

What do lifetime customers receive?

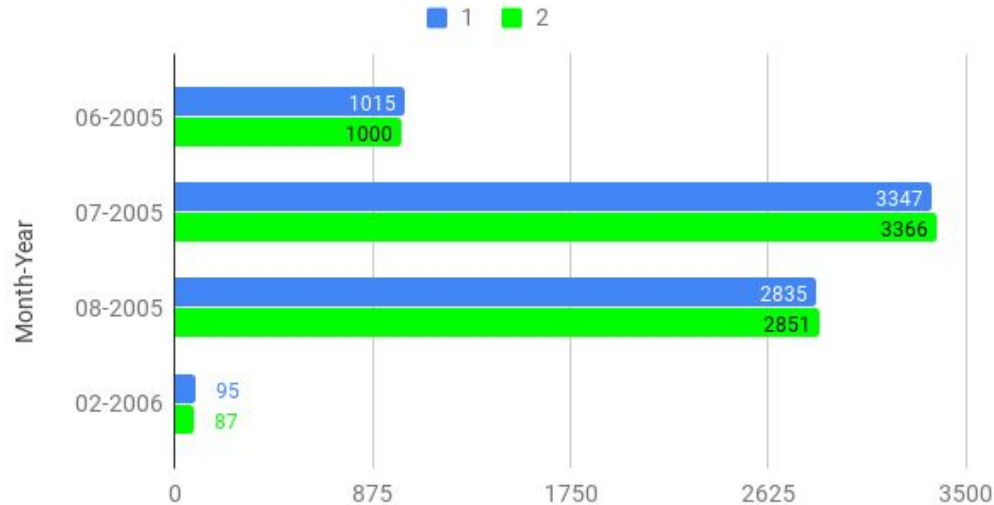
We want to retain and reward our customers that have kept on renting DVDs. We reward them every 6 months with a coupon encouraging them to always come back. The reward they get is based on their lifetime purchase count; how often they made purchases in *quintiles*.

Ex. Mary Smith has earned a free movie rental coupon for being in the top 5 *quintile* in lifetime DVD rentals while Patricia Johnson gets 2 movies at 75% off for being in top 4.

cust_id	full_name	full_address	rewards
1	Mary Smith	1913 Hanoi Way, Sasebo 35200, Japan	Free movie rental
2	Patricia Johnson	1121 Loja Avenue, San Bernardino 17886, United States	75% off for 2 movies
3	Linda Williams	692 Joliet Street, Athenai 83579, Greece	50% off for 2 movies
4	Barbara Jones	1566 Inegl Manor, Myingyan 53561, Myanmar	50% off for 1 movie
5	Elizabeth Brown	53 Idfu Parkway, Nantou 42399, Taiwan	Free movie rental
6	Jennifer Davis	1795 Santiago de Compostela Way, Laredo 18743, United States	50% off for 2 movies
7	Maria Miller	900 Santiago de Compostela Parkway, Kragujevac 93896, Yugoslavia	75% off for 2 movies
8	Susan Wilson	478 Joliet Way, Hamilton 77948, New Zealand	50% off for 2 movies
9	Margaret Moore	613 Korolev Drive, Masqat 45844, Oman	40% off for 1 movie

