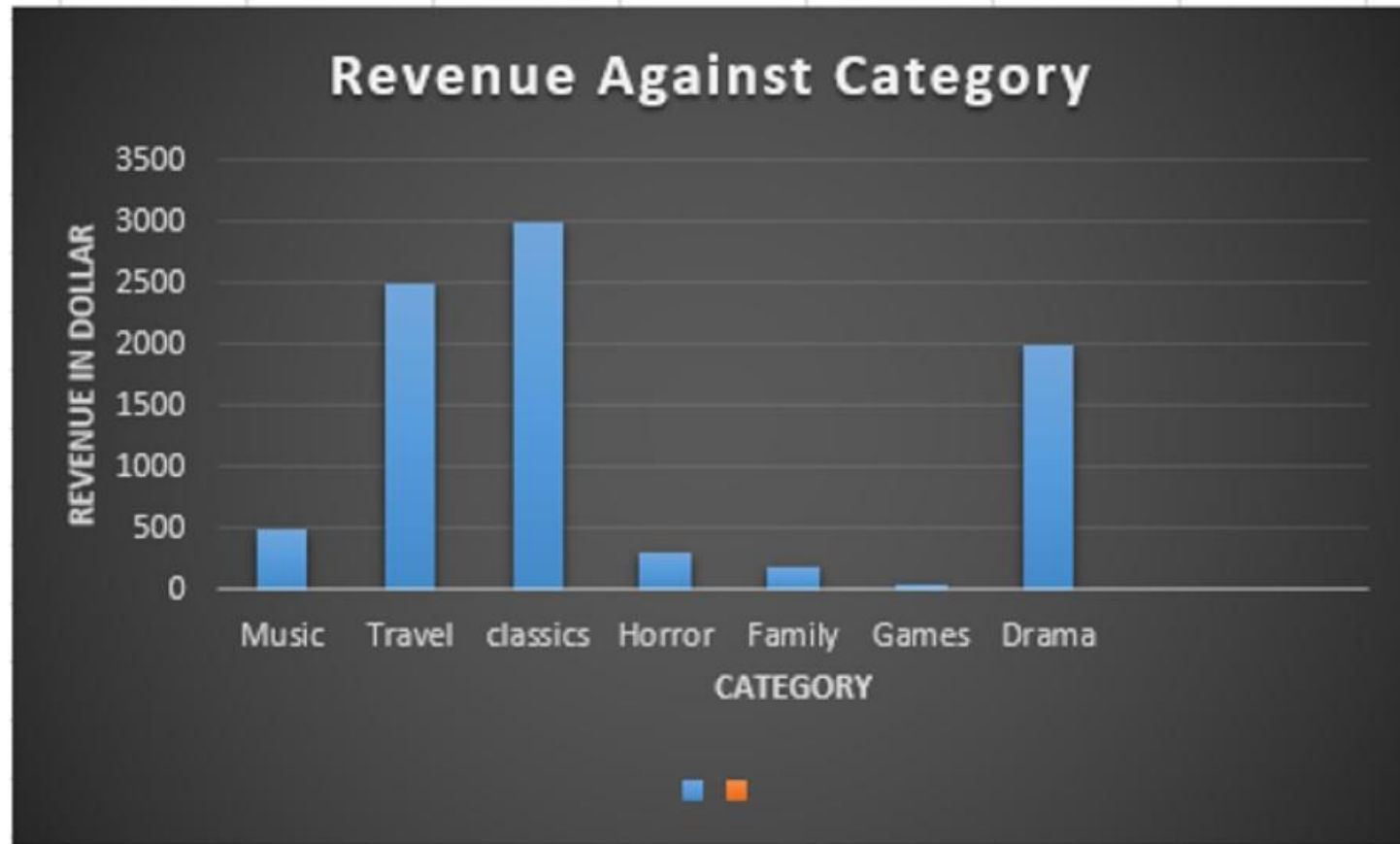# What the revenue generate by each category ?

