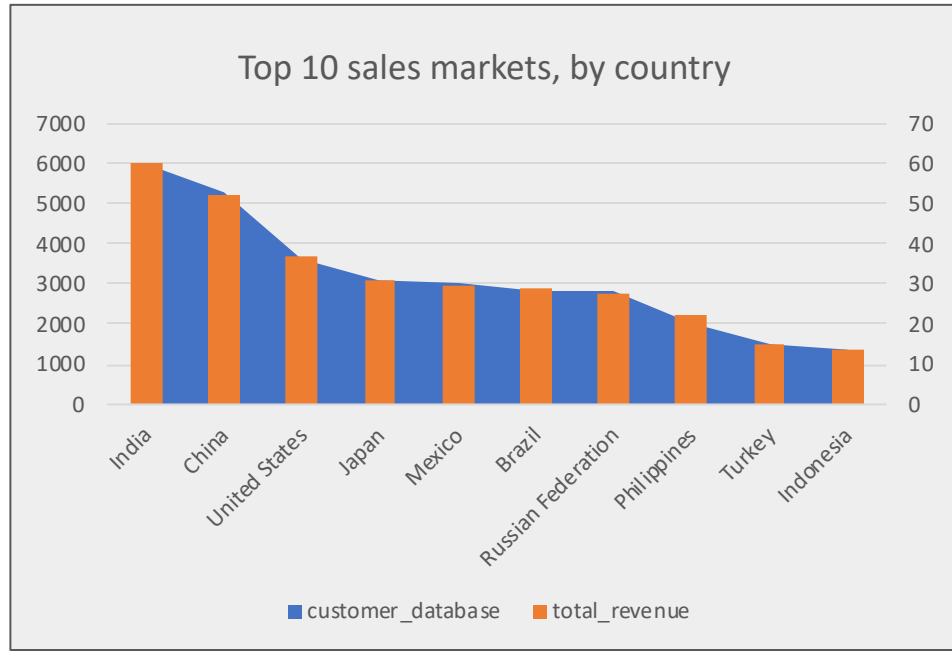
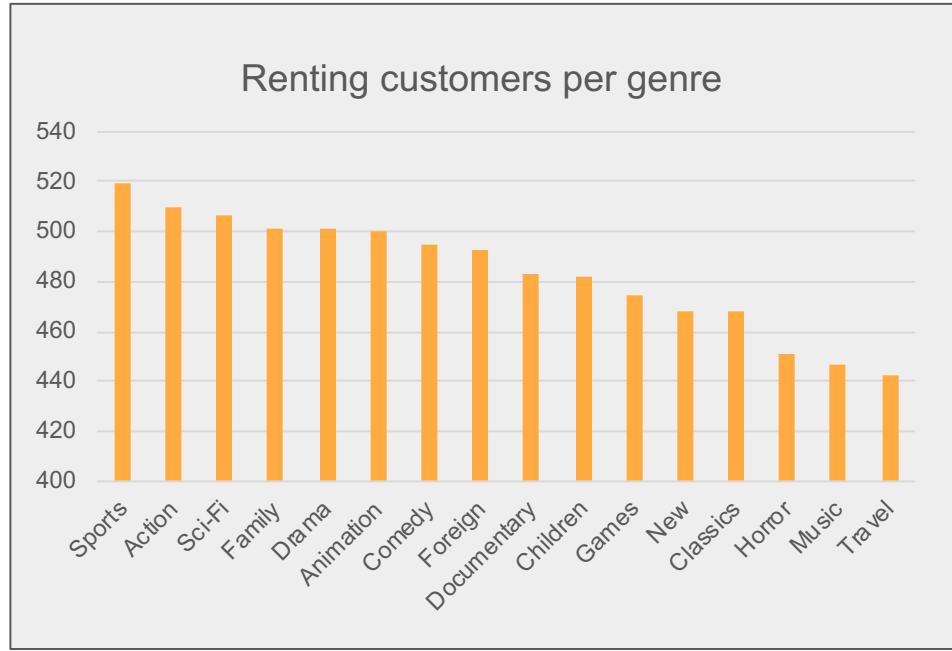


In which countries do the company generate the most revenue?



