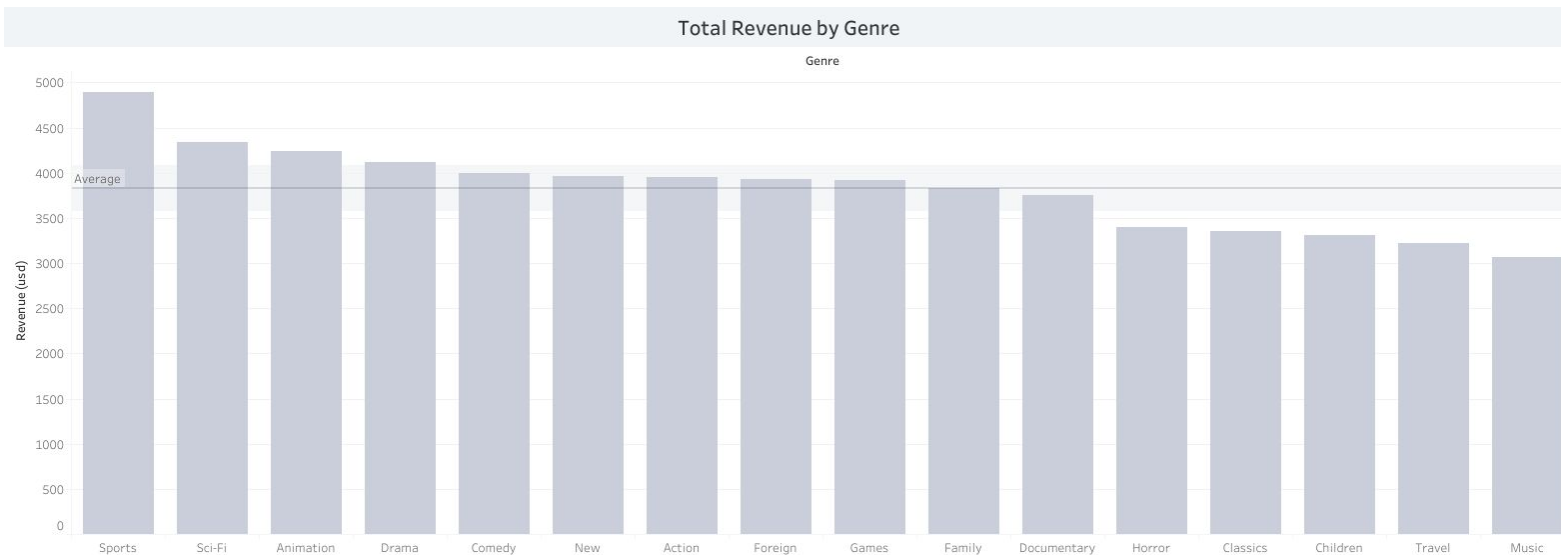
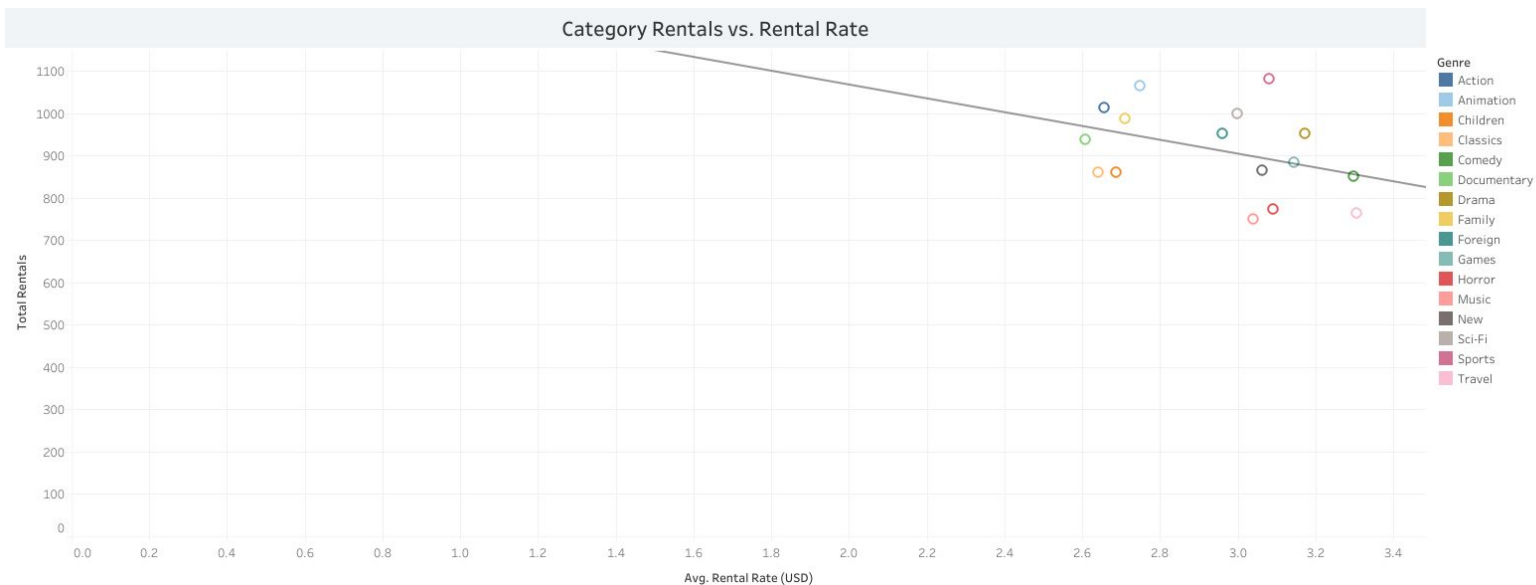


