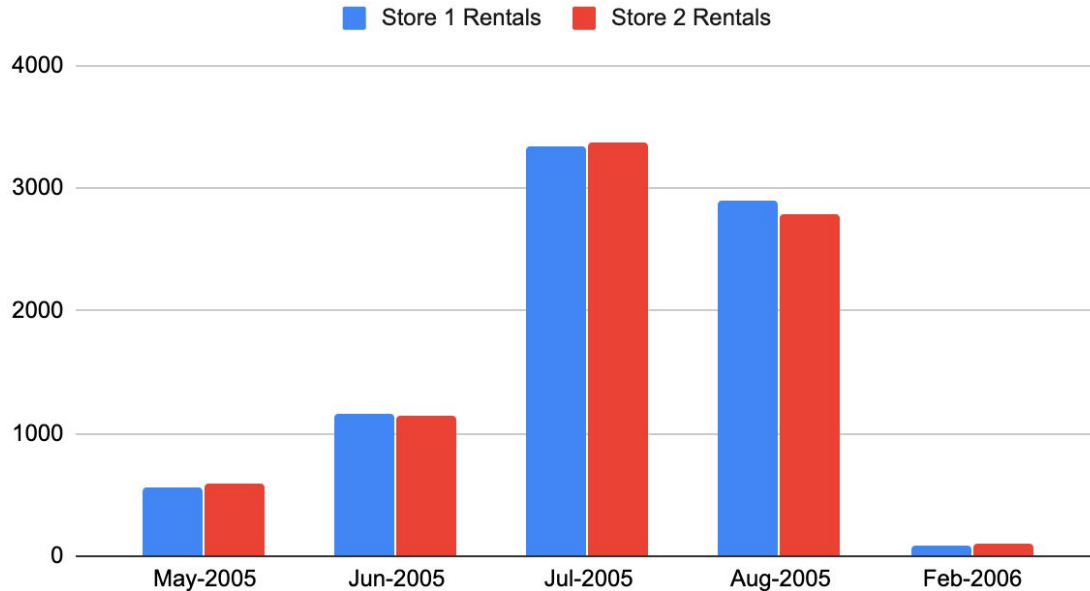

Investigation of the Sakila Movie Database

— By Josh White —

Which store provides more rental orders?

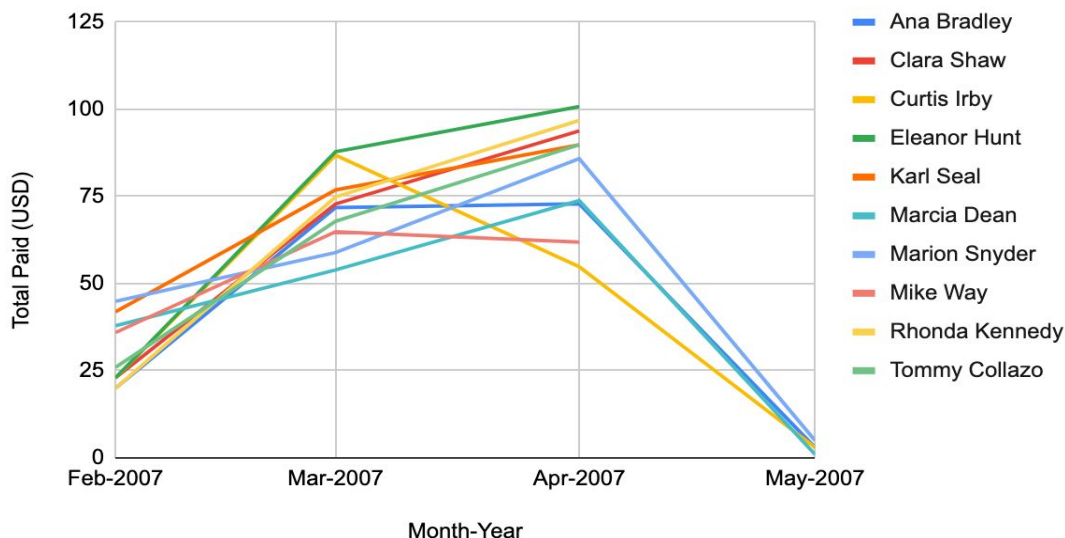
Comparison of Total Monthly Rental Orders by Store



- Performance of Store 1 and Store 2 does not differ by more than 15% in any month
- The average difference over the five months is 3.5%
- During months when Store 1 outperforms Store 2, the average difference is 2.3%
- During months when Store 2 outperforms Store 1, it does so with a larger margin at 7.3%.

How much do the top 10 customers spend each month?

