

Total Revenue

**61.3K**

Customer Lifetime Value (CLV)

**2.5K**

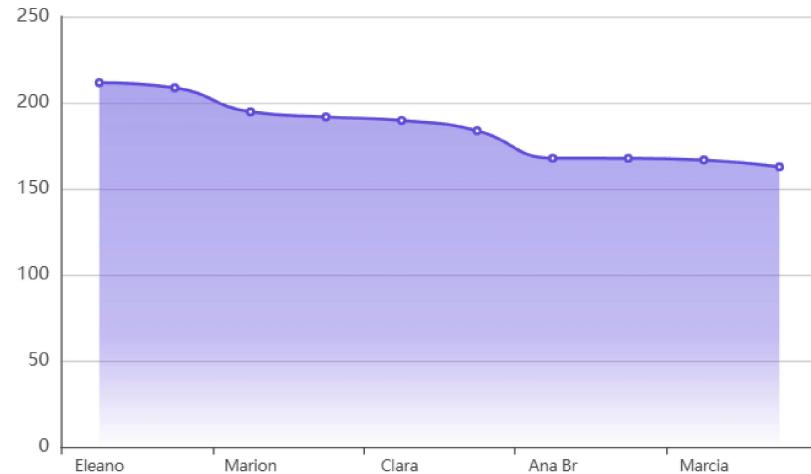
Average Revenue Per Customer

**102**

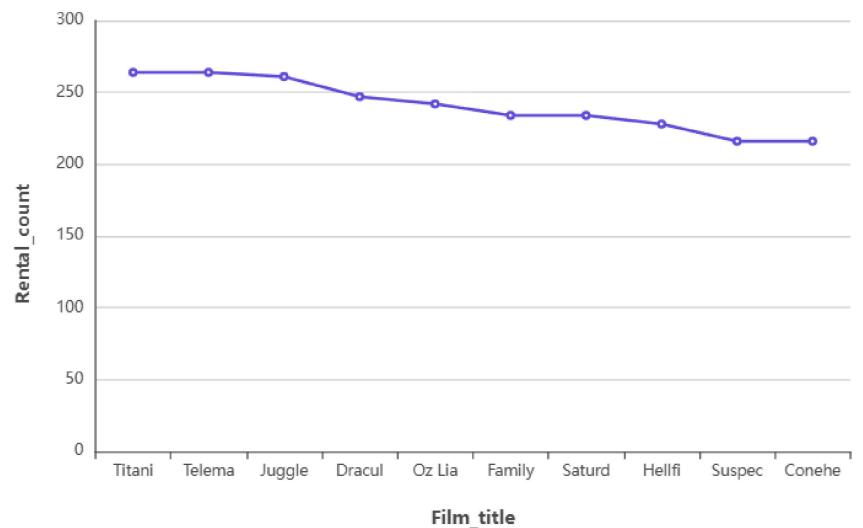
Revenue contribution by each customer



revenue\_contribution



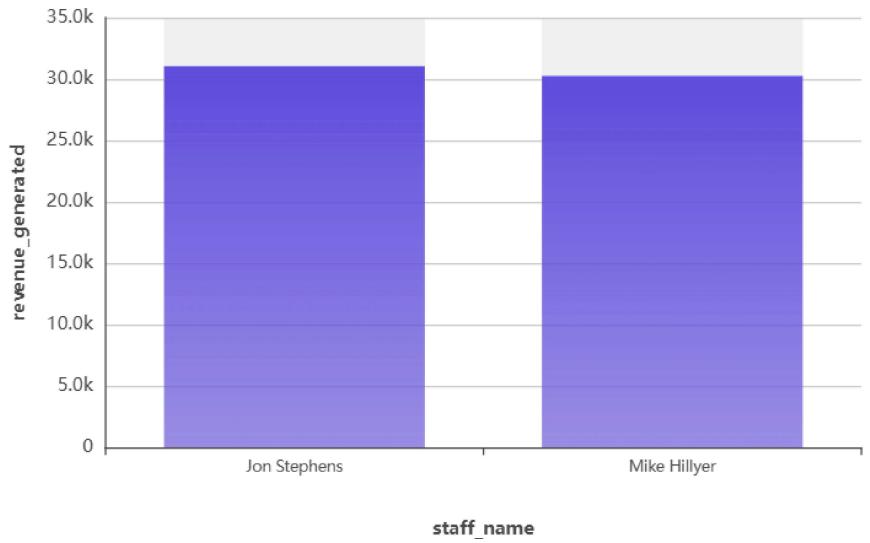
Most rented films by title



