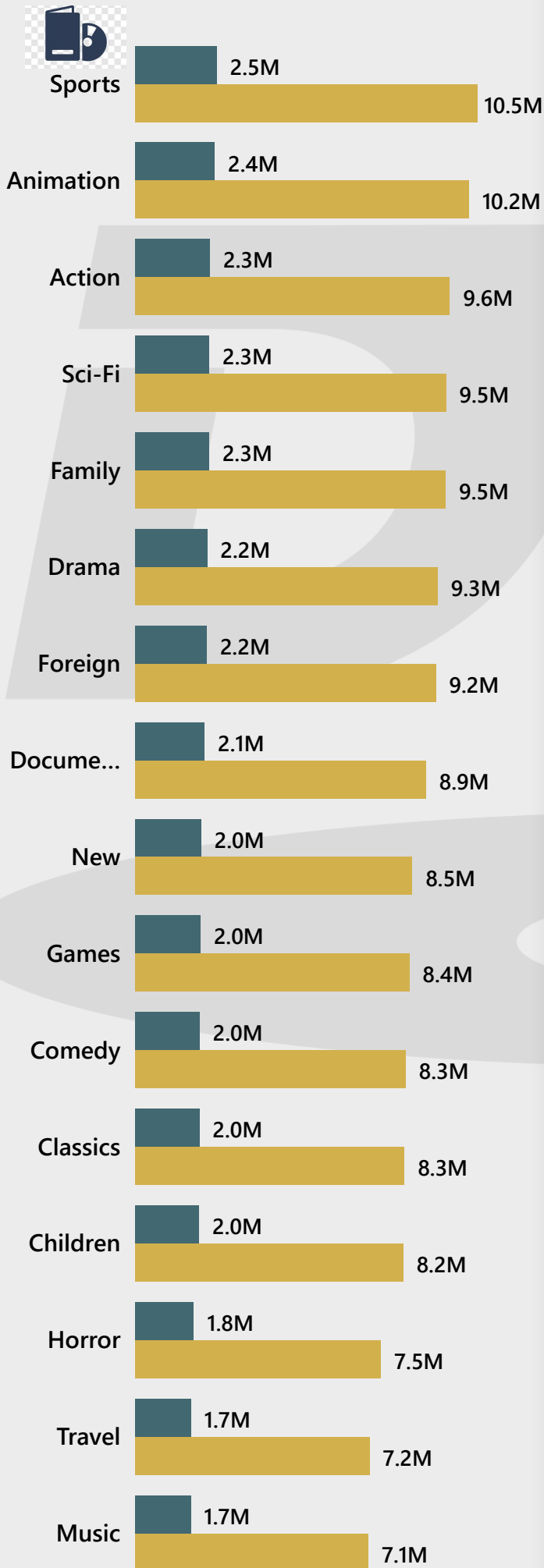




RENTALS

Rental Rate & Total Amount by Movie Category

rental rate total_amount



Top 10 Customers

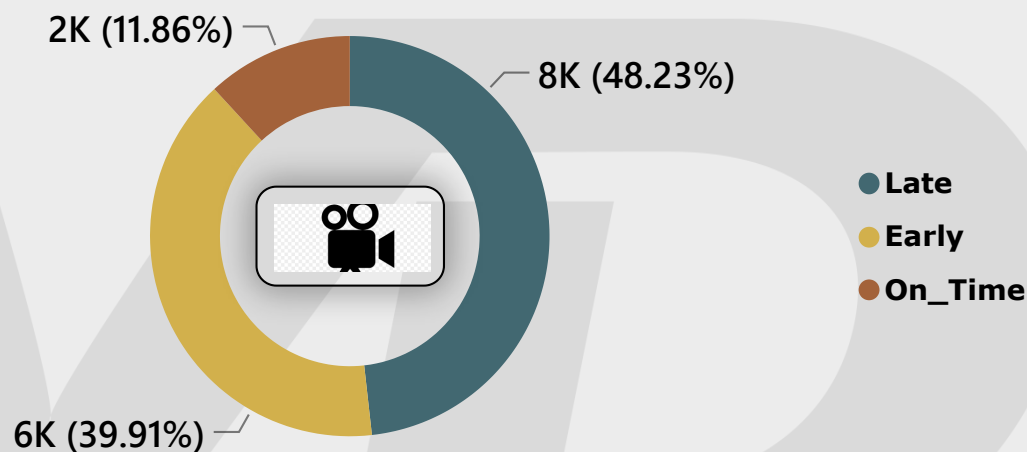


Customer Name	total_amount
ELEANOR HUNT	211.6
KARL SEAL	208.6
MARION SNYDER	194.6
RHONDA KENNEDY	191.6
CLARA SHAW	189.6
TOMMY COLLAZO	183.6
ANA BRADLEY	167.7
CURTIS IRBY	167.6
MARCIA DEAN	166.6
MIKE WAY	162.7
Total	1,844.2

