Assignment 4

By Sam Robinson

F.

The most interesting correlation to me was age and income were directly related.

Unsurprising Age also correlated strongly with Drama and negatively with action.

This would indicate to me that as the users age they want more substance to their movies.

Users also appear to seek out comedies instead of incidentally going to them (if I am reading that correctly).

G. Men are more likely to rent action movies and women are more likely to rent dramas.

H: The most significant insight to me was that good customers tended to skew younger. They very slightly correlated positively with action and negatively with drama, I would not call that amount significant based on the data size and the strength of the correlation however.

I: To increase sales in incidental purchases marketing should target younger people, men and action movie watchers (who happen to correlate with young men). It may make sense to increase the variety of action movies in the store’s inventory and market it the increase in action movies to bring in their desired clientell.