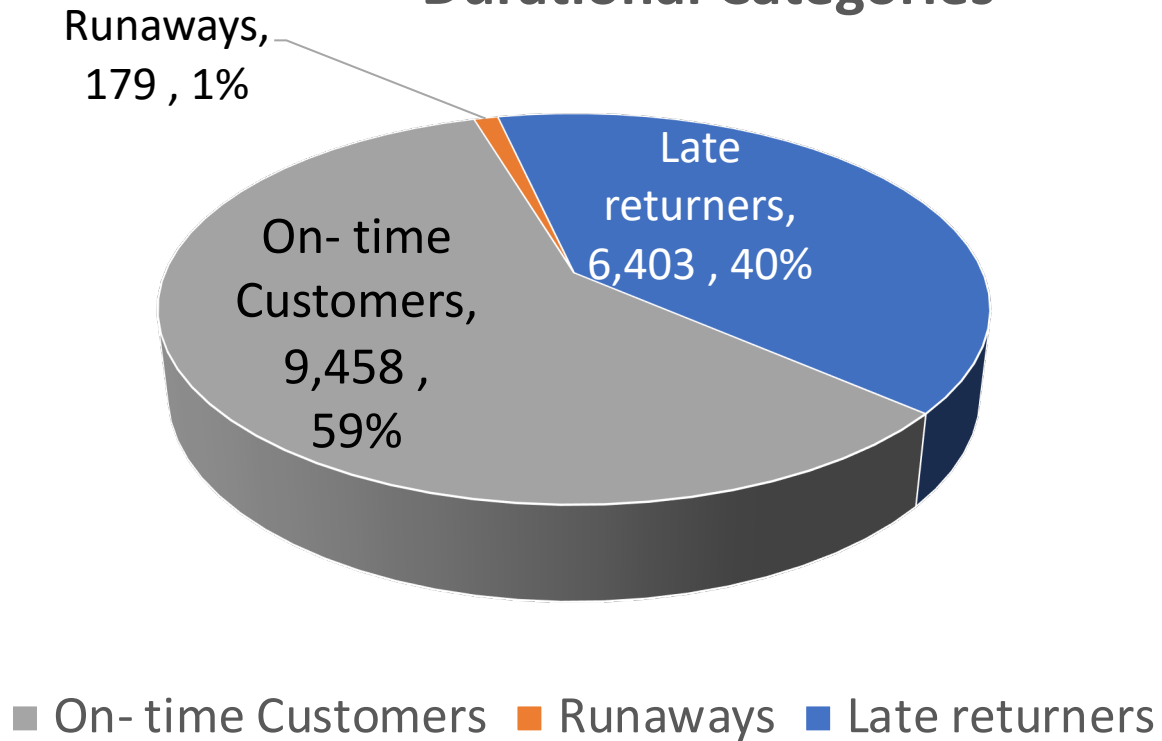


Showing The Percentage Difference Between The Time It Takes For All Customers To Return Movies Rented

