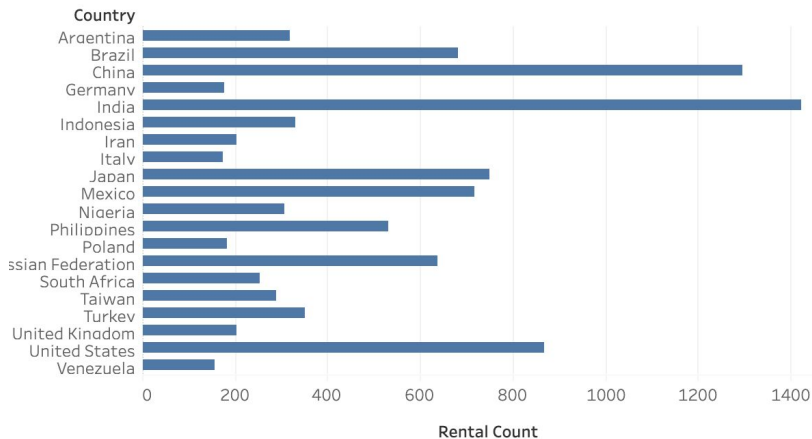# What are the top 20 countries with the highest DVD rentals?

Map showing the distribution of DVD rentals across the top 20 countries

Visualizations showing the list of top 20 countries that had the highest DVD rentals;
In the first visualization, the map shows the geographical distribution of DVD rental across the top 20 countries, using the size of the circle as markers to indicate how the number of DVD rental differ from country to country.
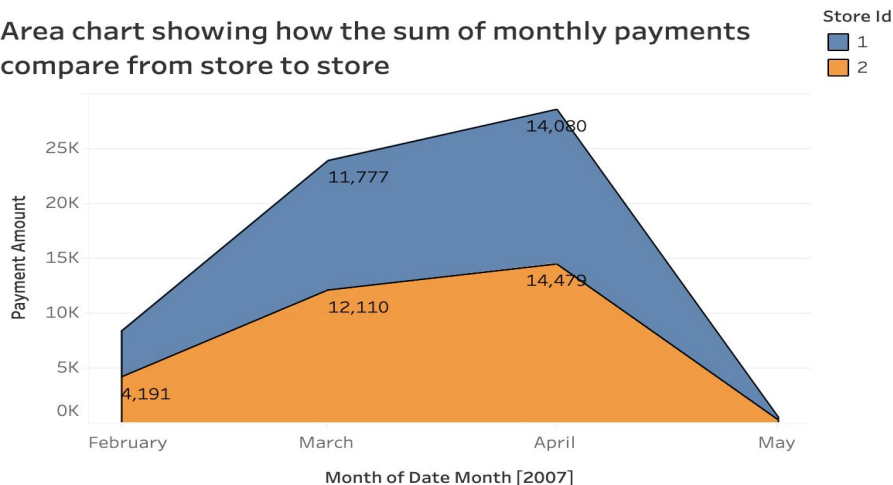
- Larger circle indicating higher number of DVD rentals
- Smaller circle indicating lower number of DVD rentals

The horizontal bar chart further helps to put the disparity that exists between the rental count in perspective
From the visualization, China and India had significantly higher DVD rental count than the immediate competition.
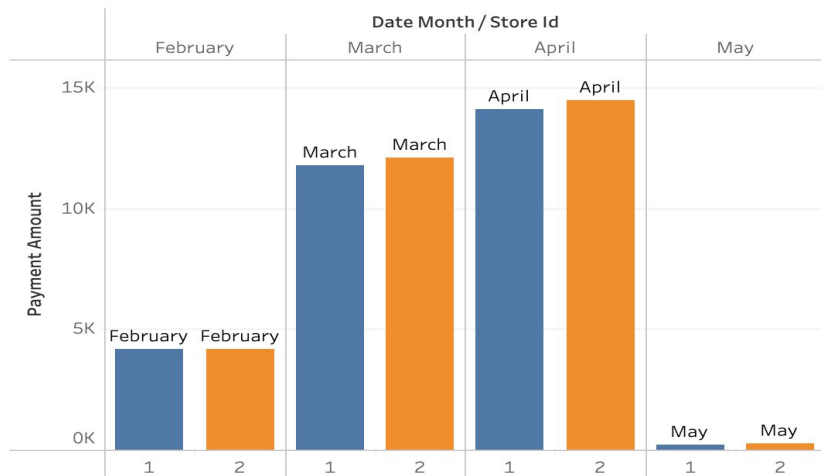
How does the trend of monthly payments compare in the different stores?

