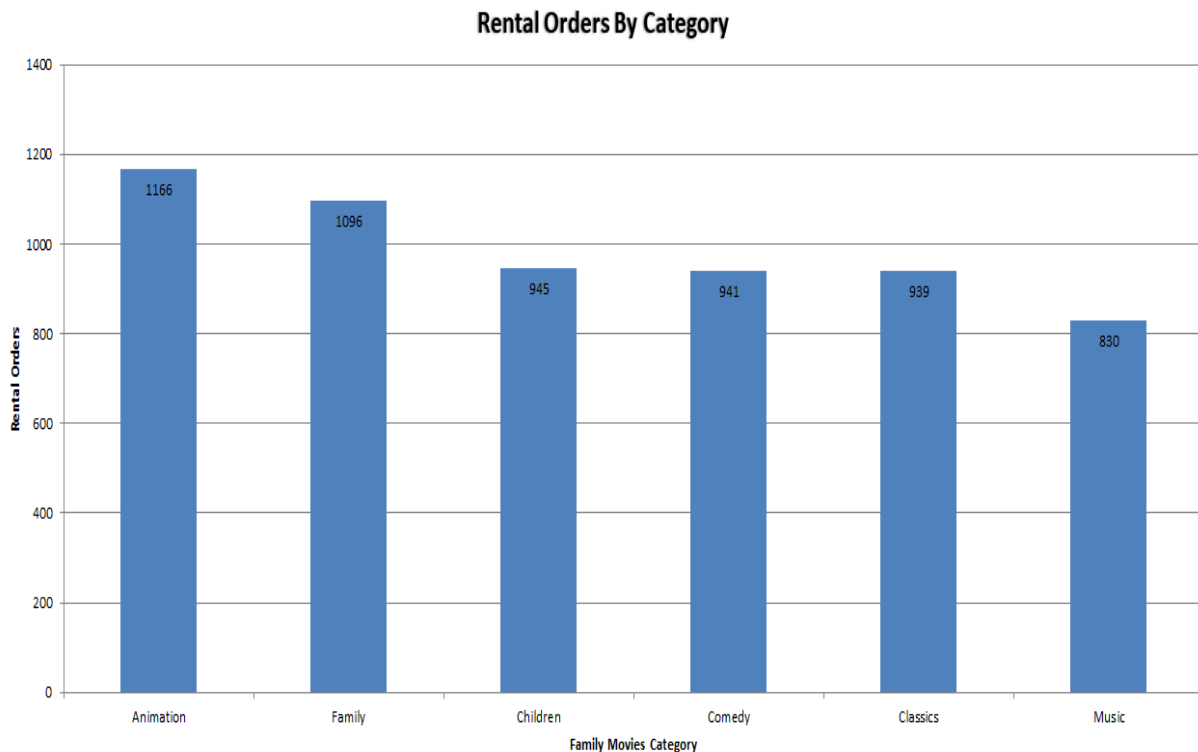


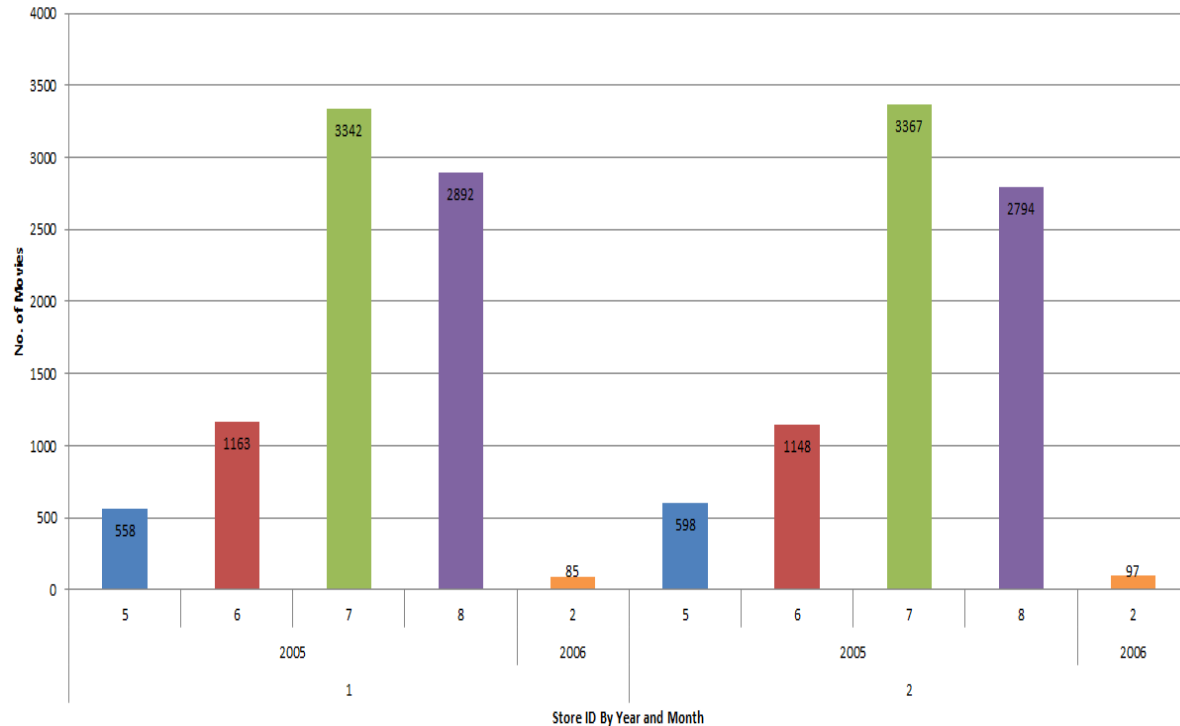
Provide an analysis of the rental order trends for each family movie category



The chart clearly indicates that 'Animation' is the preferred choice for family movie rentals, closely followed by 'Family' movies. There is a relatively similar