Top-performing actors based on total sales

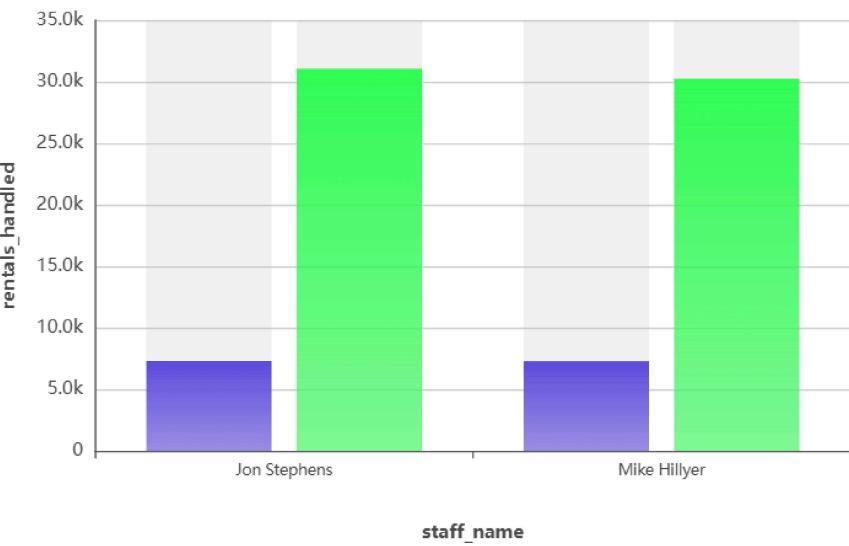


customer\_name

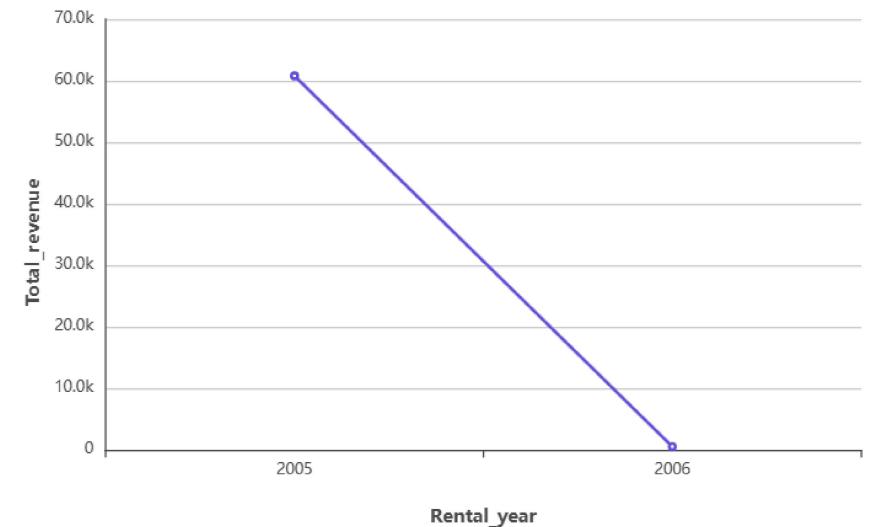
**Revenue Contribution by Staff**

total\_sales

actor\_name

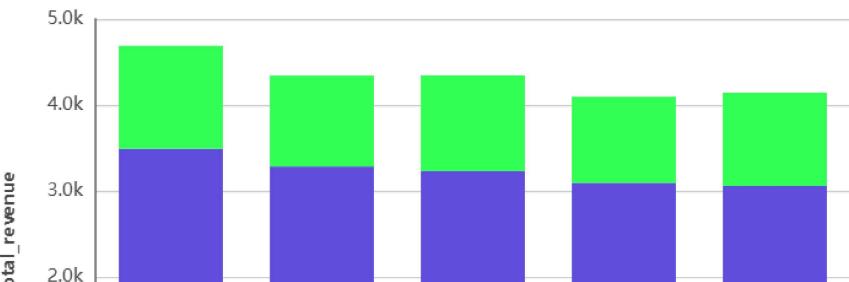
**Staff Performance Analysis**

Total revenue by rental year

