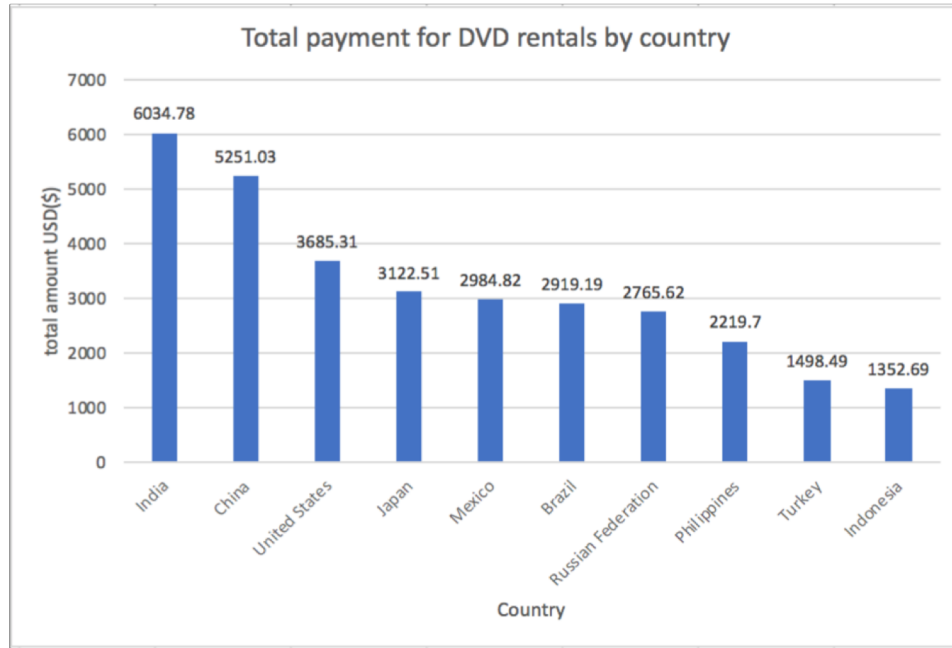


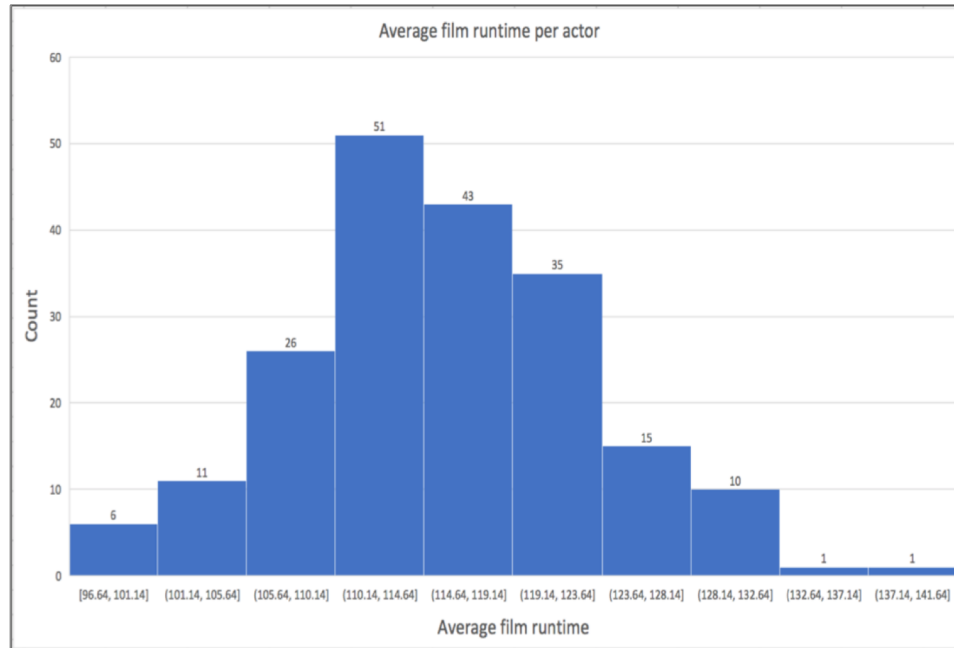
which countries did customers purchase the the most DVD rental?



Concentrated to the top 10 total payment of DVD rentals per country, we find that INDIA comes out the highest with \$6034.78, followed by China with \$5251.03.

Although, when we look at the North/central America, the top regions – USA and Mexico - gross a total amount of DVD rental purchases between of \$3685.31 and \$2984.82 respectively. Perhaps Sakila should do more promoting in around North America to increase DVD sales.

What was the average film length per actor for DVD rentals?

