How much revenue comes from customers in the European Union?

Percentage of revenue EU + UK

- 1%
- 9%
- 90%

Legend: European Union ■ Non-EU countries ■ United Kingdom
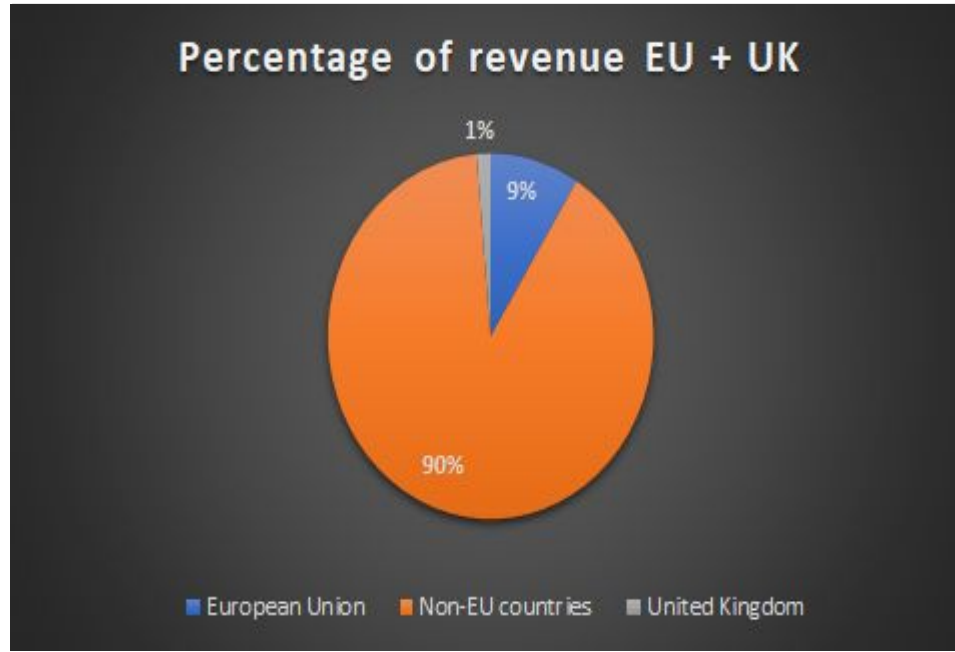
European Union countries (including the UK) account for about 10% of the revenue.

This is not a negligible amount, but it is no Key Market, therefore we shouldn't devote excessive attention to it.

Which categories are most profitable?

Income across categories.
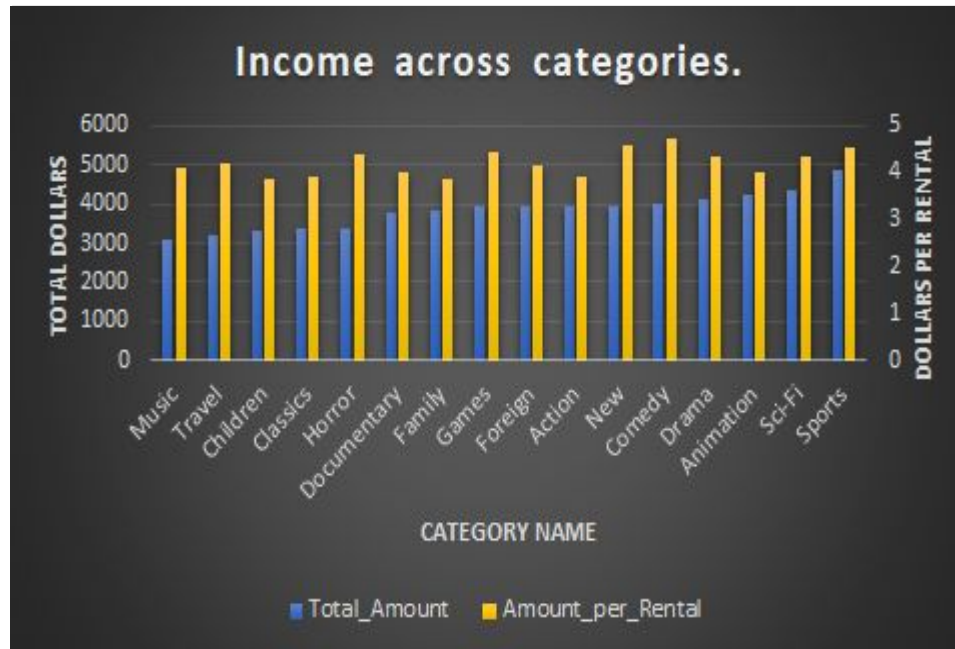
The graph on the left shows the profitability of each category on two variables:

