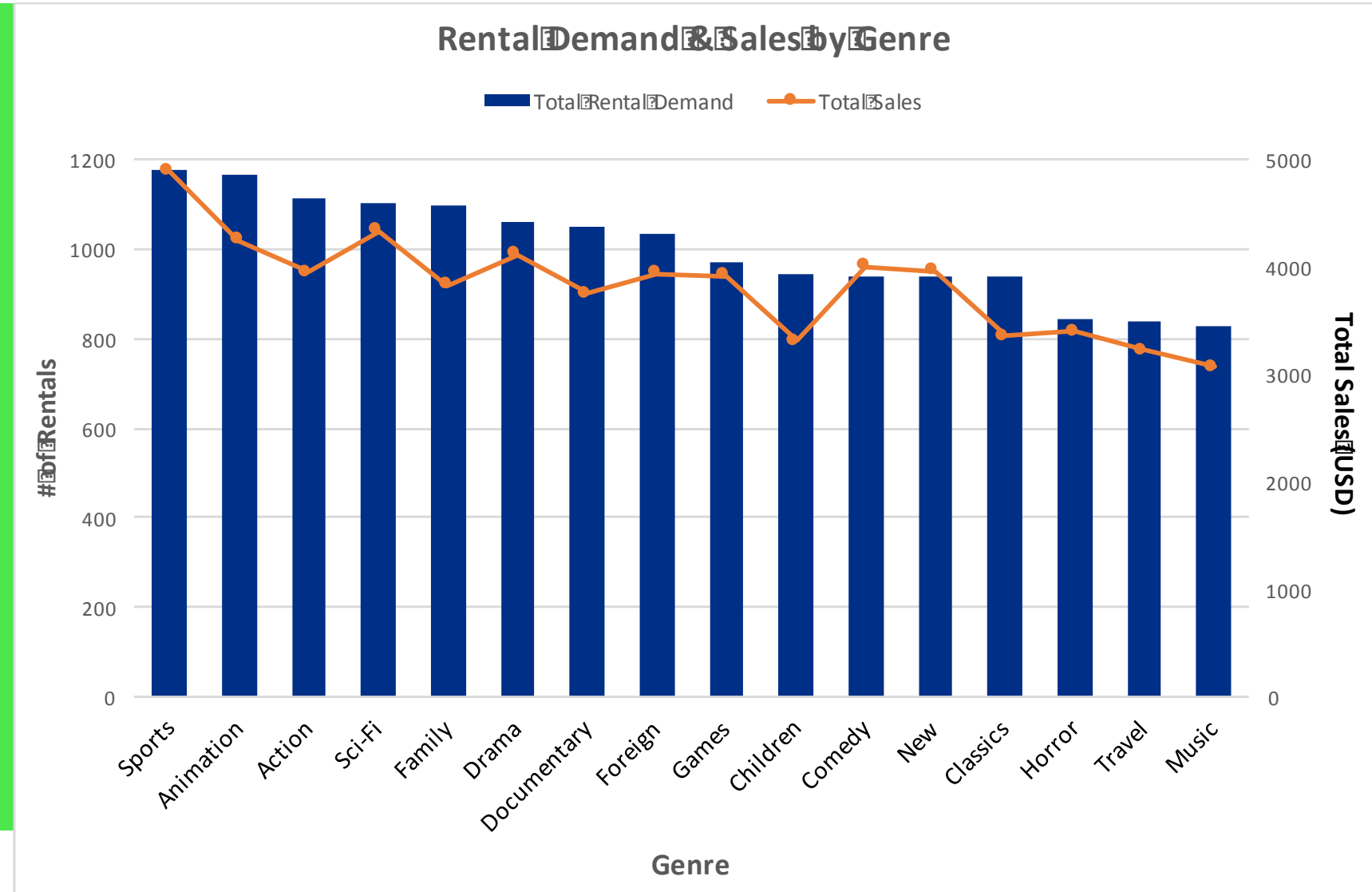


Which genres are the highest and lowest in-demand and what are their sales?

In terms of the number of rentals and sales, the genre with the highest demand is Sports, with 1179 rentals, and Music with the lowest demand, having 830 rentals.

