



## Customers/Income ANALYSIS

67.41K

Total Revenue

16.044K

Total orders

183

Not Returned

3.55K

Total Loss

63.85K

Total Profit



Choose the Date

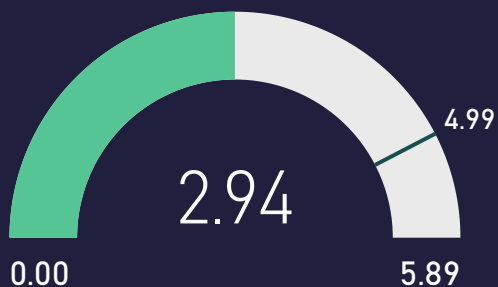
1/1/2005

12/31/2006

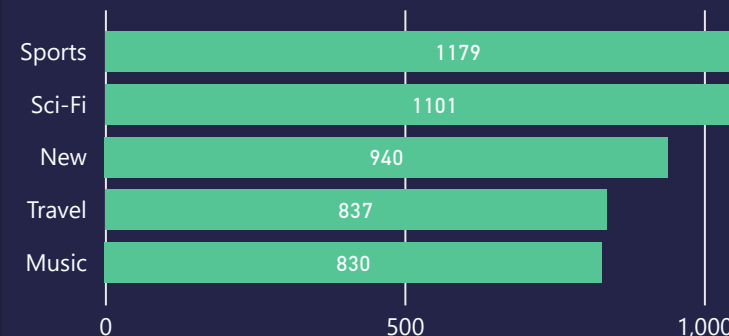
### Average Rental/Target price

599

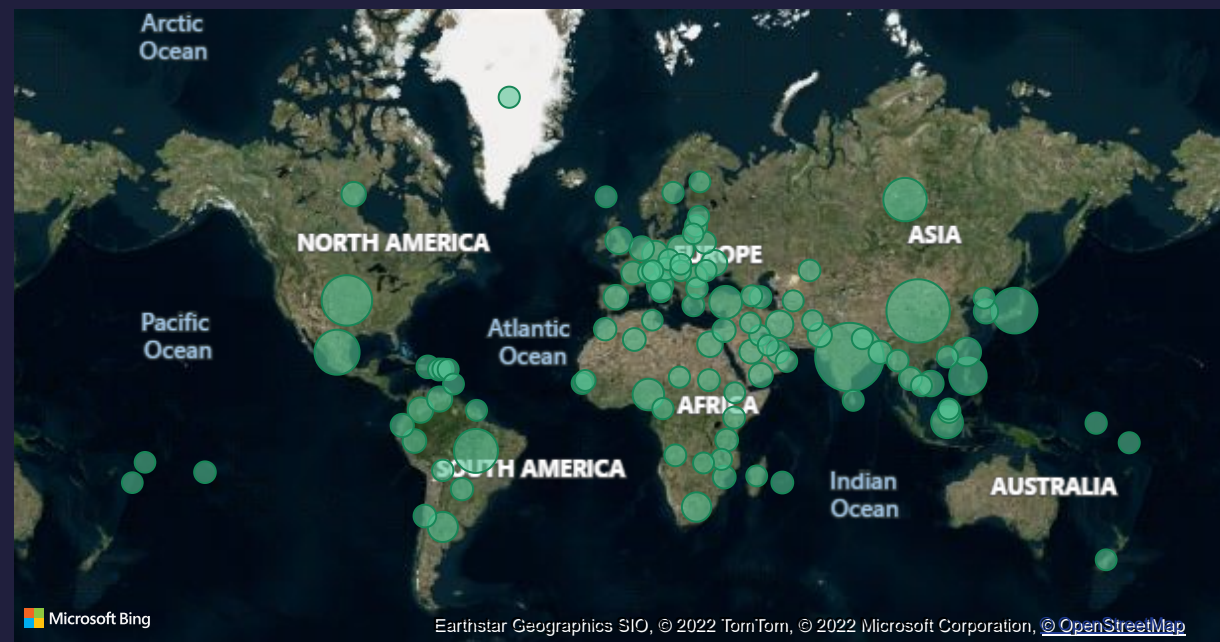
Unique customers



### Top Categories by Orders



### %GT Profit by Continent, Country, City



Customer Name	Rents	Not Returned	Total Profit
Karl Seal	45	0	221.55
Eleanor Hunt	46	0	216.54
Clara Shaw	42	0	195.58
Rhonda Kennedy	39	0	194.61
Tommy Collazo	38	0	186.62
Wesley Bull	40	0	177.60
Tim Cary	39	0	175.61
Total	16044	183	63854.39



