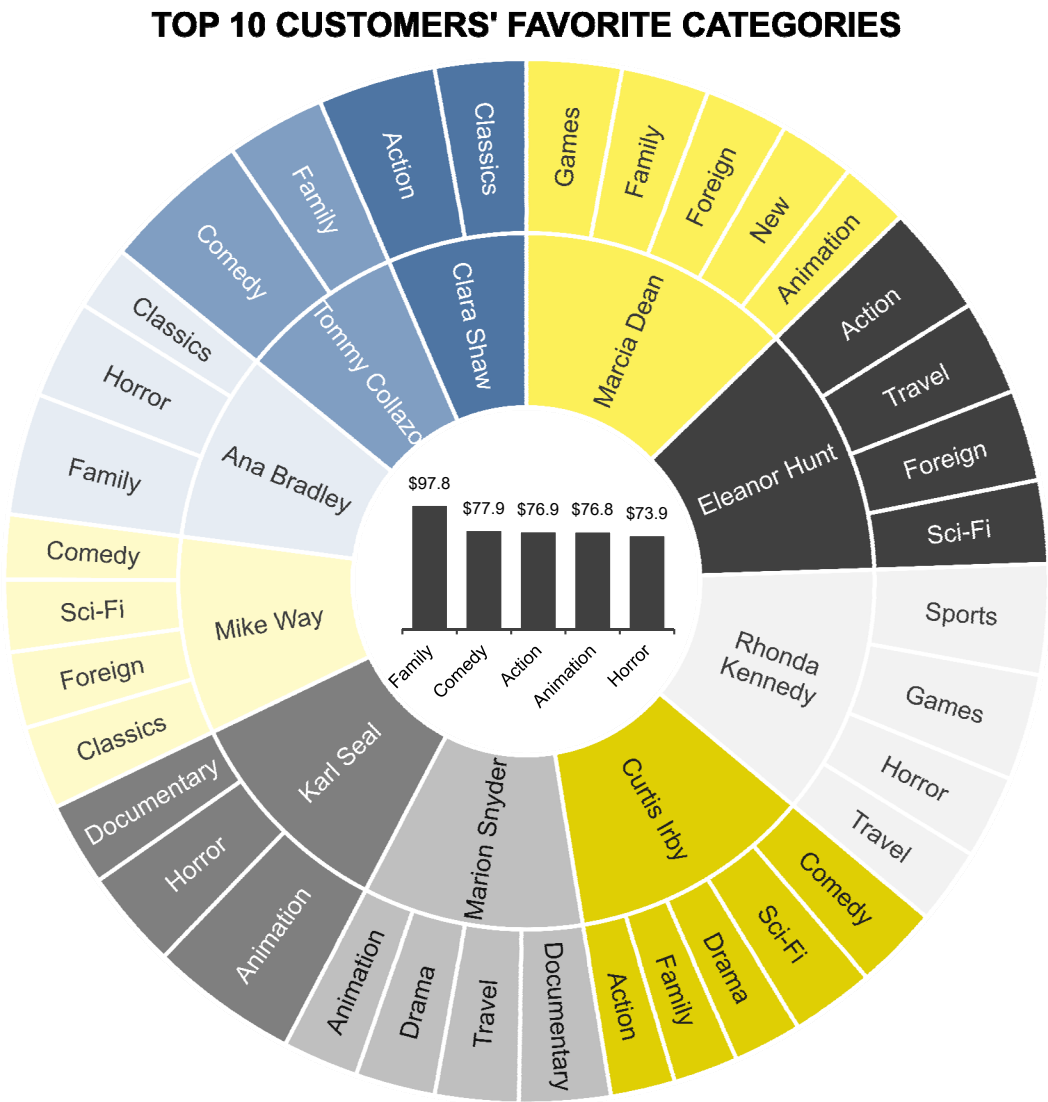


# QUESTION 1

What are top 10 paying customers' favorite categories for which they have spent more than 10% of their gross payment?

