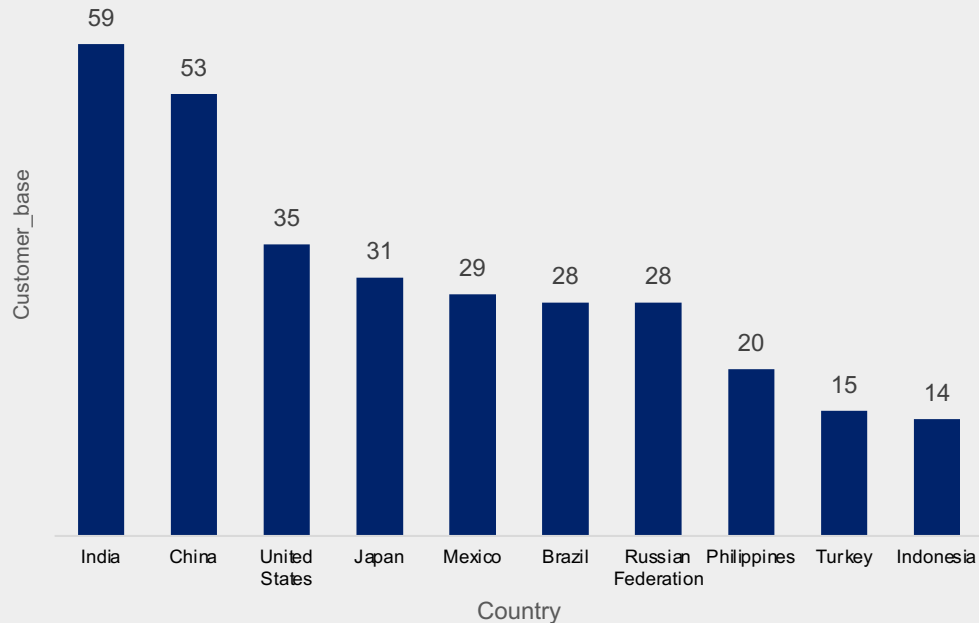


# What are the top 10 countries in terms of customer base?

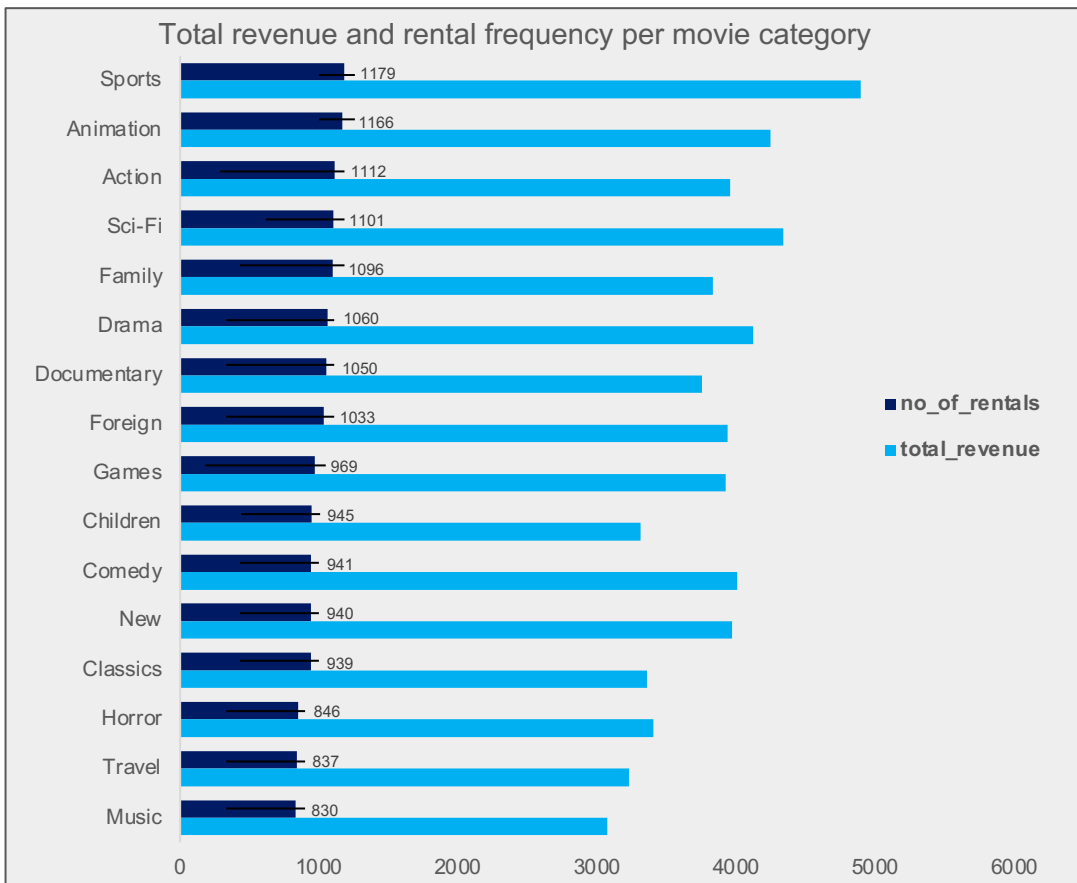
Top 10 countries ranked by customer base



## INSIGHTS

- **India** has **59** customers patronizing the movie store, making it the country with the largest customer base
- Both **Brazil** and **Russia** have the same number of patronizing customers (**28**)
- Indonesia stands at the 10th place with **14** customers.

