

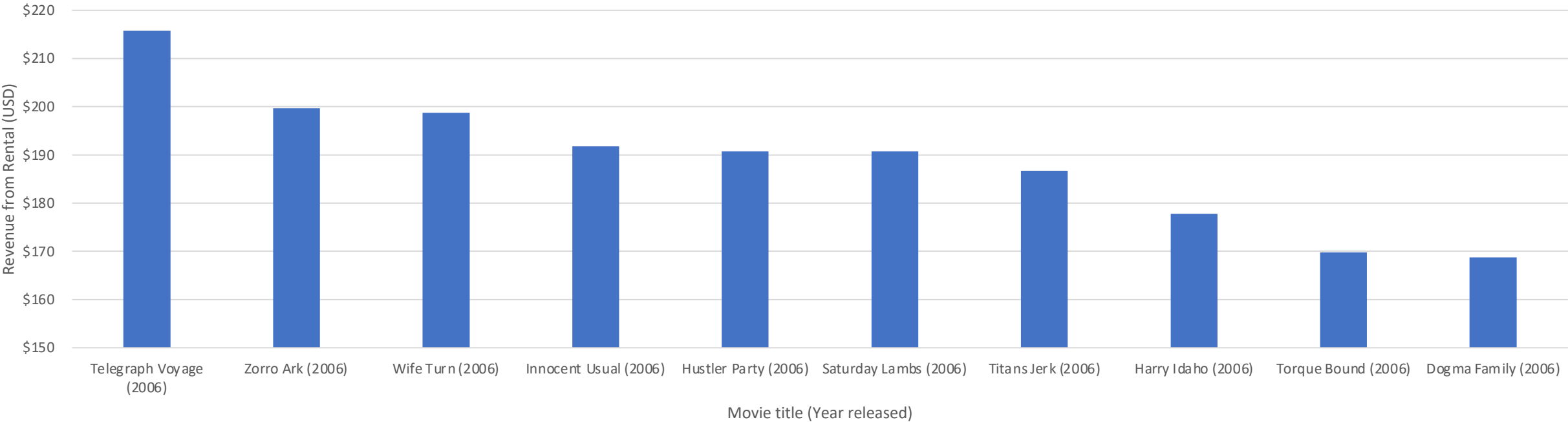
# Top 10 highest grossing revenue rentals (USD)

Data is only reflective of the period of **February 2007 – May 2007**.

The film that has generated **the most** revenue from renting is ***Telegraph Voyage (2006)*** with \$215.75. The film with second most is *Zorro Ark (2006)* which has a difference of \$16.03 compared to first place.

Rounding out the top 10, *Dogma Family (2006)* brought in \$168.72 during the same period.

