



Objective

1. Analyse films and actors data.
2. Analyse customers and prices data.

Questions raised:

What is the most popular film amongst customers?

Which film had the most actors, how many?

Which actor had starred the most in TOP 16 films?

Which film category is the most popular in TOP 16 films?

Which sales person is more profitable Mike Hillayer or John Stephens,
by how much?

Which customer spends most and least?

Which country spends most and least?

Which film is most and least profitable?

Which month was most profitable?

Filter by actors

All

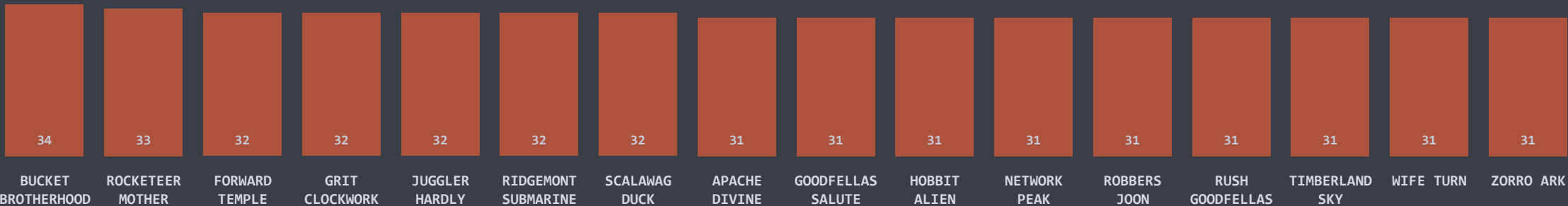
TOP 16 Films and Actors

Filter by Category

All



16 Most Popular Films by total rentals



TITLE	TOTAL ACTORS
JUGGLER HARDLY	9
GOODFELLAS SALUTE	8
HOBBIT ALIEN	8
ROCKETEER MOTHER	7
BUCKET BROTHERHOOD	6
WIFE TURN	6
RIDGEMONT SUBMARINE	5
ROBBERS JOON	5
RUSH GOODFELLAS	5
SCALAWAG DUCK	5
APACHE DIVINE	4
TIMBERLAND SKY	4
FORWARD TEMPLE	3
GRIT CLOCKWORK	3
NETWORK PEAK	3
ZORRO ARK	3
Total	84