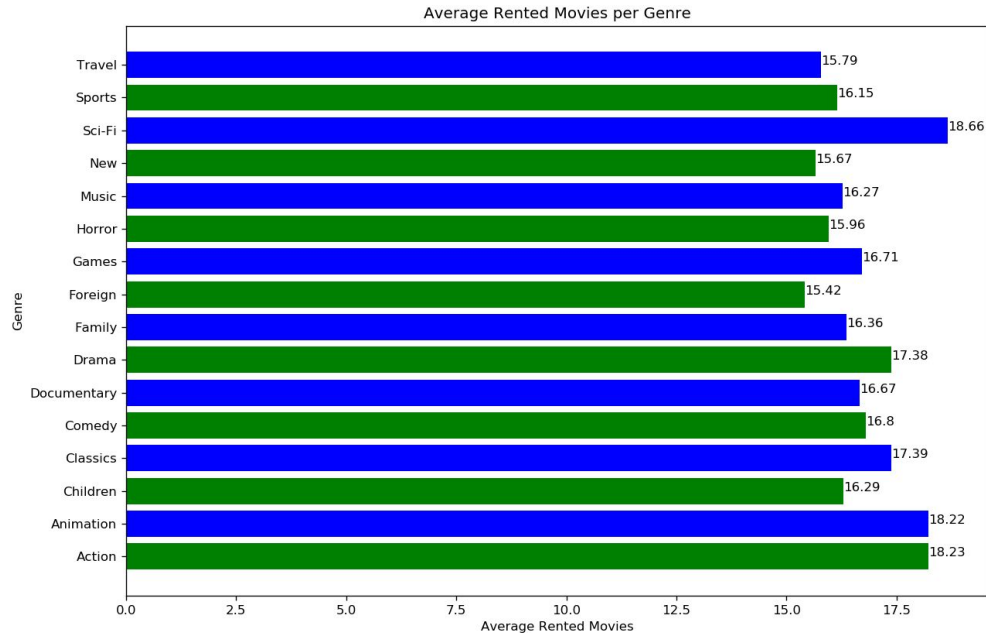
What are the rental totals per month for Store 1 vs. Store 2?

Store 1 and 2 DVD Rental Comparison



The stores are pretty even in total number of rentals per month on a given year. Not one store is doing significantly better than the other.

On average, how many movies are rented out for a specific genre? Which are the top 3 genres rented out?

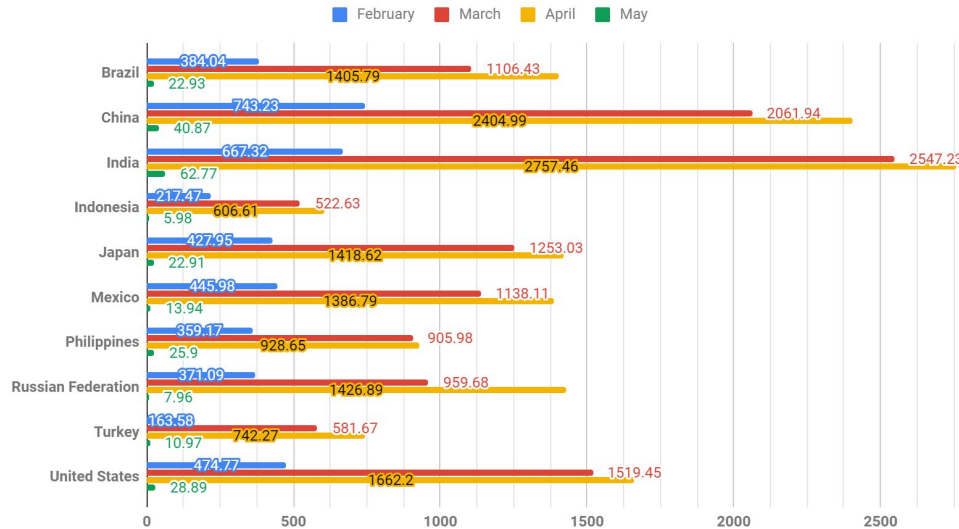


The top 3 rented out genres, on average are Sci-Fi, Animation, and Action movies at about 18 movie titles are rented out.

With the results, you can also find out how many movies are rented out over time.

Which are the top 10 countries in total revenue and what is their earned revenue per month in 2007?

Total Revenue per Month in 2007 for the Top 10 paying countries



The top 10 countries are Brazil, China, India, Indonesia, Japan, Mexico, Philippines, the Russian Federation, Turkey, and the United States of America.

India is the number one country that earned a total revenue of \$6034.78 up to this date.