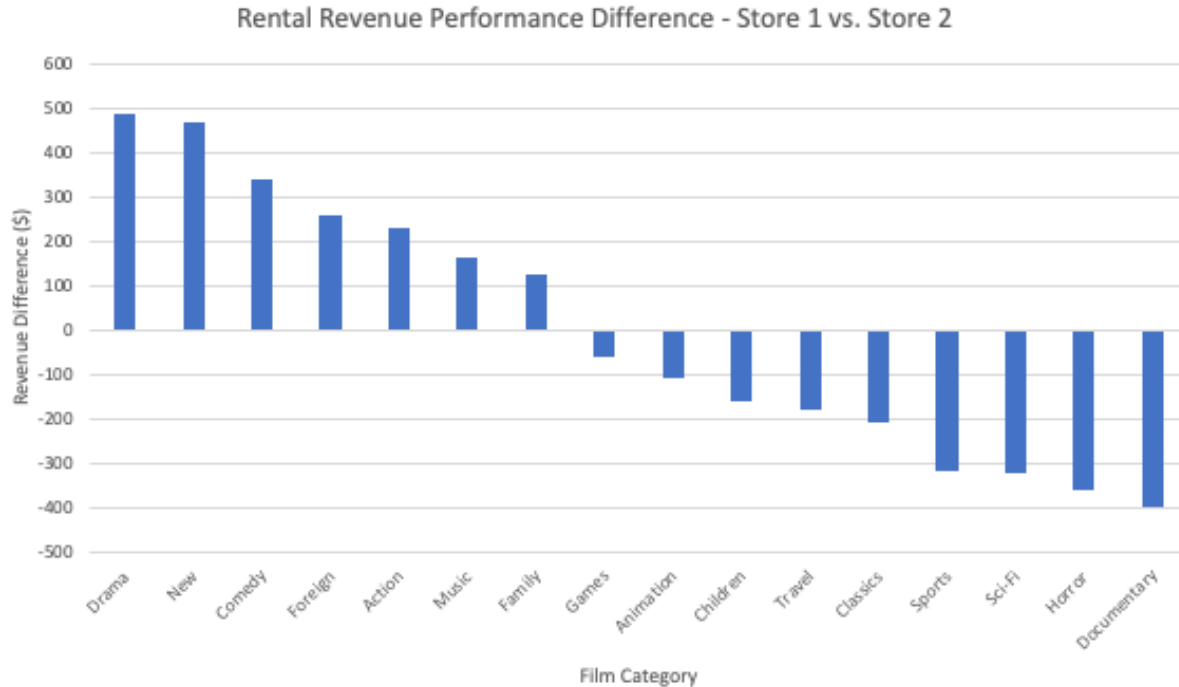
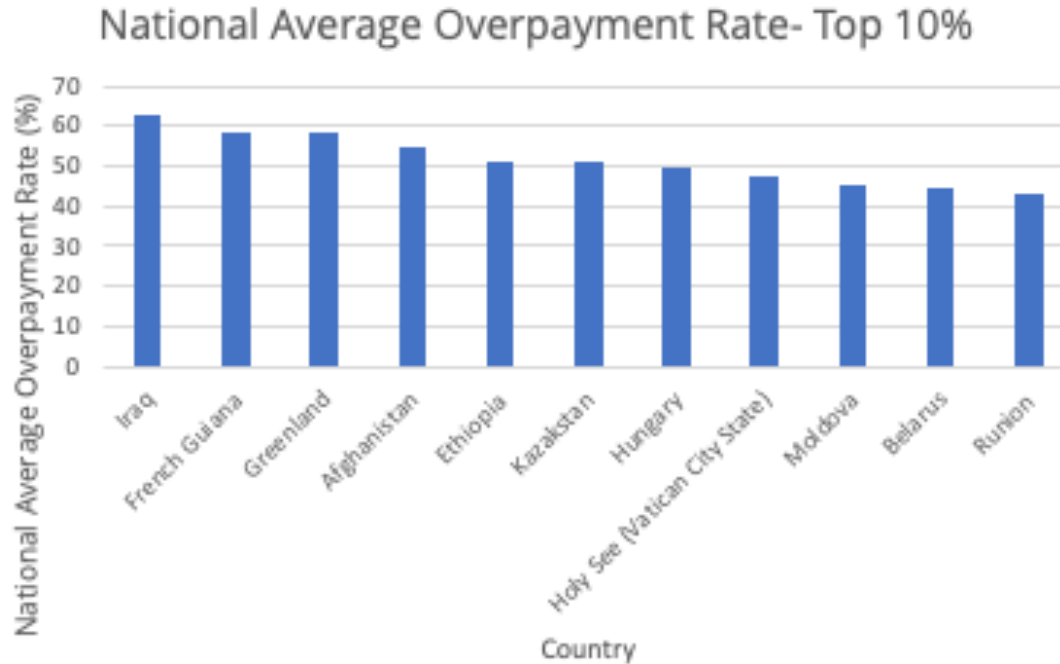