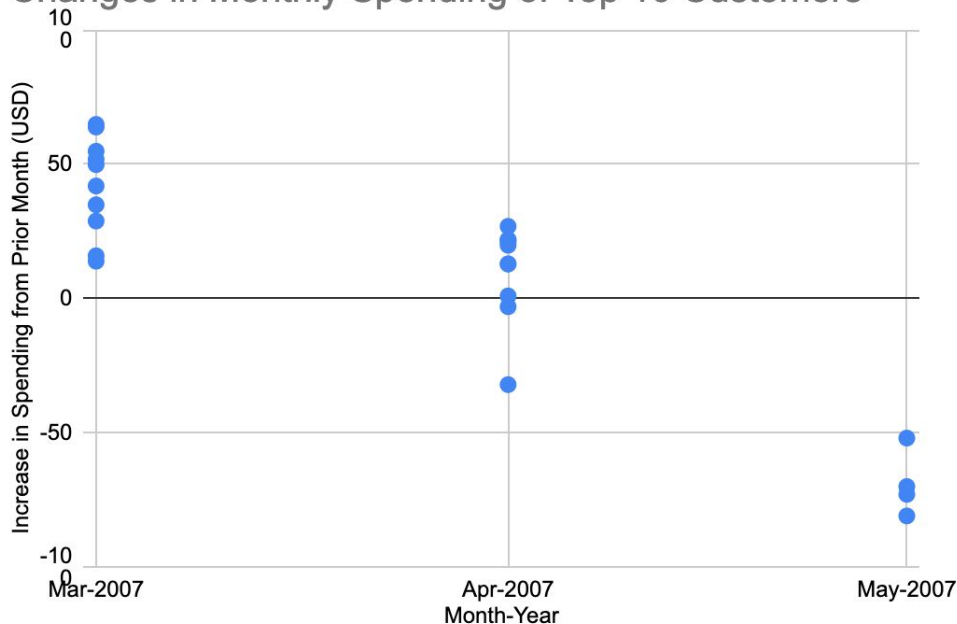
Spending Habits of the Top 10 Customers



- Payments from the top 10 customers increased in March and peaked in April 2007
- In April, these customers spent an average of \$82
- Eleanor Hunt spent the most overall, with a total of \$211 over this period

How does the spending of the top 10 customers change over time?

Changes in Monthly Spending of Top 10 Customers

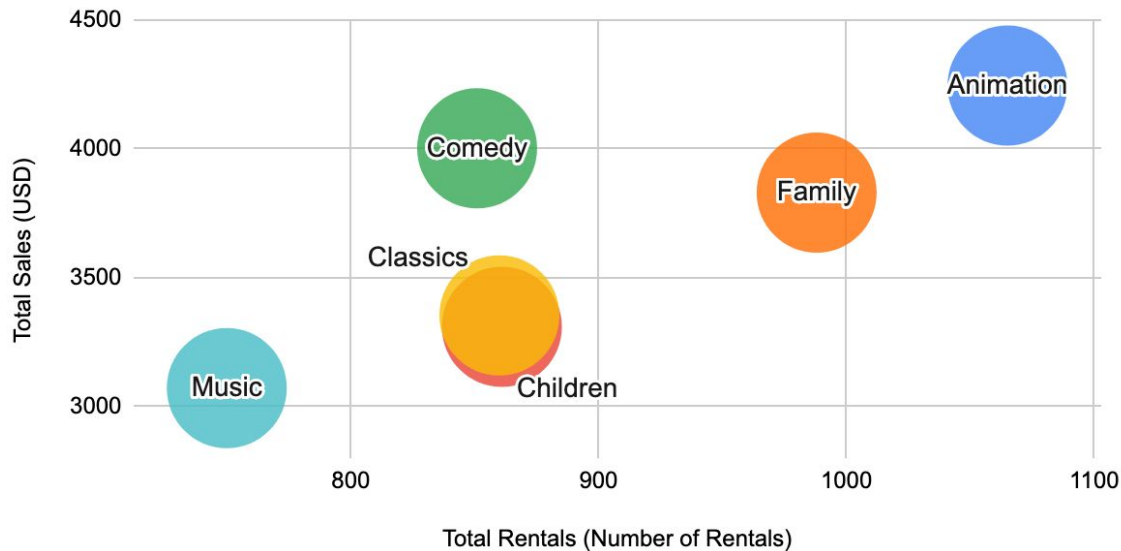


- February to March showed the greatest average increase in spending at \$42
- Eleanor Hunt produced the greatest increase in spending by spending \$64.87 more in March than in February
- Marion Snyder produced the greatest decrease in spending by spending \$80.83 less in May than in April

How does the performance of family film categories compare?

Family Rental Habits

Bubble Chart of Rentals by Category



- The number of films in each category (represented by the size of each circle) does not vary widely, with an average of 58 films and a standard deviation of 6 films
- Animation films were rented more and resulted in the greatest sales
- While Comedy films were rented 25% less than Animation films, the sales from Comedy films was only 6% lower than that of Animation films