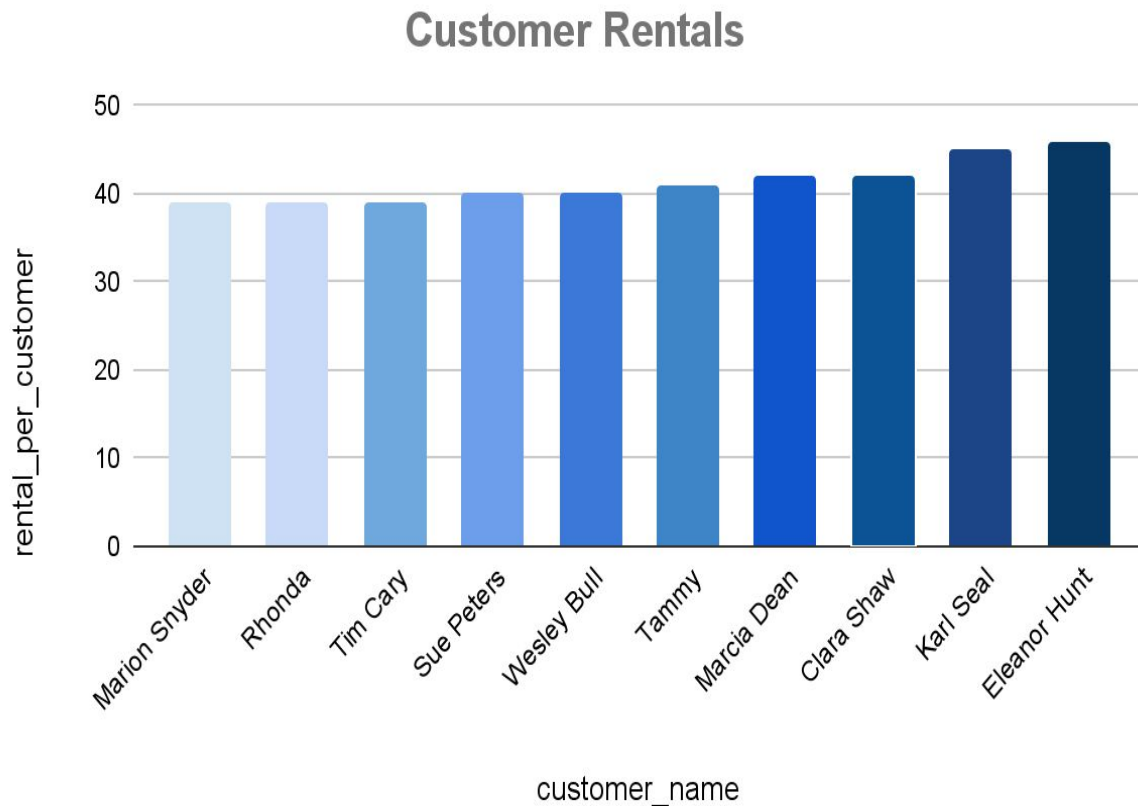
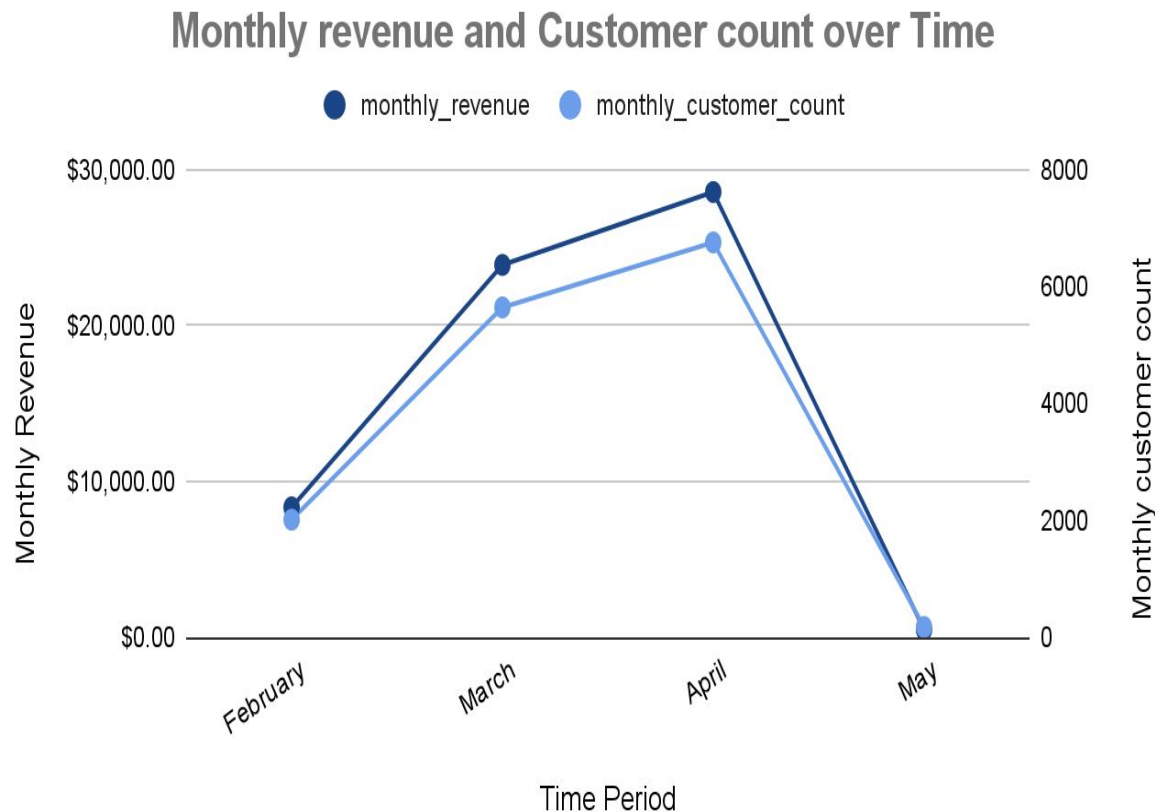