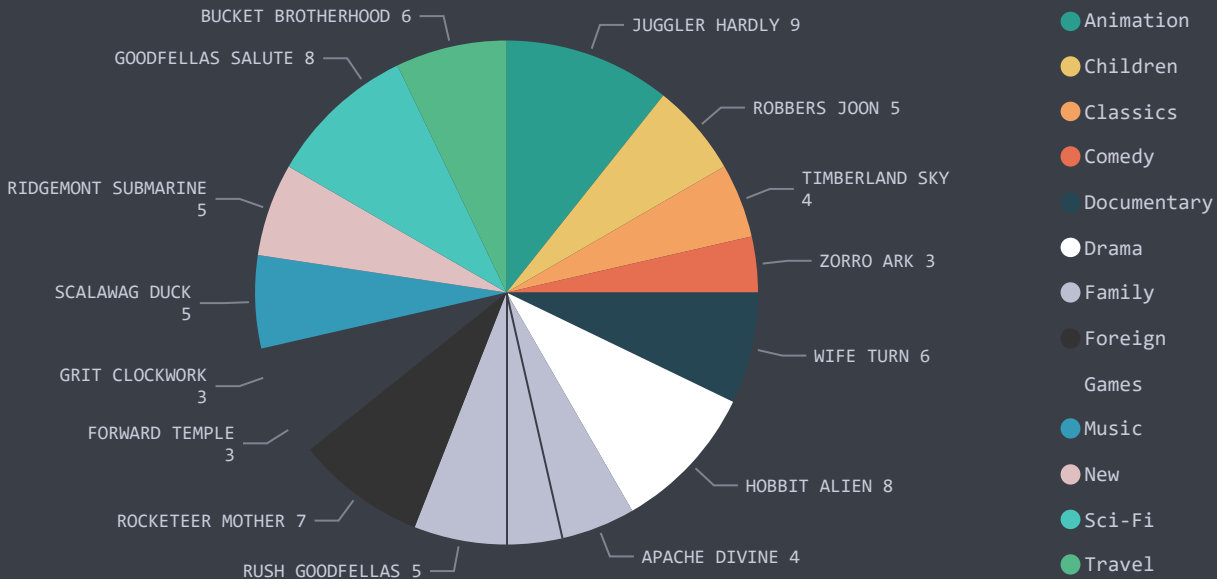
84

actors in film

APACHE
DIVINE

Most popular film

Actors in Film by Category



Sales by Staff

Jon
Stephens

Mike
Hillyer

Search by country

All

TOP 20 Customer Analysis

Last Refresh

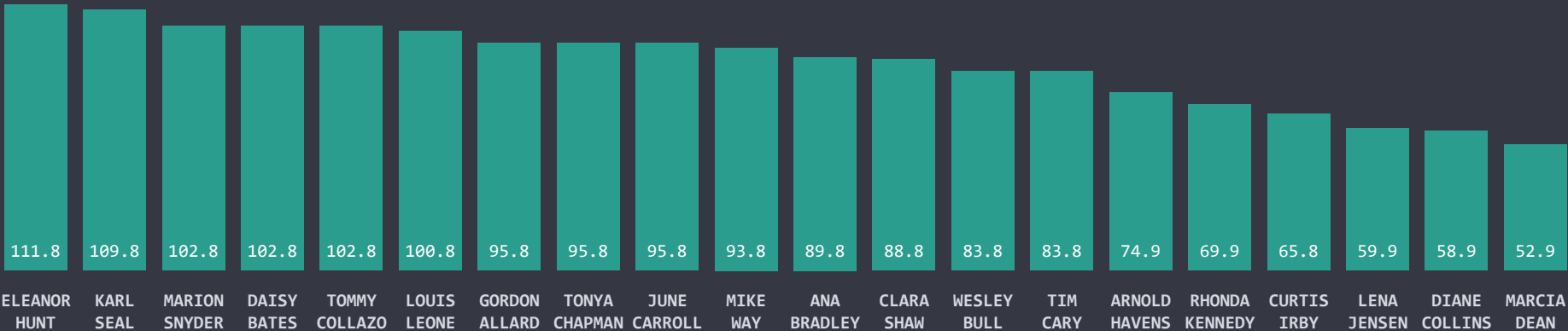
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TARGET Sales +10%



Revenue by Customer



Revenue by Country



TOP 20 Spenders

Customer	Total spenditure	Total rentals	Average per film
LENA JENSEN	59.91	9	6.66
MARION SNYDER	102.83	17	6.05
ARNOLD HAVENS	74.86	14	5.35
ANA BRADLEY	89.83	17	5.28
GORDON ALLARD	95.81	19	5.04
TONYA CHAPMAN	95.81	19	5.04
CLARA SHAW	88.82	18	4.93
DAISY BATES	102.78	22	4.67
WESLEY BULL	83.82	18	4.66
RHONDA KENNEDY	69.85	15	4.66
ELEANOR HUNT	111.76	24	4.66
LOUIS LEONE	100.78	22	4.58
KARL SEAL	109.76	24	4.57
JUNE CARROLL	95.79	21	4.56
DIANE COLLINS	58.87	13	4.53
TOMMY COLLAZO	102.77	23	4.47
TIM CARY	83.81	19	4.41
MIKE WAY	93.78	22	4.26
Total	1,740.33	367	4.74

