Q1. Where are our customers concentrated?

Top 10 country by number customer
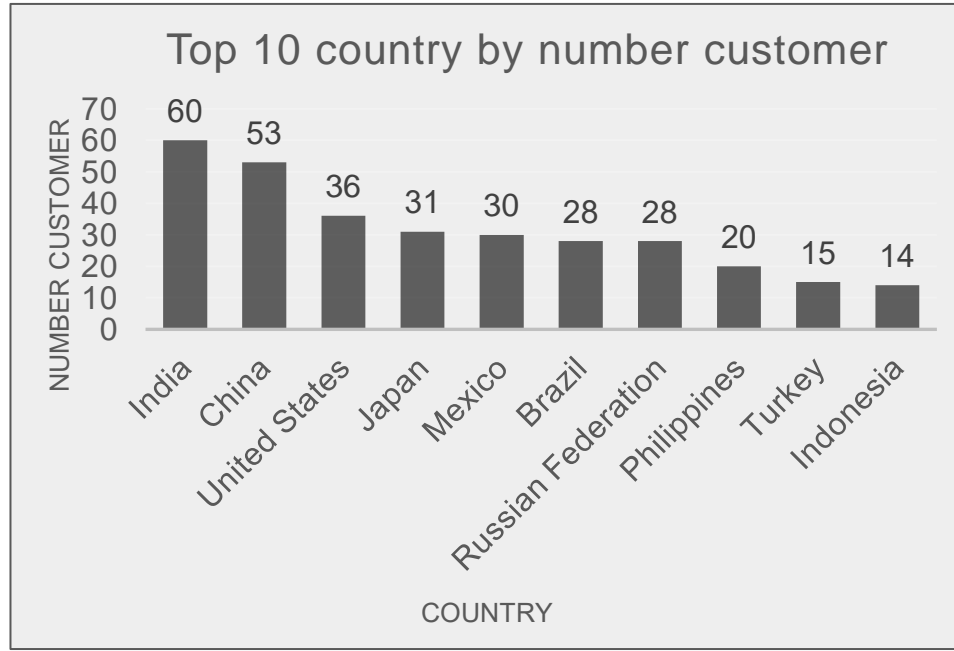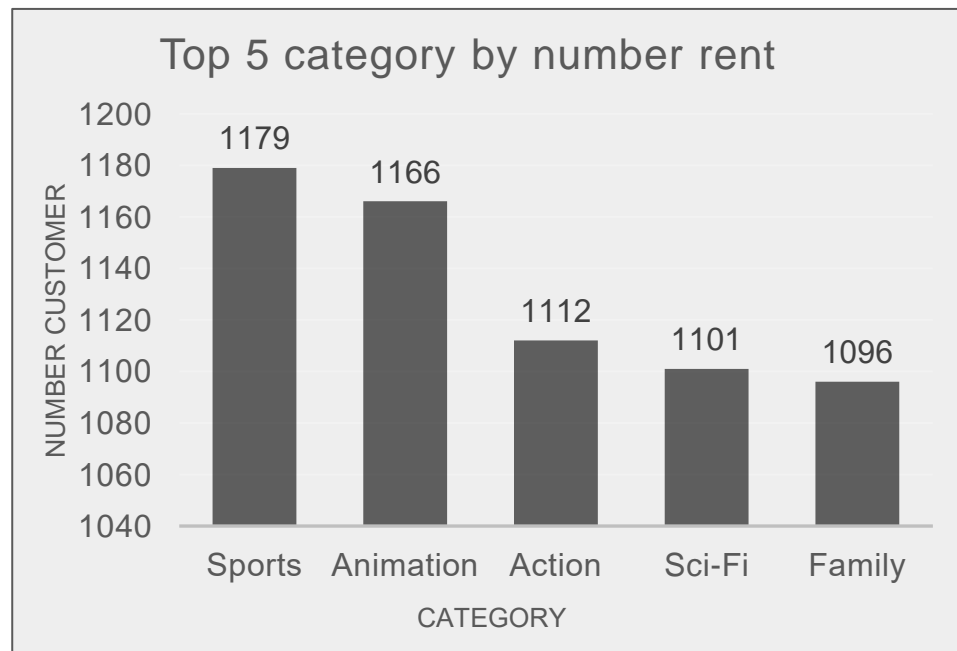
This chart shows the top 10 countries with the most customers.

