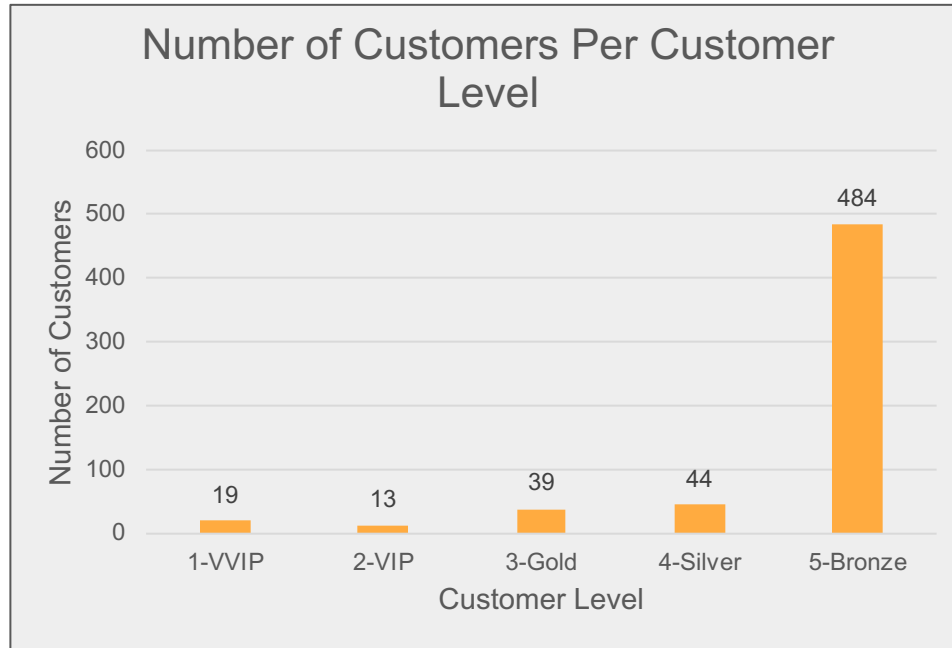


Based on the number of rentals and total payment, how many customers are 'VVIPs?'



Background: Newly in charge, I wanted to create customer levels so that we can give discounts and other perks according to their levels. I added the quintiles of number of rentals and total payments and subtracted number of rentals with no returns to create a score. The chart shows the distribution of the levels.

The number of VVIPs* is 19.

* Score of 10: top 20% in both the number of rentals and total payment amount with only 1 'no return' at the most.

Who are the VVIPs, how much do they spend, and which type of film have they spent the most on?

id	customer_name	total_payment	total_payment_rank	most_paid_category
178	Marion Snyder	194.61	1	Documentary
181	Ana Bradley	167.67	2	Family
410	Curtis Irby	167.62	3	Comedy
236	Marcia Dean	166.61	4	Games
373	Louis Leone	156.66	5	Animation
550	Guy Brownlee	151.69	6	Family
532	Neil Renner	149.69	7	Drama
21	Michelle Clark	146.68	8	Sci-Fi
211	Stacey Montgomery	146.67	9	Family
366	Brandon Huey	145.64	10	Sports
29	Angela Hernandez	138.65	11	Drama
479	Zachary Hite	134.71	12	Horror
120	Sylvia Ortiz	134.7	13	Action
5	Elizabeth Brown	134.65	14	Classics
533	Jessie Milam	132.7	15	Sports
168	Regina Berry	129.68	16	Games
114	Grace Ellis	126.7	17	New
295	Daisy Bates	125.72	18	Sports
300	John Farnsworth	123.74	19	Travel

Background: Next, I wanted to find out more about our VVIPs. I ranked them according to the total amount paid and found out what type of film they spent the most money on.

Marion Snyder spent the most with \$194.61, followed by Ana Bradley with \$167.68 and Curtis Irby with \$167.62. They spent the most on Documentary, Family, and Comedy films, respectively.

Which actors/actresses should we use in internet commercials in top countries?

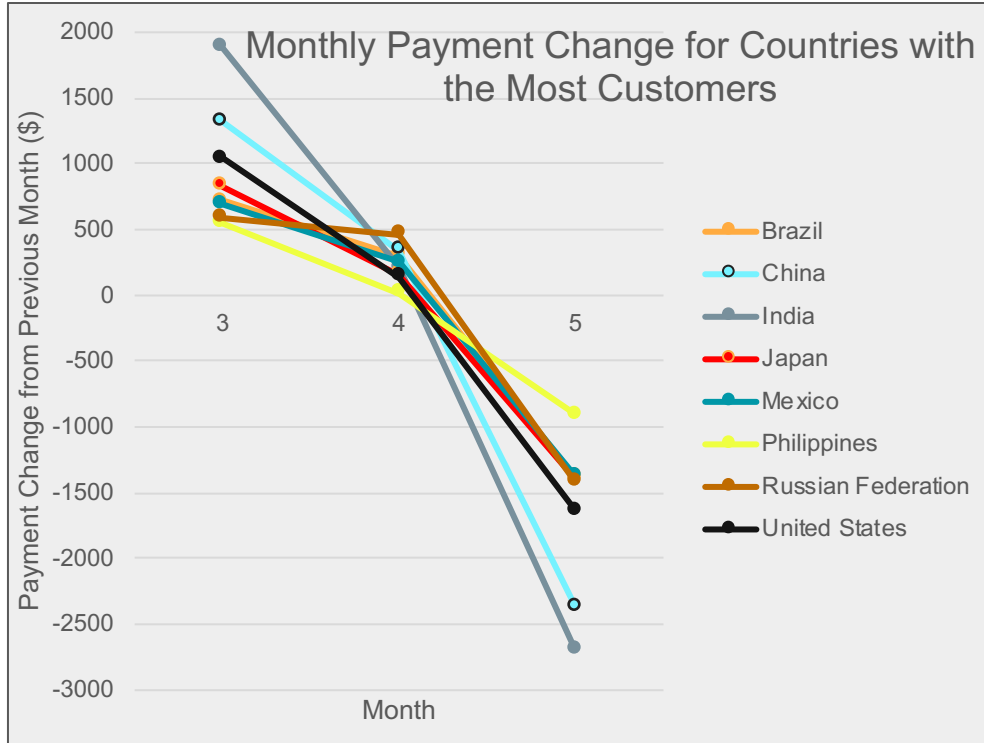
<u>customer_country</u>	<u>actor_id</u>	<u>actor_name</u>
Brazil	107	Gina Degeneres
China	107	Gina Degeneres
India	107	Gina Degeneres
Japan	37	Val Bolger
Mexico	111	Cameron Zellweger
Philippines	102	Walter Torn
Russian Federation	17	Helen Voight
United States	150	Jayne Nolte

Background: To increase regular customers, we've decided to use the images of popular actors/actresses for internet promotion. For the countries with more than 20 customers, we would choose actors /actresses who are the most popular* in those countries.

For Brazil, China, and India, we would use Gina Degeneres' image. For other countries, we would use the actors/actresses according to the chart on the left.

* Appears the most times in rented films by customers from the same country

How much total monthly payment change for the countries with the most number of customers?



Background: Finally, I wanted to look at monthly trend of total payments from those countries. We will see if the trend changes after the commercials are run.

Total monthly payment increased from February to March for all countries with top number of customers with India having the most increase (close to \$2000 increase) and Russia having the least increase (a little above \$500 increase). However, India is also the country that showed the sharpest decrease in the monthly change in payment.