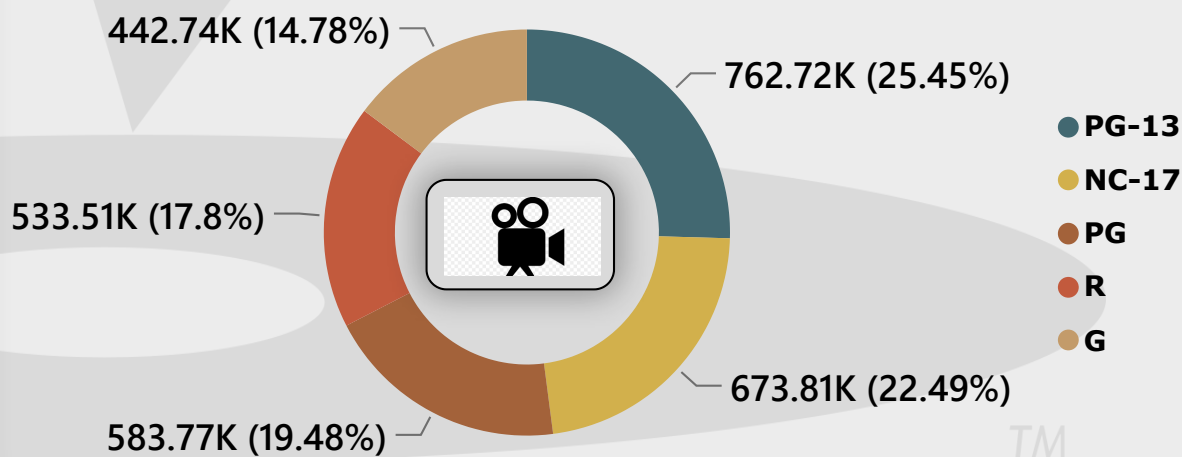
Bottom 10 Customers

Customer Name	total_amount
Johnny_Turpin	57.8
Penny_Neal	56.8
Jo_Fowler	54.9
Bobbie_Craig	52.8
Kirk_Stclair	50.8
Tiffany_Jordan	49.9
Anthony_Schwab	47.9
Caroline_Bowman	37.9
Leona_Obrien	32.9
Brian_Wyman	27.9
Total	469.6