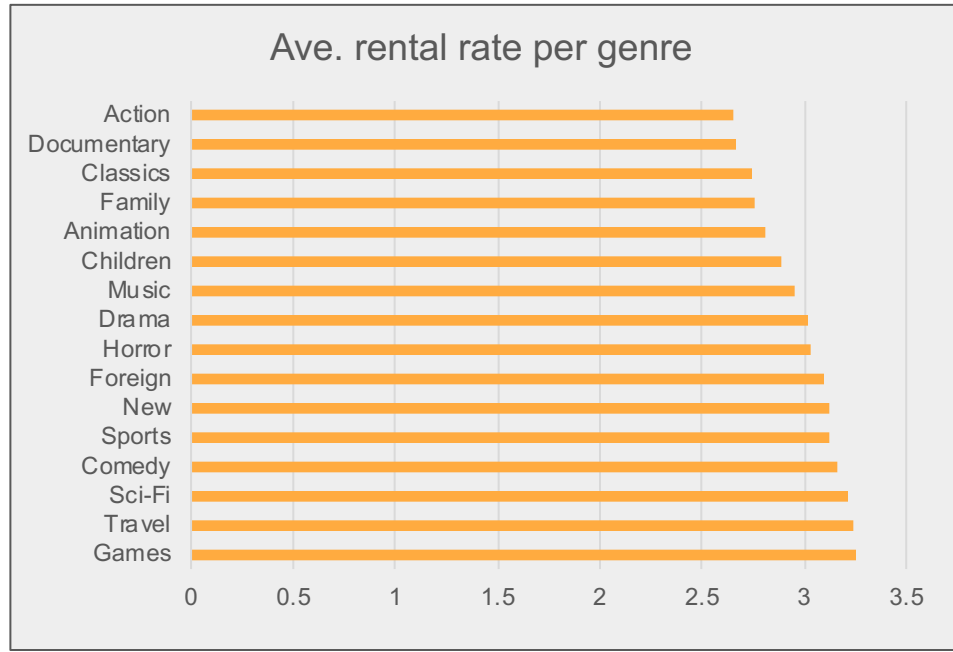
- In terms of both number of customers and total rental sales, India ranks first across 108 countries.
- Including India, other countries in Asia Pacific stand out within the top 10 markets. These are China, Japan, the Philippines and Indonesia.

What are the popular and unpopular movie genres?



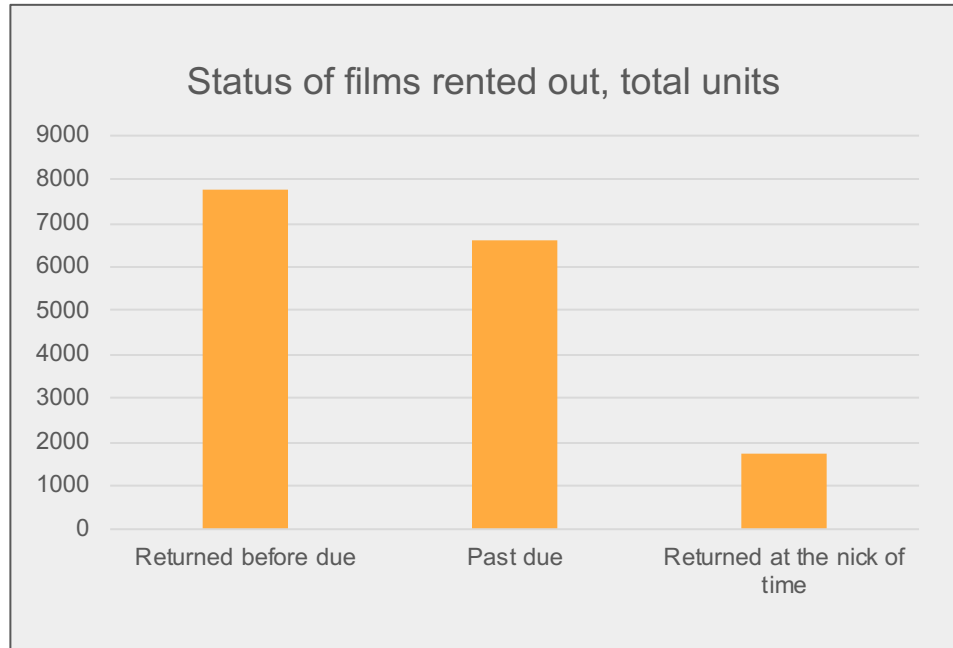
- Adrenaline-packed movies, such as Sports, Action and Sci-Fi, have the greatest number of rental demand (measured by number of customers).
- Horror (not surprising) is at the bottom 3, along with Music and Travel.
- It is worthwhile to consider having more “adrenaline” films within the inventory to capitalize on this trend.

How much does the company charge, on average, for each movie genre?



- Movies within the Games Genre generated the most rental fee at USD3.25 / movie on average.
- Games have a 22% rental premium versus Action genre, the least expensive genre option for customers.
- As there is high demand for Action, it is suggested to potentially increase the rental rates for this genre.

Finally, do customers return their movies timely?



- It's almost an even split. About 48% of DVD rented out were returned after the deadline, while 41% were returned past the date it was due.
- It goes beyond the scope of the data if the rental company can capitalize on the tardiness of the customers. A penalty fee is recommended.