What is the best performing genre?



Sports and Sci-Fi are the best performing genres in terms of total revenue. Sports leads with revenue of \$4892, with a range of \$1820 between all genres. In future slides we will see if this is due to # of rentals, rental price, or rental duration. (SQL Query 1.1)

Is there a relationship between rental rate and how often a category is rented?



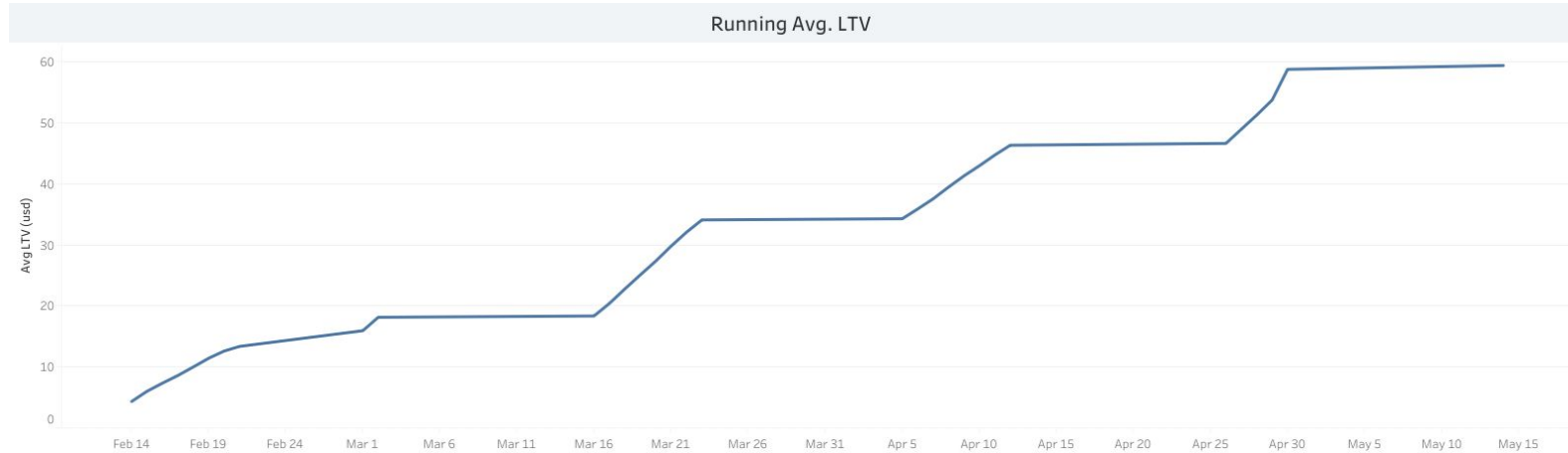
The scatter plot suggests a moderate negative correlation between the average rental rate and the total number of rentals across different genres. As the average rental rate increases, the total rentals tend to decrease. This indicates that customers may be more inclined to rent movies that are priced lower. The trend line descending from left to right supports this negative relationship. However, sports is a slight outlier indicating that some genres are still rented frequently despite a higher average rental rate, which might be due to factors like genre popularity or lack of availability in other formats. (SQL Query 1.2)

How does the rental duration of the top performing genre compare to that of all movies?



The bar chart illustrates the number of rentals across different rental duration quartiles for various genres. The top-performing genres follow the same pattern of rental duration as other genres, as indicated by their high placement at each quartile. The family genre ranks 10th in terms of revenue, but ranks fourth in quartiles 3 and 4 for rental duration, indicating their may be an opportunity to increase revenue in that genre by raising prices on longer durations. (SQL Query 1.3)

How is average customer lifetime value changing over time?



The steady increase in average LTV suggests that customers are spending more over time, which can be a positive indicator of growing customer loyalty and satisfaction. The plateauing of the curve in certain periods may indicate a stabilization of spending after certain promotions or customer acquisitions, while the steps up could reflect successful marketing campaigns, seasonal effects, or the introduction of popular movie titles that increased spending. Overall, the rising LTV trend is a healthy sign for the community's engagement and the company's customer retention strategies. (SQL Query 1.4)