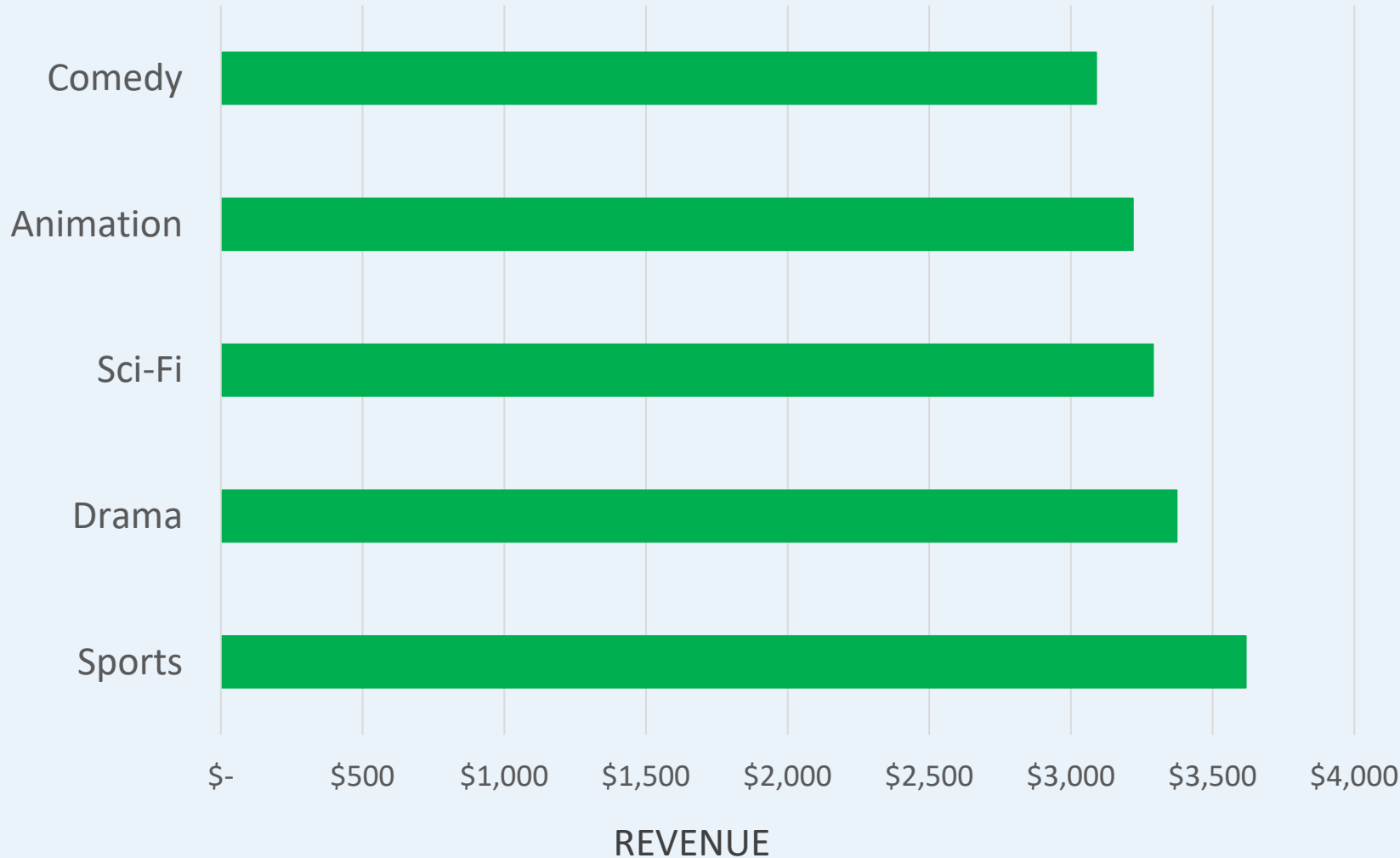


What are the top categories that brought in the most revenue?

Top 5 Categories with Most Revenues Generated



The top film categories (in order of most revenue received) are Sports, Sci-Fi, Animation, Drama, and Comedy. The Sports category has brought in more than \$3600 in revenue.

For the top 2 customers who have rented the most dvds, what were their top categories in which they rented the most dvds from?

