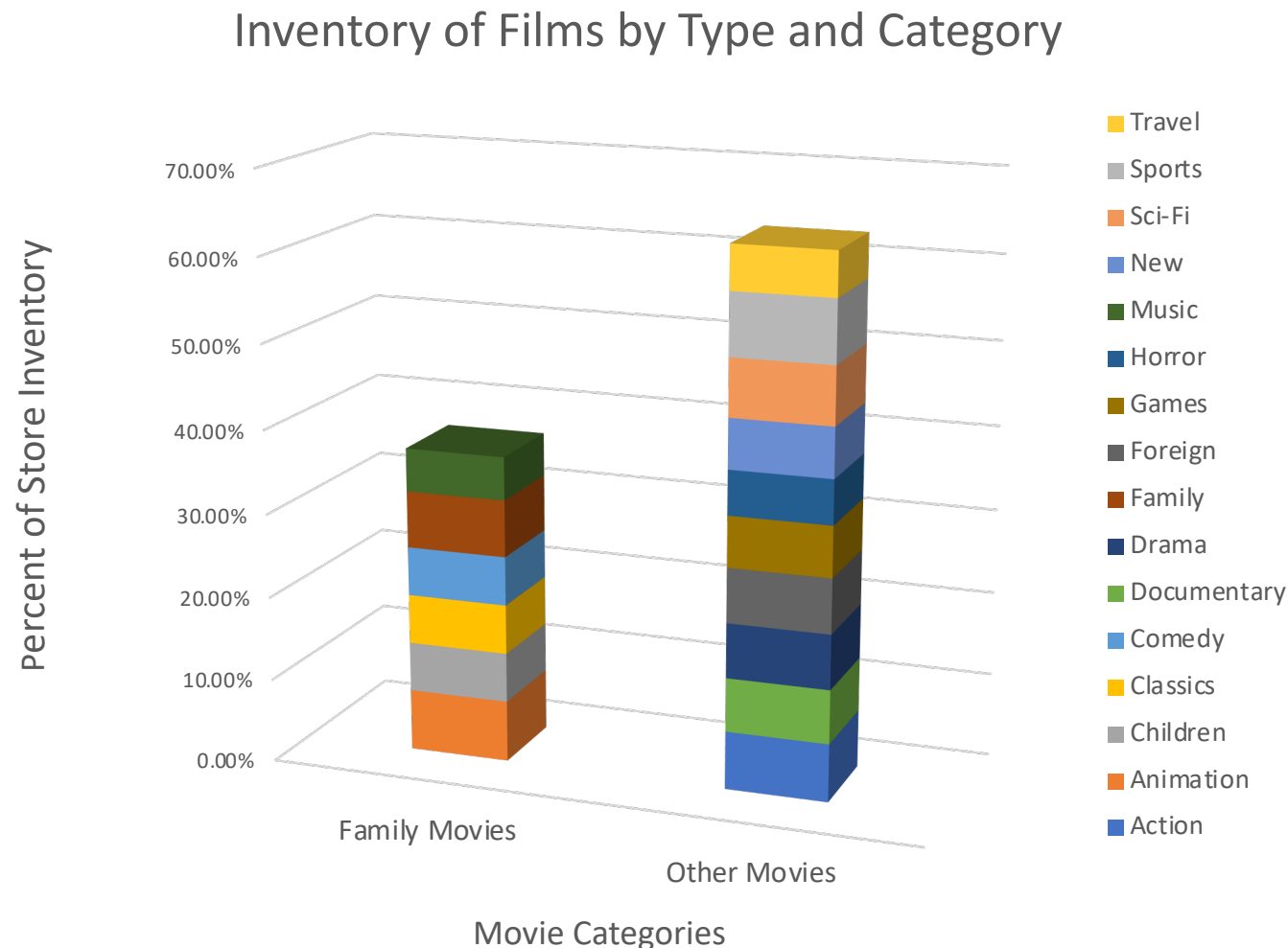


# Inventory for Stores 1 and 2

To start analyzing which movies are the most popular and profitable, it is important to understand what the inventory for these two stores are.