level of interest in 'Children', 'Classics' and 'Comedy' categories. In contrast, 'Music' category movies appear to be the least favored among families for rentals.

Which month had the highest number of rental orders for each store?

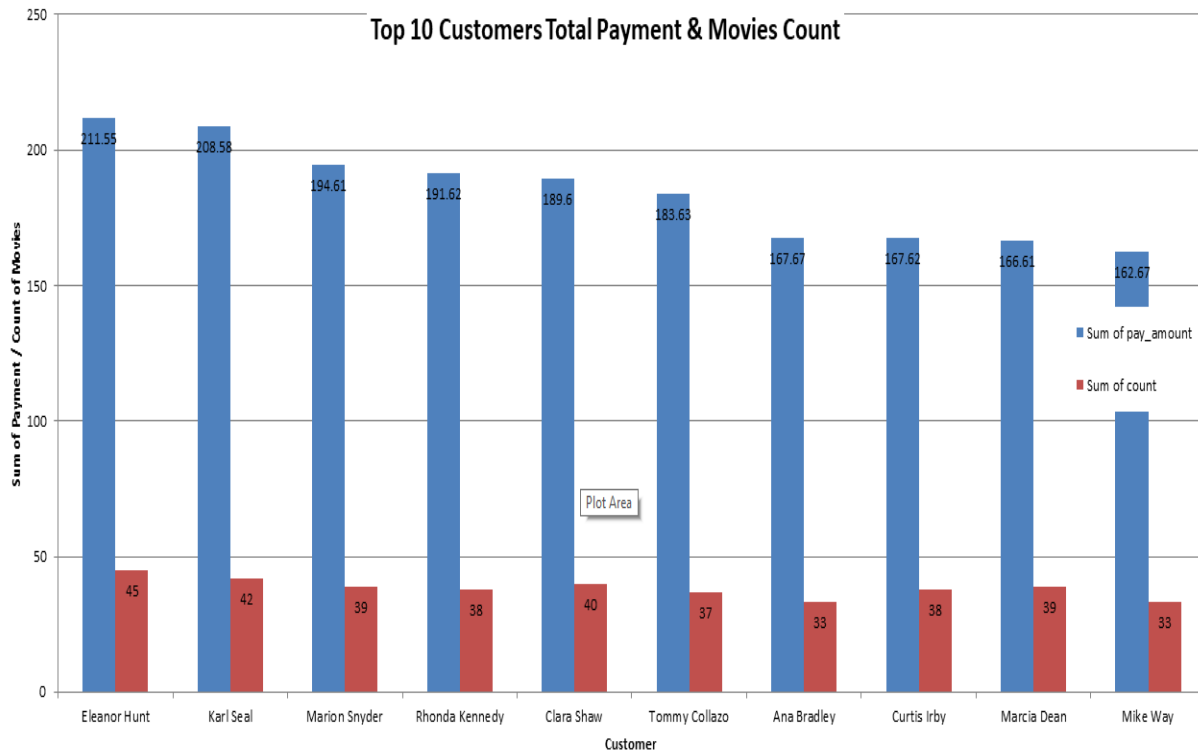
Movie Distribution in Each Store By Month