Who are the top 10 most active customers based on film rentals?



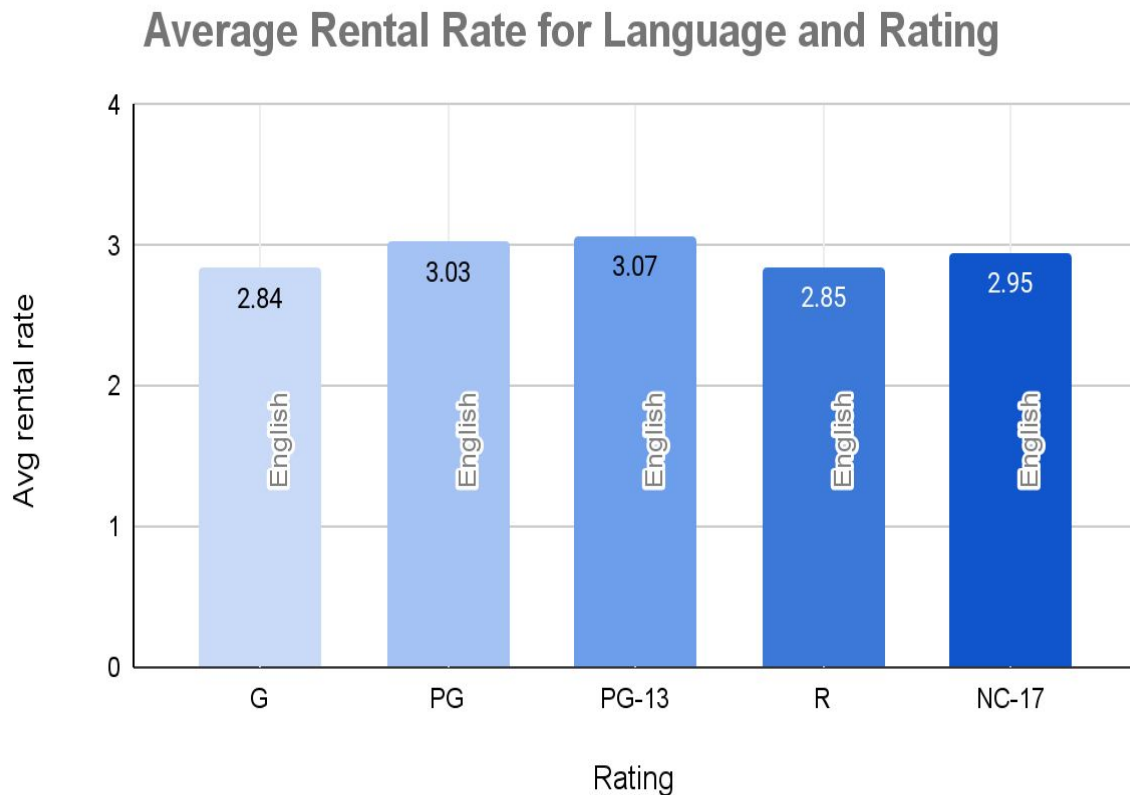
The presented chart portrays the top ten most active customers, with Eleanor Hunt emerging as the foremost active customer. This visualization succinctly highlights the clientele who have displayed the highest engagement levels, offering a quick overview of their rental activities.