Revenue Against Category

The graph on the left shows the revenue of each category on two variable:

- **Total amount is the sum of the money earned in each category**
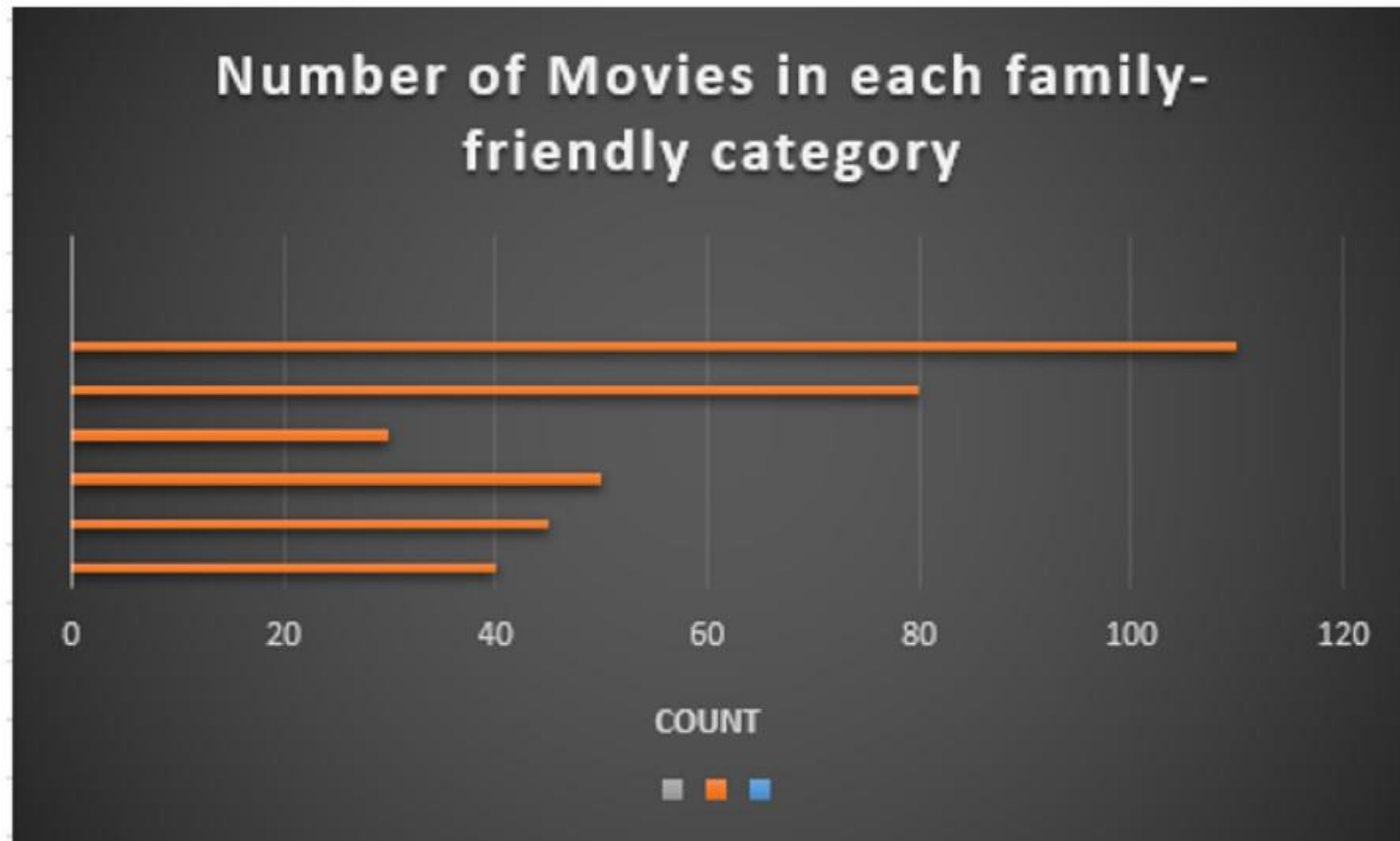- **Amount of revenue at per category**

The categories are ordered from lowest to highest total amount

So we can see that, The categories that Contributes the most are

- Travel,
- classics
- Drama
- Music
- Horror,
- Family
- Games

Of these three, Travel, Classics and Drama , So we can focus on our promotional efforts on them.
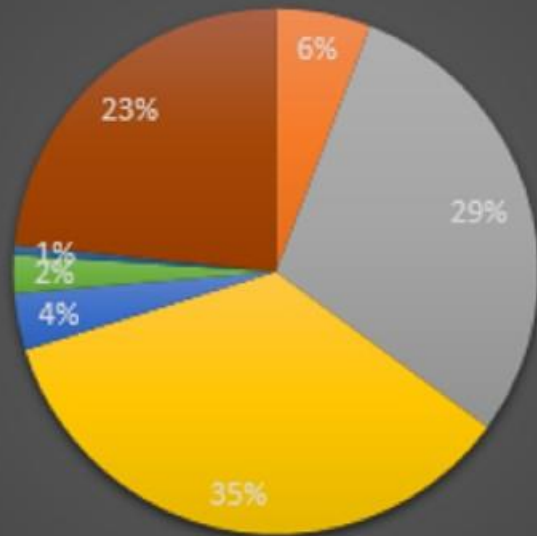
What is the Number of Movies in each family friendly category?

