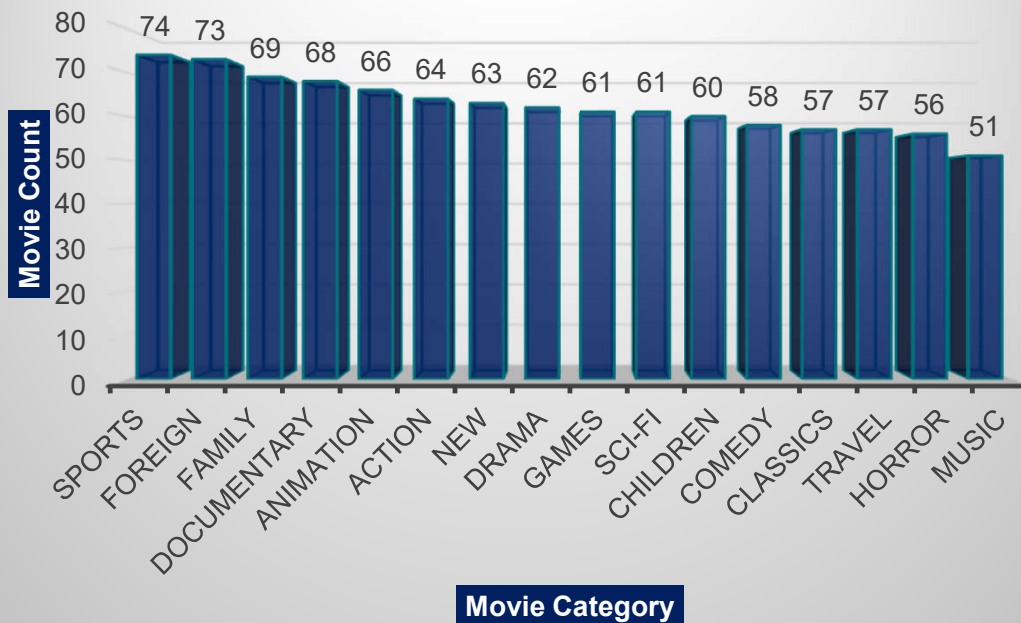# In all film categories, how many films was released in 2006?
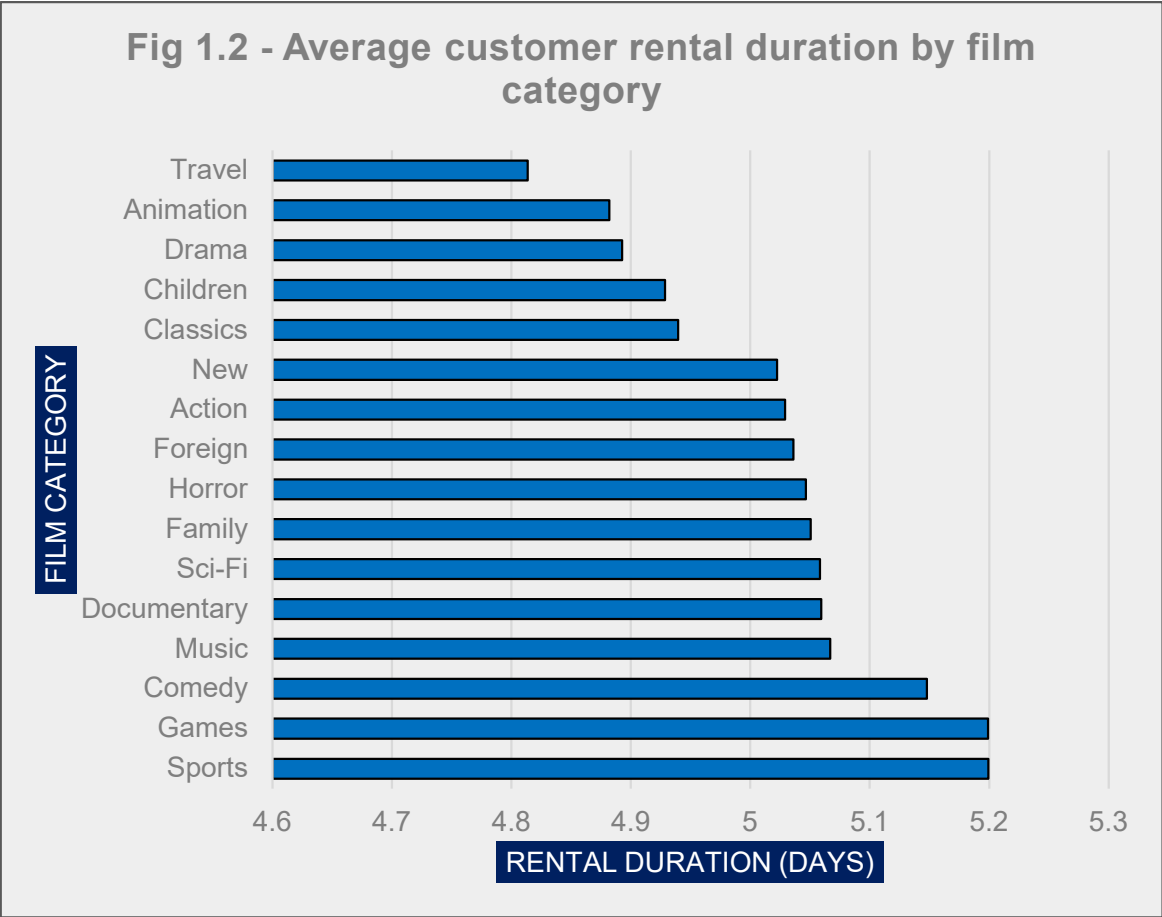

