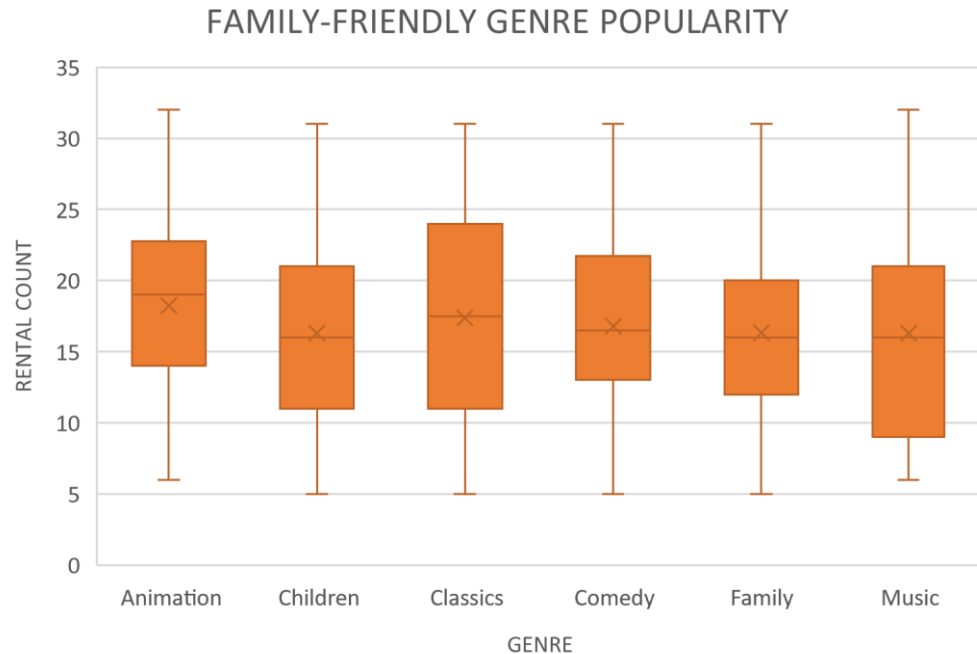


# WHAT GENRES OF FAMILY MOVIES ARE MOST POPULAR?



WITH THIS BOX DATA WE CAN SEE THE 1<sup>ST</sup> THROUGH 3<sup>RD</sup> QUARTILE RENTAL COUNT RANGE PER MOVIE IN EACH GENRE ALONG WITH THE MIN AND MAX. WE CAN SEE THAT ANIMATED AND CLASSIC MOVIES TEND TO BE THE MORE POPULAR CHOICES.

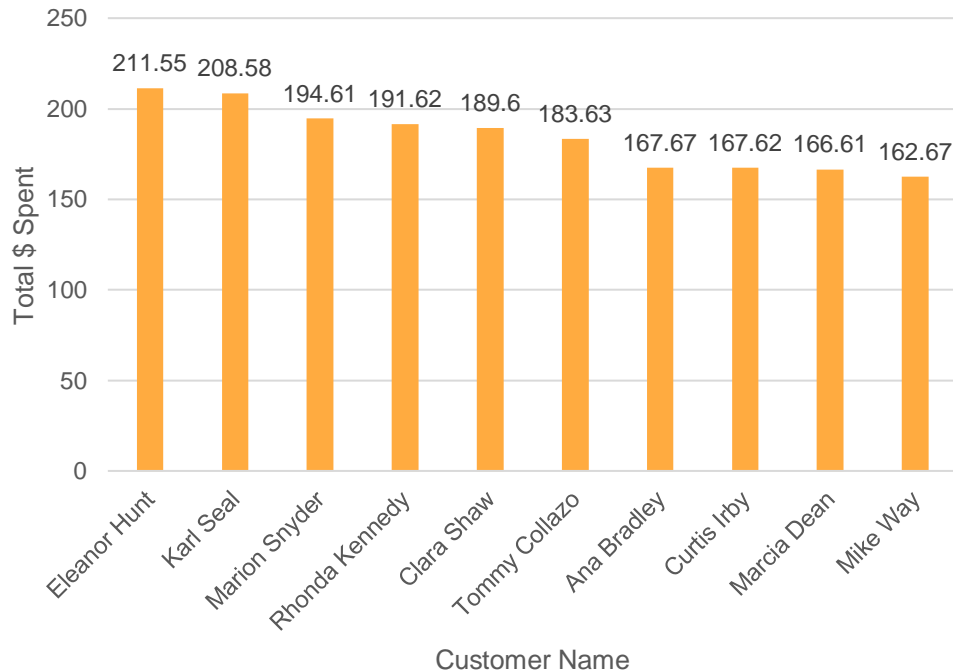
# WHAT WERE THE TOP 10 SALES DAYS FOR STORE 1?