July 2005 followed by August 2005 recorded the highest rental movie order for the two stores.

Store 1 in July 2005 rented more movies than Store 2 while Store 2 in August 2005 rented more movies than Store 1

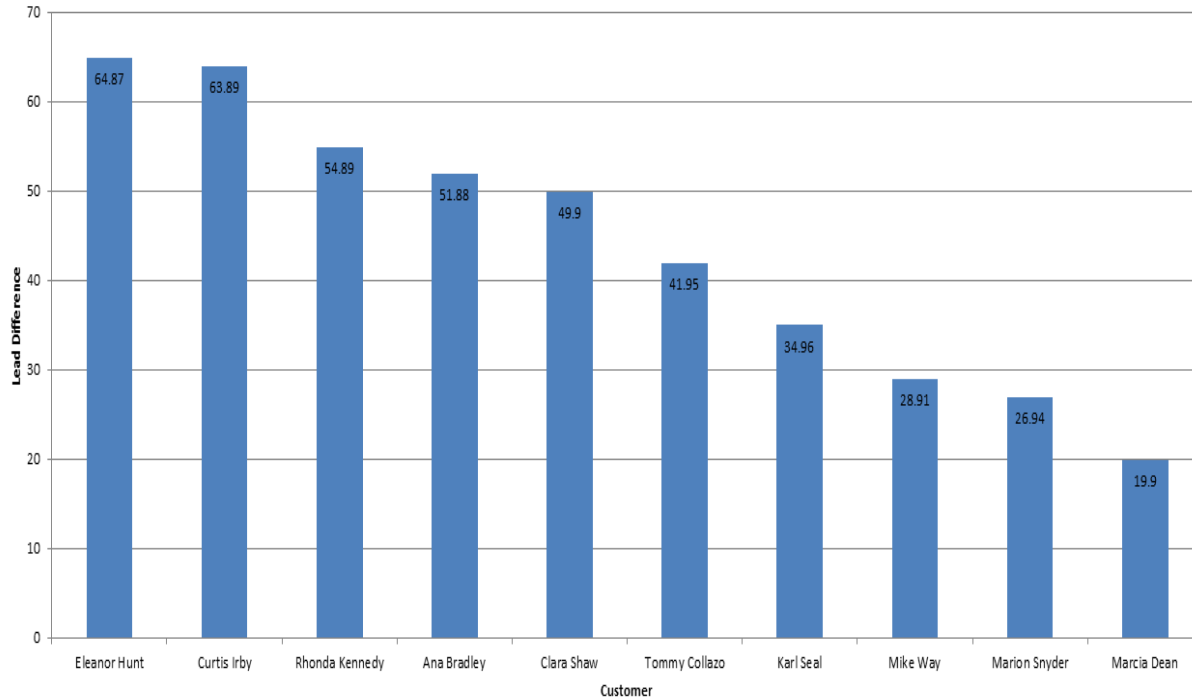
What is the total pay amount by each top paying customers?



The chart displays the highest-paying customers of 2007. Eleanor Hunt has made the most substantial payment, totaling \$211.55 and has rented 45 movies. In the 10th position is Mike Way, whose payment amounts to \$162.67 and has rented a total of 33 movies.

Which customer paid the most difference in terms of payment across the months during 2007?

Maximum Lead Difference By Each Customer



In March 2007, Eleanor Hunt had the highest variation in payments, with a maximum difference of \$64.87 compared to her payment in February 2007, which was \$22.95. Among the top 10 customers ranked by payments, Marcia Dean had the smallest difference, which amounted to just \$19.90.