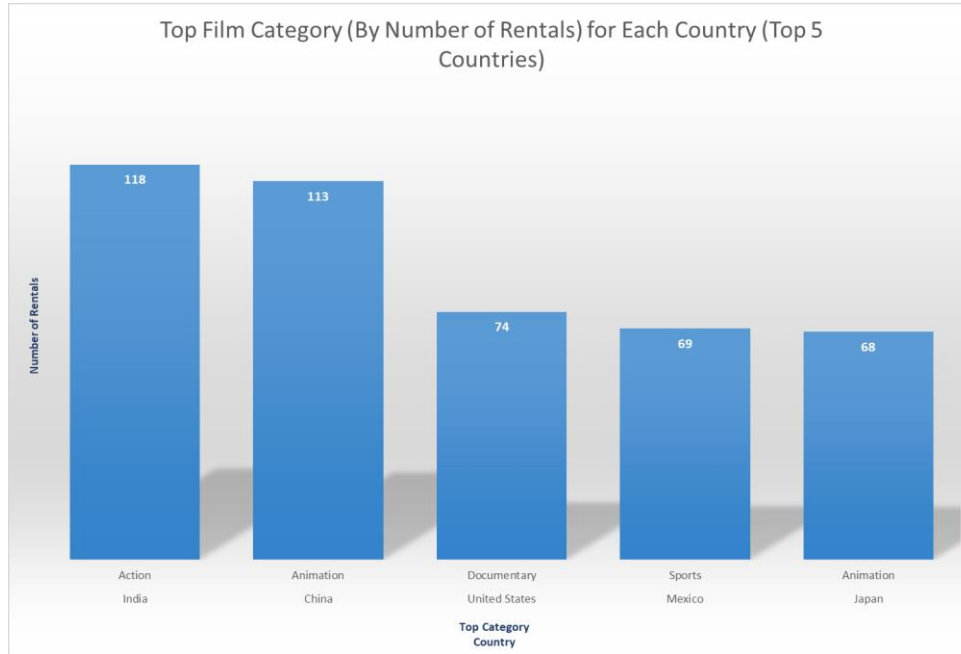


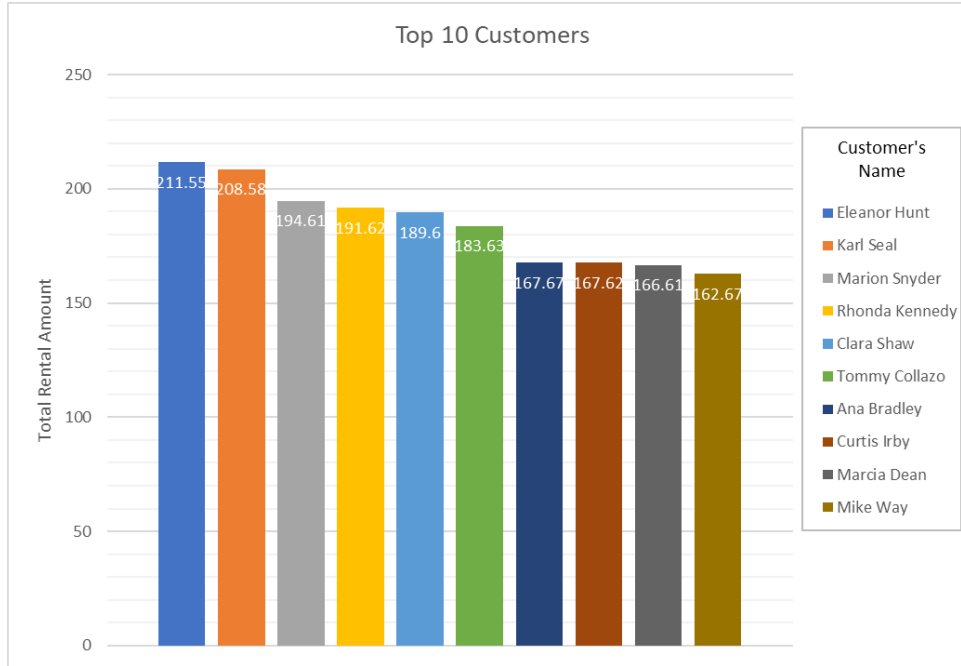
Q1: What is the most popular film category in each country?



In this chart, one can see that in each country, a different film category is the popular one.

To increase the number of rentals, we should promote the films of the leading category and increase their rental price, respective to each country.

