Matthew Vollkommer

Question: How many rows containing "XBOX 360" are there in your data set?

1,360

Question: How many movies versus games are in your data set?

9,593

Did you create a calculated dimension or measure?

I created a calculated Dimenstion

What formula did you create?

SubString({Zip_Augmented}, 0, 10)

Question: Which disc type is most exceeding its target?

DVD is exceeding its target gross margin the most, by about $40,000.

What insight into how customers reserve rentals can you discern?

Rentals are made more onsite than on mobile and online combined.

Is there an outlier on the correlation between revenue and rental price?

Yes, the game genre appears to be an outlier.