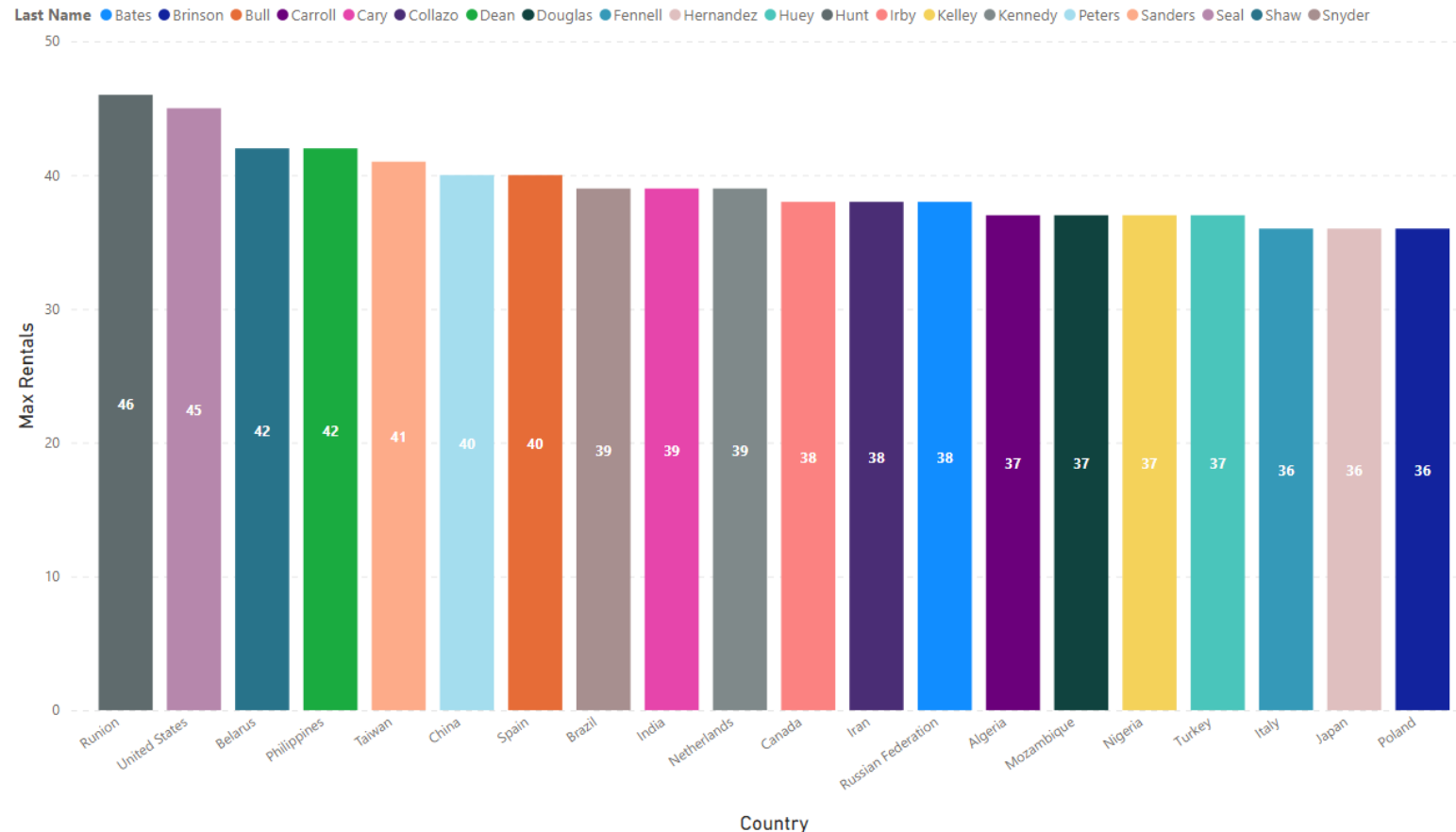


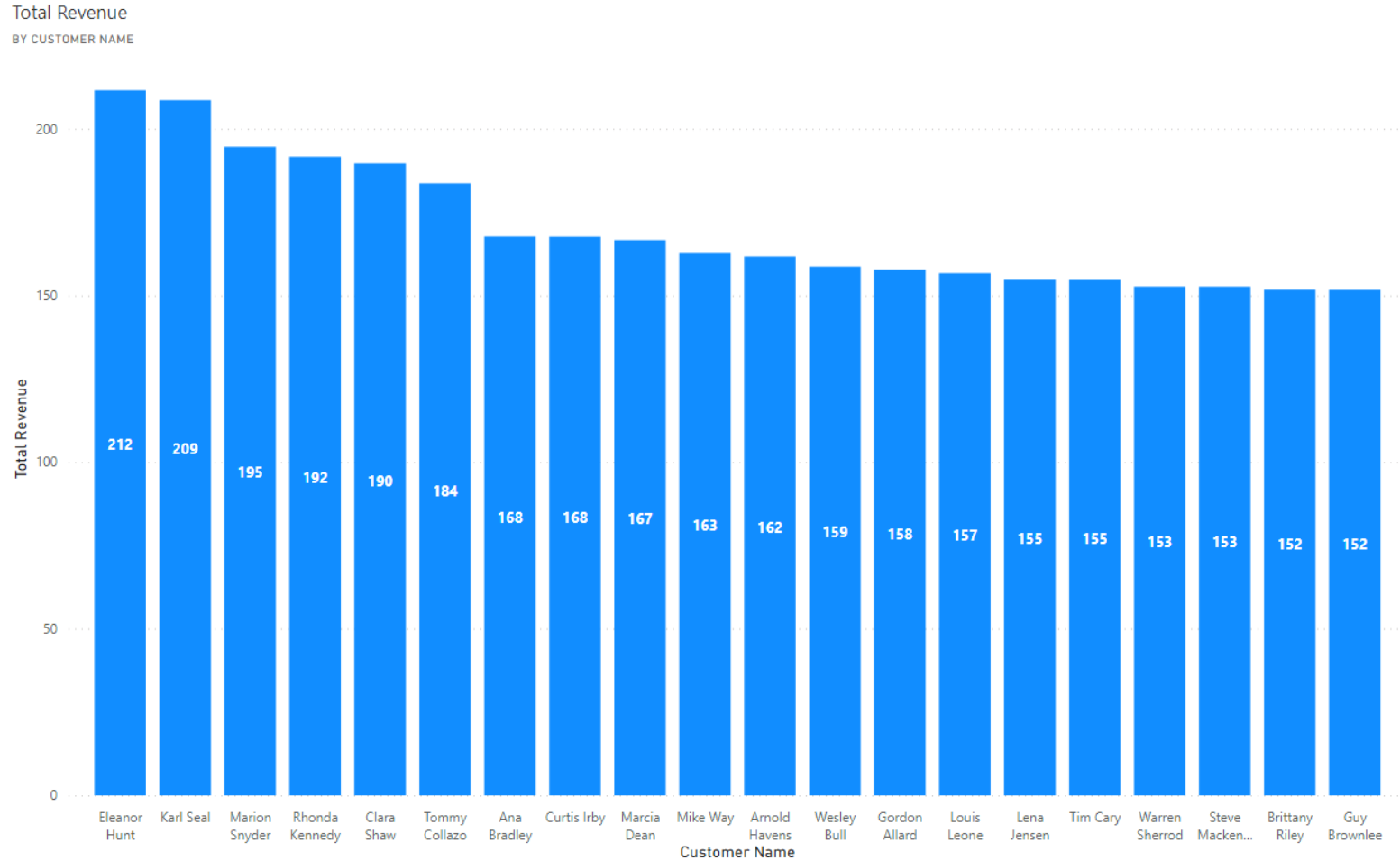
1. Which customers have rented the most movies in each country, and how many movies have they each rented?

Customer with Max Rental by Country



We see the rental behavior of customers in different countries. The maximum rental count of each customer in a specific country is shown. Customer last names are shown in the legend. However, due to the sheer number of countries included in the analysis, the top 20 have been chosen to be shown in this visual.