Area chart showing how the sum of monthly payments compare from store to store

Store Id
- 1
- 2

Bar Chart showing how the sum of monthly payments compare from store to store
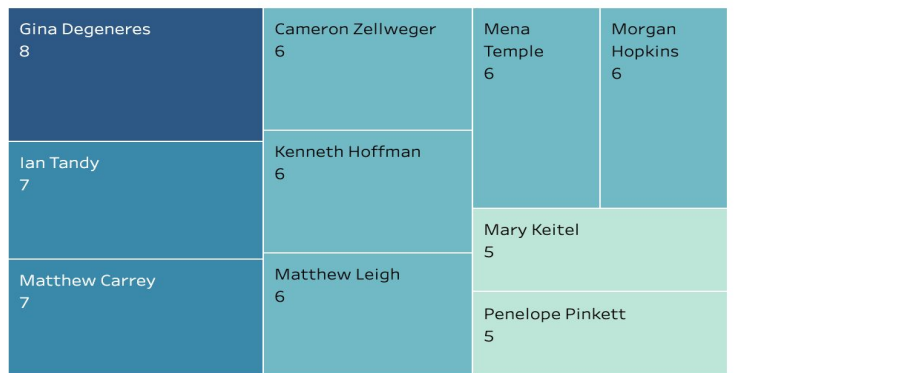

- From the charts in the visualization showing the monthly payments, we can see that the trend of payments across both stores are significantly similar.
- The high data points and low data points in the Area Chart visualization for the two stores are located at similar positions.
- Based on this matching pattern, we can thus infer that the progression of payment for films across both stores followed a similar trend.
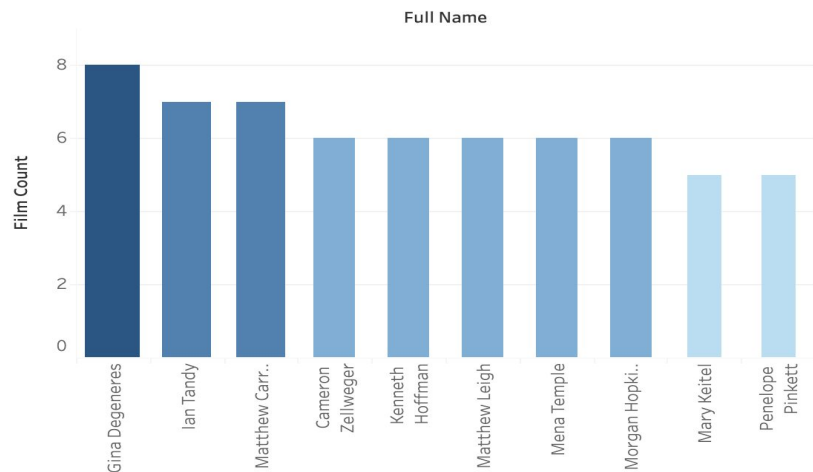
Who are the top 10 actors that featured the most in the top 100 most rented films?

