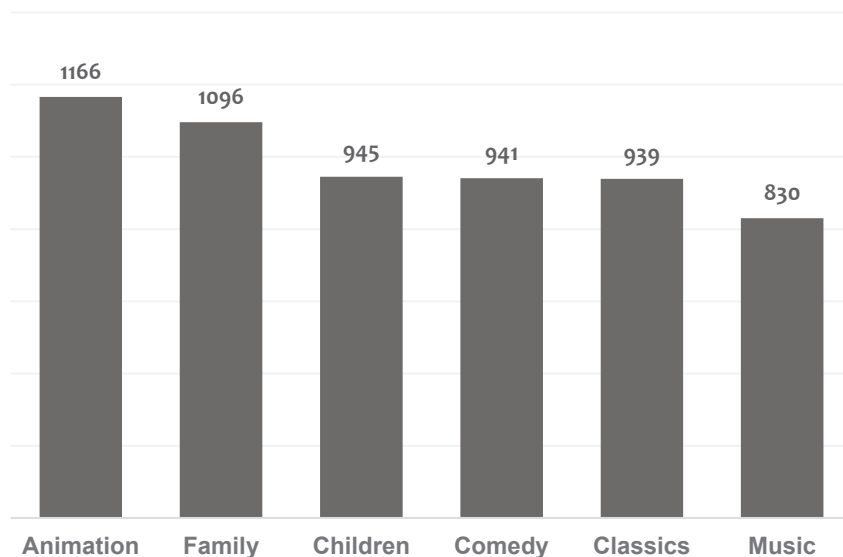


Question 1:

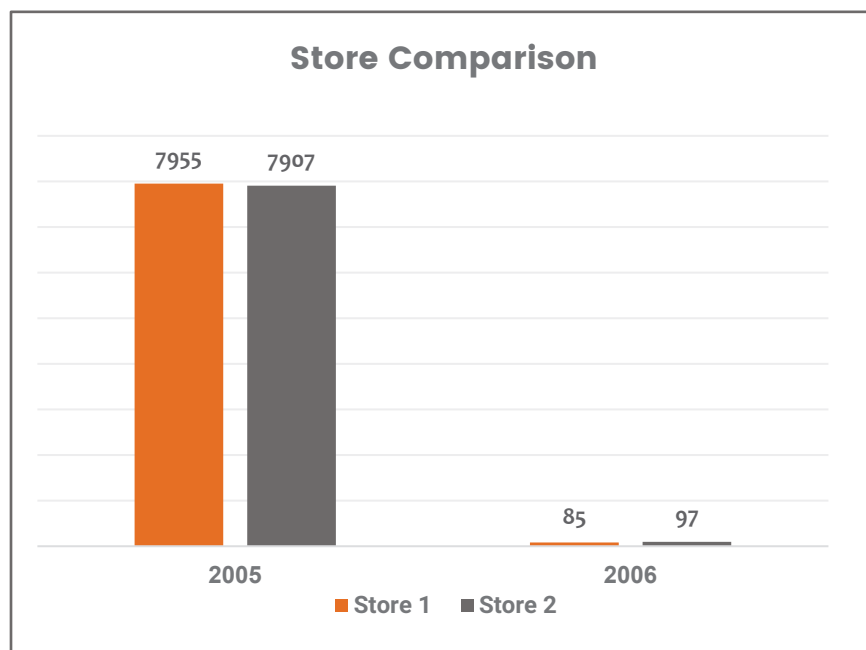
We want to understand more about the movies that families are watching

Movies Families are Watching



Data shows that families watch animation the most, with 1166 counts of total animation rental. Family movies was the second most rented film category at 1096 counts, and children, comedy, and classics maintained a similar number of rentage. Finally, Music is the least most rented film cateogry, coming last at 830 counts.