- Total amount: Is the sum of the money earned in each category.

- Amount per rental: Is the average of benefits per rental (total amount / number of rentals).

The categories are ordered from lowest to highest total amount so we can see that, The categories that contribute the most are: **1.**Sports, **2.** Science fiction **3.**Animation **4.** Drama **5.** Comedy.

Of these five, comedy and sports are the most lucrative for rental, so we can focus our promotional efforts on them.

Is there rental variation between stores?

**Rentals over time per store**

The graph shows the rentals made in the two stores of Sakila between 2005 and 2006.

The overlapping of the two lines shows that there is little variation in the number of rentals by store. On the other hand we can affirm that Sakila rentals depend heavily on the season:

Rentals start increasing at the end of spring to reach their peak in the month of July. Then in august descend and there are no more rentals until February 2006.

How compares the length of family movies against the total length?

Quartile distribution of family films.
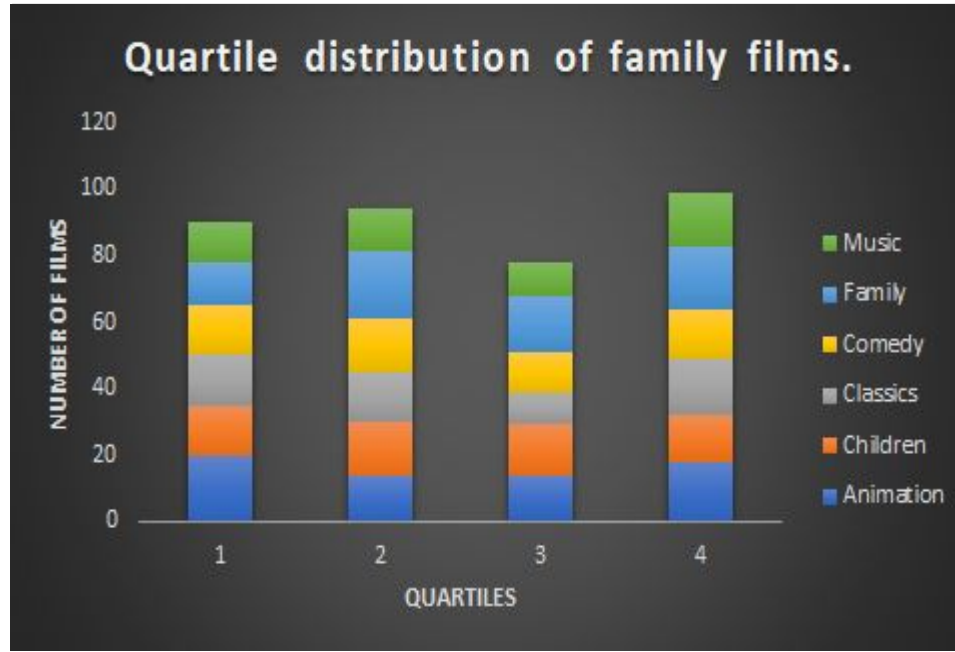
We classified all the films into quartiles according to their length —1 the shortest, 4 the longest— and then filtered the family genre films to see how they distribute.

We can appreciate that the length of family films does not diverge greatly from the length of other films. We can also see that there tends to be more long family films (in the fourth quartile).