# Films/Actors Analysis

200  
Total Actors

997  
Total movies

16  
Played Categories

115  
Average Film Length

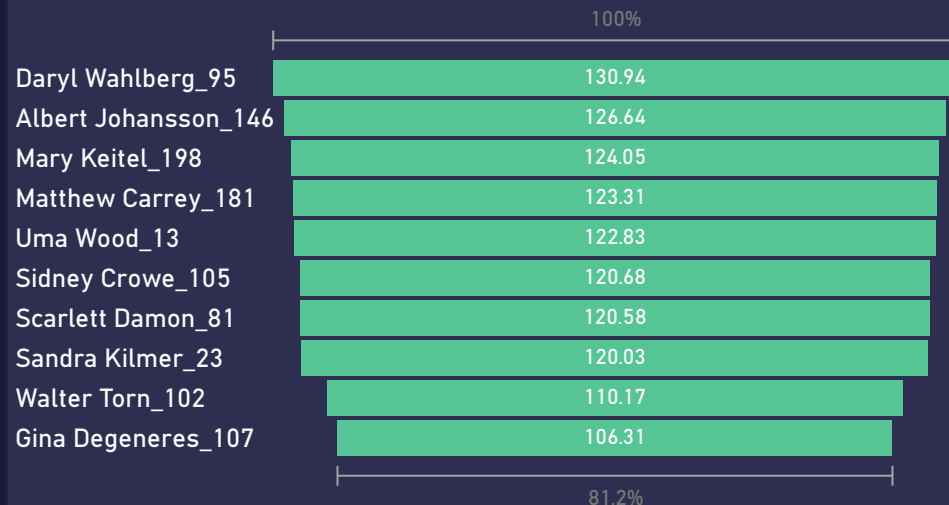
96%  
% of Rented Movies



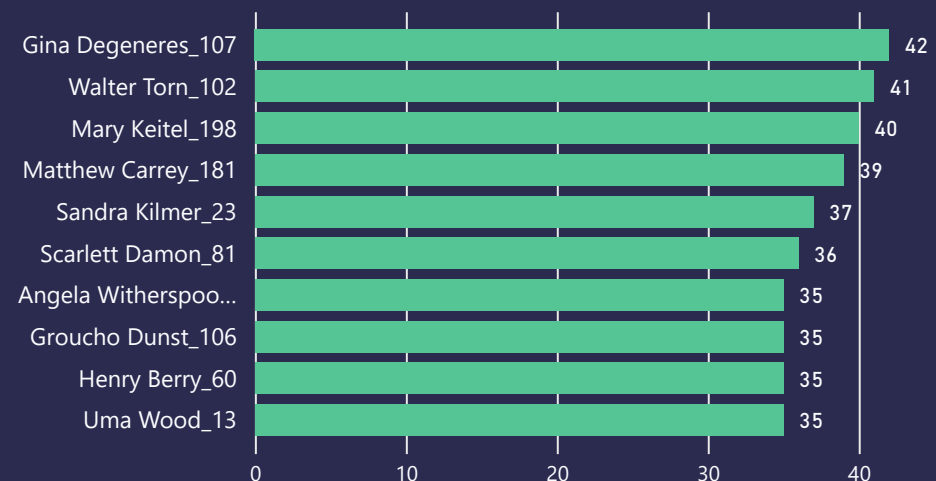
## Choose the Actor

- ☐ Select all
- ☐ Adam Grant\_71
- ☐ Adam Hopper\_132
- ☐ Al Garland\_165
- ☐ Alan Dreyfuss\_173
- ☐ Albert Johansson\_146
- ☐ Albert Nolte\_125
- ☐ Alec Wayne\_29
- ☐ Angela Hudson\_65