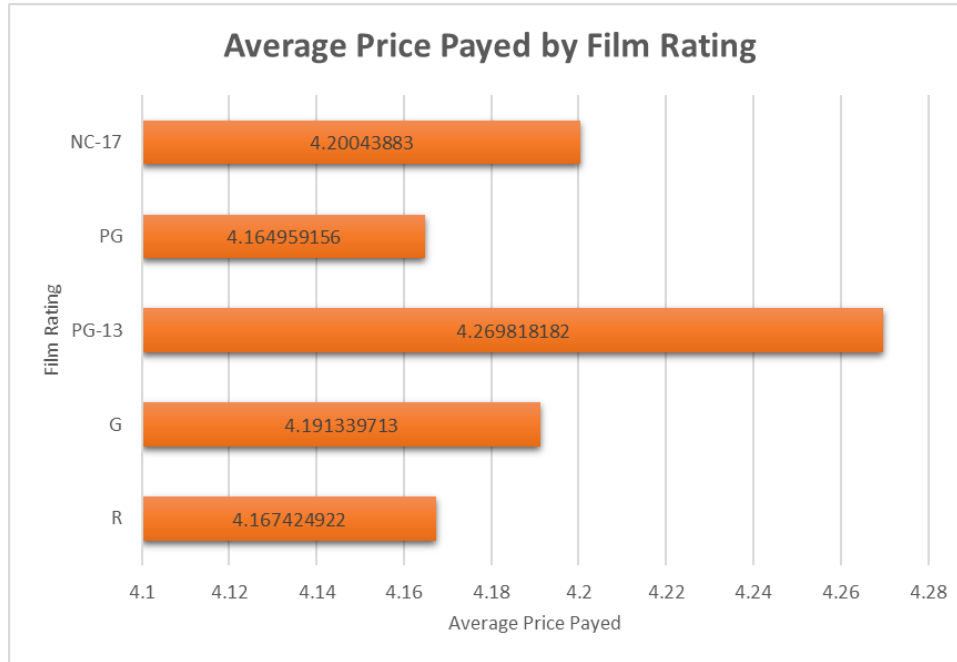
Q2: Who are the top 10 customers in terms of total amount spent on rentals?



This chart shows the company's top 10 customers in terms of total amount spent on rentals.

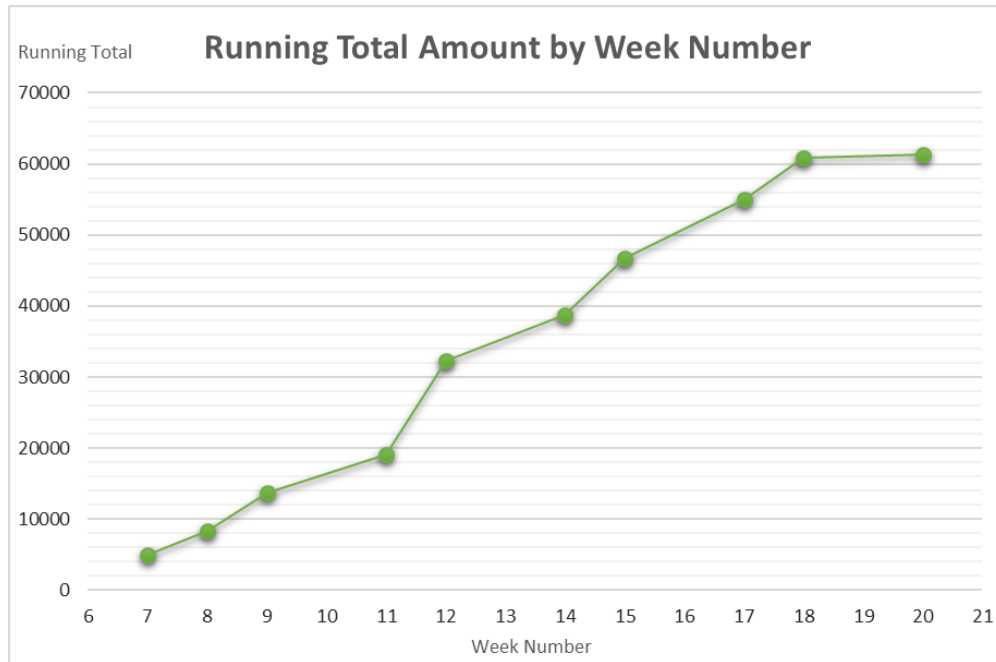
The company should show appreciation to their top customers (by giving them discounts or longer rental durations), knowing that in the future it will benefit financially.

Q3: What was the average price paid on films by film rating?



In this chart one can see that there is no much difference in average price paid per film in terms of film rating (less than 3% difference between PG-13 movie and PG movie).

Q4: What is the running total amount paid on film rental on each week?



This chart shows the running total amount paid on film rental each week (by calendar week numbers).

One can see that the biggest increase in rentals was during week 11.