Percentage Difference Between Return Durational Categories



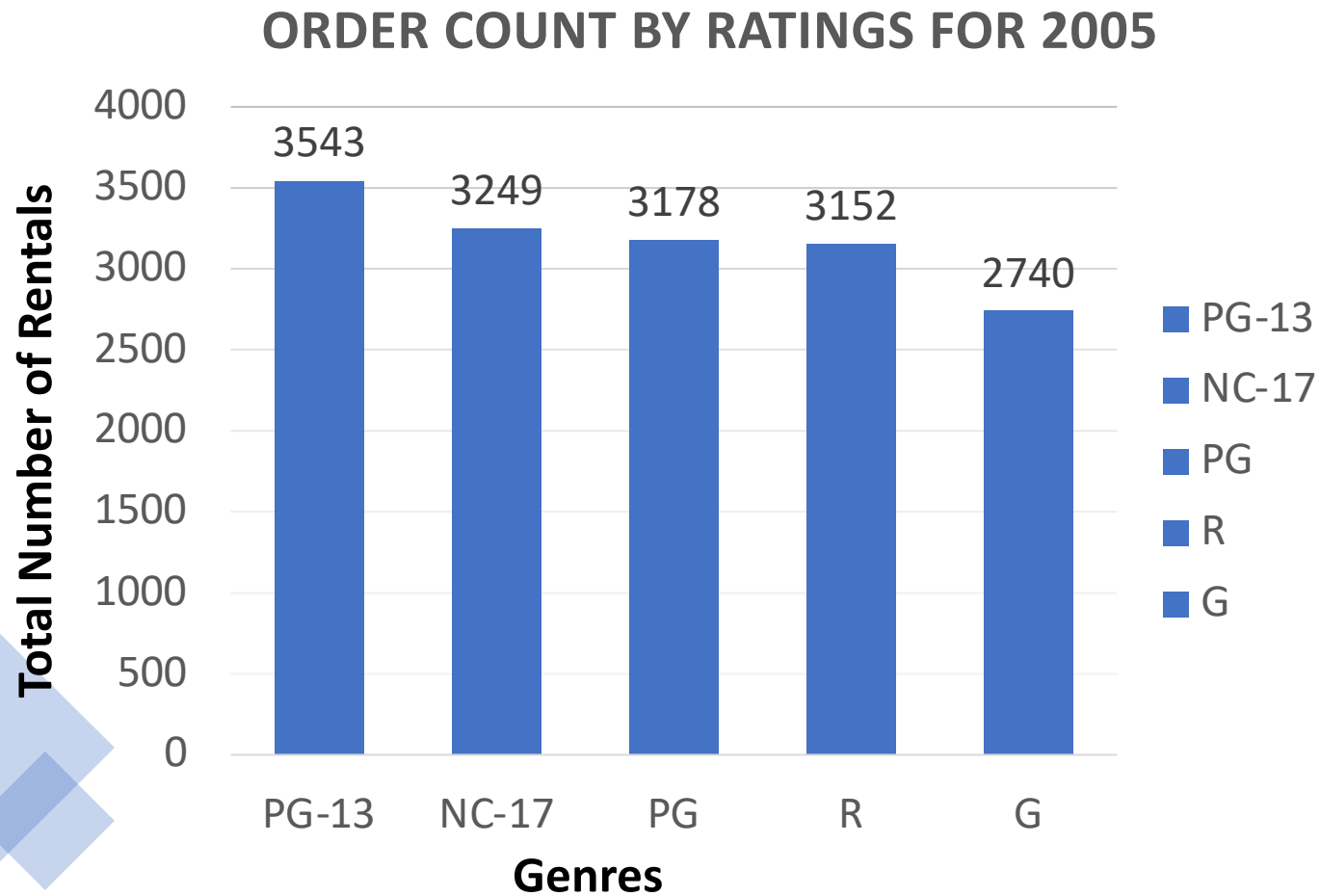
- The Chart is showing the percentage distribution of categories of time it takes for movies to be returned

- ☒ On – Time customers
- Customers who where able to return on or before the Day of the Rental Duration
- ☒ Late Returners
- Returns made after the day of Rental Duration
- ☒ Runaways
- Rentages that where never returned till date

- Conclusion : There is a poor adherence to the company's rental policy as a handful portion of the returns were made after the stipulated rental return time