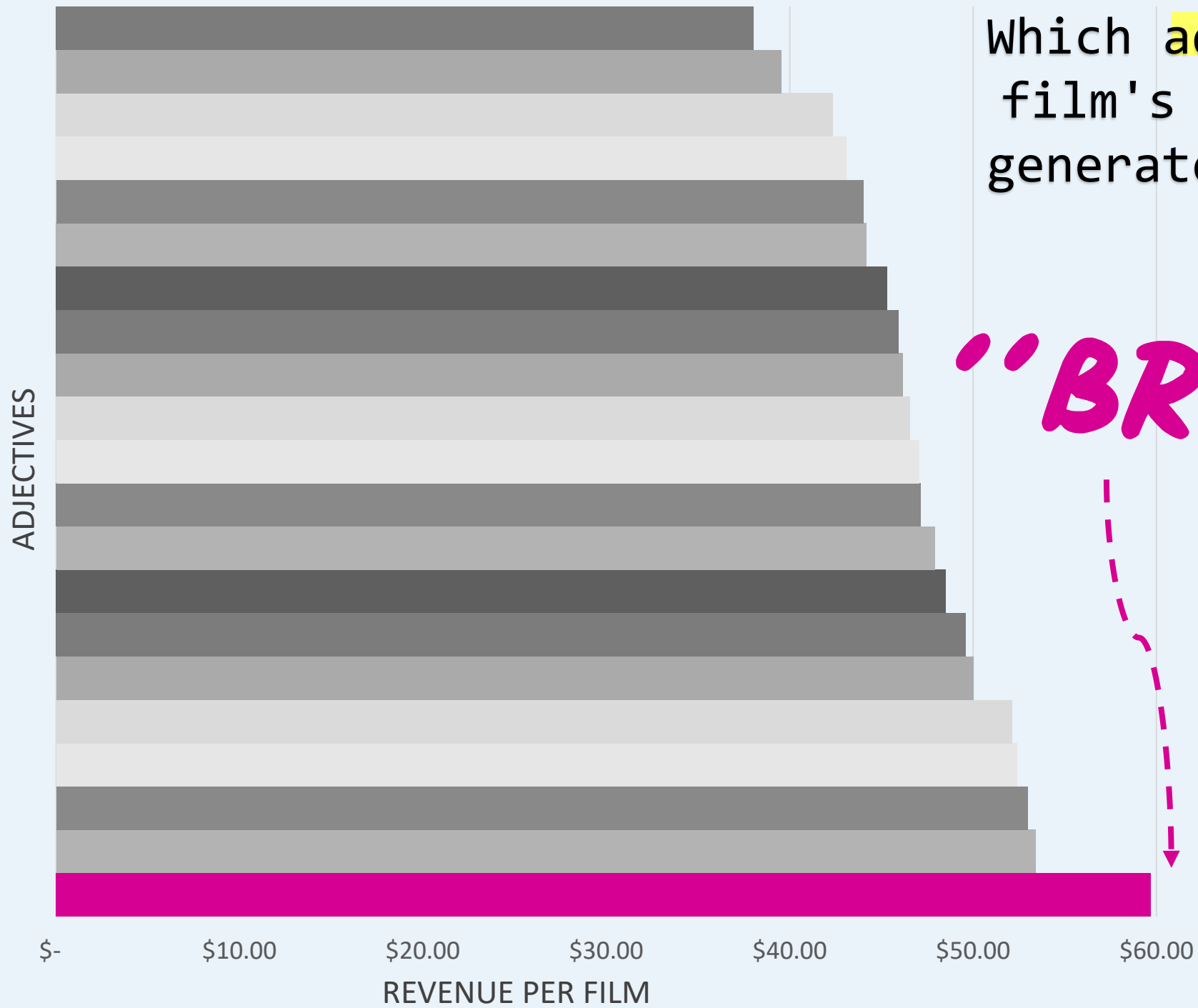
NAME	CATEGORY	RANK	NUMER OF DVDs RENTED
Eleanor Hunt	Sci-Fi	1	7
Eleanor Hunt	Family	2	6
Eleanor Hunt	Travel	3	5
Eleanor Hunt	Foreign	4	4
Eleanor Hunt	Horror	4	4
Eleanor Hunt	Classics	4	4
Eleanor Hunt	Action	7	3
Eleanor Hunt	Documentary	7	3
Eleanor Hunt	Games	7	3
Eleanor Hunt	New	10	2
Eleanor Hunt	Comedy	10	2
Eleanor Hunt	Music	12	1
Eleanor Hunt	Drama	12	1
Eleanor Hunt	Sports	12	1

Eleanor Hunt's top pick comes from the Sci-Fi category followed by the Family category in second place.

ELEANOR HUNT
and
KARL SEAL
are our top 2 customers
whom have rented the
most dvds.