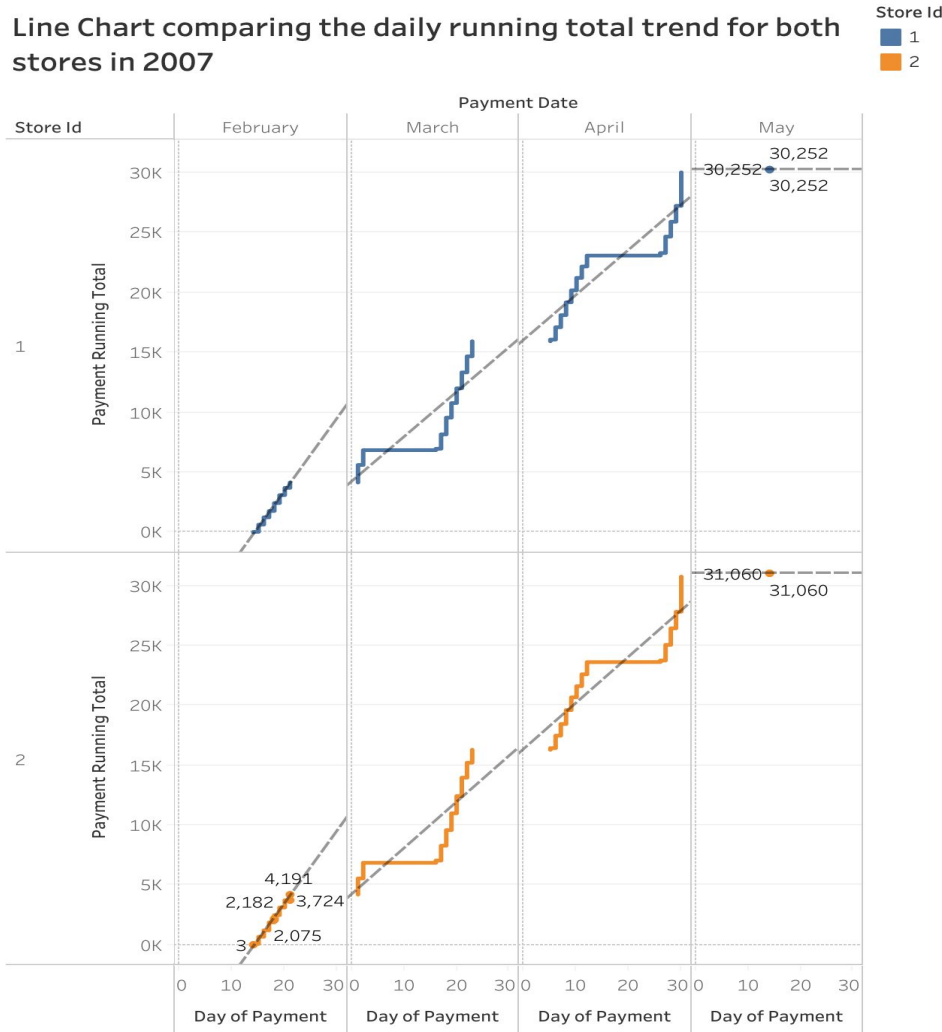## Treemap showing 10 Actors that featured the most in the top 100 most rented films

Film Count

5   8

| Gina Degeneres 8 | Cameron Zellweger 6 | Mena Temple 6 | Morgan Hopkins 6 |

| Ian Tandy 7 | Kenneth Hoffman 6 | Mary Keitel 5 |

| Matthew Carrey 7 | Matthew Leigh 6 | Penelope Pinkett 5 |

Bar Chart showing 10 Actors that featured the most in the top 100 most rented films

Full Name

Film Count: Gina Degeneres, Ian Tandy, Matthew Carr.., Cameron Zellweger, Kenneth Hoffman, Matthew Leigh, Mena Temple, Morgan Hopki.., Mary Keitel, Penelope Pinkett

- The colour graded tree map visualization gives an insight into the count of films each actor featured in, in respect to the 100 most rented films.
- The difference in colour intensity in the two charts is a measure of the number of films featured in. Higher intensity indicates higher film count and vice versa.
- We can deduce that actors that featured the most in the top 100 most rented films over the course of 2 years (2005 to 2006) are fan favorites or appeared more in blockbusters than other actors

Line Chart comparing the daily running total trend for both stores in 2007

Line Chart comparing the daily running total trend for both stores in 2007

- A steep upward trend line can be observed in both stores. This is an evident indication that the running total of the daily payment for the two stores trended upward in a similar fashion
- There was a noticeable increase in the total number of payments that took place in March and April than in February. Although a steep increase in the number of payments took place on particular dates in February where there is significantly less payment transaction on similar dates in both March and April.
- Only few payment transactions took place in May altogether.