- Reference from text file
/* Query 1 - query used for first insight */

A BAR GRAPH SHOWING THE TOTAL NUMBER OF ORDERS MADE BY DIFFERENT GENRE CATEGORY FOR THE YEAR 2005

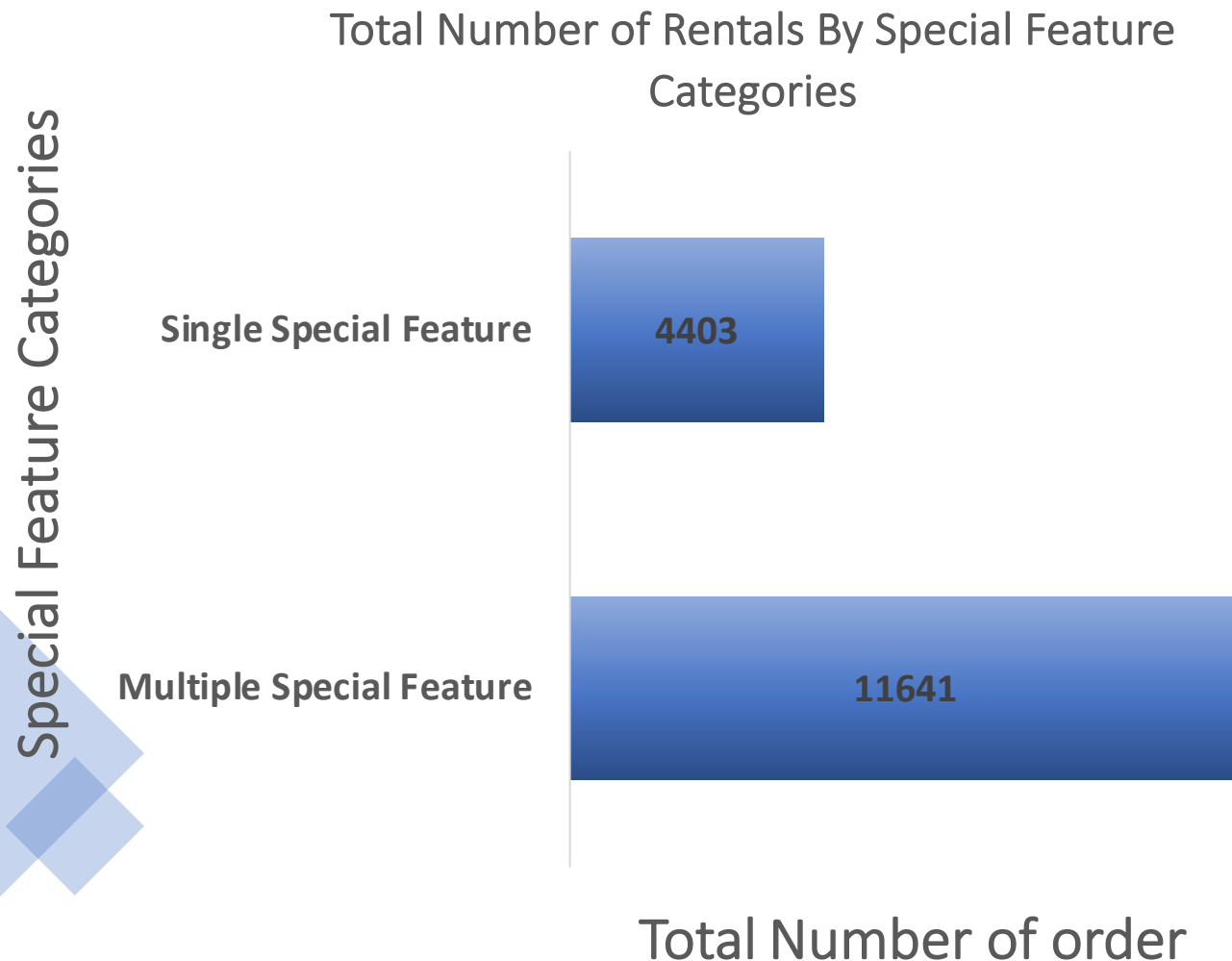


- The Chart is showing the distribution for different genre of movies
- The difference between the genres are not so large .
- The adult licensed DVDs ; PG-13 and NC have the highest orders ; this is probably because only adults are allowed to rent.
- PG serves as the medium for the data, because it's a serves all age groups

Reference from text file

/* Query 2 - query used for second insight */

A Bar Graph Showing The Total Number Of Orders By Quantity Of Additional Special Features Added To Each Movie

