



# SAKILA RENTALS

Summary

Store

Customer

Film

2005

2006

599

Active Customers

\$67,407

Total Revenue

4.20

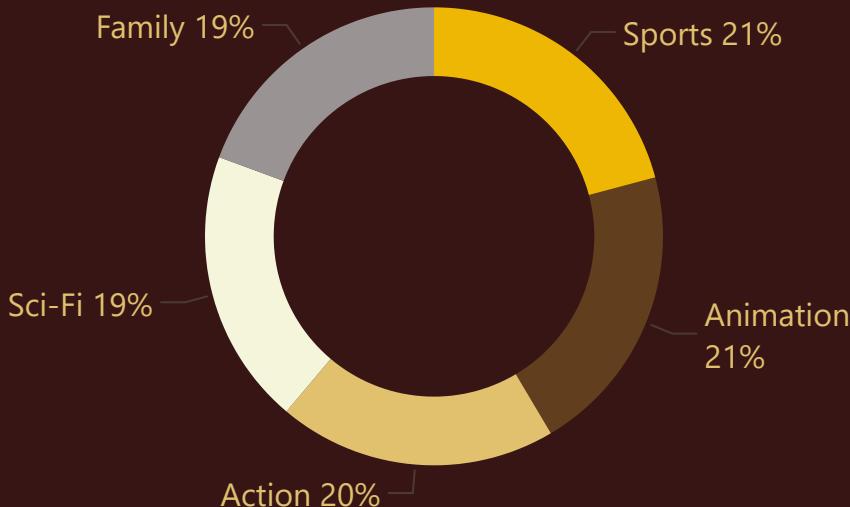
Avg Rev/Rents

Store

1

2

## Category Popularity



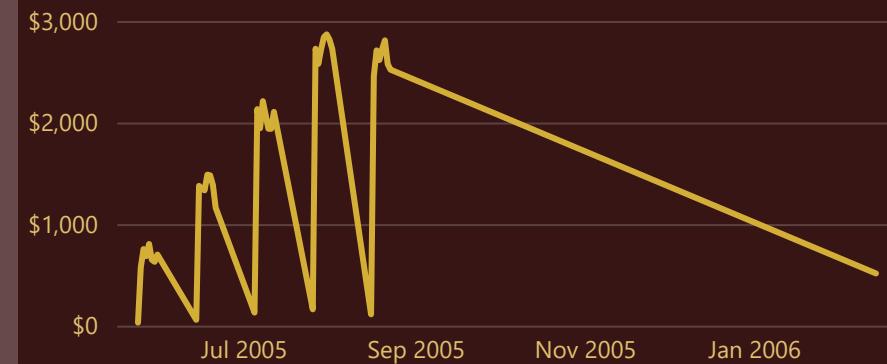
16044

Total Rentals

4580

Films in Inventory

## Revenue Trend



## Top Customers by Revenue



## Customer

## Overdues Days

ELEANOR HUNT	5.67
EVELYN MORGAN	5.00
GERTRUDE CASTILLO	5.33
JIMMIE EGGLESTON	5.33
KAREN JACKSON	5.43
KARL SEAL	5.50
LESLIE SEWARD	5.33
MICHELLE CLARK	5.67
MIRIAM MCKINNEY	5.17
RHONDA KENNEDY	5.33

## Top Films by Rentals





# SAKILA RENTALS

[Summary](#)[Store](#)[Customer](#)[Film](#)[2005](#)[2006](#)

**599**  
Active Customers

Store

1

2

**\$67,407**  
Total Revenue

**4.20**  
Avg Rev/Rents

## Revenue Trend by Staff

Staff ● 1 ● 2

\$3,000

\$2,000

\$1,000

\$0

Jul 2005

Sep 2005

Nov 2005

Jan 2006

**16044**

Total Rentals

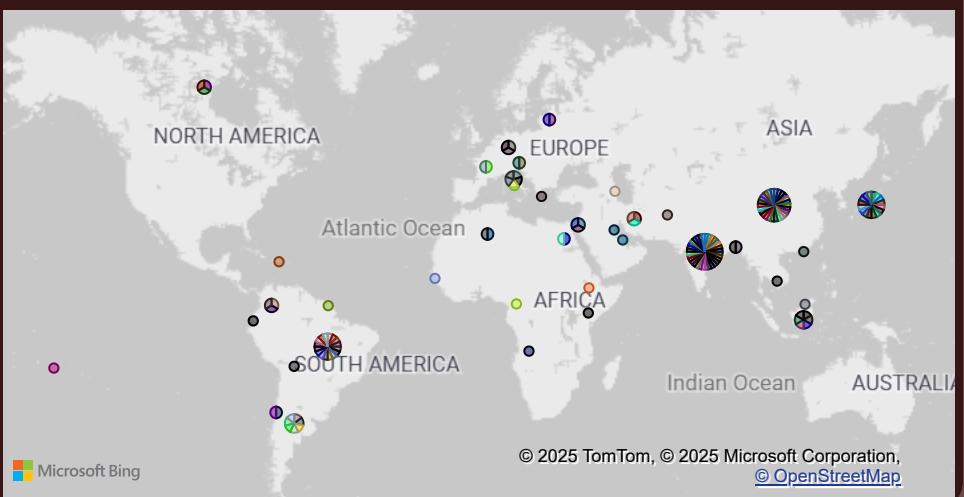
**4580**

Films in Inventory

## MoM Revenue Growth

**0.77%**

## Country by Revenue

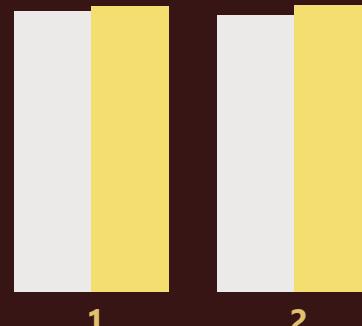


## Average Revenue by Store

2 49.42%  
1 50.58%

## Total Rentals by Staff and Store

Store ● 1 ● 2





# SAKILA RENTALS

[Summary](#)[Store](#)[Customer](#)[Film](#)