Global Rental Revenue Analysis



Global South

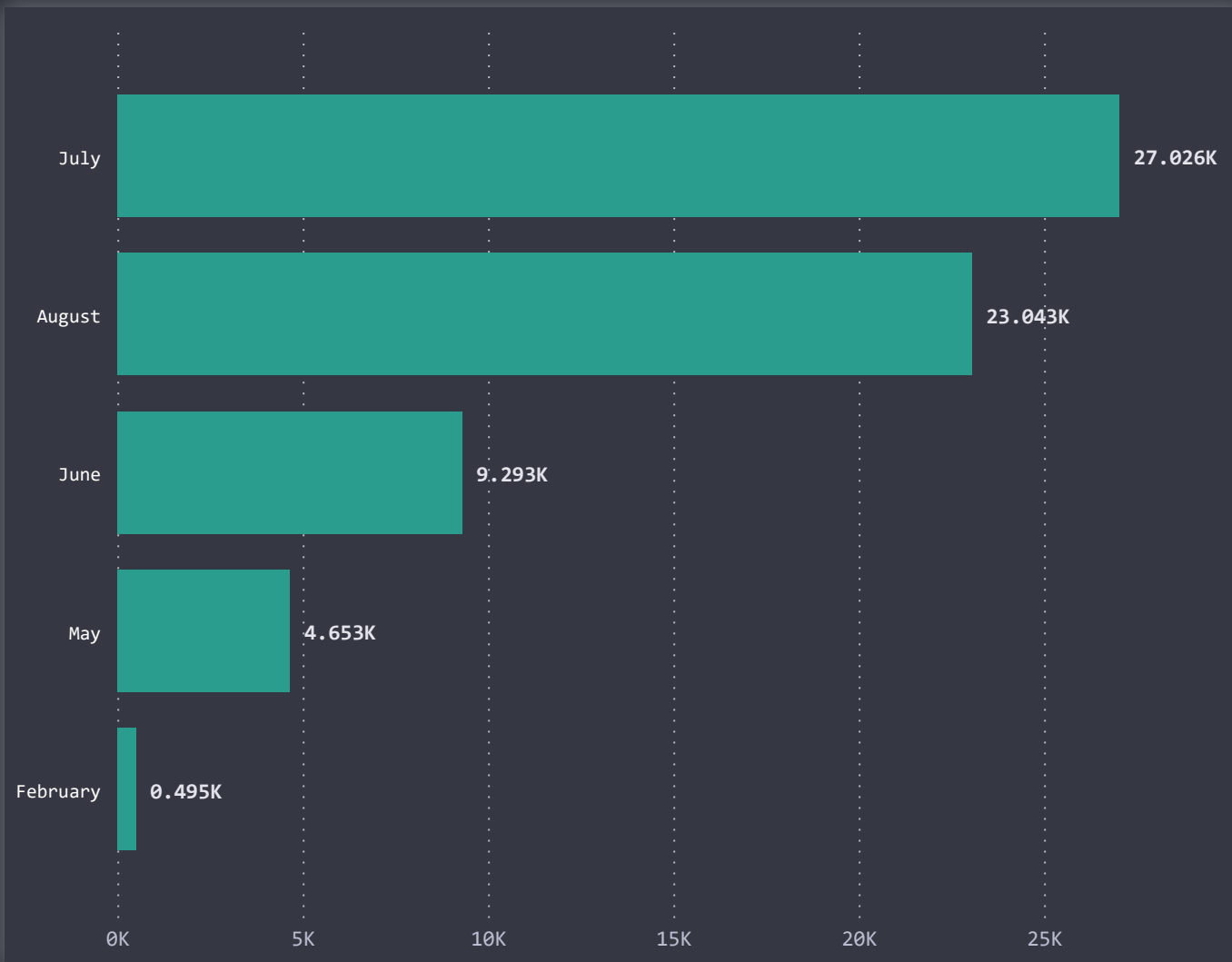
Region

Country

Film Title

Customer

Month



Month	Revenue	total rentals
July	27,026.13	6387
August	23,043.45	5455
June	9,292.83	2217
May	4,652.90	1110
February	495.23	177
Total	64,510.54	15346



Analysis Insights



TOP 16 Films and Actors

From the analysis I see that:
most popular film is "BUCKET BROTHERHOOD".

"JUGGLER HARDLY" film has the most actors - 9

Cameron Zelweger has starred in the most films - 3.
FAMILY category is the most popular - 3 films.

TOP 20 Customer

The highest spending customer is KARL SEAL (221.55).
Mike Hillayer sales are 0,9K higher than John Stephens.

Global Rental Revenue

Matome jog:

The most spending country - India (6,628.28K), customer - Karl Seal. Most profitable film
- "TELEGRAPH VOYAGE" (231.73), however film "BUCKET BROTHERHOOD" is most popular.
The least spending country - Afghanistan (67.82), customer - Caroline Bowman (50.85). Least
profitable films - "OKLAHOMA JUMANJI" and "TEXAS WATCH" (5,94).
The month of July was most profitable (2,7026,13).