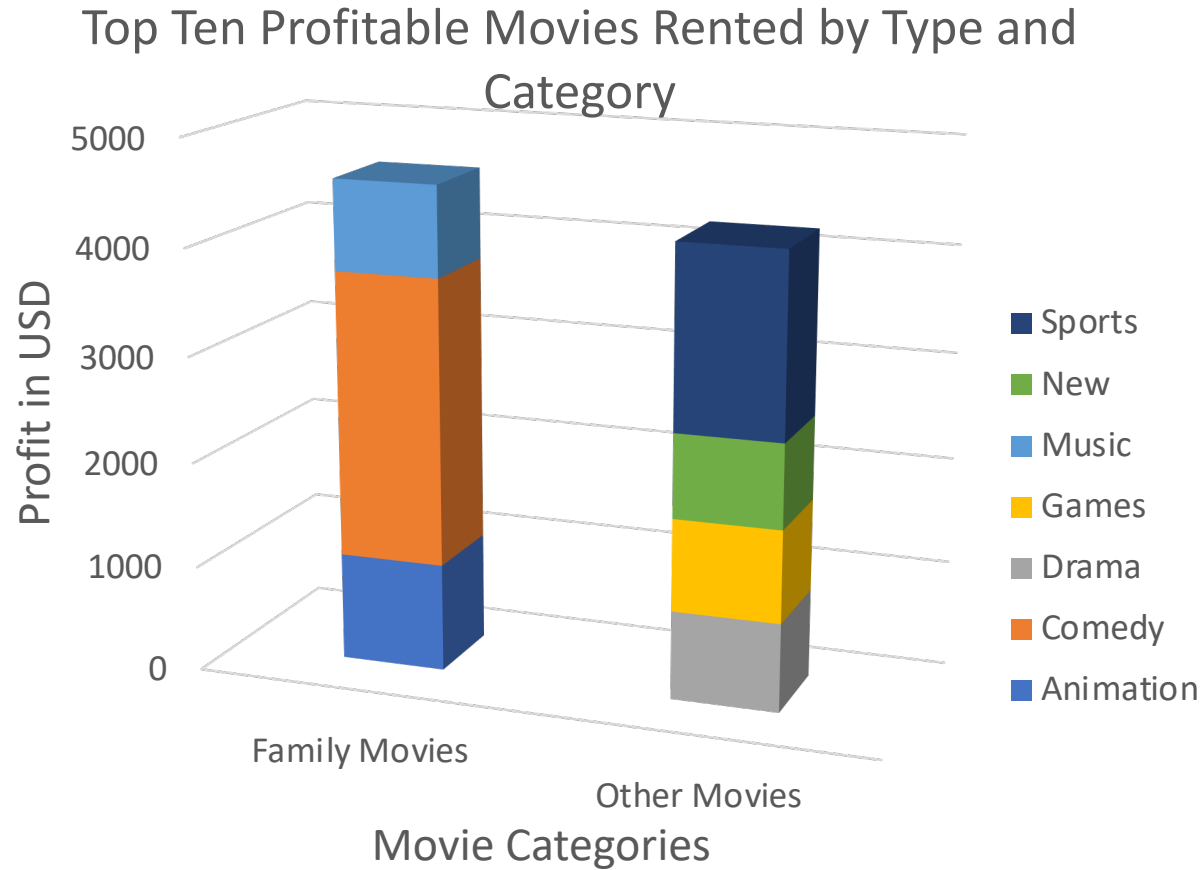
Movie types that have been categorized as family movies include: Animation, Children, Classics, Comedy, Family, and Music.

While all movie types are relatively equally represented in the inventory ranging between five and eight percent of available stock, over all, there are approximately half the number of family movies in total than other movies: 37% vs 63%.



# Top 10 Movies by Type and Category

What were the top most profitable movies by type and category?



