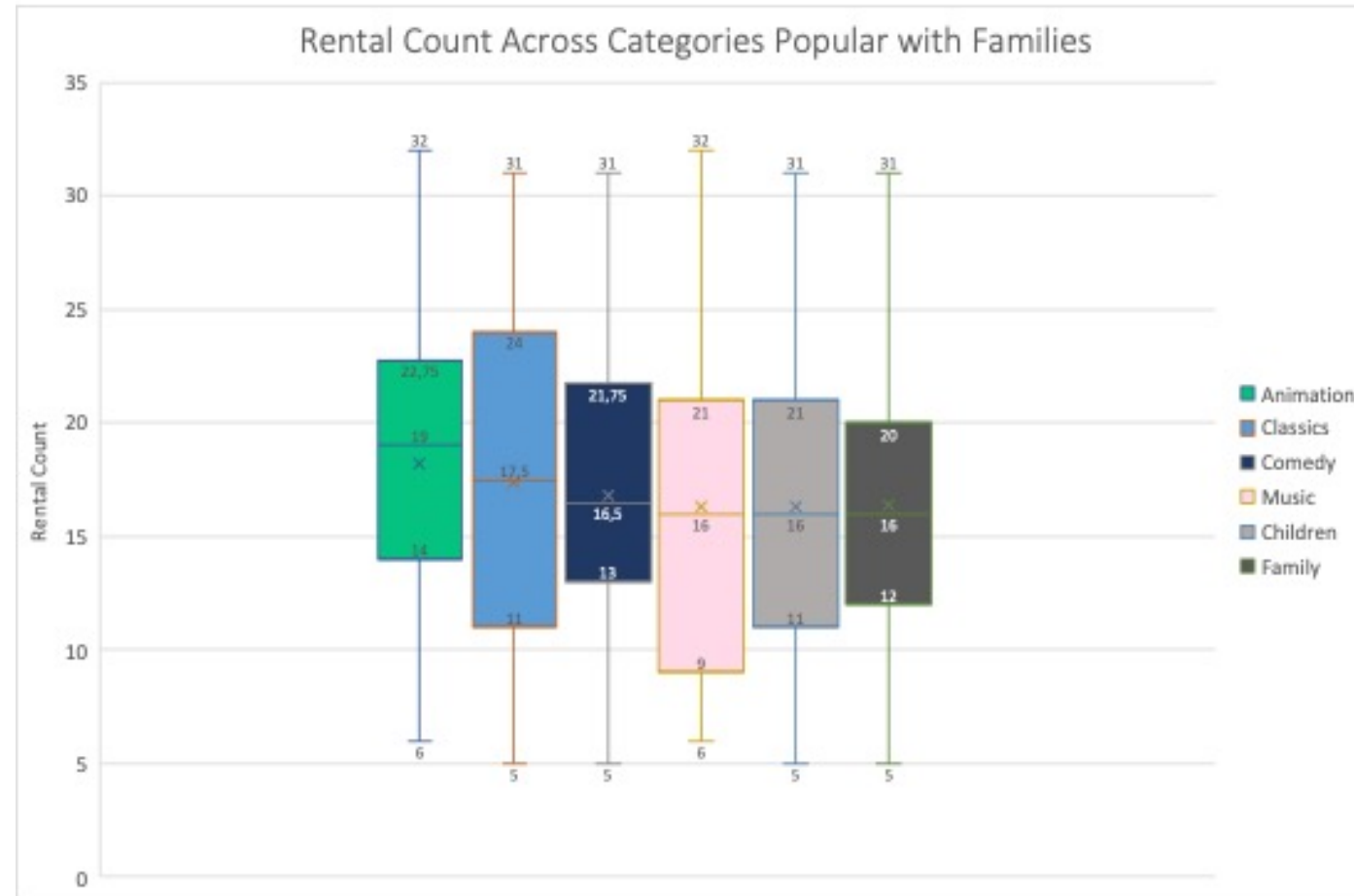


Most Popular Categories among Families

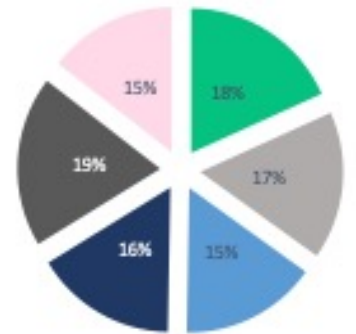
Original question: What are families watching?

