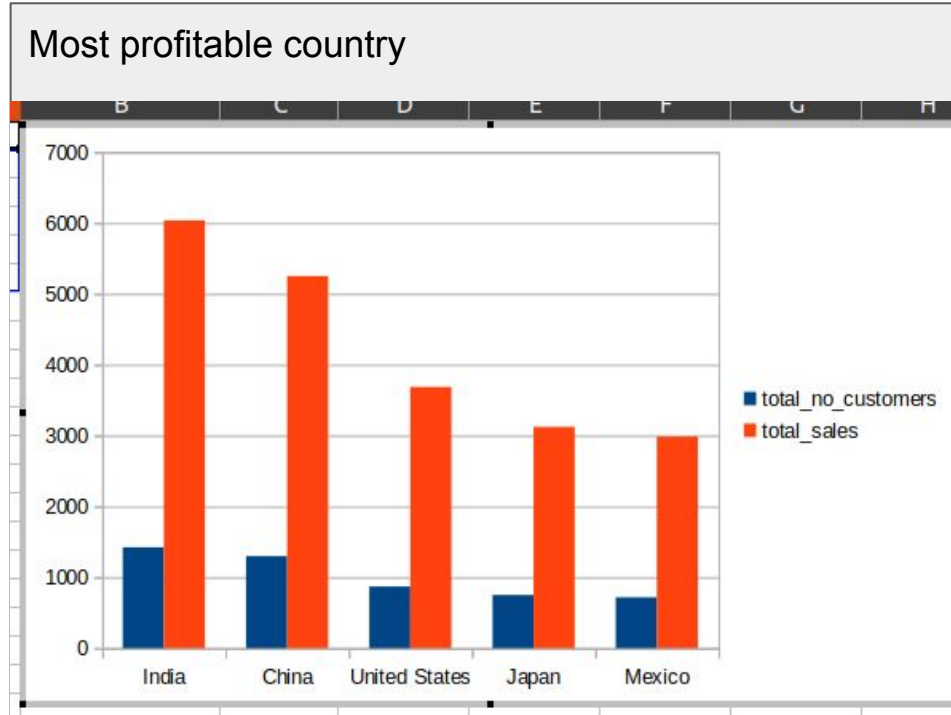


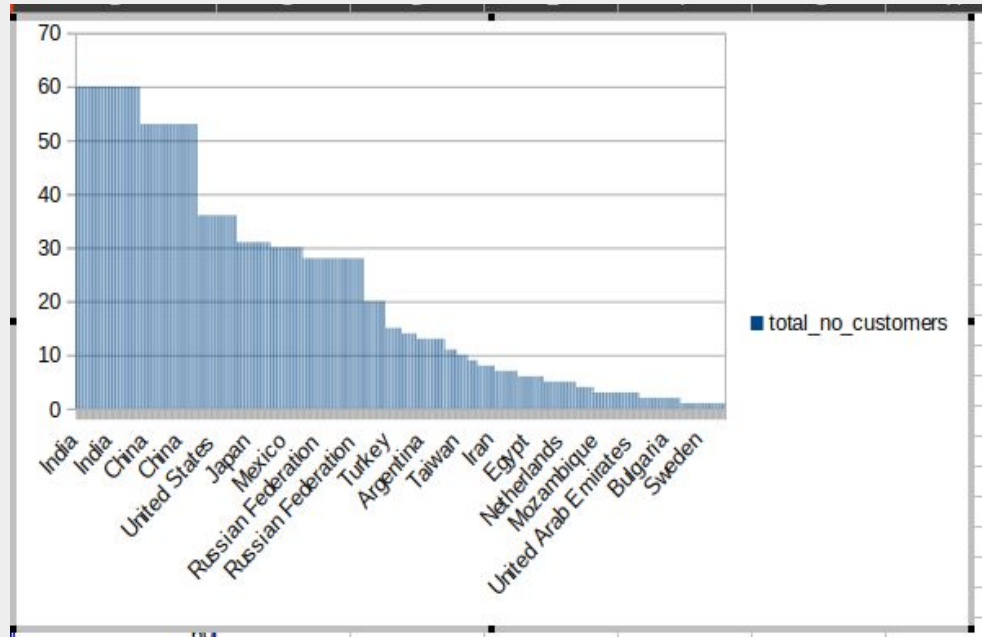
Which country is the most profitable for the business?



