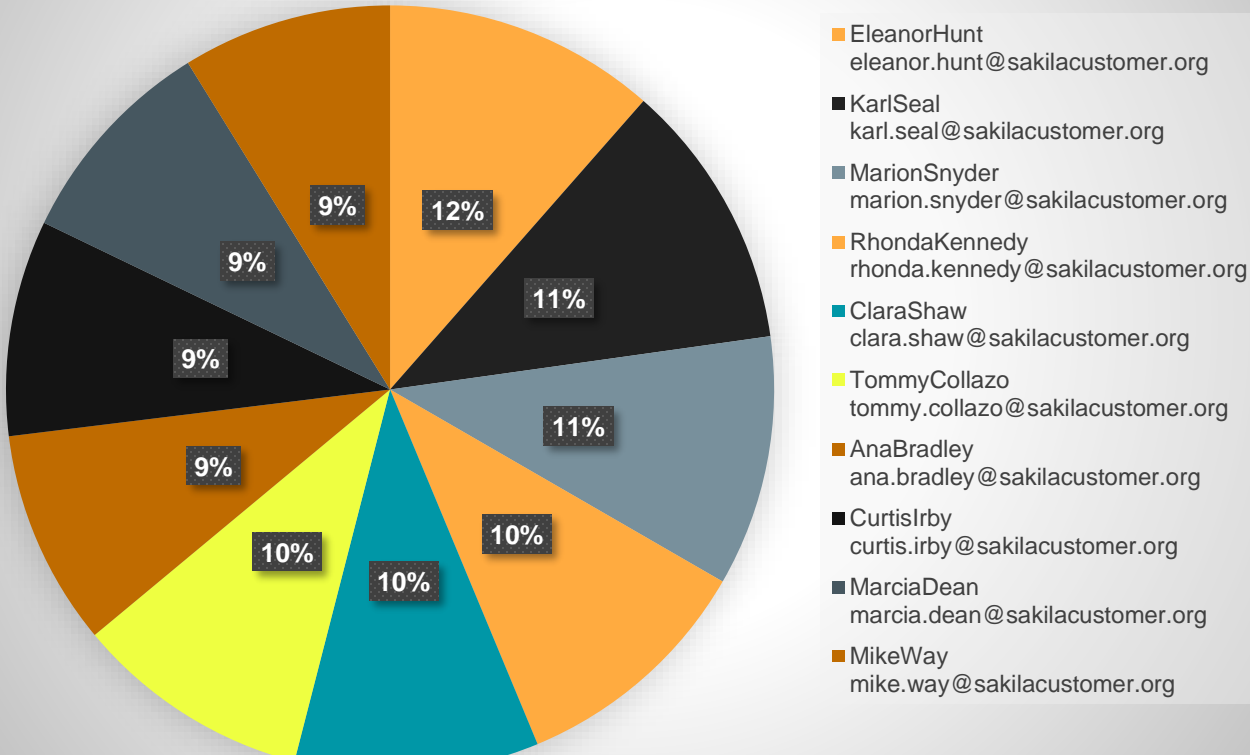


# TOP TEN CUSTOMER BASED ON PURCHASE

Total\_purchase made by Top Ten Customer

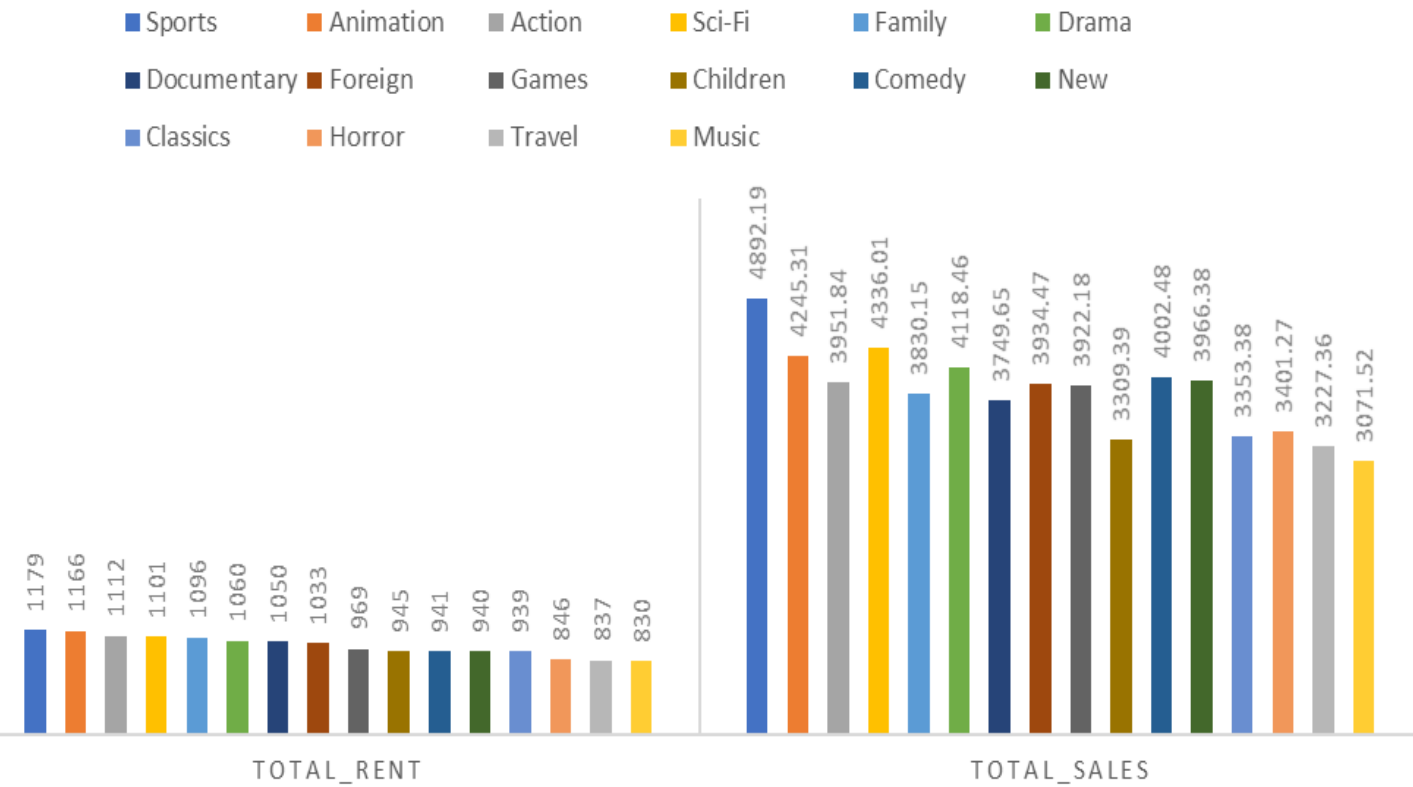


The pie chart shows the top customer of Sakila DVD Rental. Eleanor Hunt leading the most purchase and Karl Seal leading the second highest position in purchasing the movies. This chart can be used for customer rewards. If we plan to reward or give digital gifts to top customers, their email address and name are shown in the chart.

This information can be submitted to the company's marketing department to use its industry expertise to decide how to reward them.

# MOST POPULAR CATEGORY BASE ON NUMBER OF RENT

## TOTAL RENT VS TOTAL SALES BY GENRE



The chart is representing that sakila DVD rental has 16 category of movies customer can buy. The sport category appears to be the most rented type in terms of the number of times that are rented, and it also has the highest total revenue in money terms.

