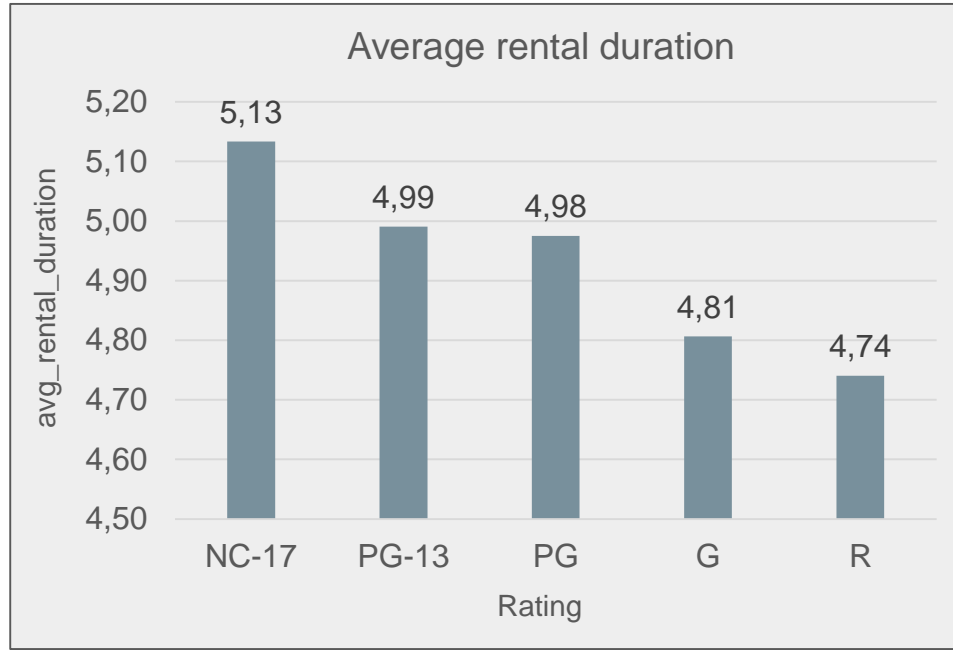


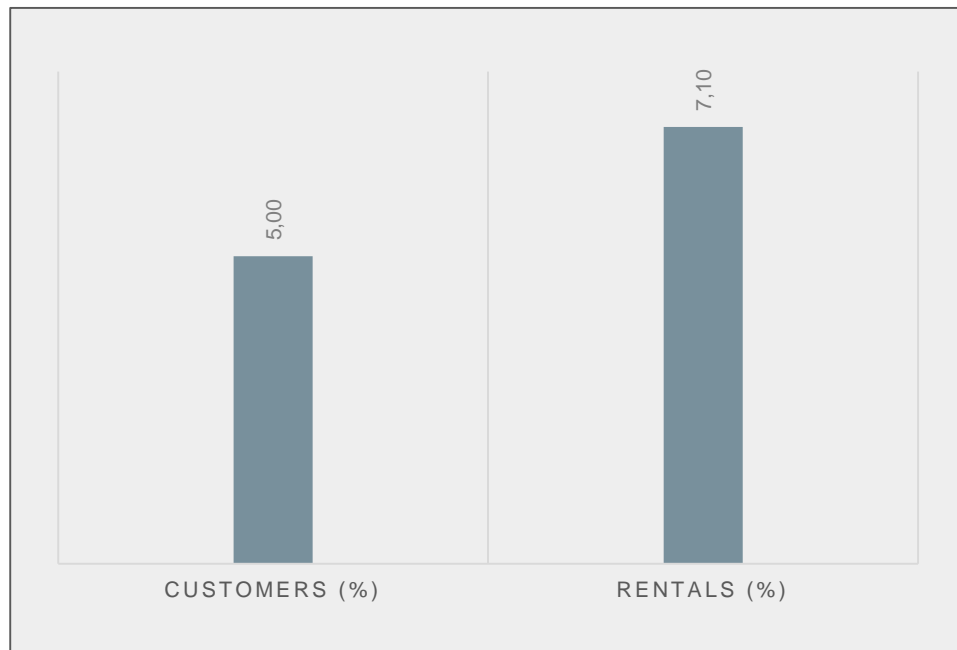
# Does the rental duration differ, based on the film rating?



We can clearly see that the average rental duration for a film differs, based on their rating.

This difference is not extremely high but noticable.