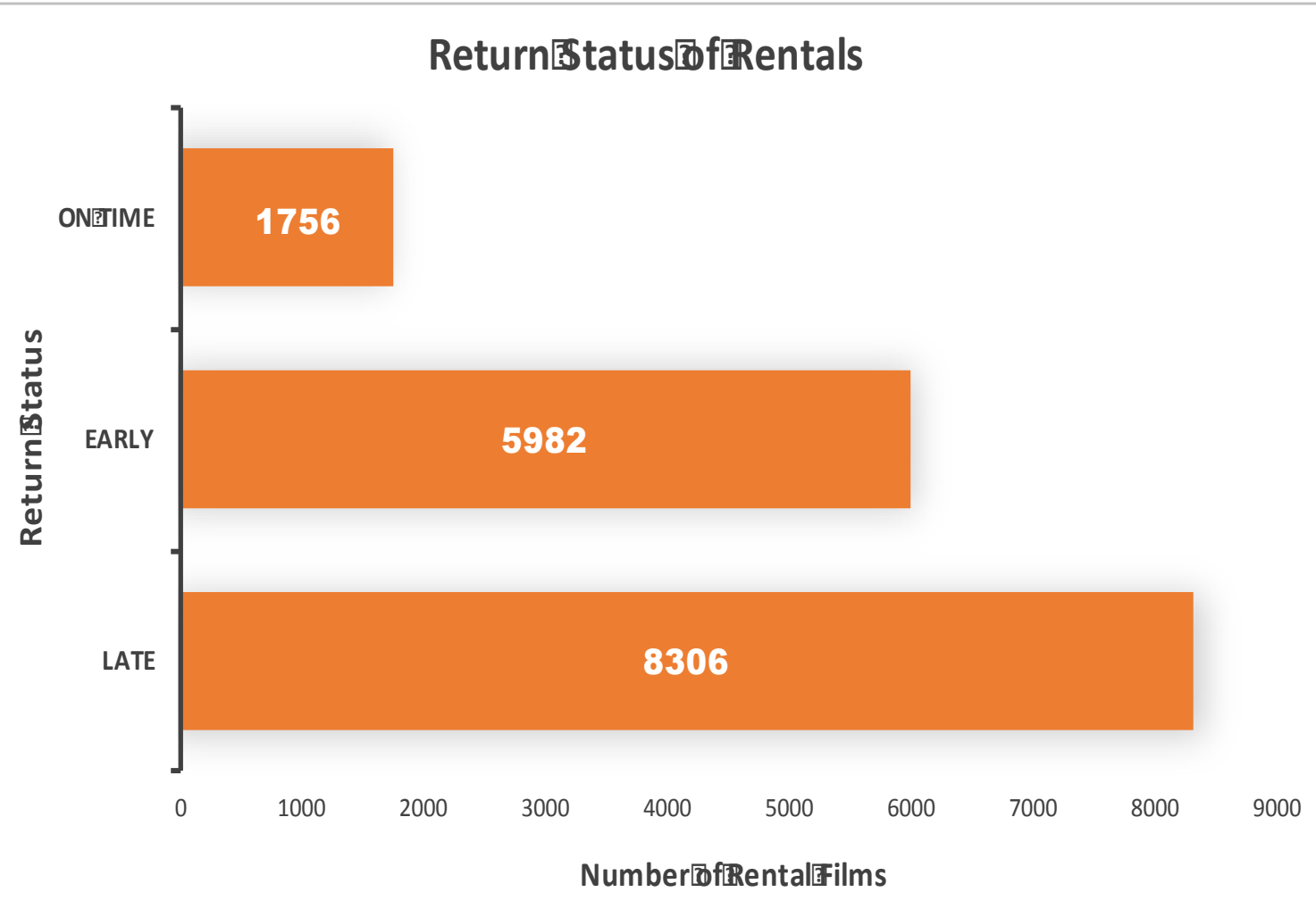
Comparing the genres in sales is interesting, as it's found that some less popular genres, such as Comedy, could be found as one of the highest revenue generating genres.



