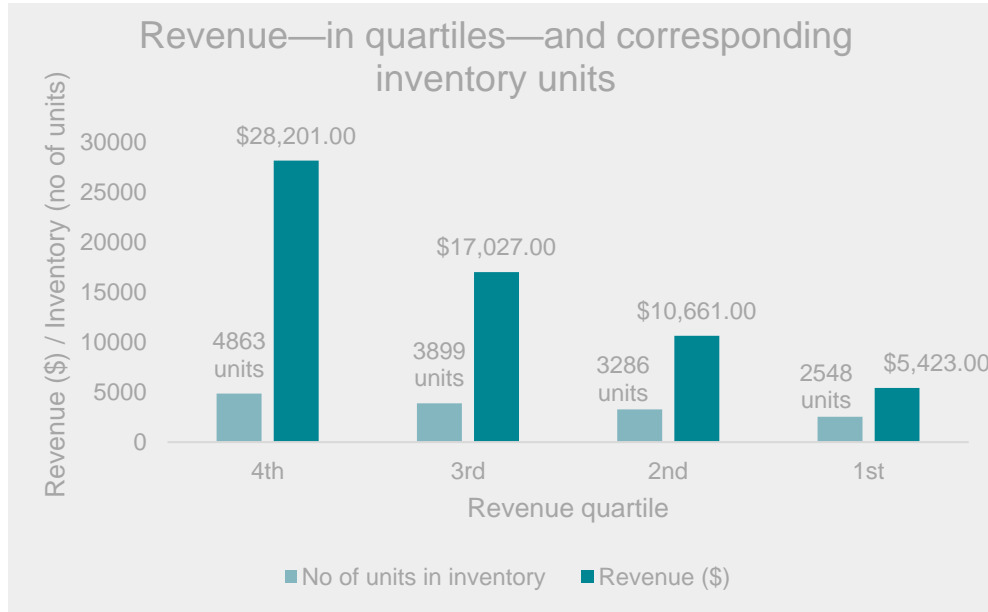


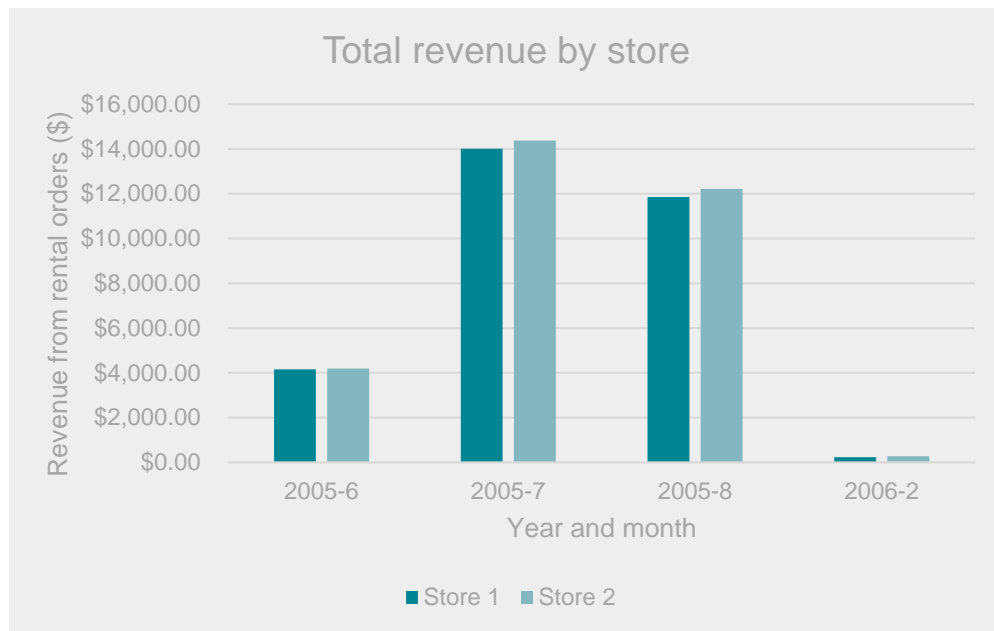
What is the film rental revenue earned by Sakila (divided into quartiles)? What is the corresponding number of units in inventory for each revenue quartile?



We can see that the top quartile earns more revenue from its inventory, per unit, than the bottom quartile.