# How much more (or less) did Store 1 generate in rental revenue versus Store 2, in each film category?



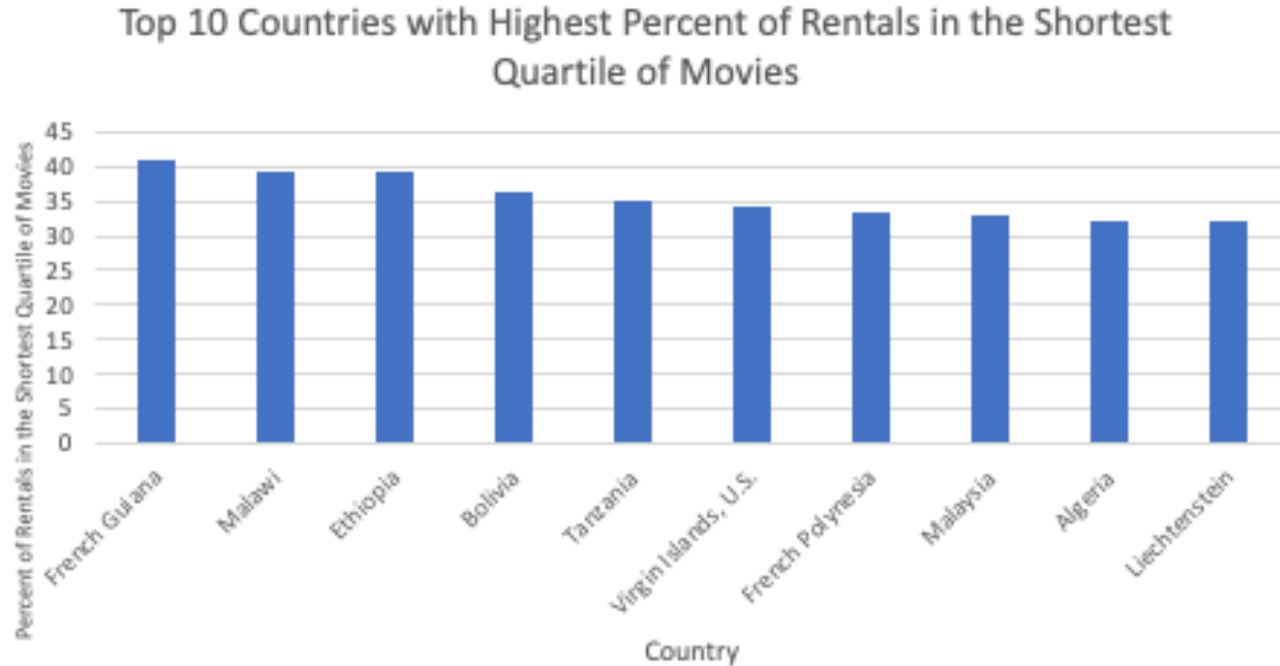
As we can see, Store 1 outperformed Store 2 in 7 of 16 film categories (Drama, New, Comedy, Foreign, Action, Music, and Family). Store 1 underperformed Store 2 in 9 of 16 film categories (Games, Animation, Children, Travel, Classics, Sports, Sci-Fi, Horror, and Documentary).