The insight shows us the number of movies at each category in family friendly categories?

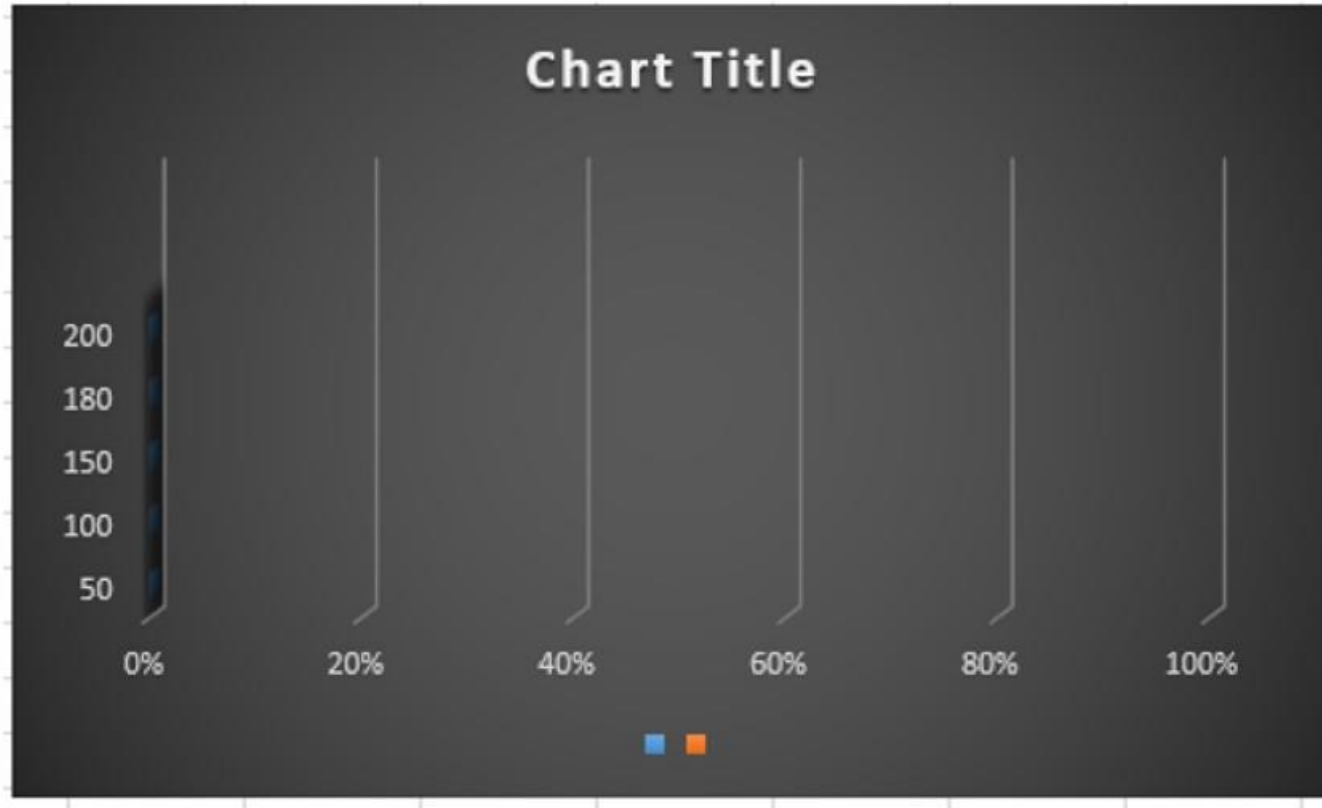# How does the two stores compare in their count of rental orders?

Comparison OF stores Performance

- We observe that for every month we have data for, the performance of the two stores is roughly the same. This is the case for months with high number of rental orders like July 2017 (250 orders) and for months with low number of rental orders like February 2017 (2000 orders).

Who are the top 5 paying customers ?How many did each paid in total?

The number 1 customer is jhon and he paid roughly jhon 50 dollars in total. The number 5 customer is jhon Way and he paid approximately 200 dollars.