Animation, Family, Children

- With the distribution of movies across categories being very similar, popularity of a category is determined by higher number of movies that have been rented out repeatedly.
- Comparing average number of times movies are rented in each category, Q1 and Q3
With a look at the chart we see that movies that have been rented out repeatedly by families belong to categories: Animation, Family and Children



Distribution of Films Across Categories



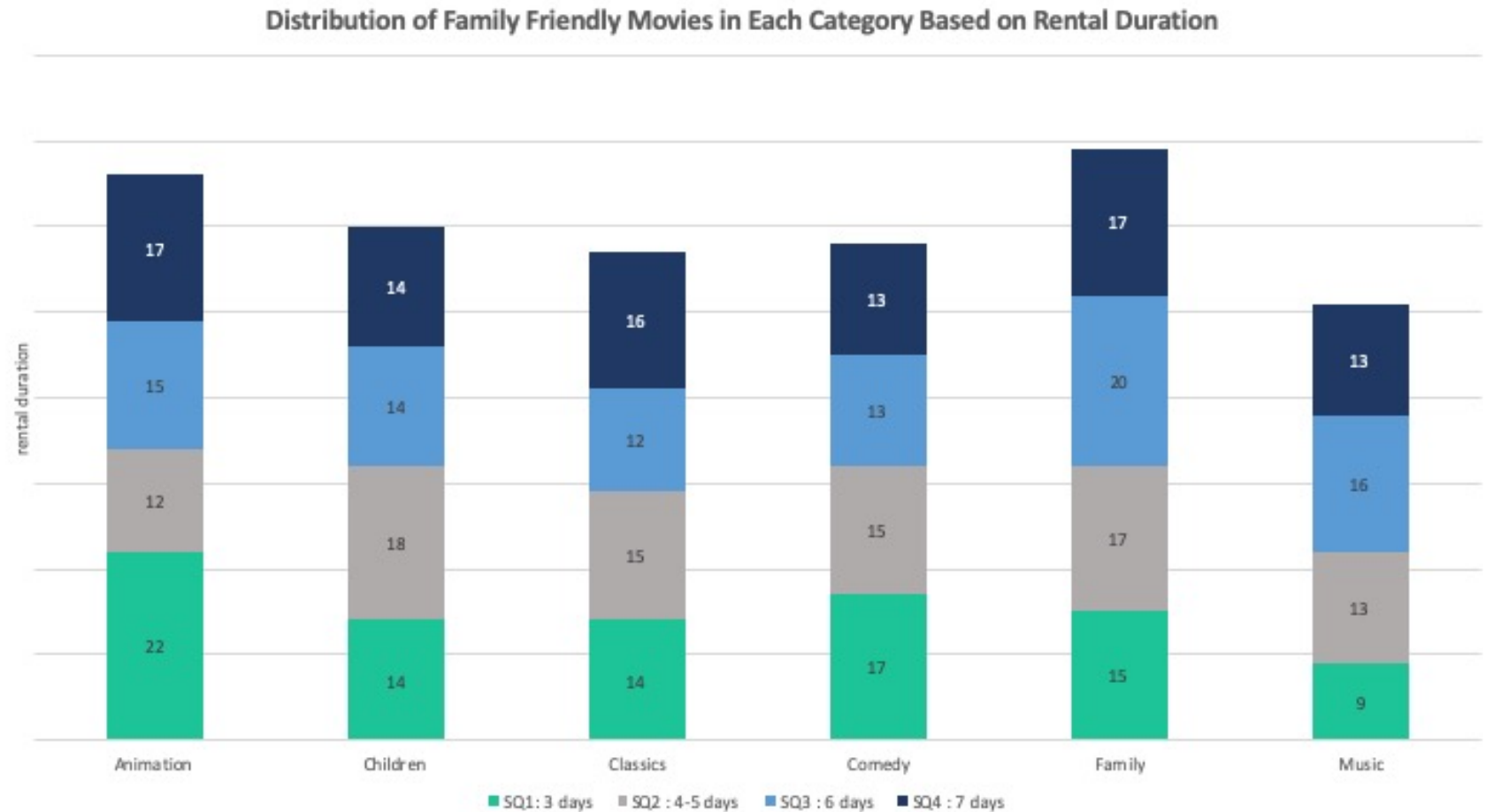
Category to Pay Attention to When Managing Inventory

