

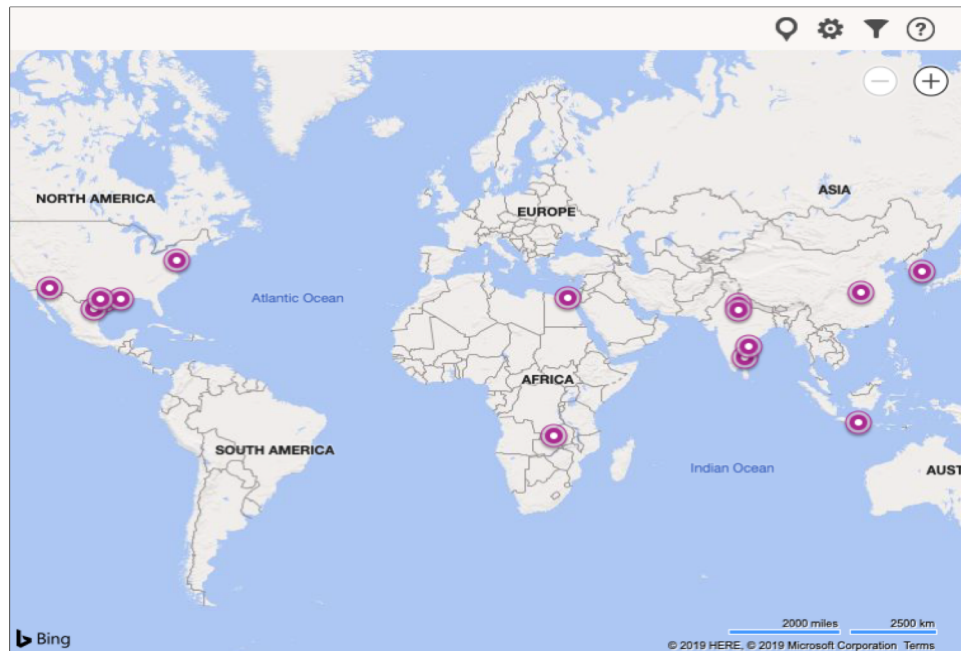
This could be caused by many factors such as more films are released during the summers or that the stores have increased sales through other means.

I also noticed that only data for about half of the month of May was available.

By removing the month of May from my Pivot Table and assuming this trend continues for the next month, I was able to create a range of revenue the store could expect from their top producing actors.

How many inactive customers do we have?

Location of Inactive Customers



There are total of 15 inactive accounts in the customer table.

I also wanted to know, if we wanted to retarget these inactive customers using direct mail what is their address?

The map on the left shows all inactive customer's mailing addresses.

Also, if we wanted to retarget these customers using custom Facebook audiences, we only need their names, postal code, and country.

The subquery used provides this data.