NAME	CATEGORY	RANK	NUMER OF DVDs RENTED
Karl Seal	Animation	1	8
Karl Seal	Family	2	7
Karl Seal	Horror	3	5
Karl Seal	Documentary	3	5
Karl Seal	Sports	5	3
Karl Seal	New	5	3
Karl Seal	Games	7	2
Karl Seal	Action	7	2
Karl Seal	Sci-Fi	7	2
Karl Seal	Comedy	7	2
Karl Seal	Foreign	7	2
Karl Seal	Children	12	1
Karl Seal	Classics	12	1
Karl Seal	Drama	12	1
Karl Seal	Music	12	1

Karl Seal's top pick comes from the Animation category followed by the Family category in second place.



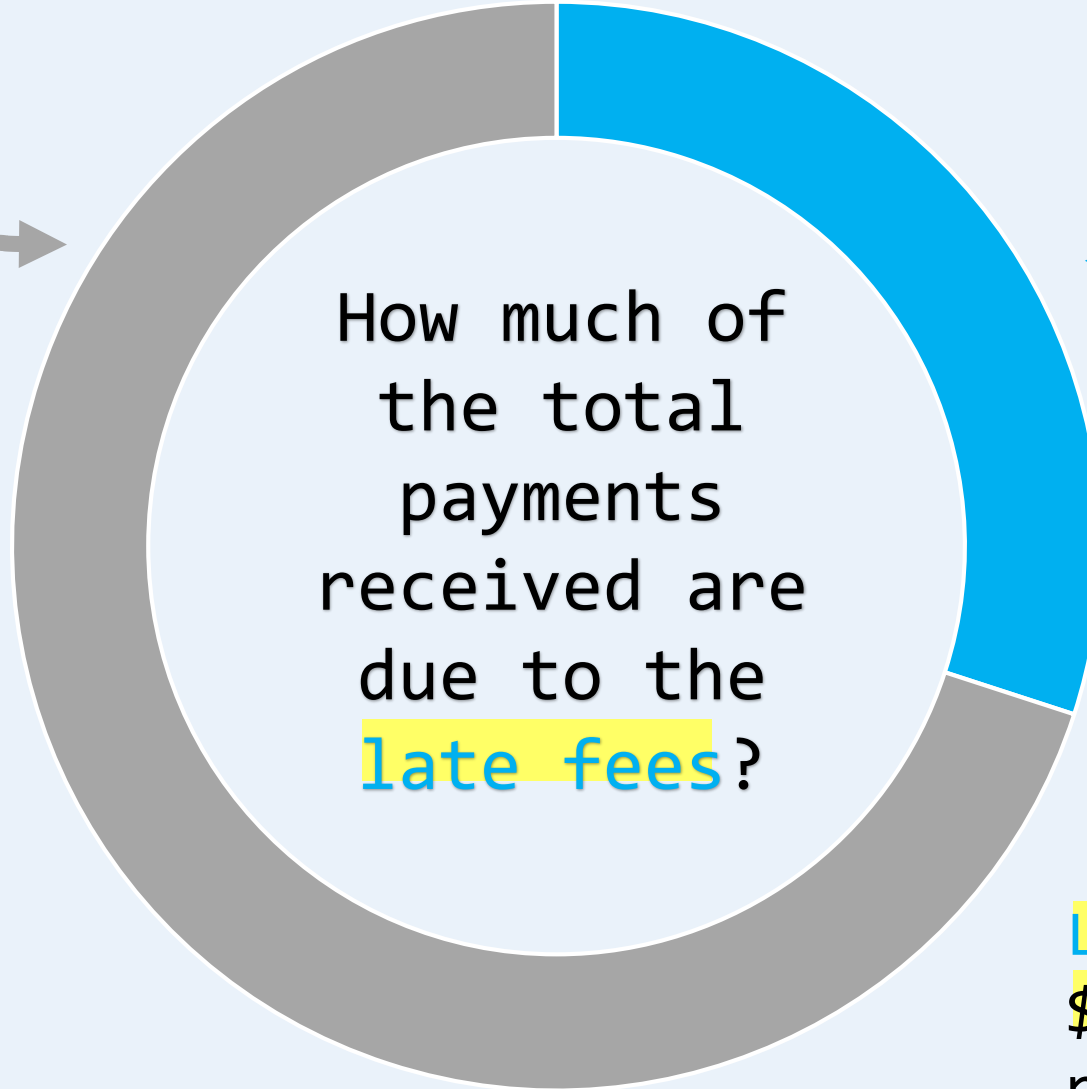
Which adjective, under the film's title description, generated the most revenue per film?

“BRILLIANT”

Having the adjective “Brilliant” in the film’s description, showed to have generated the most revenue per film, which was \$59.69 per film.

PAYMENTS RECEIVED

*DVD
RENTALS
70%*



How much of
the total
payments
received are
due to the
late fees?

*← LATE
FEES
30%*

Late fees account for
\$18,394 of the total
payments received.
That's a whopping 30%!