2005

2006

**599****Active Customers****\$67,407****Total Revenue****4.20****Avg Rev/Rents****Store**

1

2

## Active Customers by country

**16044****Total Rentals****4580****Films in Inventory**

## New vs Returning Customers

**New Customers  
599 (100%)**

## Top Customers by Revenue



## Customer Overdues Days

Customer	Overdues Days
ELEANOR HUNT	5.67
EVELYN MORGAN	5.00
GERTRUDE CASTILLO	5.33
JIMMIE EGGLESTON	5.33
KAREN JACKSON	5.43
KARL SEAL	5.50
LESLIE SEWARD	5.33
MICHELLE CLARK	5.67
MIRIAM MCKINNEY	5.17
RHONDA KENNEDY	5.33

**26.78****Avg Rents/Customer**



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[Summary](#)[Store](#)[Customer](#)[Film](#)

2005

2006

**599**  
Active Customers

**\$67,407**  
Total Revenue

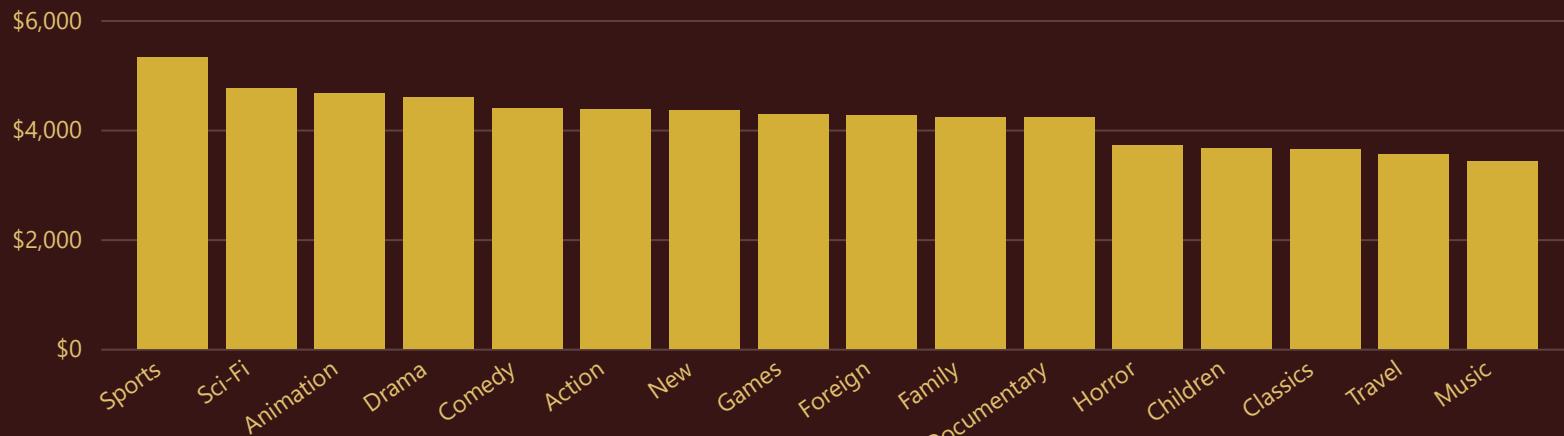
**4.20**  
Avg Rev/Rents

Store

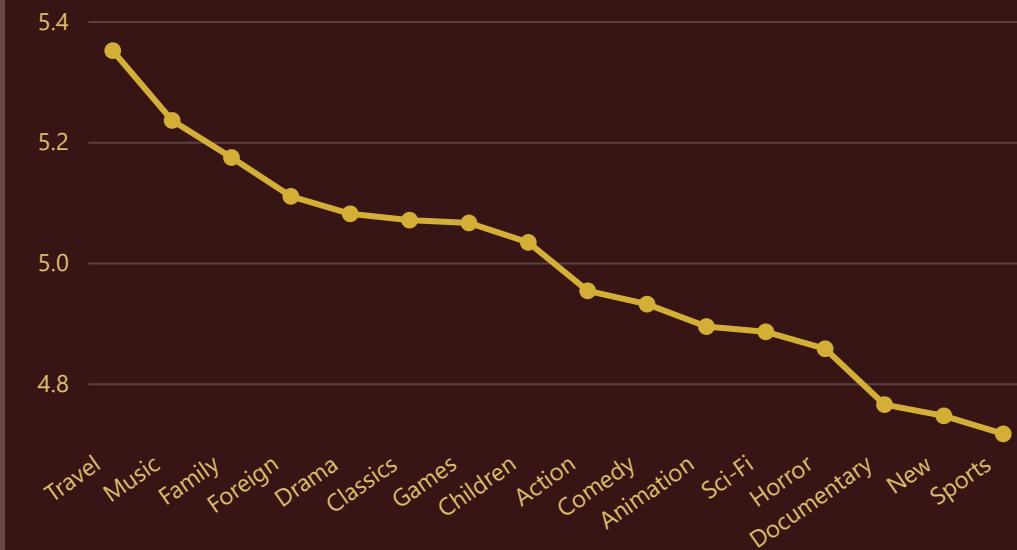
1

2

## Category Wise Revenue



## Avg Rent Duration by Category



**16044**  
Total Rentals

## Top Films by Rentals

