



# Customer Rental + Demographics + Penalty Risk Report

October 2024

## Section 1: Customer Rental Summary (Month Filtered)

Customer ID	Name	Rentals	Total Cost ()	Avg Cost	Total Hrs	Avg Hrs	Last Rental
CUST-002	Maria Santos	4	36.82	9.21	11.0	2.8	10/27/2024
CUST-001	Juan Reyes	4	31.73	7.93	9.0	2.3	10/27/2024
CUST-003	Pedro Cruz	3	31.55	10.52	9.0	3.0	10/24/2024
CUST-004	Ana Garcia	3	27.30	9.10	8.0	2.7	10/26/2024
CUST-006	Sofia Villanueva	3	26.75	8.92	7.0	2.3	10/26/2024
CUST-010	Elena Lopez	2	21.51	10.76	7.0	3.5	10/25/2024
CUST-008	Isabel Ramos	2	13.81	6.91	4.0	2.0	10/25/2024
CUST-009	Carlos Fernandez	1	13.67	13.67	3.0	3.0	10/10/2024
CUST-005	Jose Mendoza	1	6.00	6.00	2.0	2.0	10/19/2024
CUST-007	Miguel Torres	1	5.00	5.00	2.0	2.0	10/21/2024

## Section 2: Customer Demographics (All Customers)

City	Barangay	# Customers
Makati	Bel-Air	2
Quezon City	Diliman	2
Taguig	Bonifacio Global City	2
Muntinlupa	Alabang	1
Pasay	Bay City	1
Pasig	Ortigas Center	1
Quezon City	Bagumbayan	1

### Section 3: Customer Penalty / Risk Analysis (Month Filtered)

Customer ID	Name	Rentals	Rental Pay ()	Penalty Pay ()	#Pen	Risk Score %	Risk Level
CUST-001	Juan Reyes	4	31.73	4,855.00	2	9200.59	High Risk
CUST-002	Maria Santos	4	36.82	4,097.50	2	6697.08	High Risk
CUST-004	Ana Garcia	3	27.30	2,215.00	2	4894.80	High Risk
CUST-003	Pedro Cruz	3	31.55	1,275.00	1	2438.06	High Risk
CUST-010	Elena Lopez	2	21.51	925.00	1	2600.20	High Risk
CUST-006	Sofia Villanueva	3	26.75	600.00	1	1359.13	High Risk
CUST-008	Isabel Ramos	2	13.81	565.00	1	2474.74	High Risk
CUST-005	Jose Mendoza	1	6.00	0.00	0	0.00	Low Risk
CUST-007	Miguel Torres	1	5.00	0.00	0	0.00	Low Risk
CUST-009	Carlos Fernandez	1	13.67	0.00	0	0.00	Low Risk

### Section 4: Summary / Key Metrics (Month Filtered)

Total Customers:	10
Total Rentals:	24
Total Rental Revenue:	214.14
Total Penalty Payments:	14,532.50
Customers with 1 Penalty:	7 (70.0%)
High-Risk Customers:	7