How does the trend of revenue and customer count change over time?



The dataset comprises records for four consecutive months, spanning from February to May. Notably, the month of April exhibited a substantial peak in both revenue and total customer count, surpassing the figures observed in the preceding months. Moreover, an intriguing observation emerges from the data, indicating a discernible correlation between the fluctuations in customer count and revenue. As customer numbers rose and fell, corresponding trends in revenue were observed, suggesting a potential interdependency between these two vital metrics.

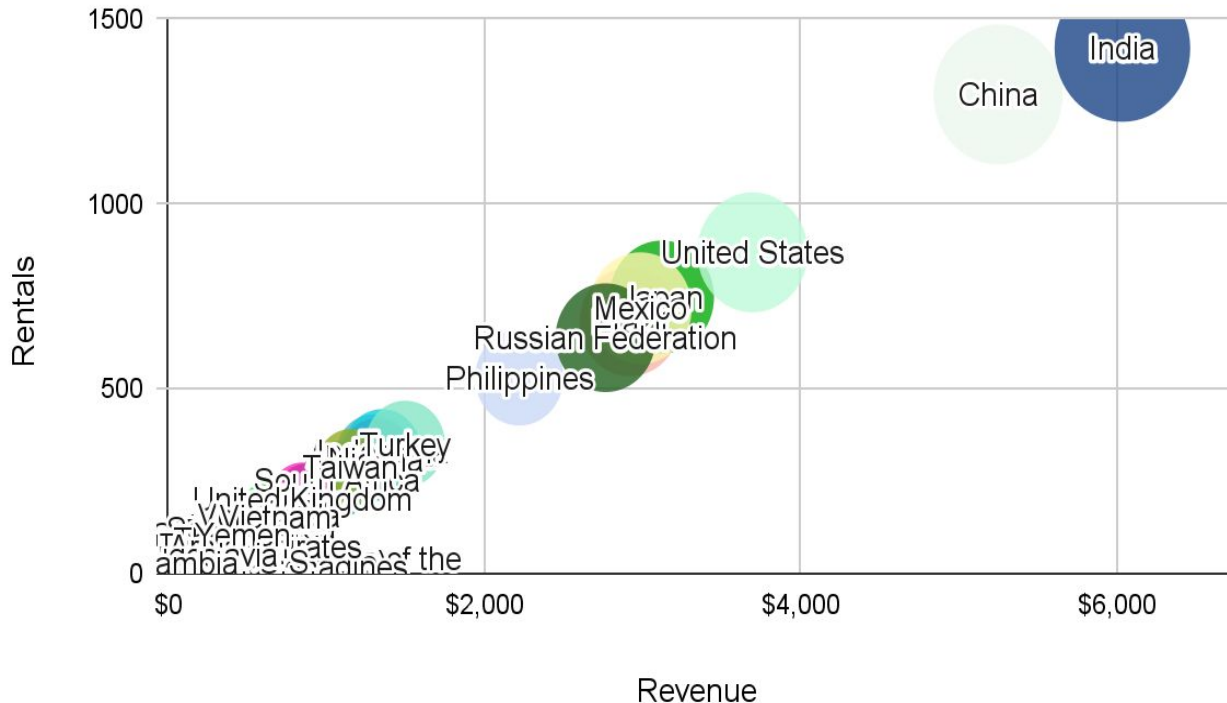
What is the average rental rate based on language and rating of the film



The dataset exclusively covers English language films. The visualization highlights how average rental rates vary based on film ratings. Interestingly, PG-13 films show the highest average rental rate among them, suggesting significant viewer engagement with this rating category.

How does the different countries perform based revenue, rental counts and customer counts?

Country Performance by Revenue, Rentals and Customer



Utilizing a scatter plot, the visualization assessed country performance in revenue, rentals, and customer metrics. Revenue was positioned along the x-axis, rentals on the y-axis, and bubble size correlated with customer count. Notably, India, China, and the United States emerged as top performers across all three metrics. The visualization highlighted a clear trend: larger bubbles denoted more customers, leading to higher rentals and increased revenue.