Top Actors by average length in the Movies



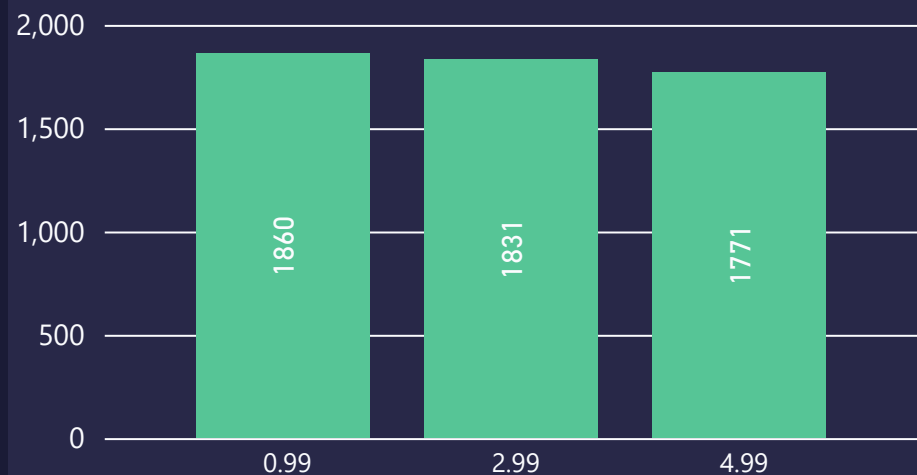
Top Actors by roles in the Movies



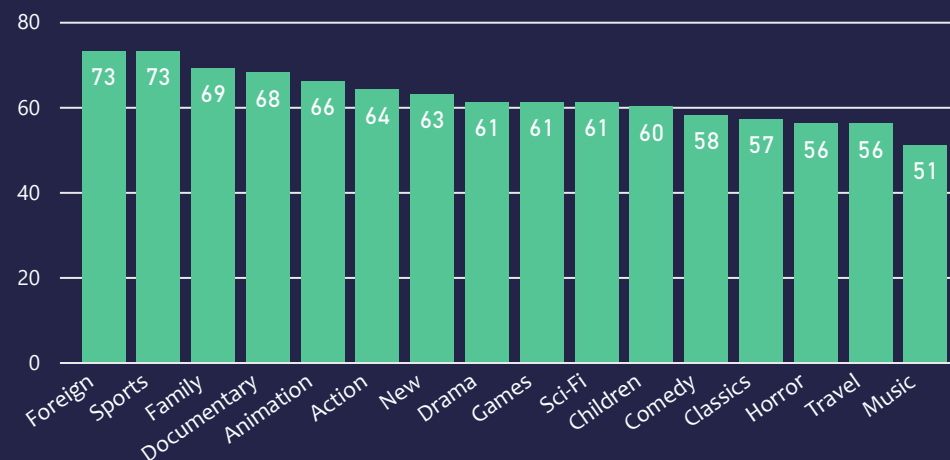
## Choose the Movie

- ☐ Select all
- ☐ Academy Dinosaur
- ☐ Ace Goldfinger
- ☐ Adaptation Holes
- ☐ Affair Prejudice
- ☐ African Egg
- ☐ Agent Truman
- ☐ Airplane Sierra
- ☐ Airport Pollock

Count of the Movies by Rental Rate



Number of Movies by Film Category





## Insights on Customers/Income

**Asia** continent has the highest generated **Profit with 46.81%** of the total global profit and **India** is top performer with **9.69%** of the TGP as well as number 1 in ordered films (**1572**).

**July/2015** - the most profitable month with **28.37k** in Profit and has number 1 ranking in total orders of **6709** from total **16.04K** orders.

There are **183** not returned films with the loss of **3.55K**.

The most popular category **Sports**, following by **Sci-Fi**.



## Insights on Films/Actors

There are **997 films** in total offered by renting company, but **957** were rented only, which makes 96% of total.

**Daryl Wahlberg** has the longest roles in movies with the average ~130 min in each, while **Gina Degeneres** is top performer at films participated in - **42**.

**0.99\$** - is the most popular rental rate and the top 2 leading categories between movies are **Foreign and Sports**, having 73 movies each accordingly.