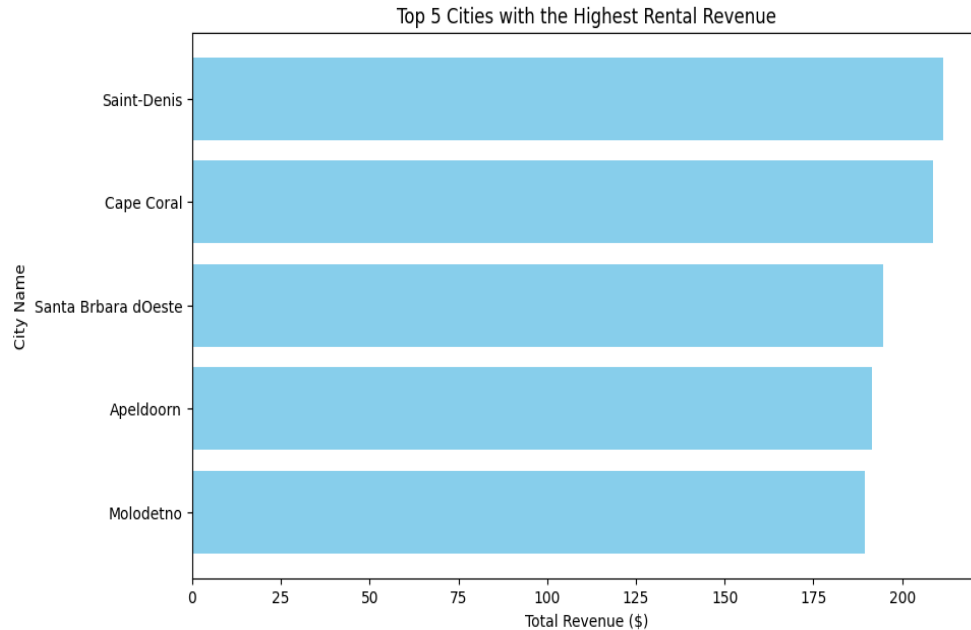
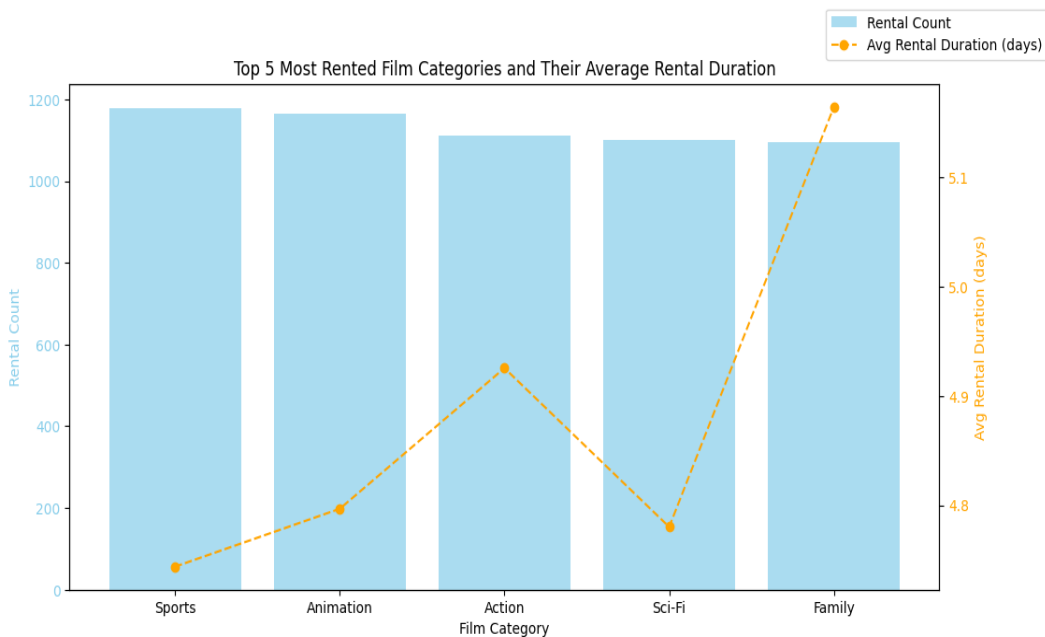