**Revenue Distribution Across Rental Durations**

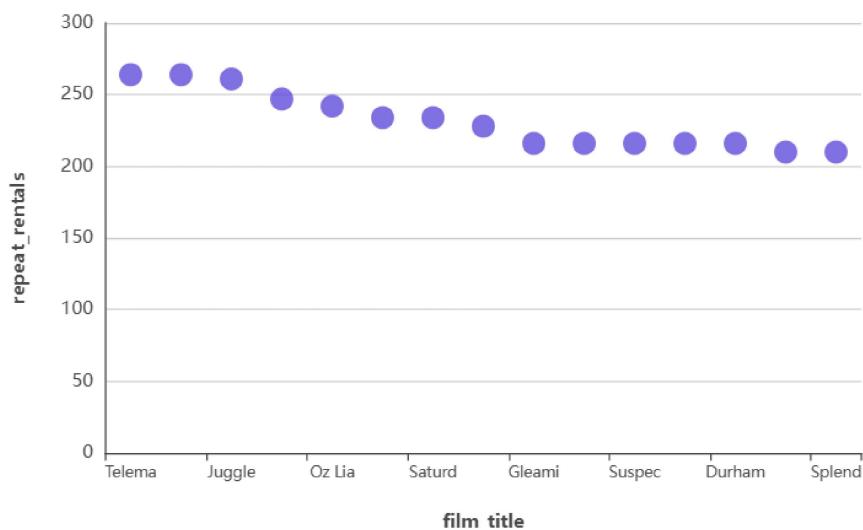
total\_revenue

total\_revenue



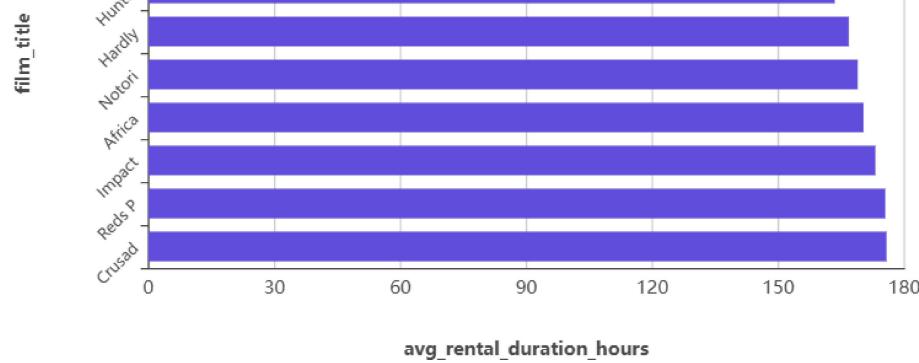
### Films That Generate the Most Repeat Rentals

□ □ ⌂ ↴



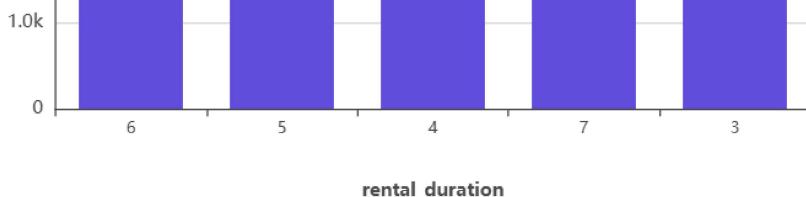
### Film Titles with the Longest Average Rental Period