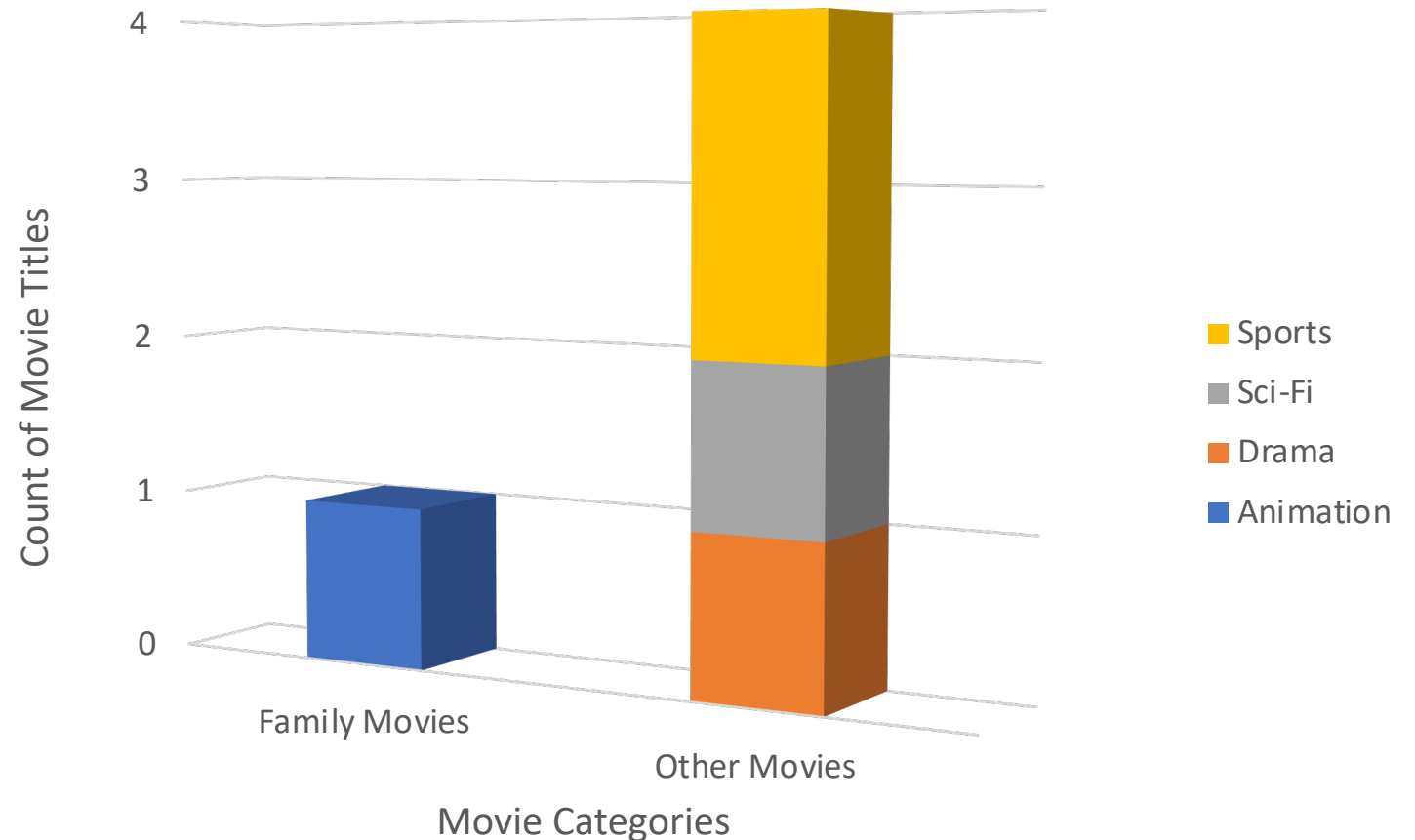
In the top 10 movies, family movies and other movies were relatively equally represented with Comedy topping the list as the most popular type of movie in the top 10. However, in the bottom 10, other movies were significantly more represented.

It is interesting to note that Animation was the only movie type to be represented in both the top and bottom 10.

# Top Quartiles Overall

Which movie types were the most popular and successful overall in terms of number of times rented and profit?