Fig 1.1 - Films released in 2006 by categories

Movie Count

Category	Count
SPORTS	74
FOREIGN	73
FAMILY	69
DOCUMENTARY	68
ANIMATION	66
ACTION	64
NEW	63
DRAMA	62
GAMES	61
SCI-FI	61
CHILDREN	60
COMEDY	58
CLASSICS	57
TRAVEL	57
HORROR	56
MUSIC	51

Movie Category

We would like to know how many films (in film categories) was released in 2006.

In Fig 1.1 we see that the film category "sports" has the highest number of released films and "music" with the lowest film count in 2006.

What is the average customer rental duration by film category?

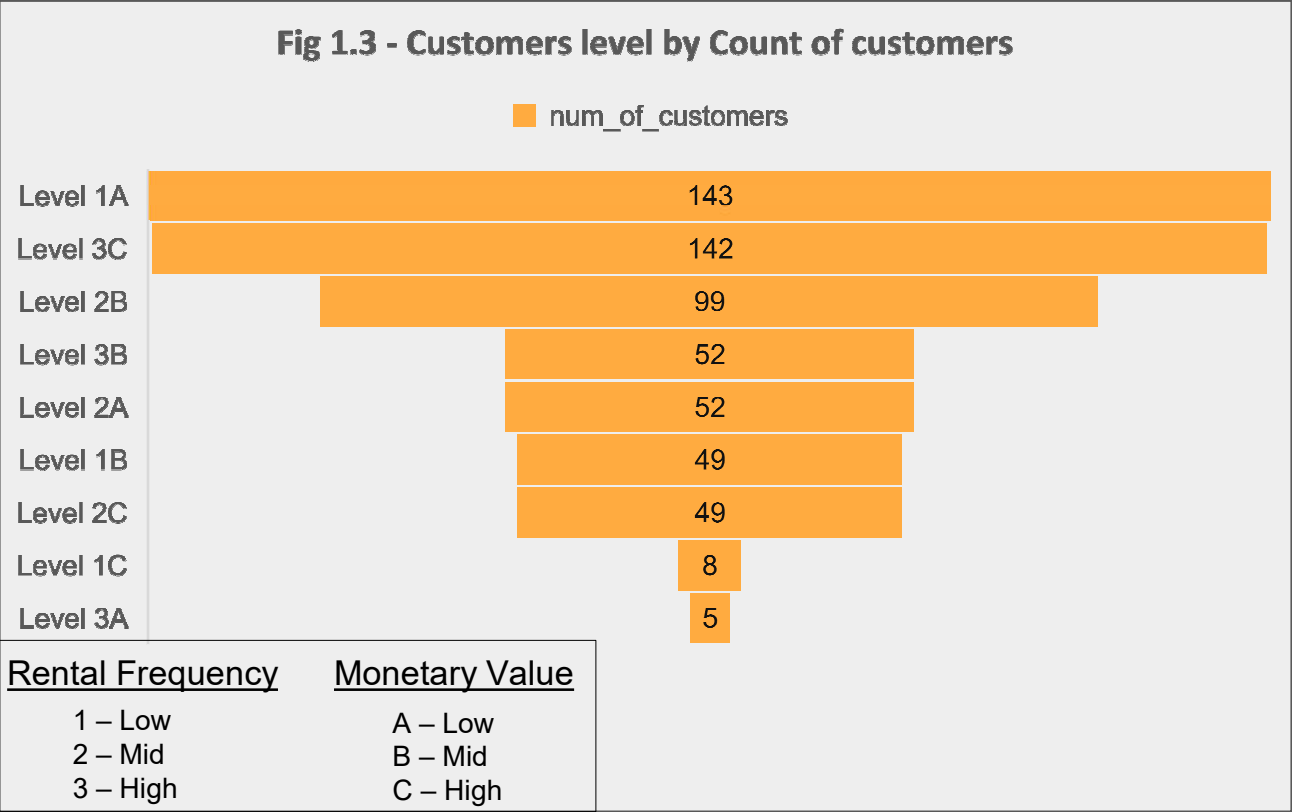Fig 1.2 - Average customer rental duration by film category

Films in some categories may take customer a little more time to return. We want to know how long it will take a customer to return a film base on the film category.