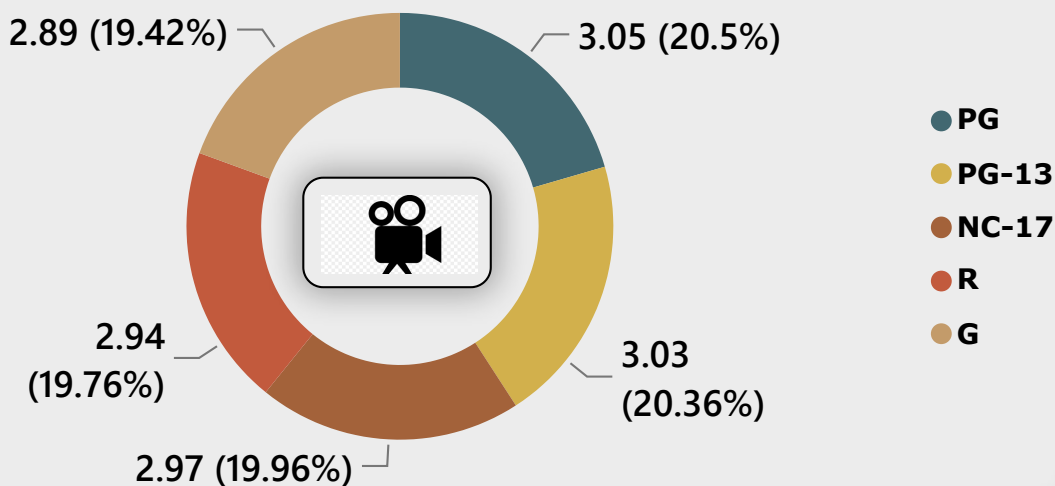
Movie Retrun Rate

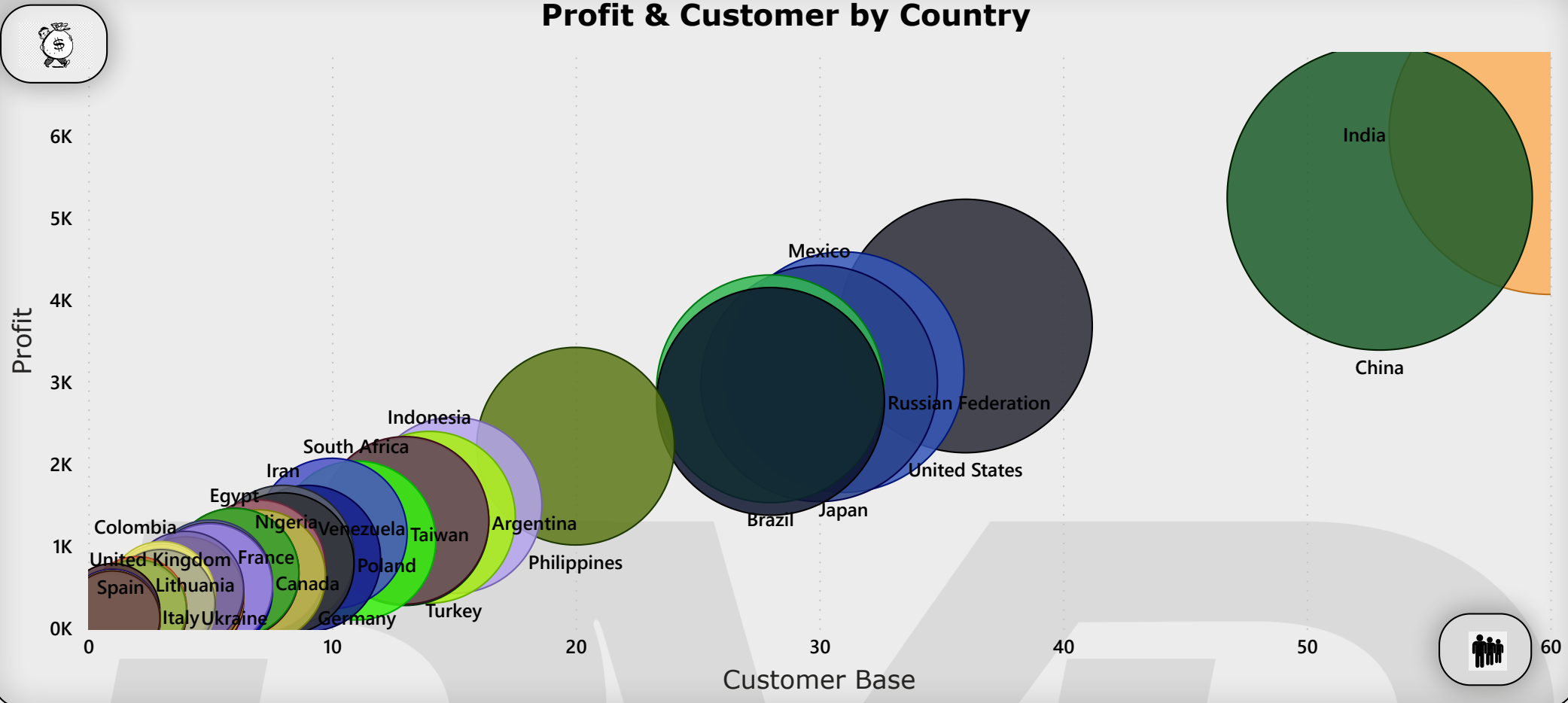


Profit By Movie Rating



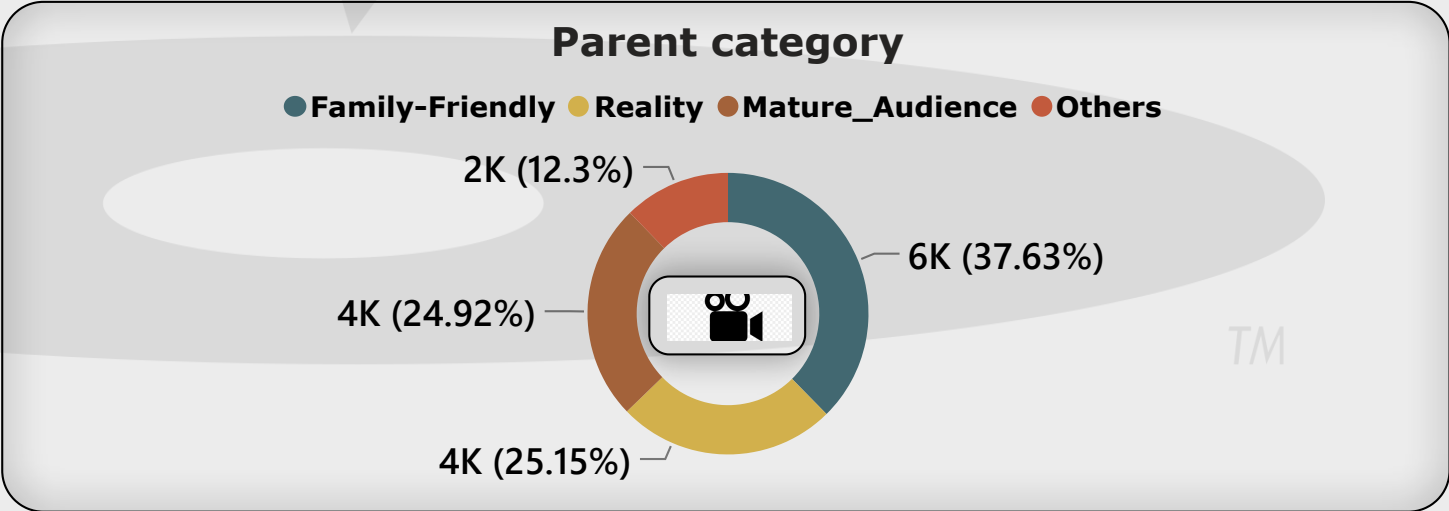
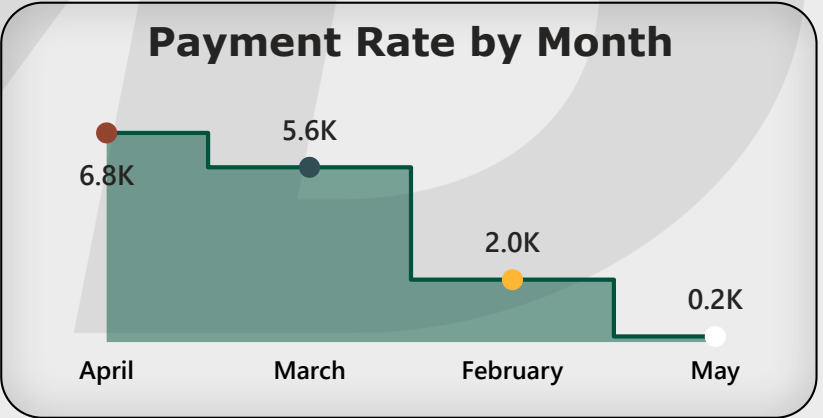
Average Rental by Movie Rating





Price	Customer	Revenue
4.99	3424	17,085.76
2.99	3233	9,666.67
0.99	2720	2,692.80
5.99	1188	7,116.12
6.99	1017	7,108.83
3.99	988	3,942.12
7.99	621	4,961.79
1.99	580	1,154.20
8.99	438	3,937.62
9.99	233	2,327.67
10.99	99	1,088.01
0.00	24	0.00
3.98	8	31.84
11.99	8	95.92
5.98	7	41.86
7.98	5	39.90
1.98	1	1.98
8.97	1	8.97
9.98	1	9.98
Total	14596	61,312.04

Staff	Purchase	Amount
Jon_Stephens	7304	31060
Mike_Hillyer	7292	30252
Total	14596	61312



Comedy	Drama	Horror	Foreign	Sci-Fi	Animation	Family	Action
3.30	3.20	3.10	3.00	3.00	2.80		
Travel	Games	New	Music	Sports	Children	2.70	2.60
3.30	3.20	3.10	3.00	3.00	Classics	2.70	2.60
					Documentary		