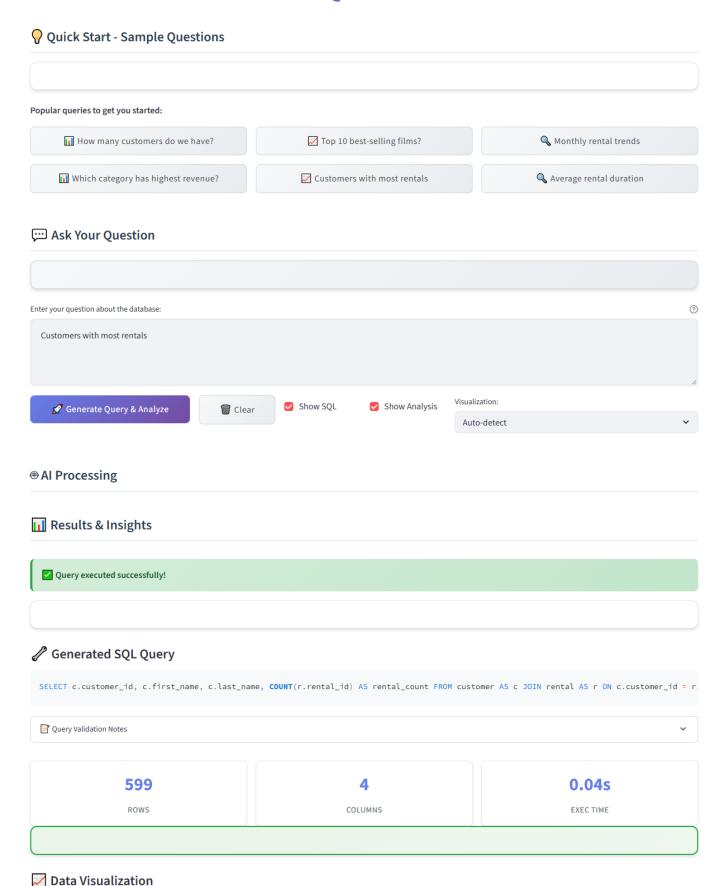
# Text2SQL AI Assistant





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## Al Insights & Analysis

#### Analysis of "Customers with most rentals" Data

This dataset provides a list of customers along with their total rental counts, sorted in descending order. It highlights the most active customers based on the number of rentals they have made.

#### 1. Key Findings and Insights:

- o The customer with the highest number of rentals is ELEANOR HUNT (customer\_id 148) with 46 rentals.
- The top 3 customers (ELEANOR HUNT, KARL SEAL, CLARA SHAW) have significantly higher rental counts (46, 45, 42) compared to the customers at the lower end of the list (e.g., 12-14 rentals).
- $\circ \quad \text{The data covers 599 customers, indicating a broad spectrum of rental activity across the customer base}.$
- $\circ \quad \text{There is a considerable range in rental activity, from a high of 46 down to at least 12 (based on the sample)}.$

#### 2. Notable Patterns or Trends:

- The data is sorted by rental count, clearly showing a decreasing trend from the most active customers downwards.
- There appears to be a concentration of high activity among a relatively small number of customers at the top of the list, followed by a likely longer tail of customers with fewer rentals (inferred from the difference between top and bottom sample values).

#### 3. Business Implications:

- The customers at the top of this list are highly valuable, loyal customers who contribute significantly to rental volume.
- o Identifying these high-value customers allows for targeted loyalty programs, special offers, or personalized communication to retain them.
- Understanding the distribution of rental counts helps in segmenting customers based on their activity level (e.g., high-value, medium-value, low-value).
- $\circ \quad \text{Analyzing the characteristics of high-rental customers can inform marketing strategies to attract similar customer profiles.}$

### 4. Recommendations for Data Visualization:

- Bar Chart: A bar chart showing customer\_id (or name) on the x-axis and rental\_count on the y-axis, sorted descending, is ideal for visualizing the rental count for each customer and highlighting the top performers.
- Pareto Chart: A Pareto chart combining a bar chart (individual customer counts) and a line graph (cumulative percentage of rentals) could effectively show which customers
  contribute to the majority of the total rental volume.
- Histogram: A histogram of rental\_count could show the distribution of rental activity across all 599 customers, revealing how many customers fall into different rental count ranges.

#### 5. Anomalies or Interesting Observations:

- The top few customers have very close rental counts (46, 45, 42), suggesting a competitive level of activity among the most frequent renters.
- The significant difference between the top rental counts (40s) and the bottom sample counts (low teens) highlights the power law distribution often seen in customer activity, where a small percentage of customers account for a large portion of the business.

☐ View Raw Data					
	customer_id	first_name	last_name	rental_count	
0	148	ELEANOR	HUNT	46	
1	526	KARL	SEAL	45	

	📥 Download C	SV	▲ Download JSON	
7	127	DHONDA	VENNEDV	30
6	469	WESLEY	BULL	40
5	197	SUE	PETERS	40
4	75	TAMMY	SANDERS	41
3	236	MARCIA	DEAN	42
2	144	CLARA	SHAW	42