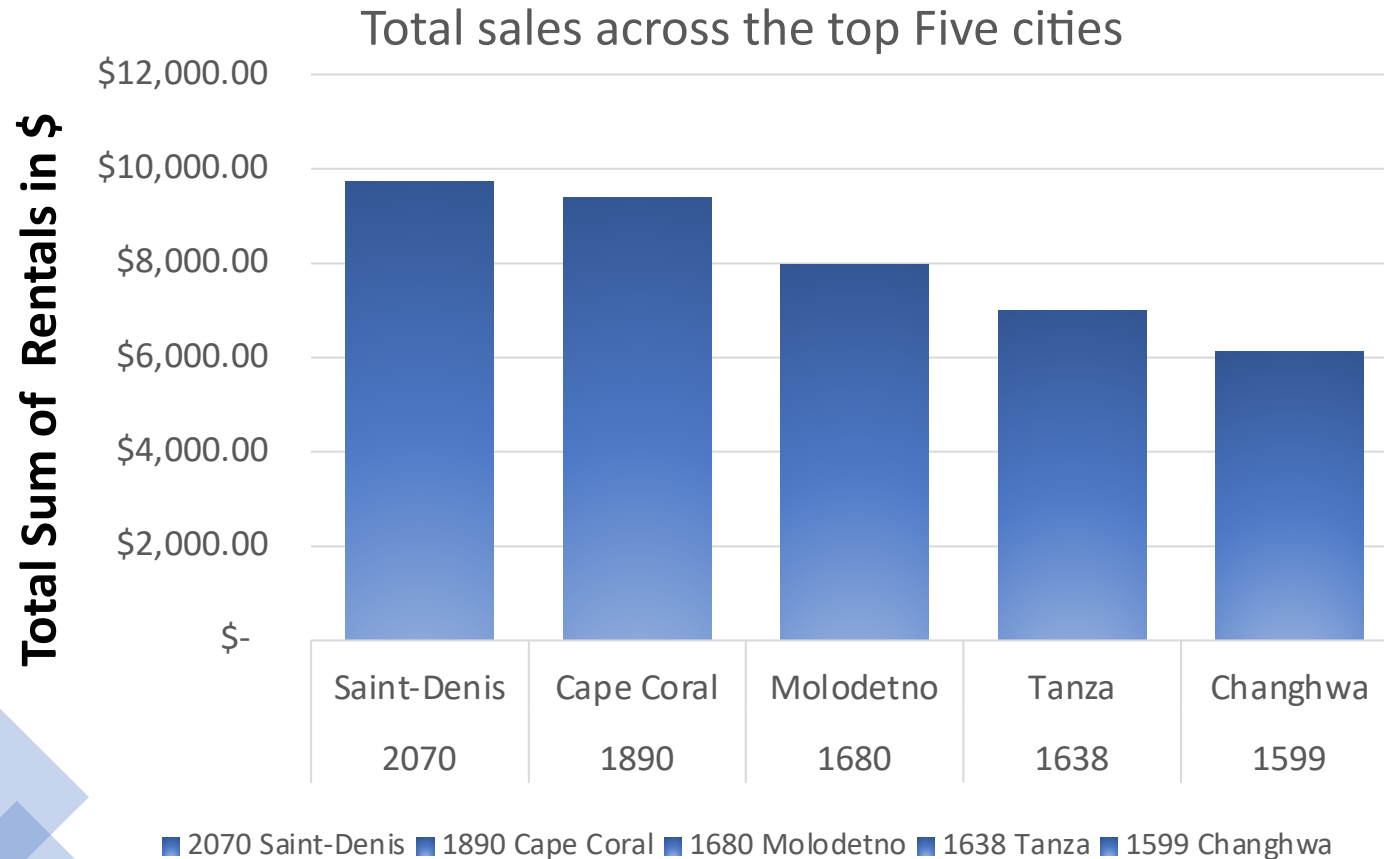


✓ The chart depicts the number of differences between customers who prefer their special features singular or multiple

✓ Evidently, customers often go for more special features rather than settle for less

Reference from text file
/* Query 3 - query used for third insight */

A BAR GRAPH SHOWING TOTAL SALES FOR THE TOP 5 CITITES WHERE THE MOST ORDERS WERE MADE



Cities and Total unit of orders

- The Chart is showing how much money has been made from the top cities
- Even though Cape Coral had 180 order less than Saint-Denis , they're relatively close to Saint-Denis in terms of payment

Reference from text file

/* Query 4 - query used for fourth insight */