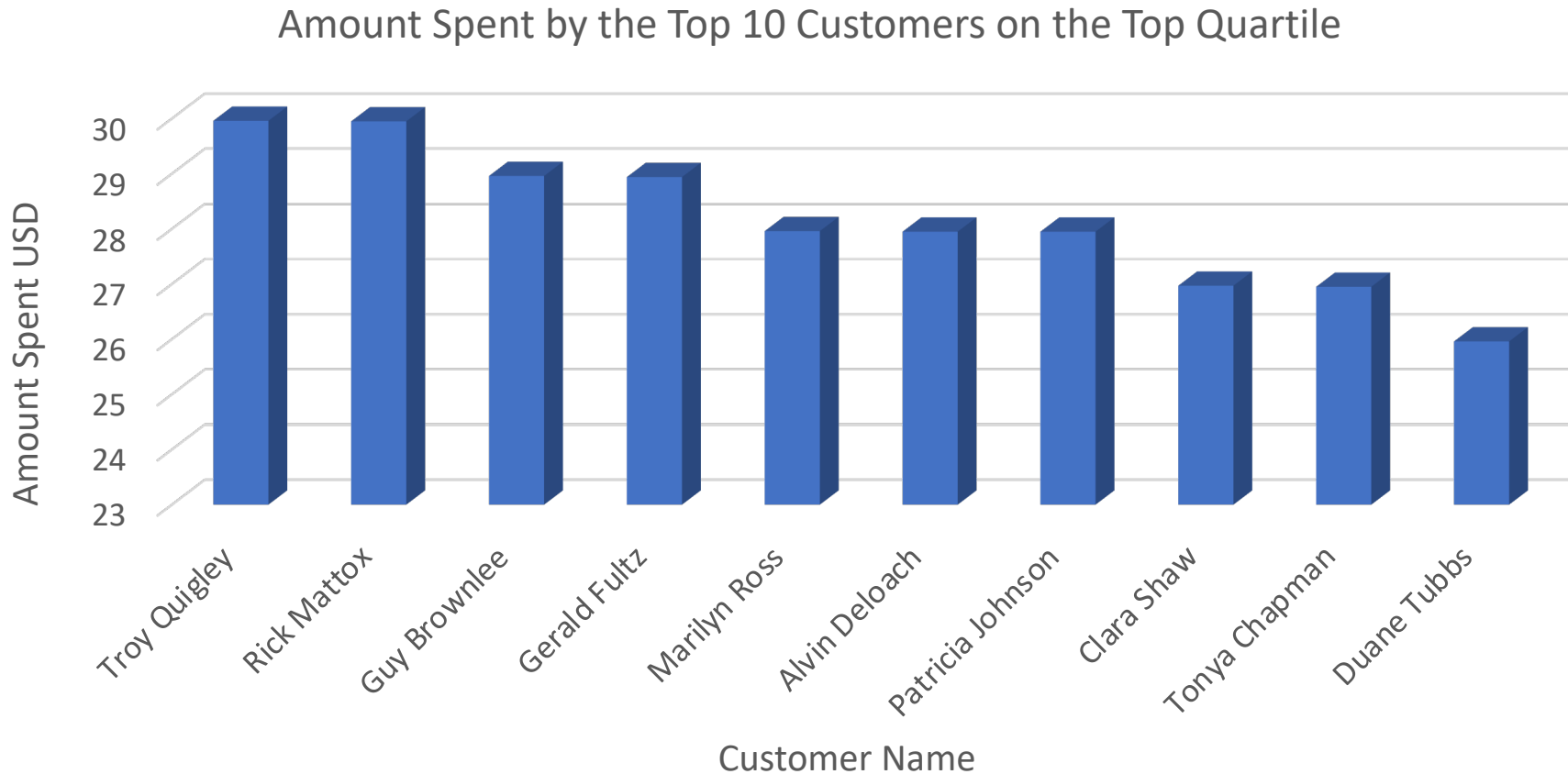
Movies in the Top Quartile for Number of Times Rented and Profit



There were five movie titles that were in the fourth quartile for both number of times rented and gross profit. Only one of these five was a family movie.

# Frequent Flyers

For movies in the top quartile for both number of times rented and profit, who's renting them?



Stores 1 and 2 will be reaching out to these ten customers personally in order to explain the concept of a subscription service and see if they would like to be the first to test it.