## Visualization



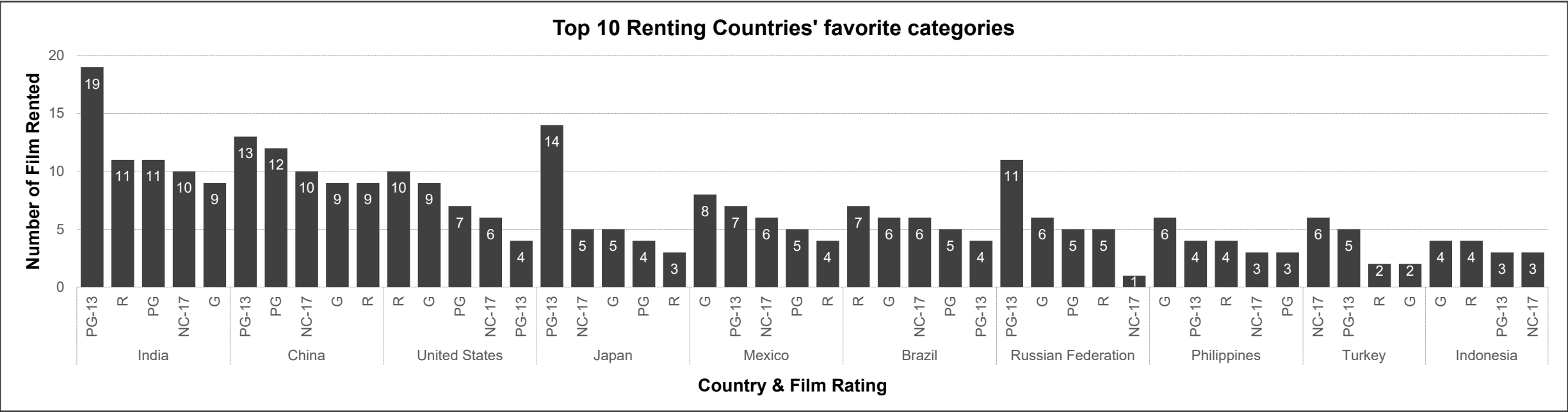
## Description

- The graph on the left depicts the categories on which each of the top 10 customers spent more than 10% of their gross rental payment.
- For instance, Eleanor Hunt's favorite categories are Action, Travel, Foreign, and Sci-fi, she spent more than 10% of her aggregate payment made on rentals on films from each of these categories.
- Top 10 customers spent most on Family films.

# QUESTION 2

What ratings of films do customers from top 10 renting countries prefer?