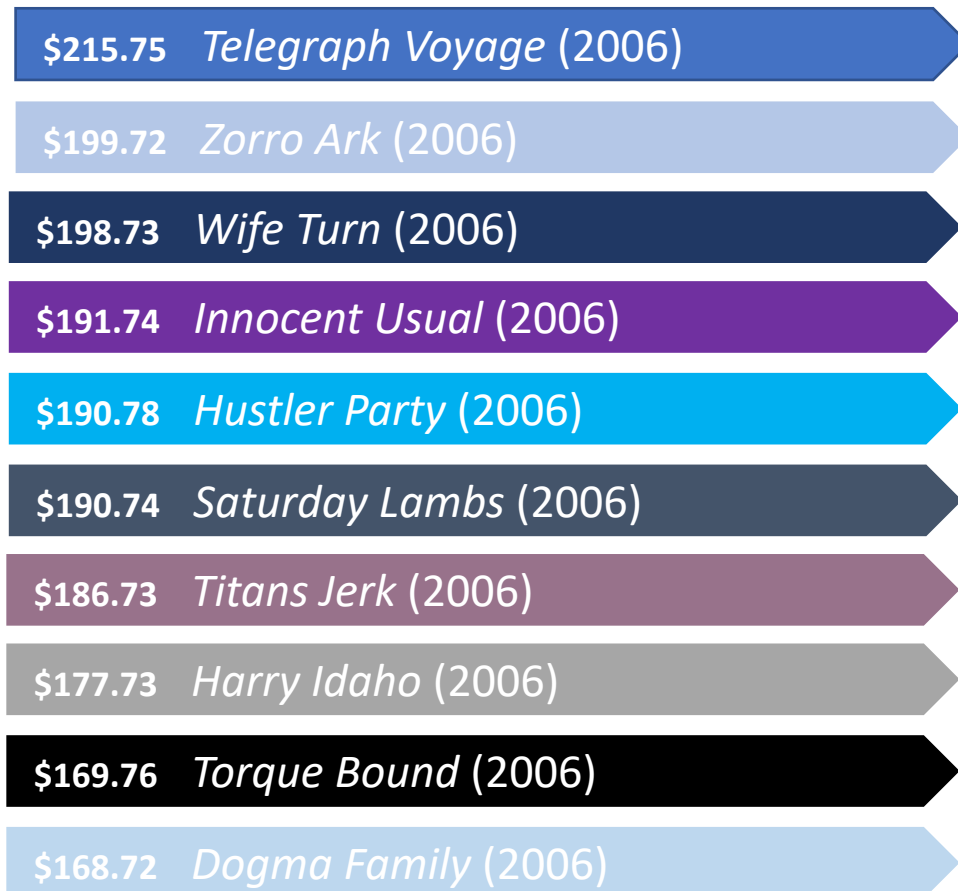
Top 10 Highest Gross Revenue Rentals



Considering multiple copies of each film in inventory, the **top 10 rentals** (on previous slide) are **compared** to the **top 10 in terms of average revenue per copy**.