2. Which customers have generated the highest total revenue from DVD rentals, and what is their total revenue?



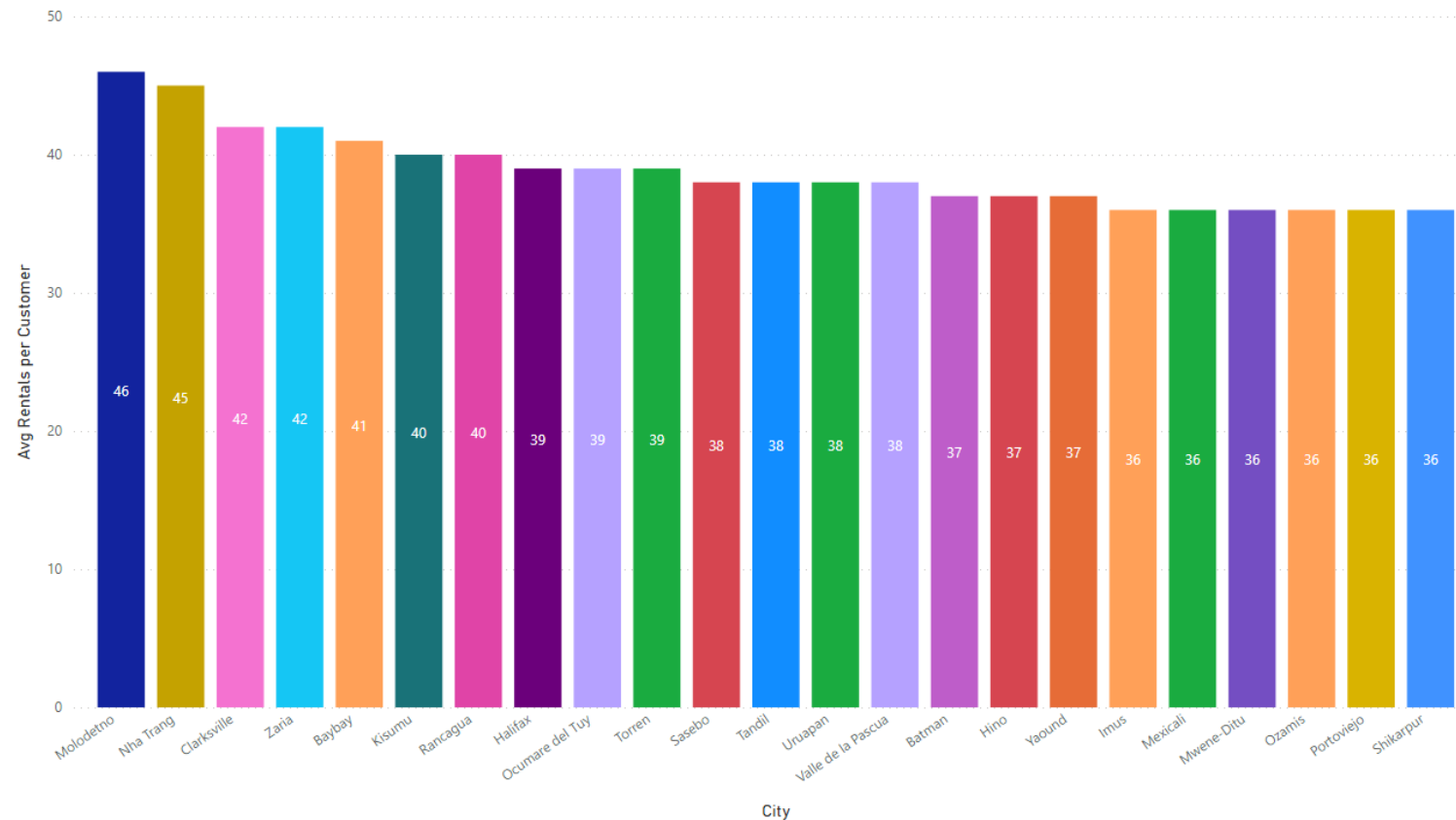
We see the highest total revenue by customer. However, due to the sheer number of customers in the analysis, the top 20 have been chosen to be shown in this visual.