## Visualization



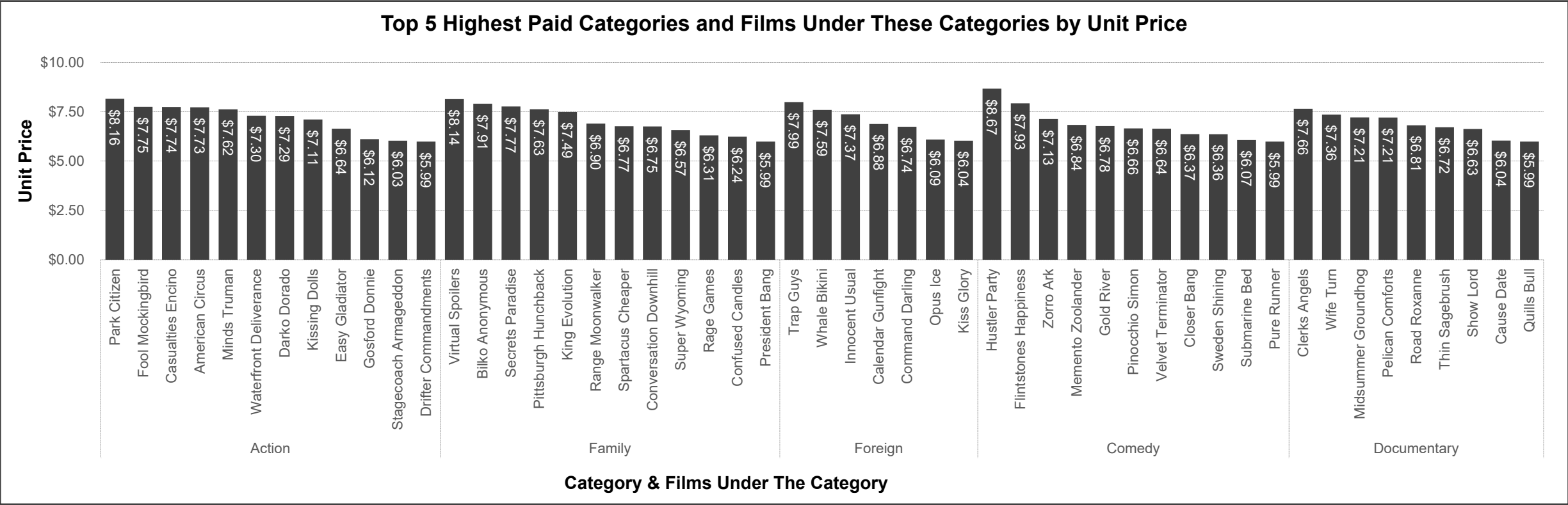
## Description

- The above graph displays countries from where most renting orders were received. India, China and United States are the top 3 countries where customers rented films.
- Indian and Chinese customers favors films rated PG-13 more than other categories, while American customers favors PG-13 least.

# QUESTION 3

What are categories and titles of films with top 25% unit price and average unit price across each of such category?

## Visualization



## Description

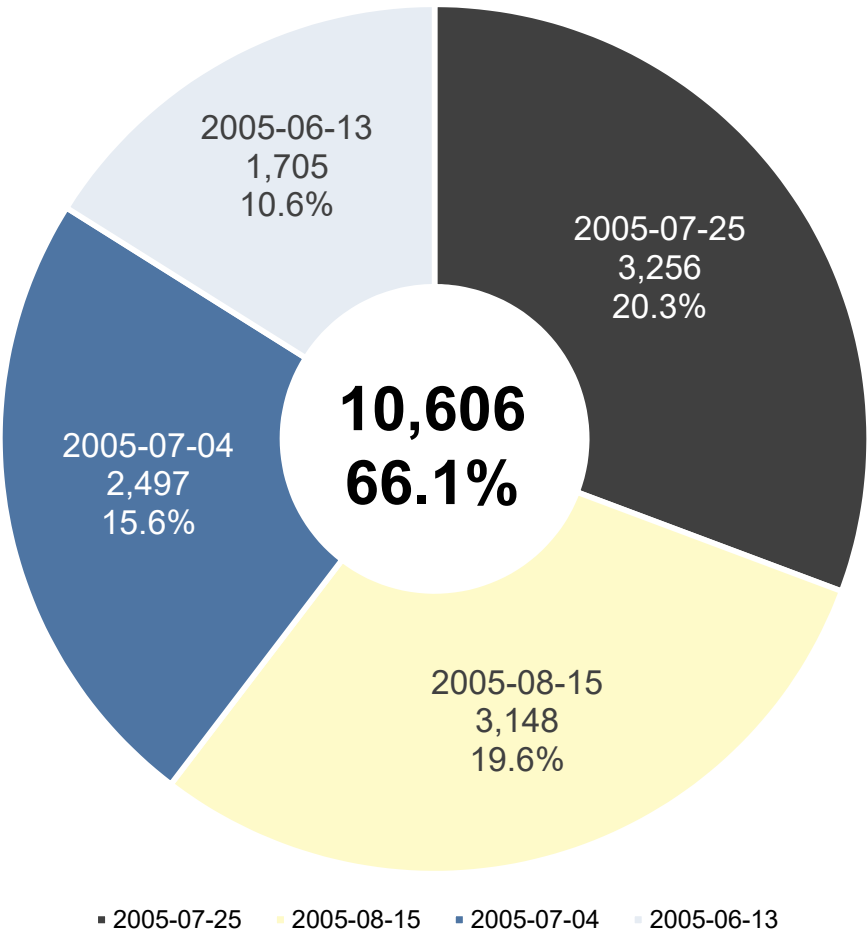
- The above graph shows the 5 categories with the highest average unit price: Action, Family, Foreign, Comedy and Documentary.
- Film “Hustler” under category “Comedy” has the highest unit price of \$8.67.

# QUESTION 4

Do most orders occur in certain weeks? Find the weeks within where more than 10% of total orders fall.

## Visualization

Most Rented Weeks



## Description

- The graph on the left indicates that more than 66.1% of all rental orders were received in the weeks of:
  - i. June 13<sup>th</sup>, 2005
  - ii. July 4<sup>th</sup>, 2005
  - iii. July 25<sup>th</sup>, 2005
  - iv. August 15<sup>th</sup>, 2005
- Week of July 25<sup>th</sup>, 2005 received more than 20% of all rental orders.