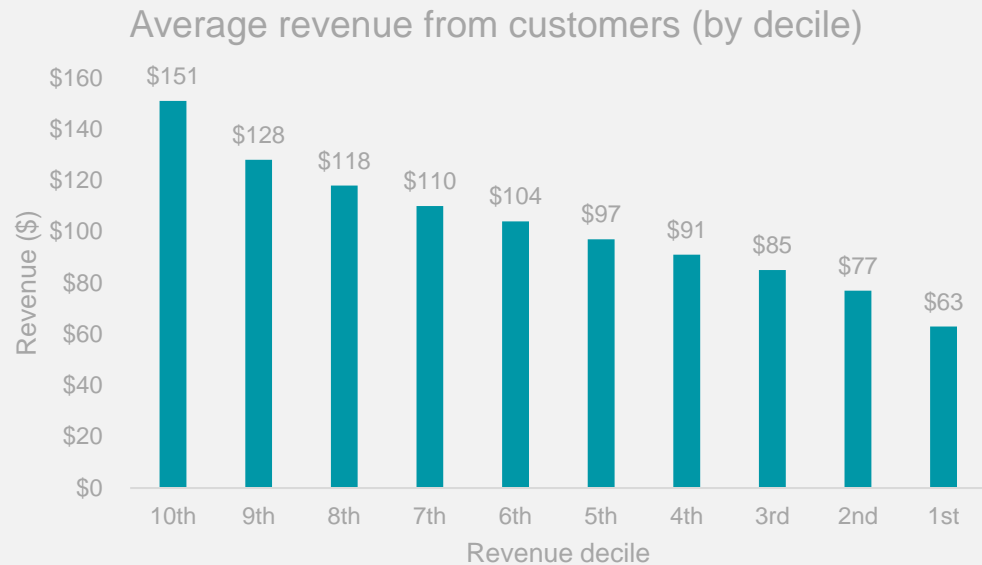
An example of a business decision that might result from this plot: *If* the cost of holding on to relatively lower earning inventory is high, Sakila could take a business decision to drop those items from the inventory and stock better earning items.

How do Sakila's two stores compare in revenue earned each month for all years?



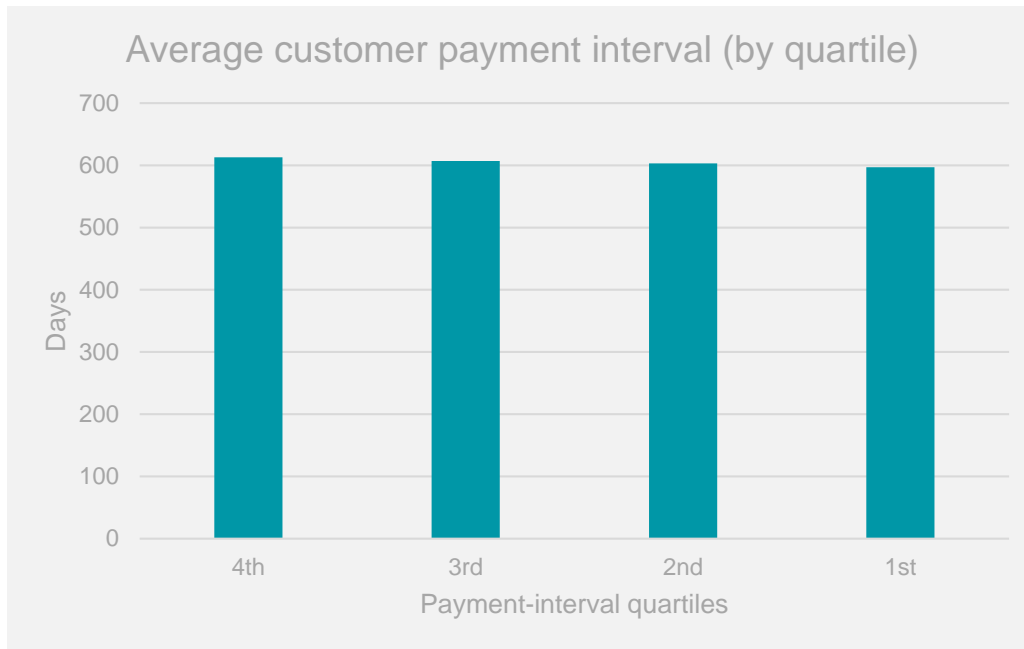
Both stores earned a similar amount of revenue each month. There is no payment data in the Sakila database for the period from Sep-2005 through Jan-2006 (or there are no sales).

How much does Sakila earn from its customers on average? Divide customers into deciles based on their total payments, and calculate the average for each decile to give a useful spread.



As we can see, the average revenue per customer ranges from \$63 in the bottom decile to \$151 in the top decile, a difference of a factor of 2.4.

How long after returning their films do our customers pay us? Divide our customers into quartiles based on their return date–payment date gap, and show the average payment interval, in days, for each quartile.



There is not much variation among our customers in how long they take to pay us after returning a movie: they all pay us approximately 600 days after returning a movie.

An example of a business decision that might result from this plot: 600 days *seems* to be a lot and *might* be affecting our cash flow. We should see if we can collect payment more promptly from our customers after they return a movie.