# Q1: What are the top 5 cities with highest total rental revenue?



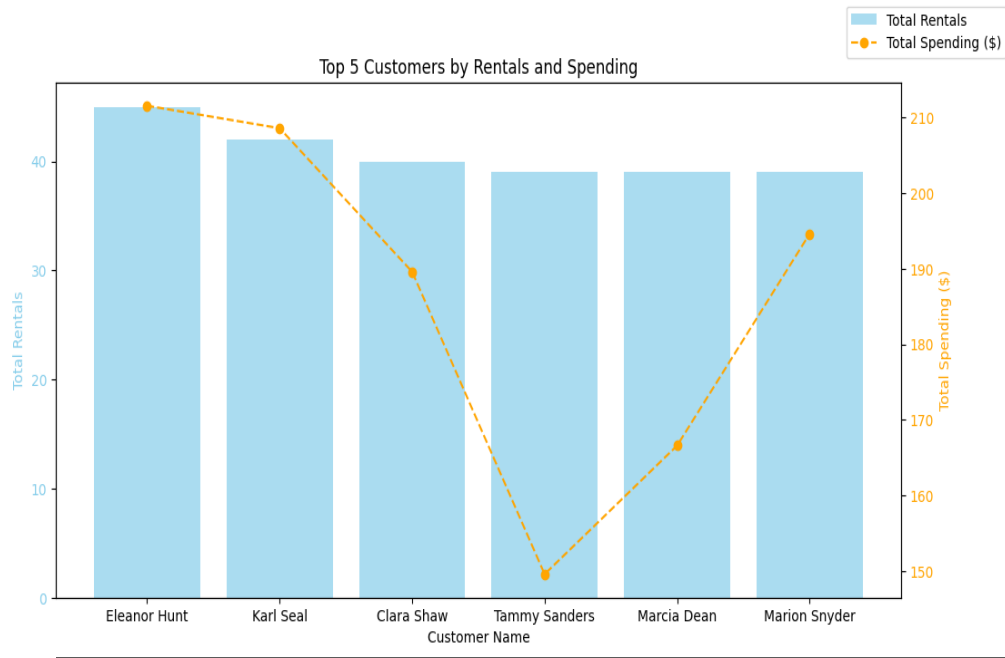
The top 5 cities contribute the most to overall rental revenue. City Saint-Denis leads significantly, indicating a potential focus area for business operations.

## Q2: What are the top 5 most rented film categories?



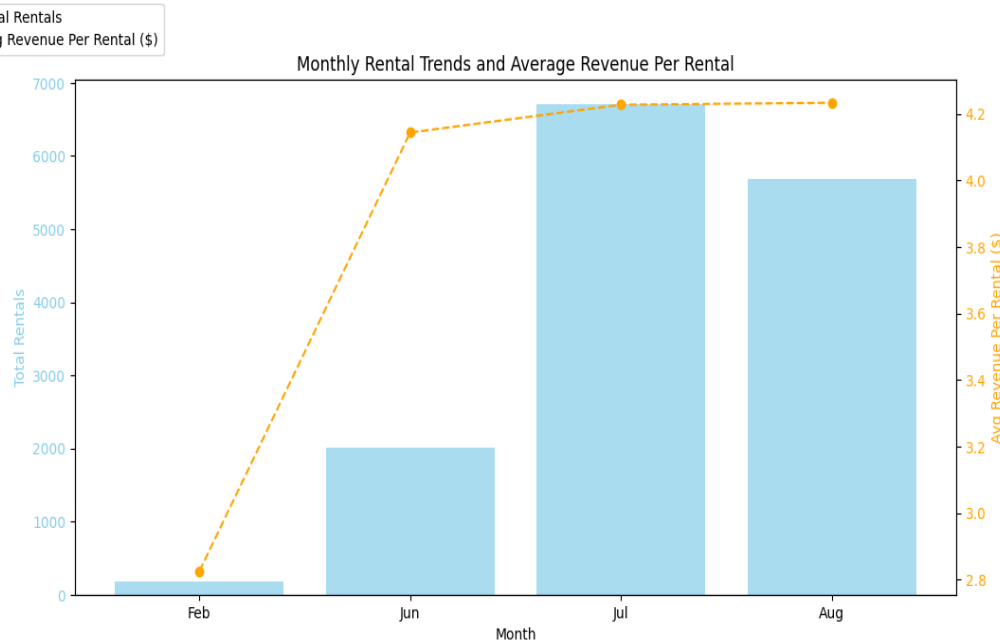
Sports and Animation categories have the highest rental counts, indicating strong customer preferences. Average rental durations for all categories remain consistent, between 4-5 days

# Q3: Which customers have rented the most films?



The top 5 customers contribute significantly to both rentals and total spending, with spending ranging between \$150 and \$210.

# Q4: Which months have highest average per rental, and how do total rentals compare across these months?



Some months generate a higher average revenue per rental, indicating either premium rentals or longer rental durations. Total rentals peak during the summer months.