Original question: Count of family friendly movies within each combination of film category for each corresponding rental duration category

Music

Almost 60% of movies in this category are out of store more than 6 days.

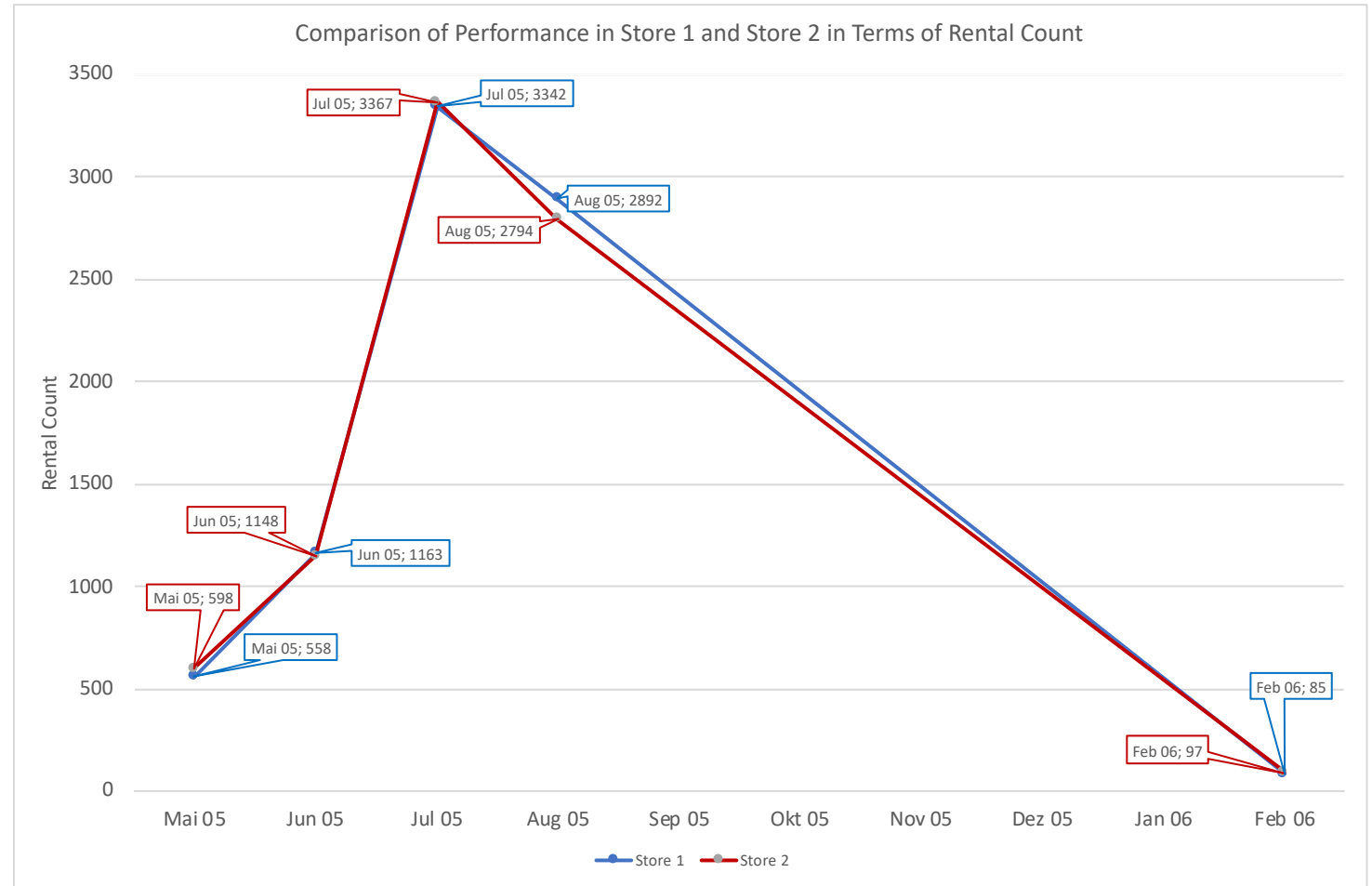
When managing the inventory we should make sure we have enough copies of these title available.