We do this by finding the difference between the rental date and return date for every film and then find the average of this rental duration.

In Fig - 1.2 we see that **sports** has the highest rental duration. However, we can also see that the average rental duration for all film categories are between 4 to 6 days.

Categorize customers by rental count and total amount

Categorize customers by levels using their frequency of renting movies and monetary value spent on purchases. We would like to know the count of customers in each levels

Fig 1.3 - Customers level by Count of customers

num_of_customers

Level	num_of_customers
Level 1A	143
Level 3C	142
Level 2B	99
Level 3B	52
Level 2A	52
Level 1B	49
Level 2C	49
Level 1C	8
Level 3A	5

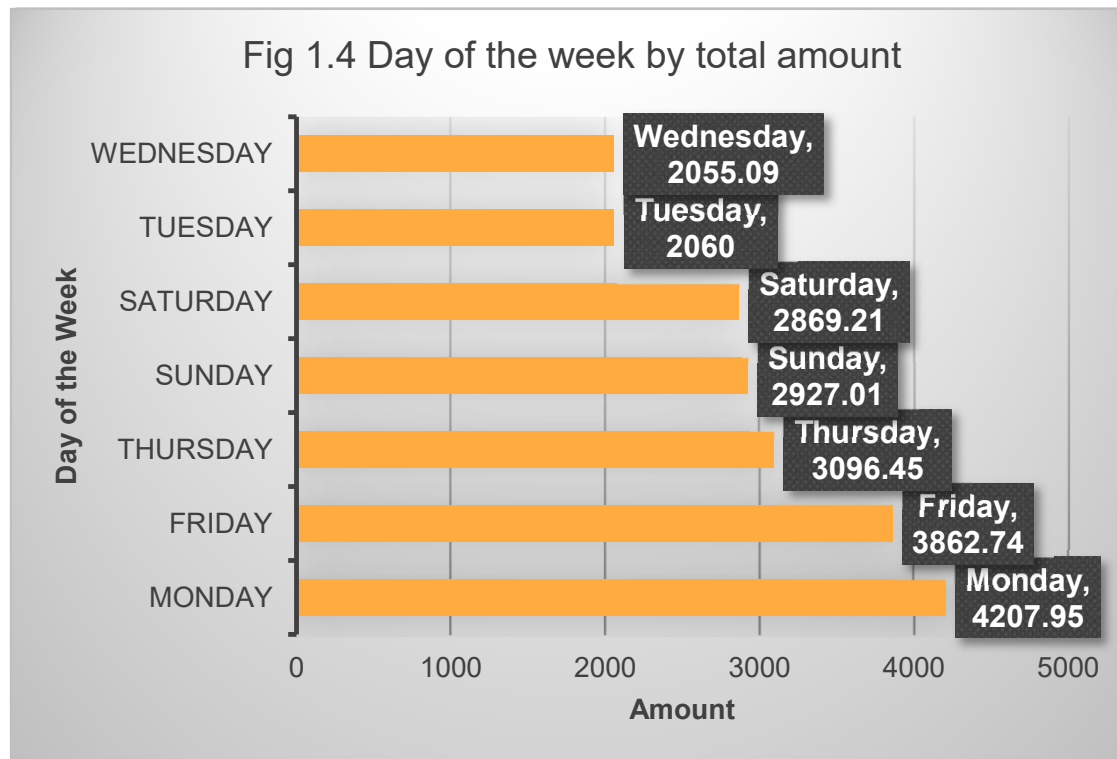| Rental Frequency	Monetary Value
1 – Low	A – Low
2 – Mid	B – Mid
3 – High	C – High

In Fig 1.3, we can see that **Level 1A** has the highest number of customers. This means that most customers have low frequency of renting movies and low amount spent on film rental.

Although we have a close second highest, which is **Level 3C**. This means that we have many customers with high frequency of renting movies and high amount spent on movies.

Which day of the week has the highest amount in payment?

We would like to base our analysis on the countries (top five) with the highest number of customers

Fig 1.4 Day of the week by total amount

- Wednesday, 2055.09
- Tuesday, 2060
- Saturday, 2869.21
- Sunday, 2927.01
- Thursday, 3096.45
- Friday, 3862.74
- Monday, 4207.95

For the top five countries with the highest number of customers, we can see in Fig 1.4 that Monday is the day of the week with the highest total amount in payment.