Music is the least rented category for the amount of times it is rented and has the lowest overall revenue in terms of money.

# NUMBER OF FILMS BASED ON THEIR RETURN TIME

Return Status of Films

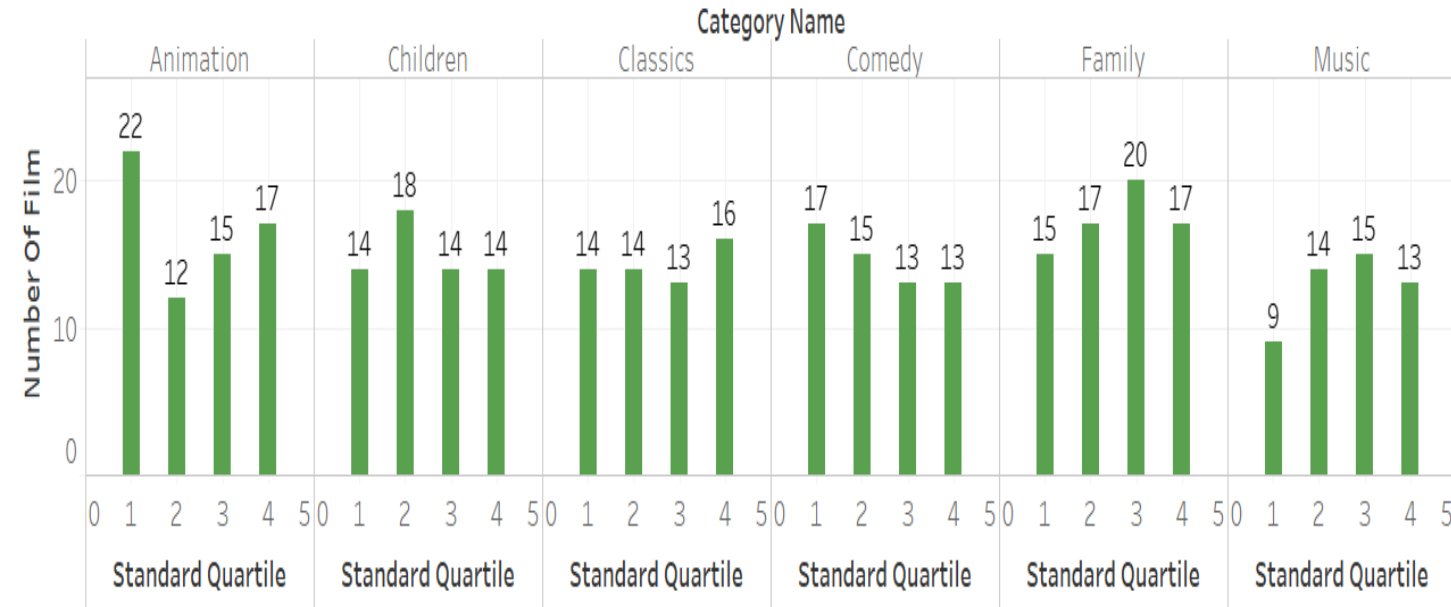


As the chart shows, 7738 of the movies are returned earlier than the due date while 6586 of the movies are returned late and 1720 arrive on time.

It is important to remember that a large percentage of films return late. An alternative source of income may be the implementation of a penalty charge for late entry, which in effect discourages late returns.

# Number of films categorized by each quartile

Categorized Film Distribution by each quartile



The plot reveals the distribution of films per quartile for each family film category. We arranged all the films in ascending order of length according to the rental period.

As we can see the animation category has the highest number of movies in first quartile among it own and all the other category.