For each country where customers live, aggregate total rental payments received and divide by total rental payments owed to determine the "National Average Overpayment Rate." Which countries are in the top 10% of countries by National Average Overpayment Rate, and what is their rate of overpayment?



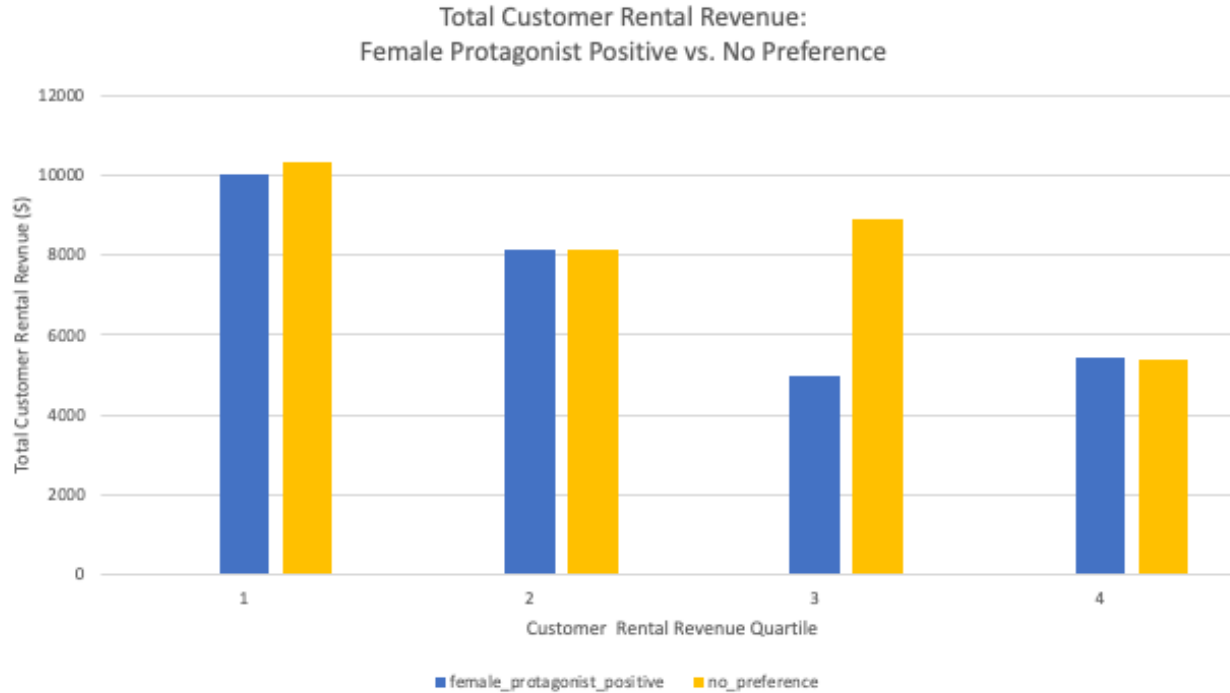
As we can see, there are 11 countries in the top 10% of countries that have a positive National Average Overpayment Rate, and Iraq has the highest National Average Overpayment Rate at 62.56%.

What percent of each country's total rentals are represented by films in the shortest quartile (by length). Show only the top 10 countries.



As we can see, versus customers in other countries, customers in French Guiana have the highest preference for shorter movies. Over 40% of movies rented by customers in French Guiana are in the shortest quartile of movies (by length).

Identify customers with a preference for films with a female protagonist ("Female Protagonist Positive"). Next, divide the customer base (including all customers, not just ones identified as Female Protagonist Positive) into quartiles, based on each customer's total rental payments made ("Customer Rental Revenue"). Within each quartile, how much total Customer Rental Revenue is represented by customers identified as Female Protagonist Positive versus all other customers ("No Preference")?



As we can see, the total rental revenue from customers defined as Female Protagonist Positive versus No Preference is almost identical within each of the four quartiles of Customer Rental Revenue except for the 3<sup>rd</sup> quartile, where Female Protagonist Positive customers represent less than \$5k in rental revenue versus No Preference customers who represent over \$8k in rental revenue.