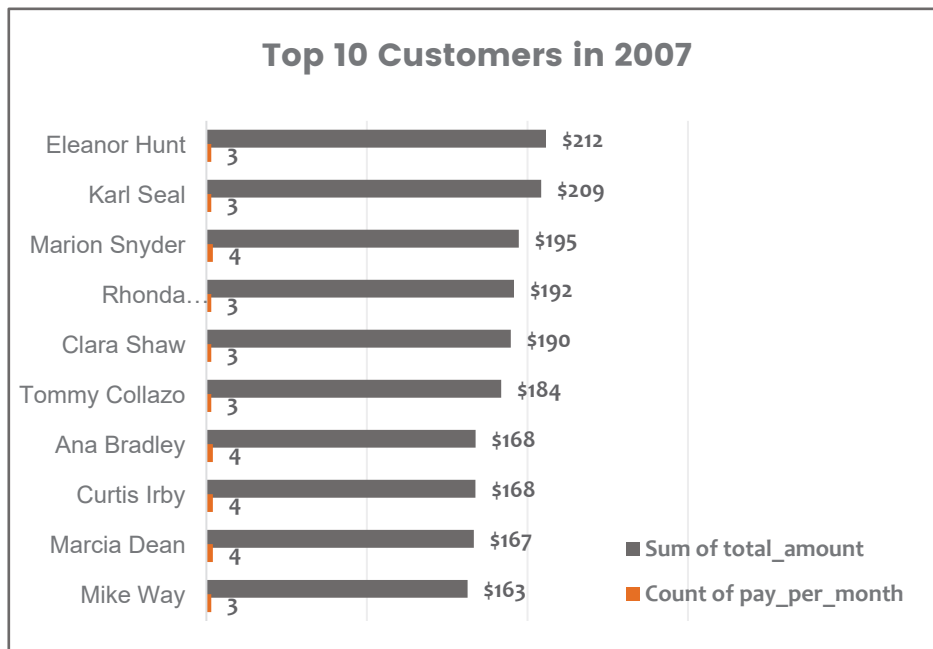
Question 2.1: We want to find out how the two stores compare in their count of rental orders during every month for all the years we have data for.



Both stores maintained almost equal rental orders between 2005 and 2006.

In 2005, Store 1(7955) had 48 more rental orders than store 2 (7907). However, in 2006, store 2 (97) had 12 more rental orders than store 1 (85), Although its too early to tell, Store 2 is off to a good start in 2006.

Question 2.2: We would like to know who were our top 10 paying customers

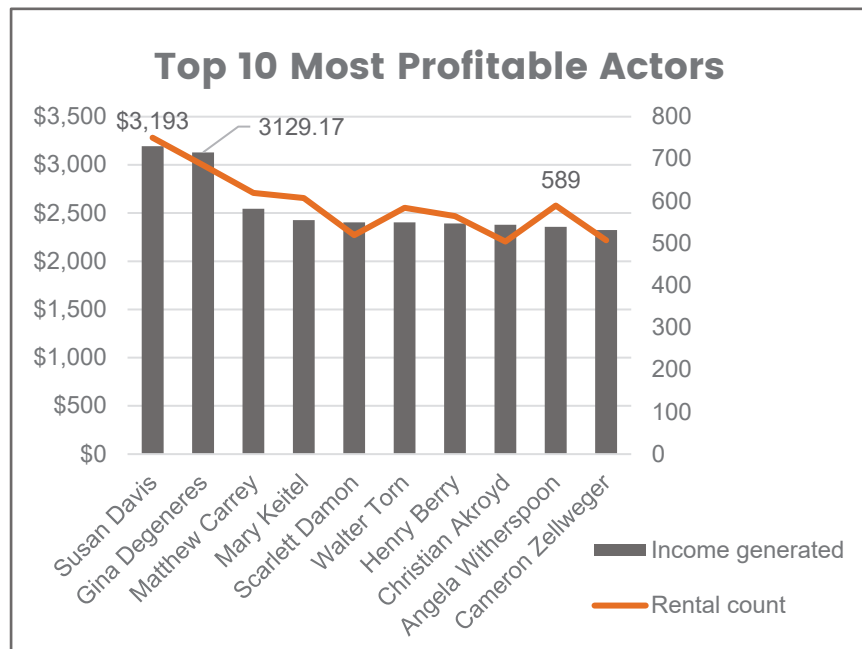


The highest paying customer is Eleanor Hunt, with a total of \$212 paid 3 times within a month.

Among the top 10 highest paying customers, only 4 people made payments four times within a month.

Finally, Mike way is the least paying customer among the top 10 paying customers with \$163 paid 3 times in a month.

Question 3: We would like to know the highest grossing actors in terms of income generated.



Susan Davis is the highest grossing actor in terms of income generated, with \$3,193, followed closely by Gina DeGeneres at 3,129. Others maintained close margins of income.

However, Angela Witherspoon recorded a higher rental count while coming second to last with 589 counts. Perhaps film rental advertisement can be targeted towards her to raise more income.