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

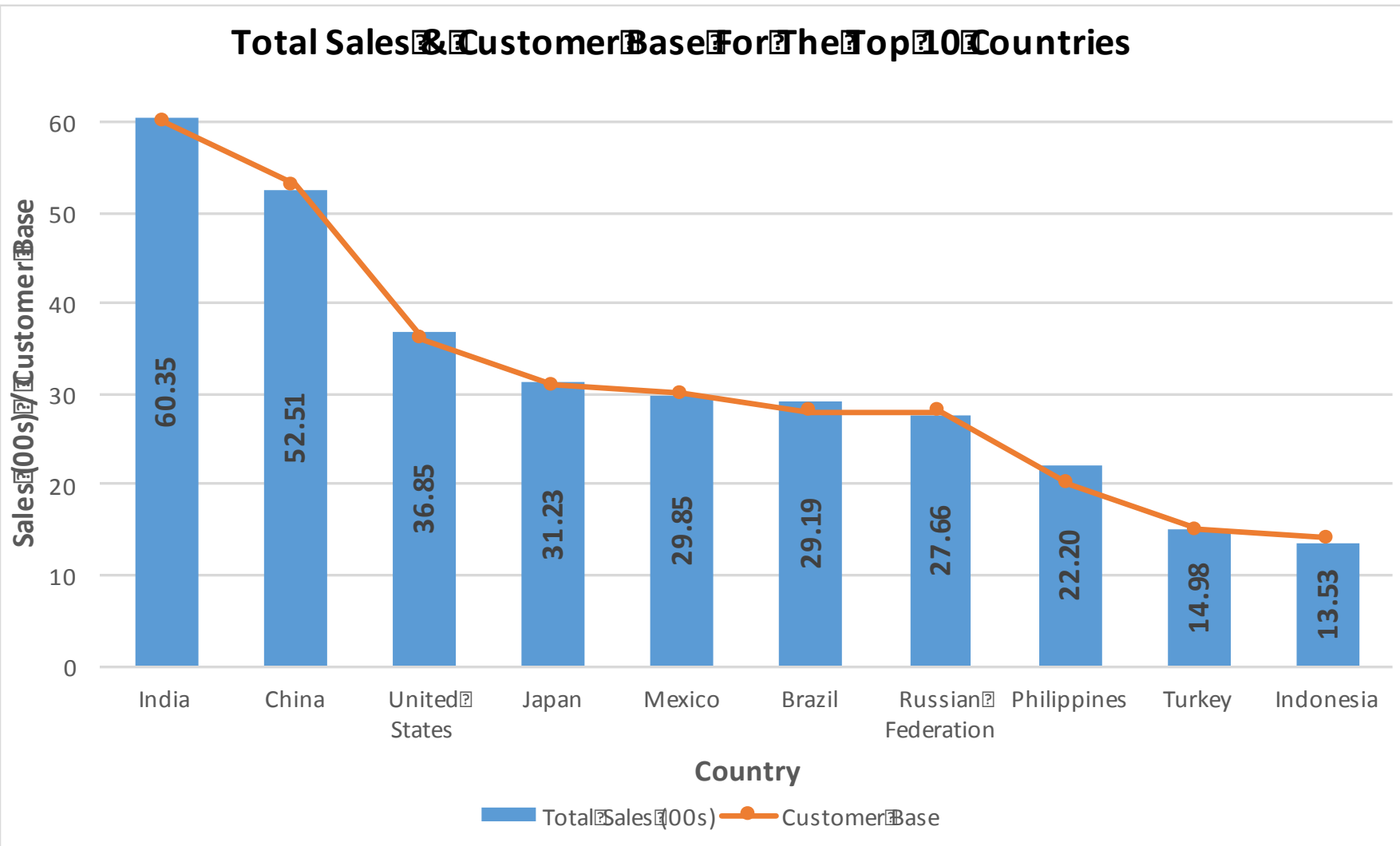
Majority of the rentals seem to be overdue, where 52% of rentals were returned late, 37% were returned early, and 11% were returned on-time. The number of rentals for each return status is found in the chart.

Since it's now known that majority of rentals are returned late, it would be worthwhile for Sakila to look into the reasons behind it, such as shipping distance/time, in able to reduce the occurrence overtime. A late fee could be applied for more revenue as well.



What are the top 10 countries in terms of total sales and what's their customer base?

Sakila is present across 108 countries, where the top 10 countries, in terms of sales, are listed in the following visual. India has the highest customer base of 60 and sales of approximately \$6035. Indonesia is ranked as 10th with only 14 customers. It's also worth mentioning that based of the chart and trend, the sales per customer is fairly similar across all countries.



What's the difference across monthly payments for the top 10 customers?

The following chart presents the spending amount and patterns for the top 10 customers of all time. It can be seen that customers spent more than the preceding month, except for Curtis Irby and Mike Way. The monthly average sales for February, March, and April of 2017 is an estimated 30, 72, and 82, respectively. The average in the chart better helps compare these customers' spending.