## RANKED

*top 10 rentals (total revenue) as noted on previous slide*



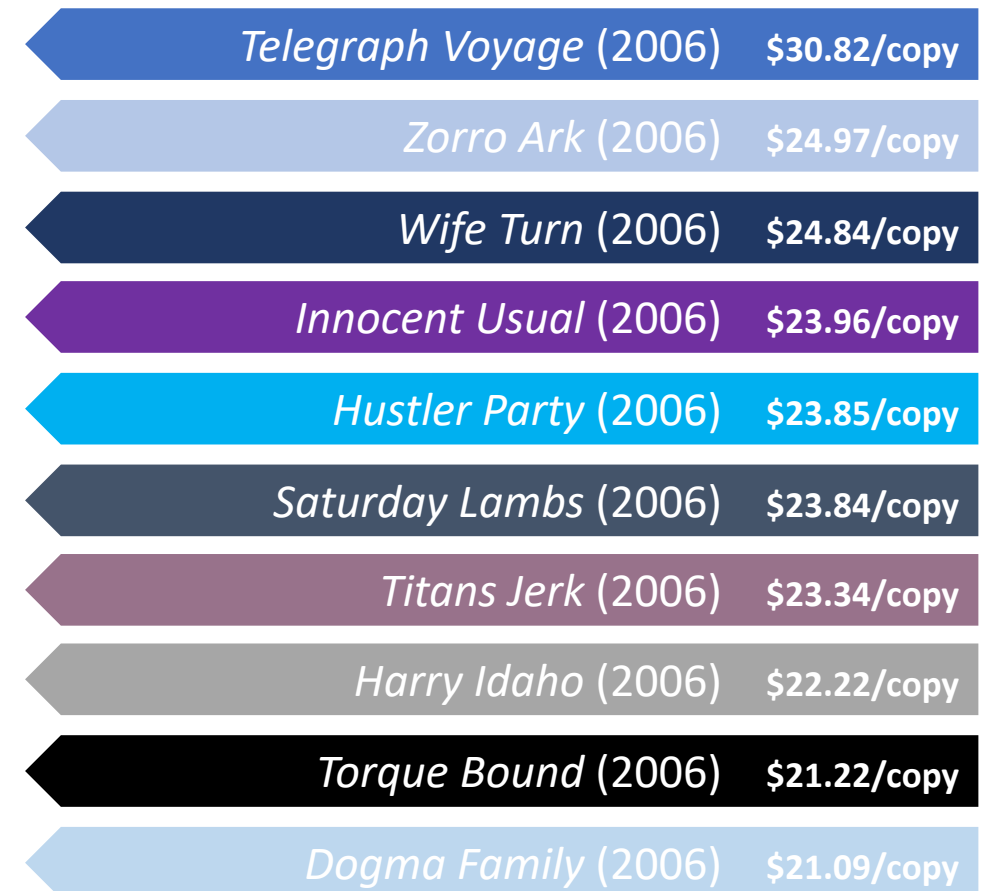
T O P P L A C E

There is **NO CHANGE** in ranking based on the two performance standards.

L A S T P L A C E

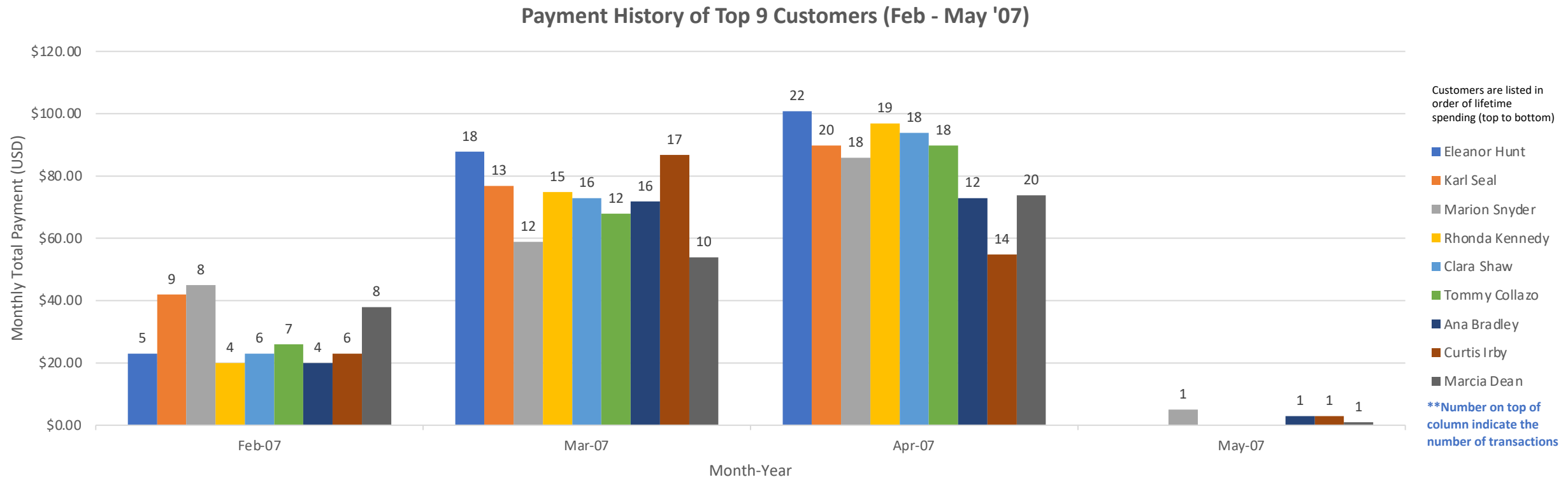
## RANKED

*top 10 rental (avg revenue per copy)*



From the top 9 customers, *how many payments* do each make on a monthly basis and *how much do they spend per month (total)*? **Number of transactions** within the monthly total payment is **indicated at the top of the bar**. **Height of bar** represents **total monthly payment**.

Customer (top 9 only) monthly spending and number of transactions (payments) per month generally follow similar behaviors.



# From the top 9 customers, *what is the difference across their monthly payments* during Feb '07 – May '07

Amounts shown below are the differences in payments compared to previous month.

For an example: March-07 shows the difference in payment from February-07 to March-07

The **largest net spending** occurred in **March 2007** where **customers generally spent about \$50 more** compared to February-07.

\*Complete data for May-07 is not available therefore trends and results may be incomplete to draw conclusions.