- customers concentrated in Asia

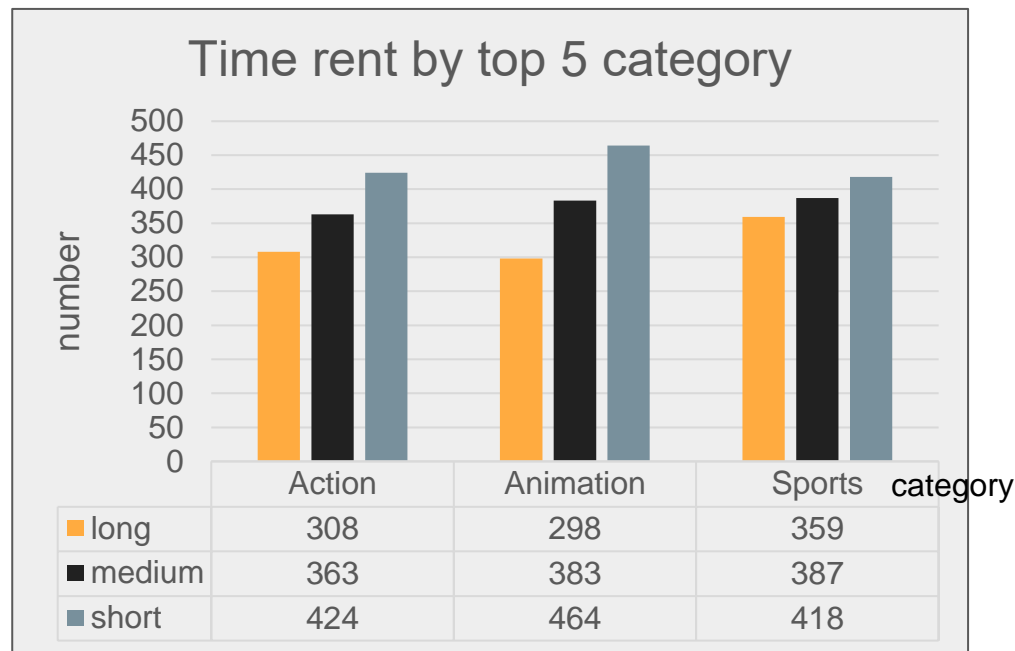# Q2. We need to know what genres are rented the most to expand.

Top 5 category by number rent

This graph shows that Sport is the most preferred film category by rental customers

Sales of 2005

month	6	7	8
store_id 1	4134.2	14317.62	11933.99
store_id 2	4215.65	14060.25	12136.15
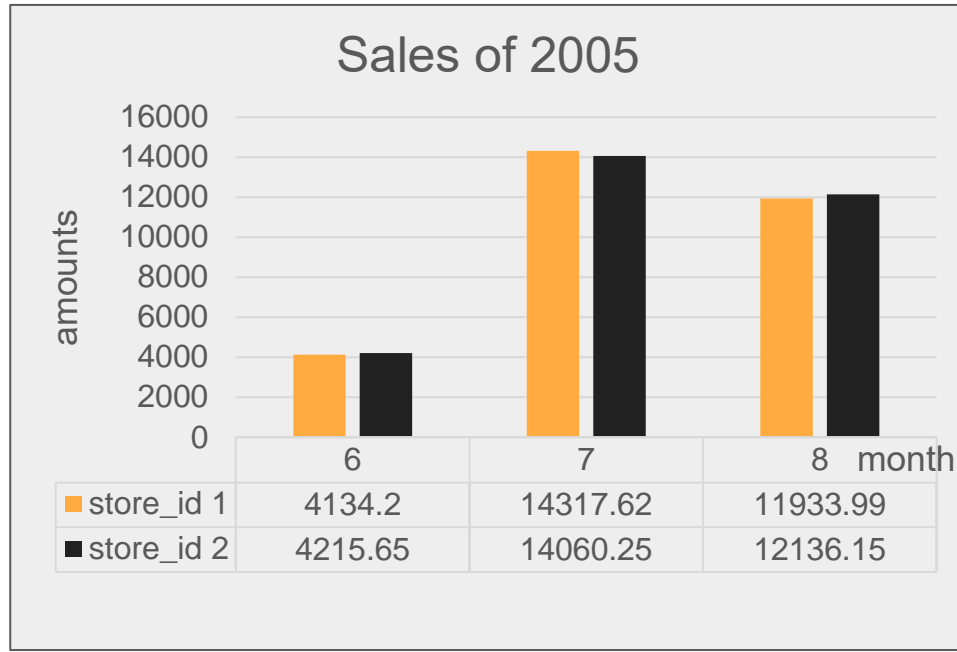
This chart shows that the stores have close rental amount every month in 2005

Q4: we need to know detail time rent in top 3 most category

Time rent by top 5 category

category	Action	Animation	Sports
long	308	298	359
medium	363	383	387
short	424	464	418

This chart shows detail time rent in top 3 most category

- Many people rent short time (<=3 days)