□ □ ⌂ ↴



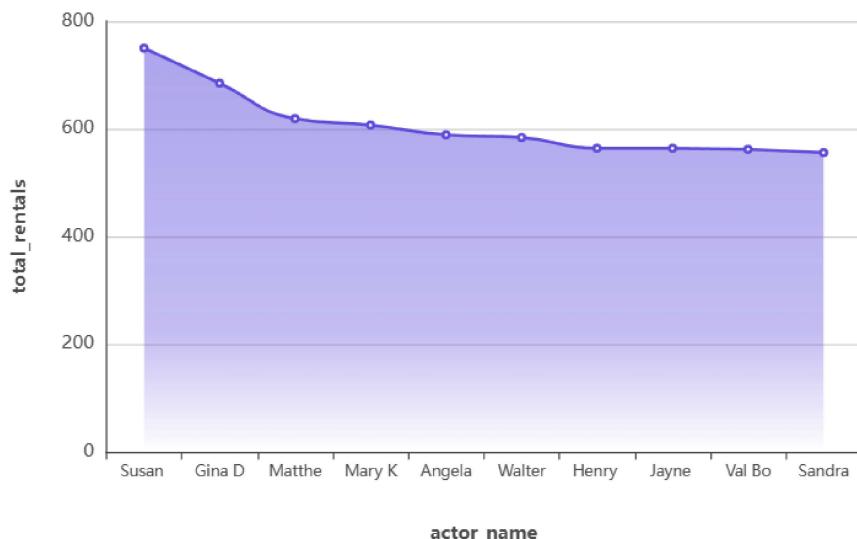
### Seasonal Trends in Film Rentals

□ □ ⌂ ↴



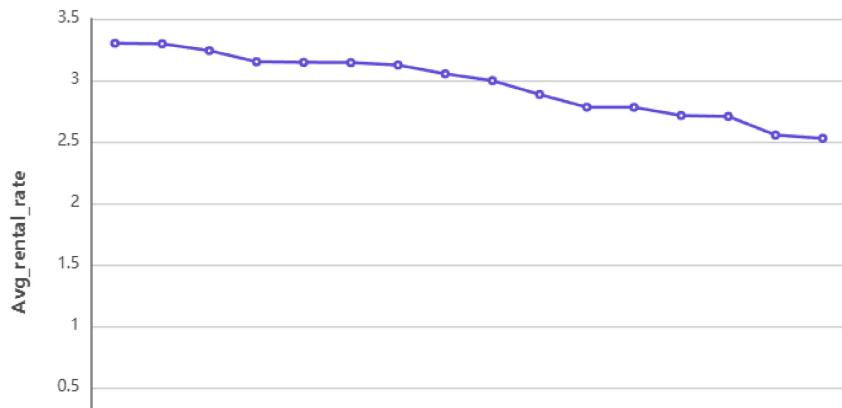
### Top Actors by Film Rentals

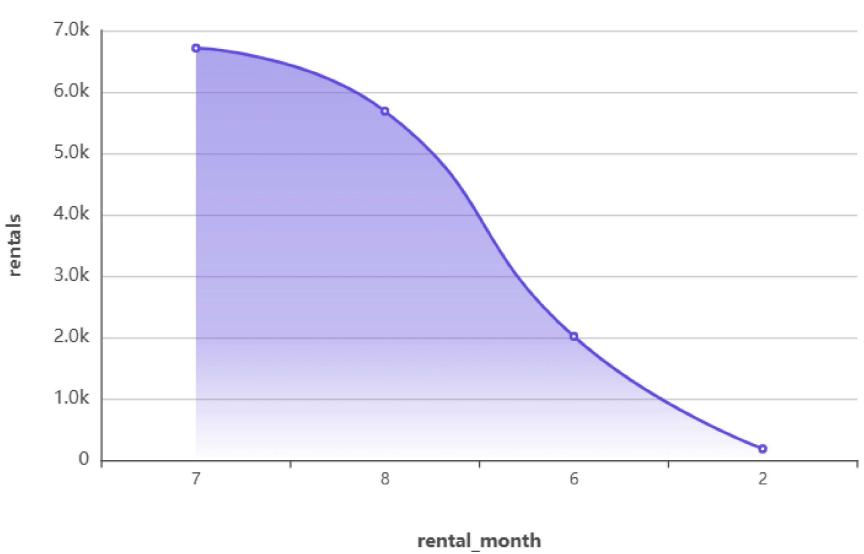
□ □ ⌂ ↴



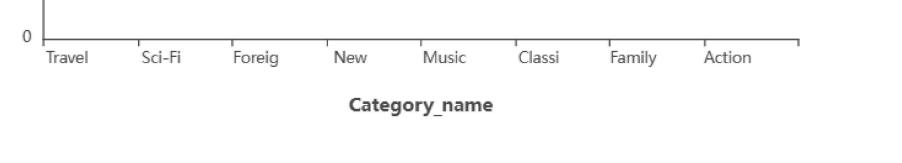
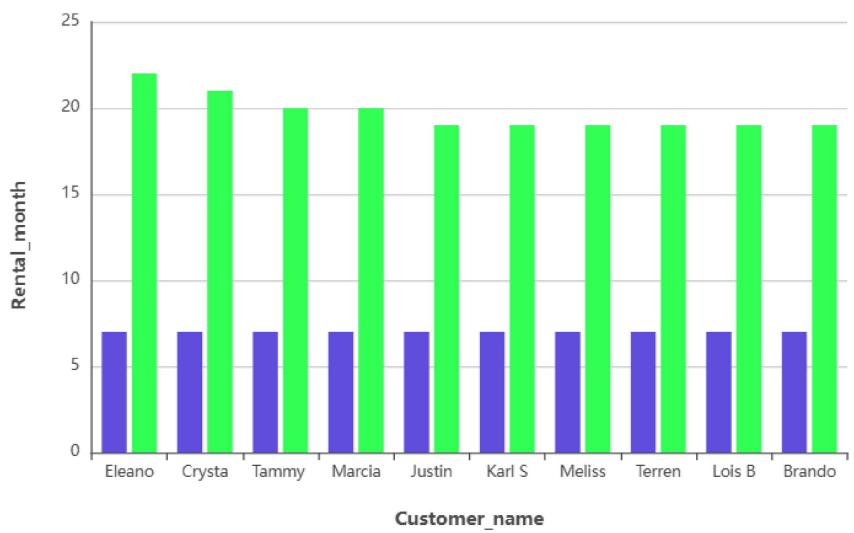