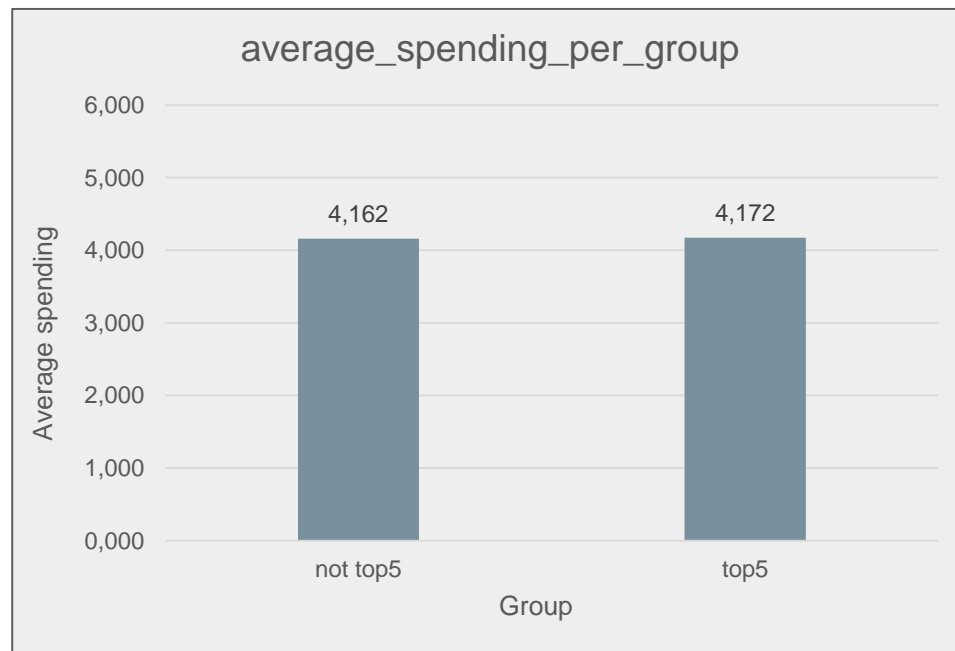
What percentage of total rentals do the top 5 percent most frequent customers account for?



Our top 5 % best customers (the ones with the highest numbers of rentals) account for 7 percent of total rentals.

This means that the top 5 % use the service above average and are therefore very valuable for the company.

Do customers from the Top 5 most represented countries spend more on average, than the average spending of all customers?

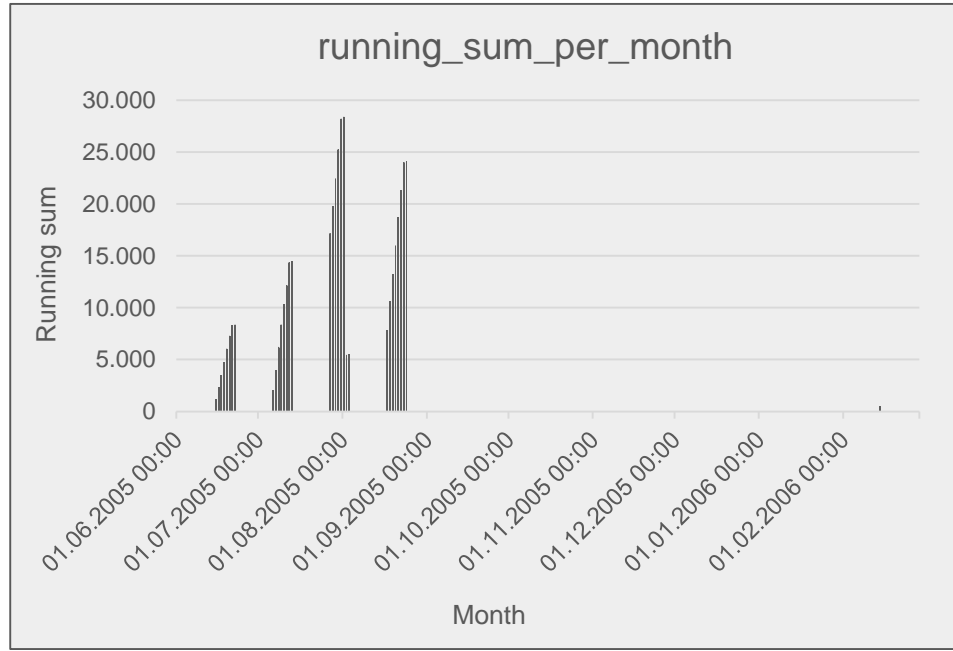


The customers that come from the Top 5 most represented countries do not spend more on films than the customers from other countries.

The Top 5 countries are (from 1 to 5):

India, China, United States, Japan, Mexico

# Running sales per month



This diagram shows the running sales in each month.

The total sales were highest in Juli 2005 at around 28.000 dollars. There is a lack of data from approx. end of August 2005 until mid February 2006, where a few sales were made. Those sales are extremely low in comparison to the other months, where data exists.