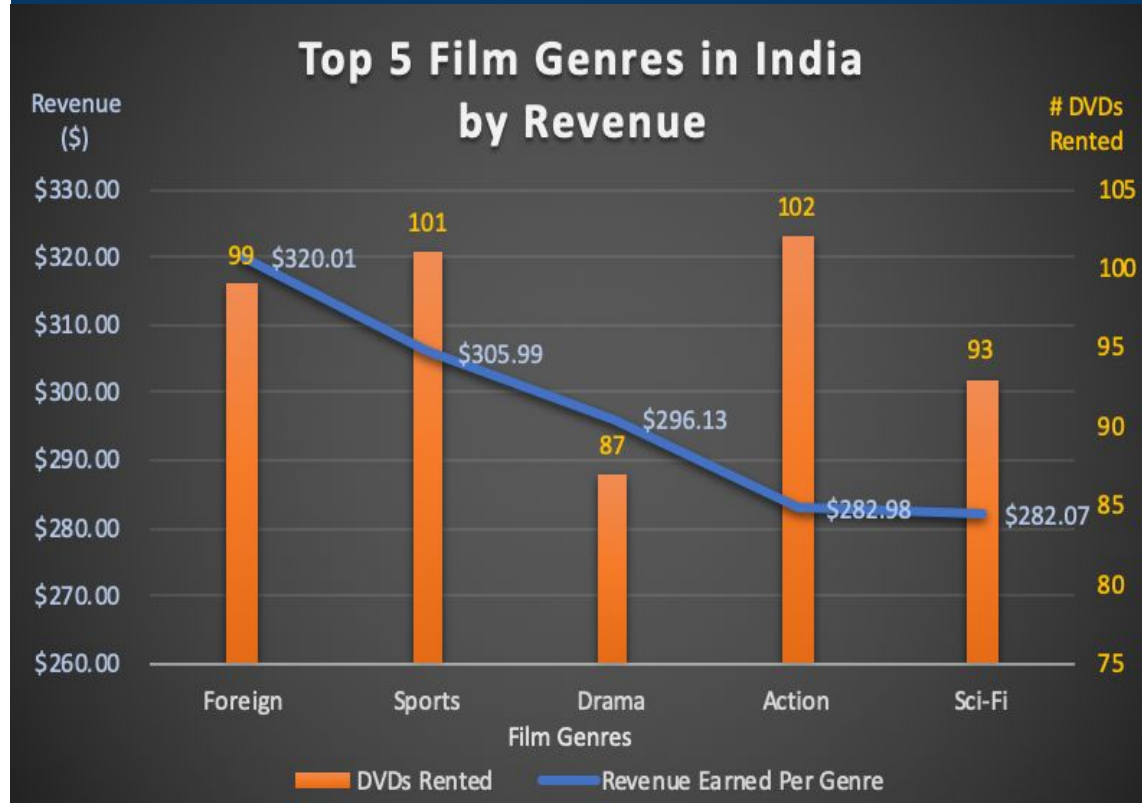


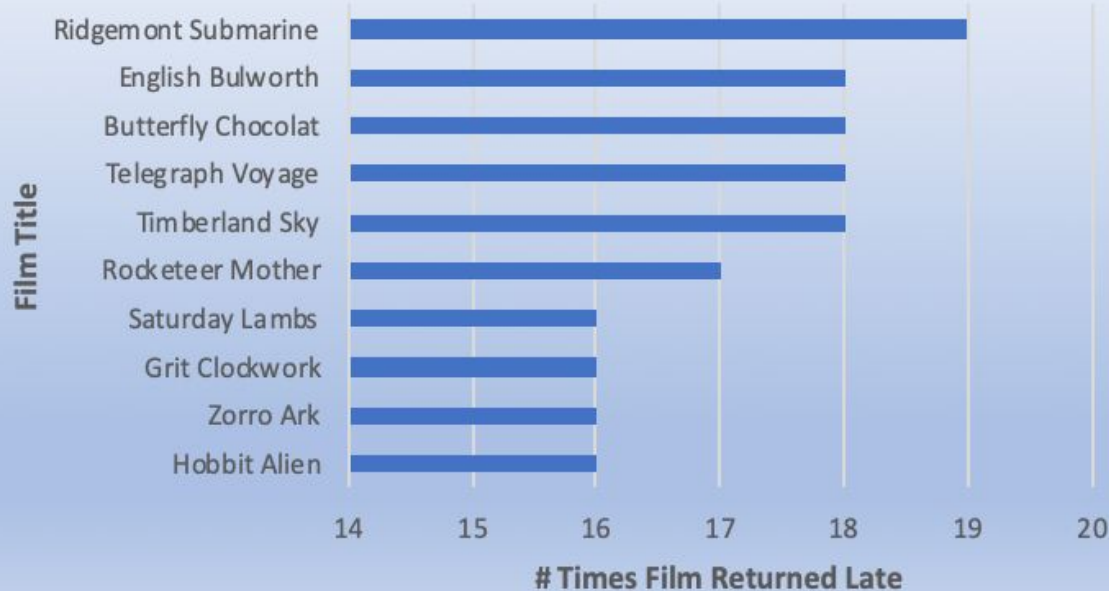
# What 5 film genres generated the most revenue in the country that spent the most money on DVD rentals?



India is the country that spent the most money renting DVDs, with the top five revenue generating film genres being: Foreign, Sports, Drama, Action, and Sci-Fi. Revenue can be optimized by increasing the rental rate of the films in the most popular genre, Action, that currently places fourth in revenue earned (\$282.98) and fifth in average rental fee charged (\$2.77).

