WHAT GENRE DO FAMILIES LIKE WATCHING?
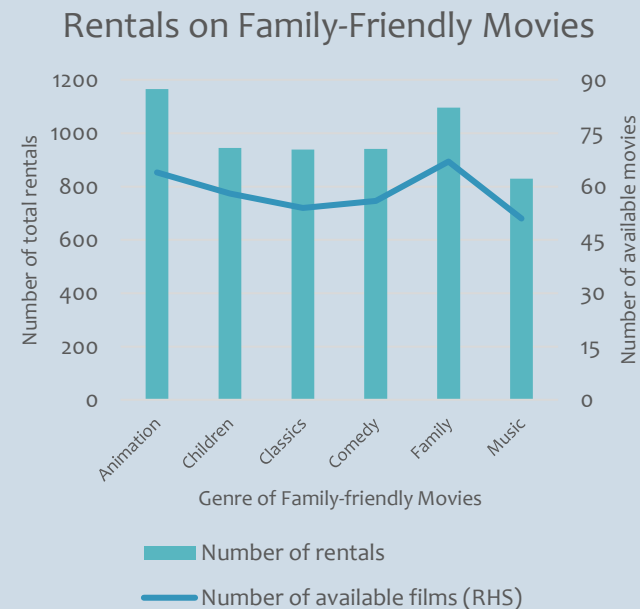
❑ Animation is most favorable among the six categories, followed by Family. Music ranks last. Children, Classics and Comedy share similar popularity among family-friendly movies

❑ The number of available movies within each category is roughly in line with the rental frequency. This is an indication that the rental store does not have mismatching offers to their customers

Rentals on Family-Friendly Movies

Number of total rentals (y-axis: 0, 200, 400, 600, 800, 1000, 1200)
Number of available movies (y-axis: 0, 15, 30, 45, 60, 75, 90)
Genre of Family-friendly Movies (x-axis: Animation, Children, Classics, Comedy, Family, Music)
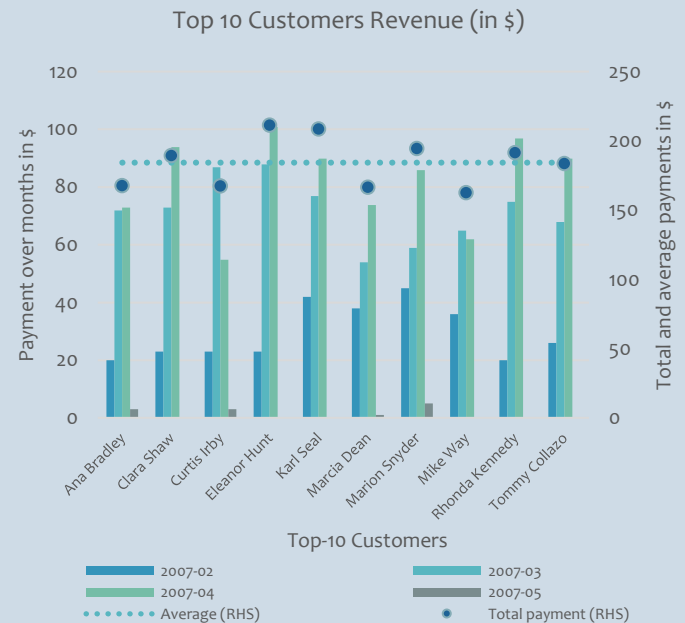
Number of rentals
Number of available films (RHS)

HOW DO THE TWO STORES PERFORM IN TERMS OF RENTAL ORDERS?

❑ The performance of the two stores is very similar. Store 1 has rented out 36 more movies than Store 2, however considering the total order, this difference is rather marginal

❑ There is an apparent seasonality in rental orders. July being the peak followed by August, whereas Feb has the lowest rented orders

Rental Orders Comparison
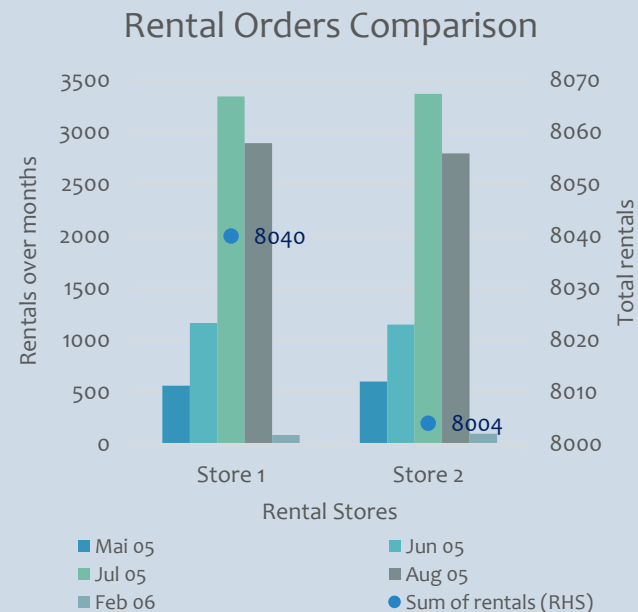
WHAT IS THE INDIVIDUAL REVENUE CONTRIBUTION FROM THE TOP-10 CUSTOMERS IN 2007?

❑ On average, the top-10 customers contributed $184 per person in rental revenue over the 4-month period

❑ The revenue peak happened in March and April, followed by a sharp drop in May

❑ The total revenue over the four months were $61,312. The revenue from the top-10 customer is merely 3% of the total revenue, suggesting a rather deconcentrated customer base

Top 10 Customers Revenue (in $)

Top-10 Customers

- 2007-02
- 2007-03
- 2007-04
- 2007-05
- Average (RHS)
- Total payment (RHS)

WHAT IS THE LARGEST JUMP BETWEEN MONTHLY PAYMENTS AMONG THE TOP-10 CUSTOMERS?

❑ There seem to be a drop in payment from April to May, which is in line with the previous conclusion on seasonality

❑ The largest jump in payment is a drop of $81 from Marion Snyder between April and May

Top-10 Customer: Monthly Payment Deviation (in $)

Deviation between monthly payment

-80,83

Top-10 Customers

Ana Bradley · Clara Shaw · Curtis Irby · Eleanor Hunt · Karl Seal · Marcia Dean · Marion Snyder · Mike Way · Rhonda Kennedy · Tommy Collazo

■ Feb - March   ■ March - April   ■ April - May