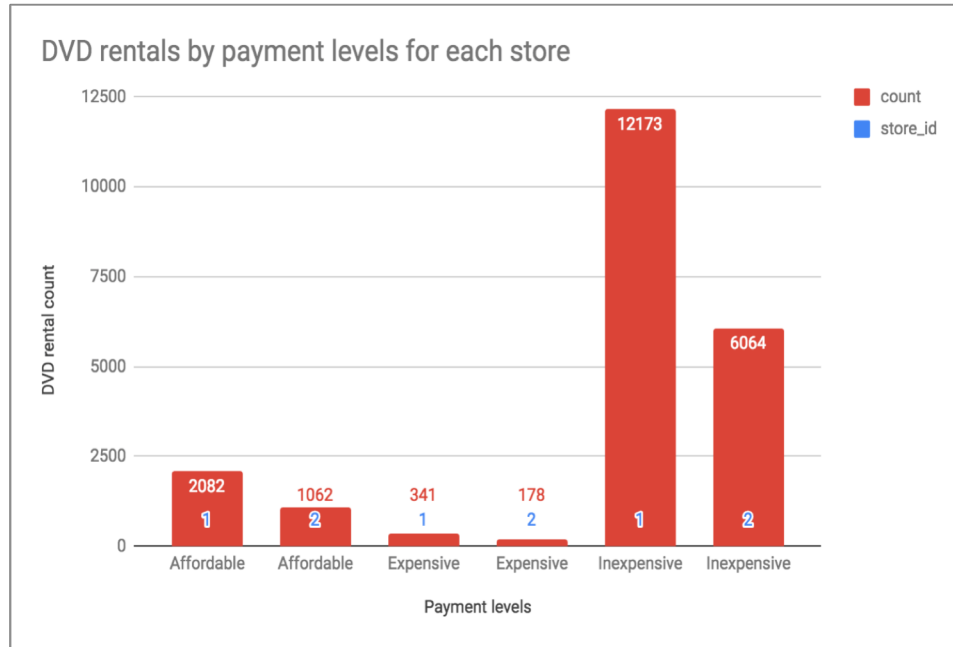


The average film runtime per actor is concentrated mainly in films running between 105-120 minutes, with the highest grouping binned between 110-115 minutes with a count of 51.

We can see from this histogram there's a slight right skew – indicating that some film runtimes run relatively longer than usual such as above 132 minutes.

Still, we can see that Sakila should reduce the DVDs for sale where films are perhaps greater than 120 minutes to preserve a healthy balance of purchases

DVD rentals grouped by payment levels for each store: Affordable, Expensive, inexpensive



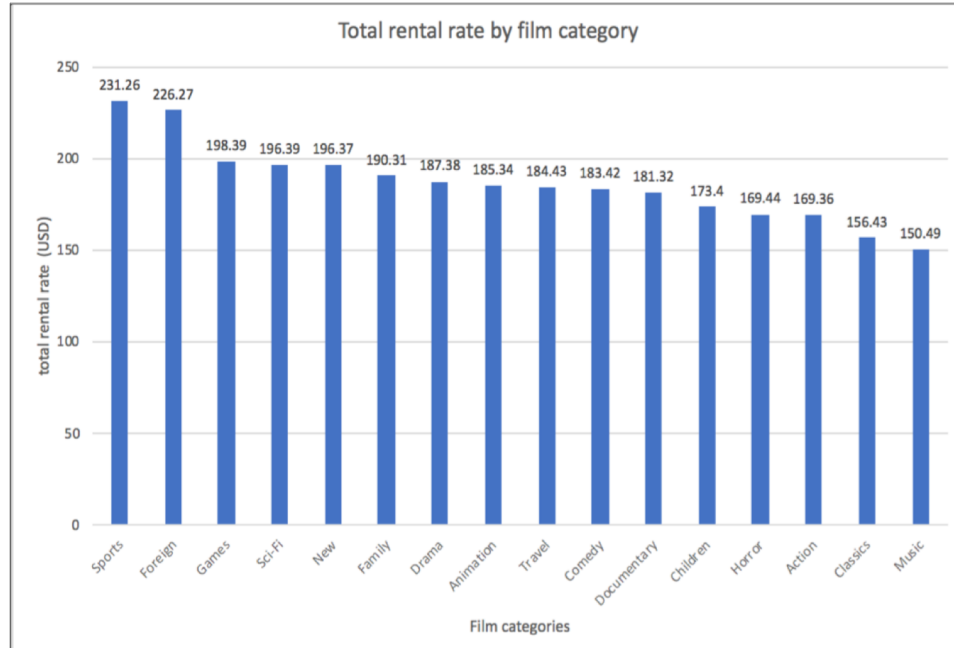
Here, we can find DVD rental purchases based on each group of customers by payment levels:

- Where less than or equal to \$6.00 is classed as “Inexpensive”
- Between \$6-9 is classed as “Affordable”
- Any DVD priced above \$9.00 is “Expensive”

Firstly, we can see that store 1 gathers more sales across all payment levels than store 2, although the ‘expensive’ payment level is still similar for each store. Altogether, we see customers purchase the most DVD rentals in the inexpensive category for both stores 1 and 2, with 12,173 and 6,064 respectively for each store.

This should make Sakila managers think about their pricing strategies by offering cheaper prices to increase DVD rental sales/purchases by customers. Also, they should monitor store 2’s activity to increase their sales either by promotion, better customer experience etc.

Which film category/topic gathered the most rentals?



Sorted by the highest total rental rate by category, we find that sports is the most rented DVD/film genre at \$231.26, followed closely by foreign at \$226.27

The rest of the film categories are all below \$200.

Perhaps Sakila can promote other categories to diversify/increase their sales of DVD rentals.