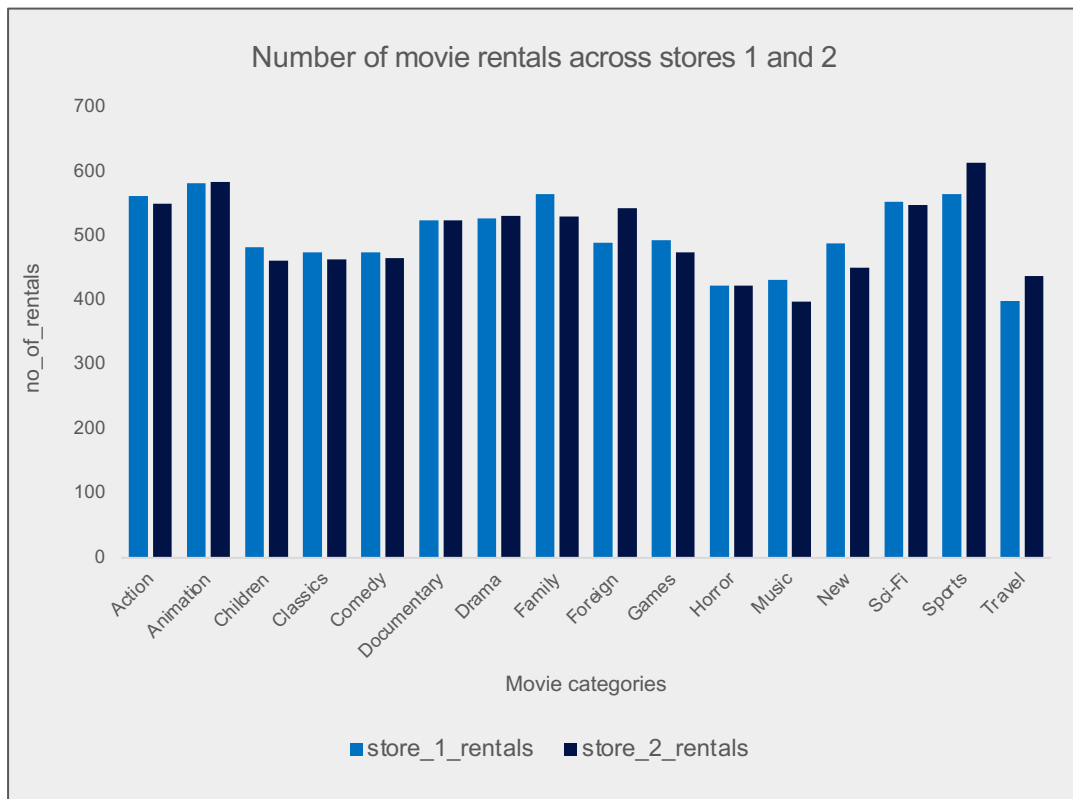
# How do total rentals and revenues vary across the different movie categories?



## INSIGHTS

- **Sports, Animations and Action** movies are the highest rented, with **Music, Travel and Horror** as the least rented categories
- Revenue does not seem to exactly follow the same **downward trend**. For example, Action had more rentals than Sci-Fi, but Sci-Fi has generated more revenue.
- This could be due, in part, to the difference in rental prices of movies across each category.

## How do the number of rentals differ across both stores?

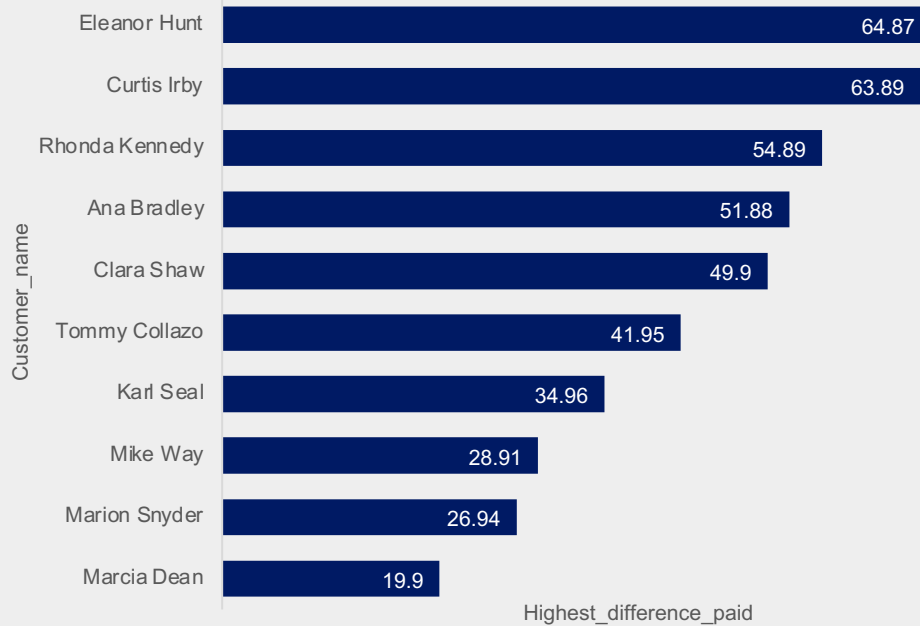


### INSIGHTS

- On average, both stores fulfil almost the same number of orders per movie category. However, there are slight differences.
- Store 1 seems more popular with **Family**, **Games**, **Music** and **New** movie categories
- On the other hand, Store 2 seems more popular with **Sports**, **Travel** and **Foreign** movie categories.

# Who are the top 10 customers. Which of them paid the most difference in terms of payments in 2007?

Highest difference paid by top ten customers in 2007



## INSIGHTS

- The top 10 patronizing customers are shown in the Chart to the left.
- **Eleanor Hunt** had the highest maximum payment difference **(64.87)** in rentals across the successive months in 2007.
- Of the top 10 patronizing customers, **Marcia Dean** had the lowest payment difference **(19.9)** in rentals across the successive months in 2007.