### Most Profitable Rental Rates by Film Category

□ □ ⌂ ↴

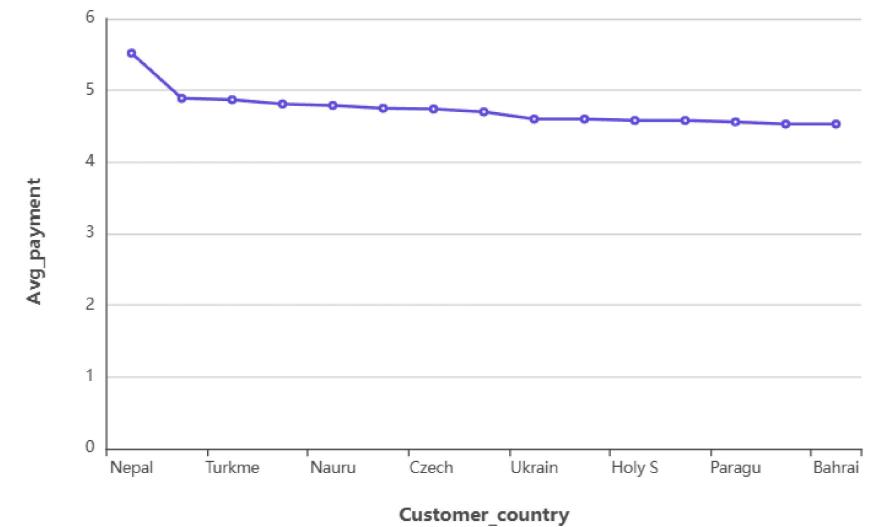




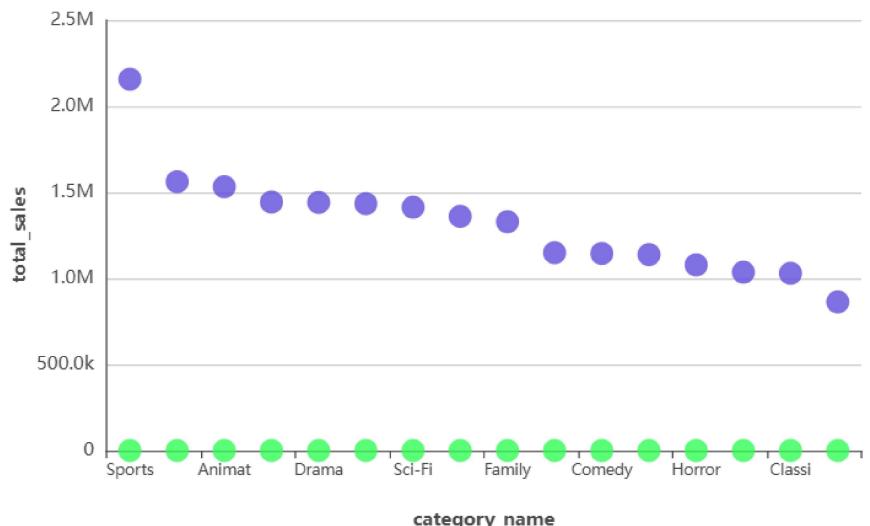
Most Active Customers by Rentals per Month



Top Countries by Average Payment Amount



Percentage of Total Sales by Film Category



+ Metric

AUTHOR: MANAS MEHROTRA (YOU)