- India has the largest customer base,
- resulting to an increase in sales and
- more profit

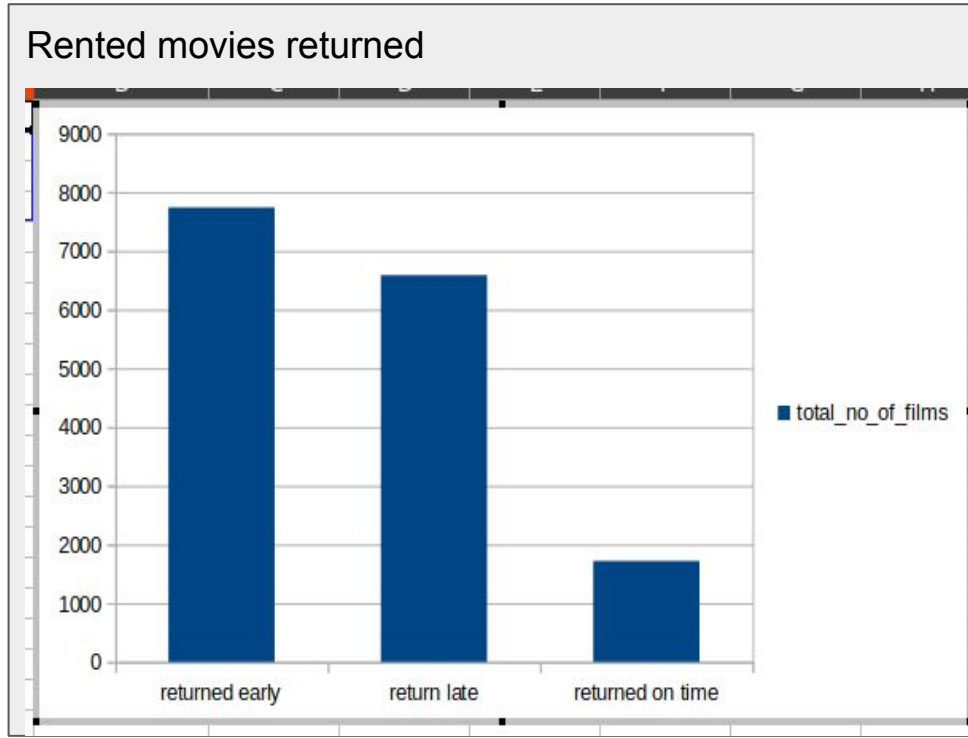
What is the customer base in the countries where we have a presence?

Countries with customer base



- Out of 108 countries, india tops the chart with a customer base of 60, and afghanistan comes last with a few other countries with a customer base of 1

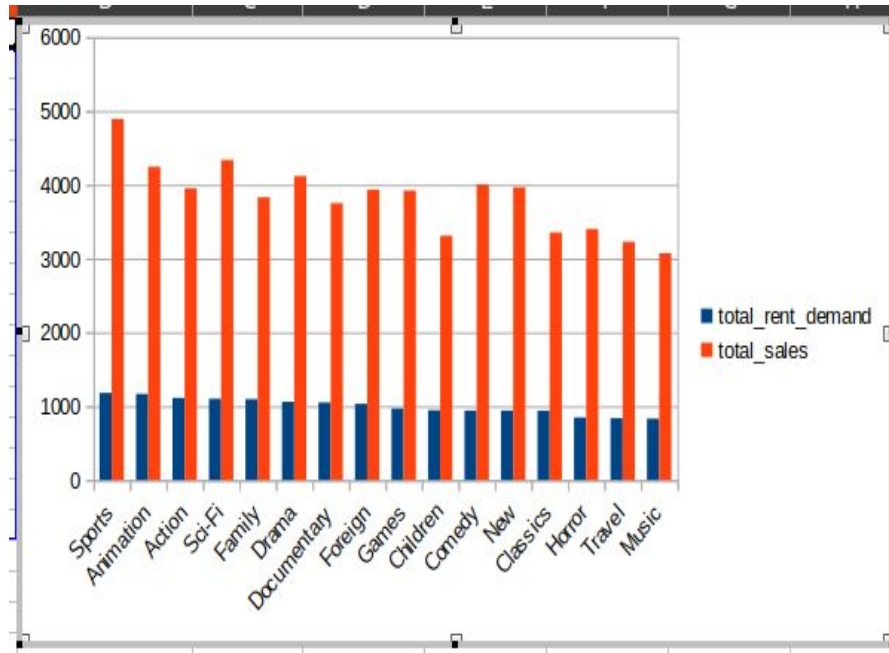
How many rented movies were returned late, early and on time?



From the chart, it can be deduced that a higher percentage of movies are returned before the rental duration ends and also a significant of (11%) of films are returned lately.

What are the top and the least (in demand) genres and their total sales

- Top and least genres and their total sales



- The sports category seems to be the
- the most genre in terms of the number
- times being rented, and it also has the highest sales in terms of money.