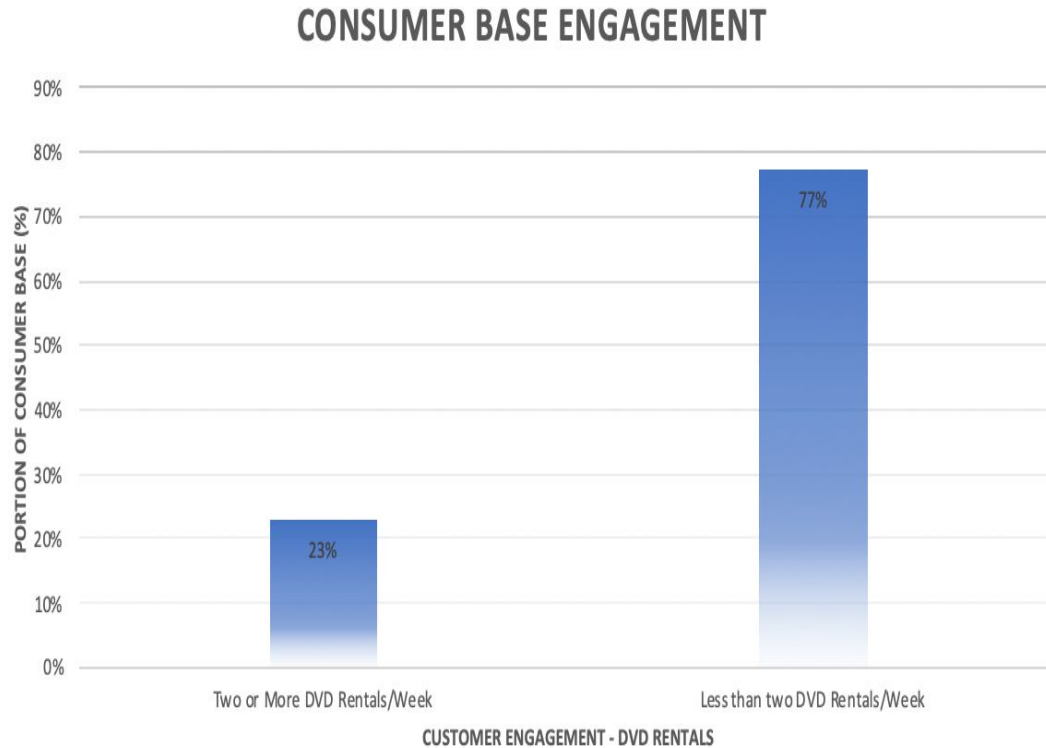
## From the total number of DVDs returned late, what are the ten films titles returned late most frequently?

The Ten Film Titles Returned Late Most Frequently



A new revenue stream can be derived from adding late fees to film rental returns. In total there were 5,512 DVDs returned late. The top ten titles returned late most frequently can be viewed in the graphic, with “Ridgemont Submarine” leading with a total of 19 times.

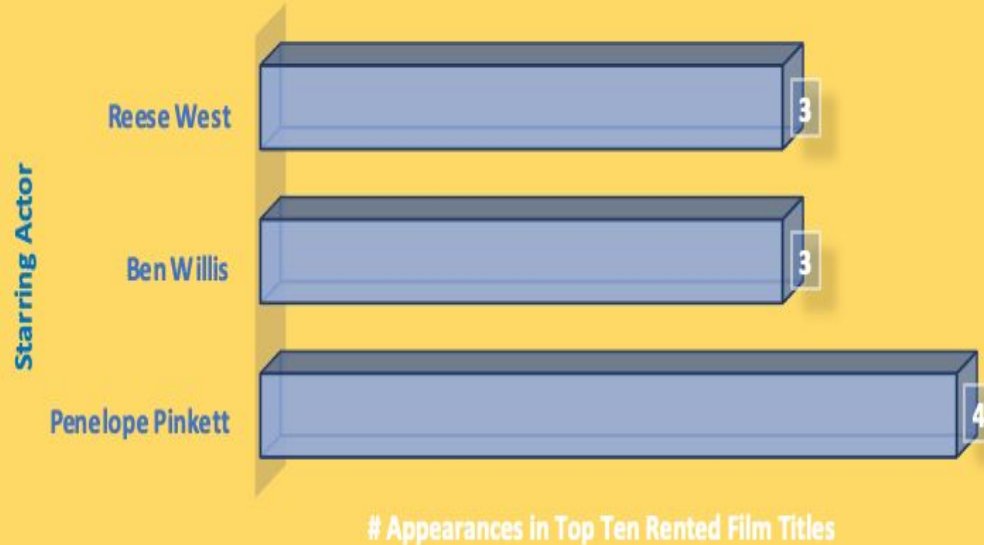
## In 2005, who were the customers that rented 2 or more DVDs in within a 7 day period and what are their email addresses?



Setting up an automated email notification system is a great way to engage consumers and advertise new titles or items for purchase. Specifically, a rewards system can maintain consumer interest where it is strong -- clients who rent DVDs at least twice weekly (23%, 137 customers) -- and bolster engagement where it is weaker (77%, 462 customers).

## Which three actors appear most frequently in the top ten most rented DVDs?

### ACTORS WITH THE MOST APPEARANCES IN THE TOP TEN RENTED FILMS



Of the top ten most rented movies, the three actors who appear most frequently are Penelope Pinkett (in 4 movies), Ben Willis (3 movies), and Reese West (3 movies). This suggests these actors are audience favorites and the DVD rental company is advised to add movies with these actors to the selection of film titles.