3. What is the city with the highest average number of rentals per customer?

Avg Rentals per Customer

BY CITY, COUNTRY

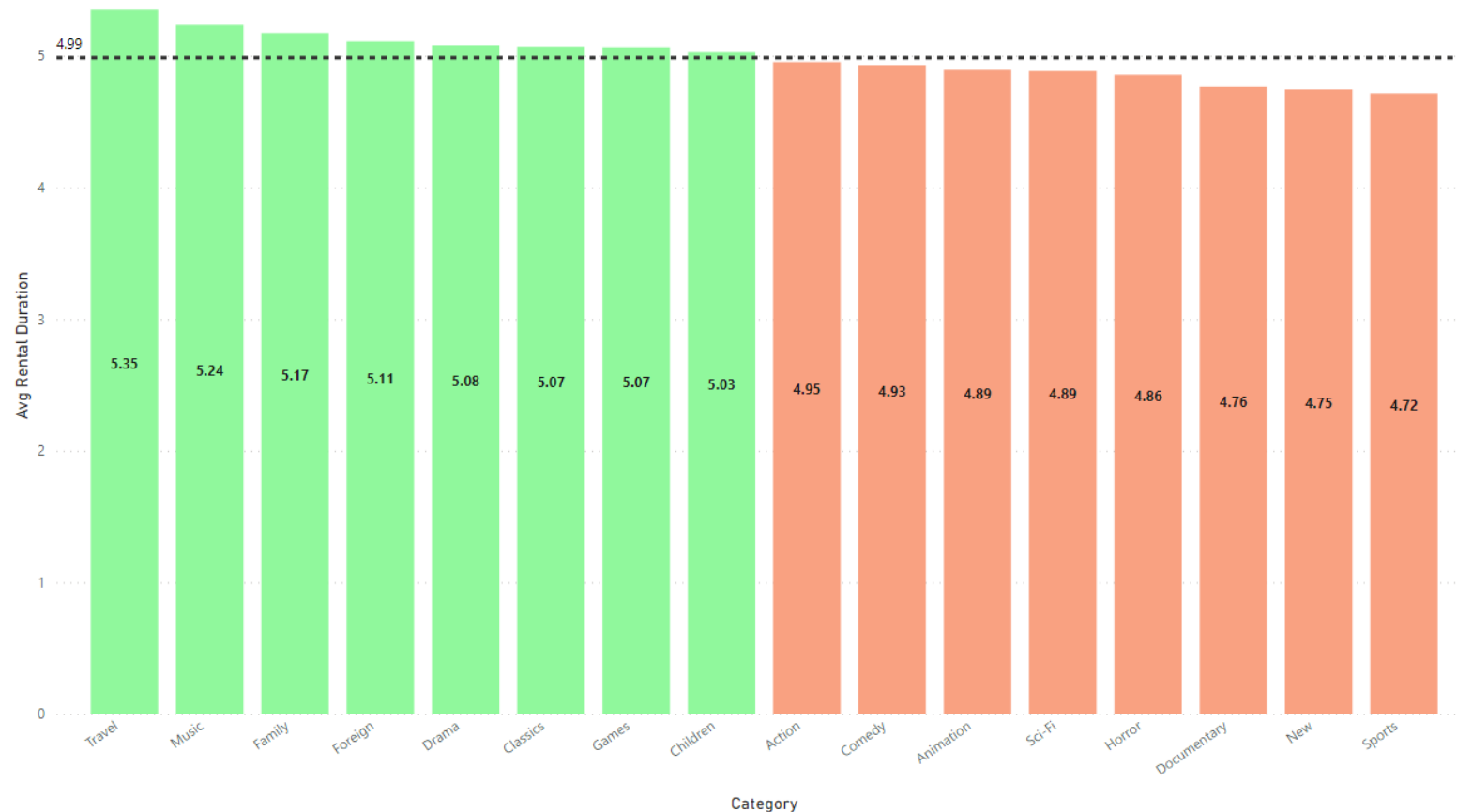
Country ● Argentina ● Belarus ● Cameroon ● Canada ● Chile ● Congo, The Democ... ● Ecuador ● Japan ● Kenya ● Mexico ● Nigeria ● Pakistan ● Philippines ● Turkey ● United States ● Venezuela ● Vietnam



We see the cities with the highest average number of rentals by customer. Countries are shown in the legend by color. However, due to the sheer number of cities in the analysis, the top 20 have been chosen to be shown in this visual.

3. What is the average rental duration for each distinct film category, and how does it compare to the overall average rental duration for all categories?

Avg Rental Duration
BY CATEGORY



We observe the average rental duration by category, with a trendline displaying the overall average rental duration from the column generated by the Window Function. Categories highlighted in green exhibit an average rental duration higher than the overall average, while the ones in red exhibit an average rental duration lower than the overall average.