FROM THIS DATA WE CAN SEE THE TOP 10 SALES DAYS FOR THE STORE AND COMPARE THEM. WE CAN SEE THAT THE TOP SALES DAY WAS MUCH HIGHER THAN OTHERS AND THUS MORE RESEARCH TO ASCERTAIN WHY SALES THIS DAY WERE SO HIGH COULD HELP BOOST REVENUE OVERALL.

# LETS REWARD OUR TOP 10 CUSTOMERS

TOP 10 SALES BY CUSTOMER



WE WANT TO REWARD OUR TOP 10 CUSTOMERS WITH A FREE PRINTABLE GIFT CERTIFICATE. THIS DATA SHOWS OUR CURRENT TOP SPENDING CUSTOMERS. WE HAVE PULLED THEIR EMAIL FROM OUR DATABASE TO SEND A THANK YOU WITH THEIR PRINTABLE GIFT CERTIFICATE.

[eleanor.hunt@sakilacustomer.org](mailto:eleanor.hunt@sakilacustomer.org)

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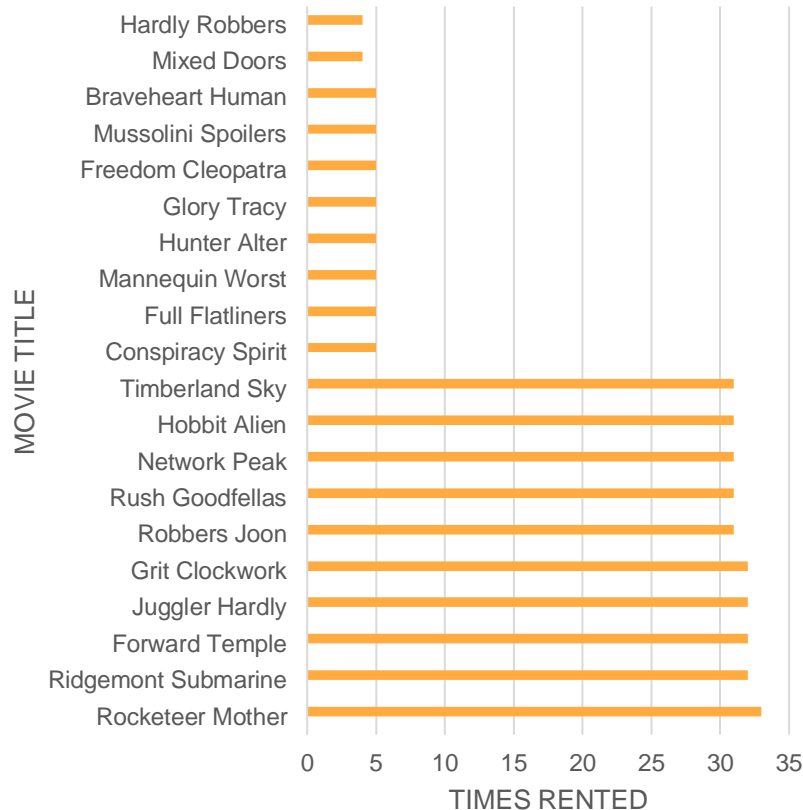
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# FIND OUR MOST AND LEAST POPULAR BUDGET RENTALS (UNDER \$3) SO WE CAN ADJUST INVENTORY ACCORDINGLY

BUDGET RENTALS



WITH THIS DATA WE CAN SEE WHICH MOVIES UNDER \$3 ARE OUR MOST POPULAR AND LEAST POPULAR AND ADJUST OUR IN-STORE INVENTORIES TO ACCOMMODATE THE HIGH VOLUME TITLES AND GET RID OF UNNESSESARY LOW VOLUME TITLES.