Comparison of Performance in Store 1 and Store 2 in Terms of Rental Count

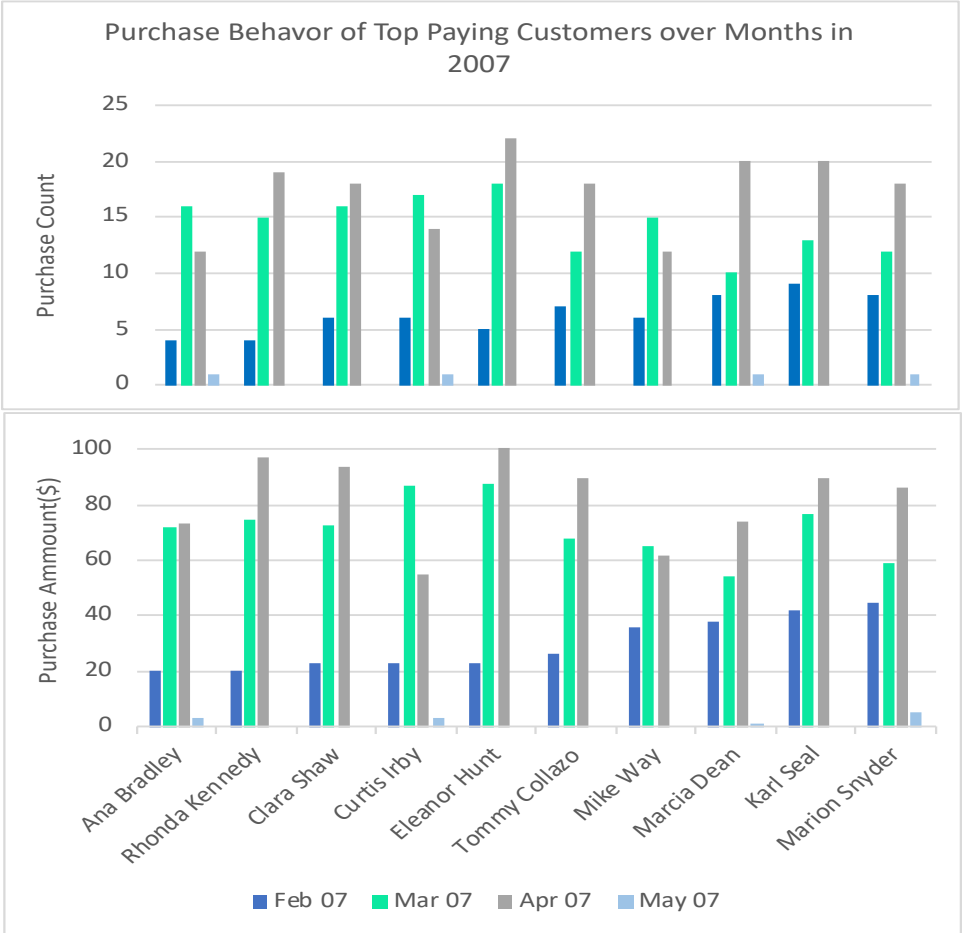
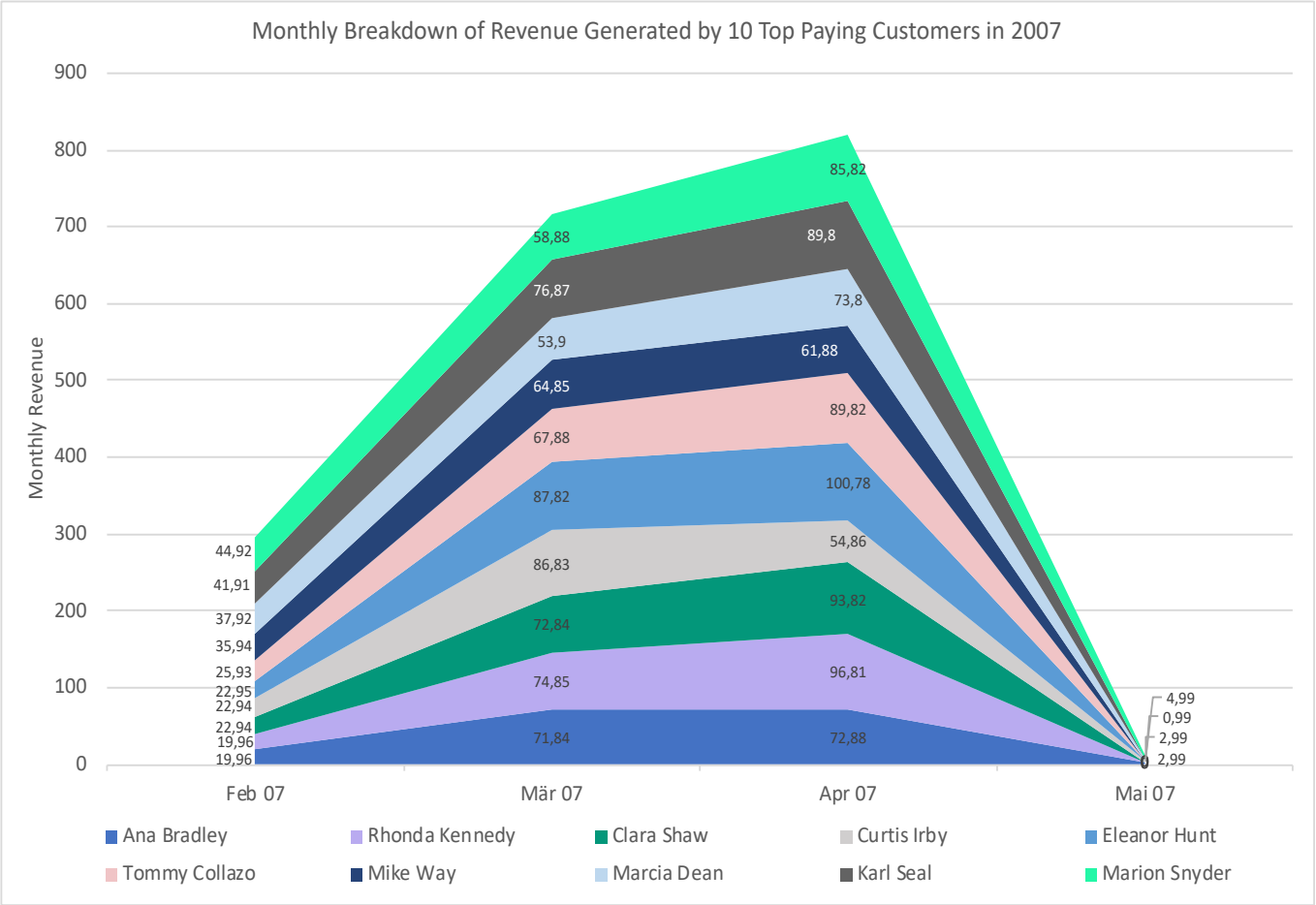
Almost same performance

- Store 1 and store 2 have been performing quite the same over months with the number of rental orders being slightly different.
- The reasons for decrease in orders should be investigated, given that interestingly enough both stores have been affected similarly.



Impact of Purchase Behavior of 10 Top Paying Customers on Revenue in 2007

Original question : top 10 paying customers, number of monthly payments and amount of monthly payment in 2007



The consistent increase (until 05.07) in revenue generated by these customer (left) can be explained by the purchase behavior depicted in terms of number of purchases and amount paid monthly (right) however, the sudden drop in 05.07 should be investigated given the fact that 60% of these customer have no longer purchased our services.