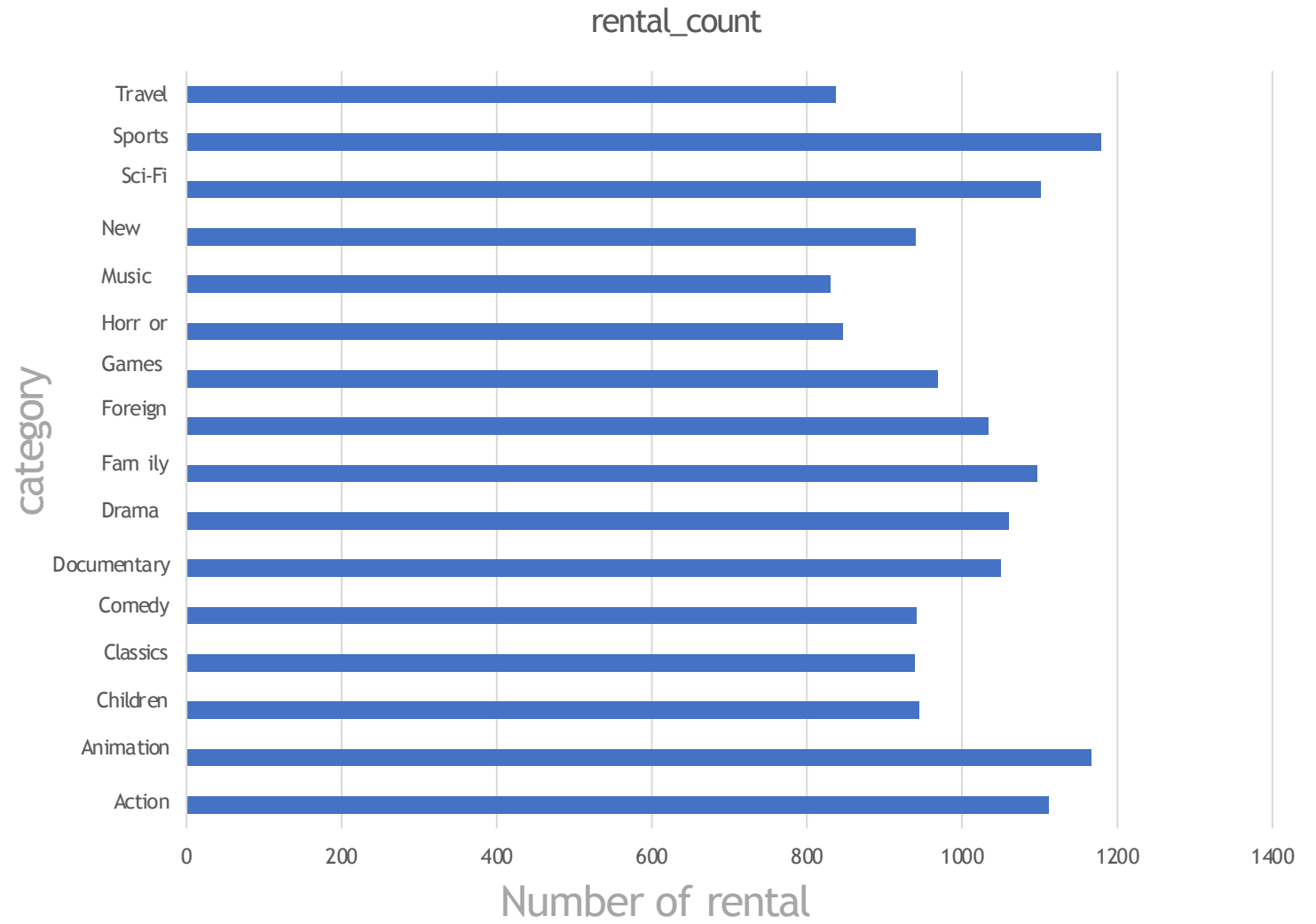


Which category has been selling out more?

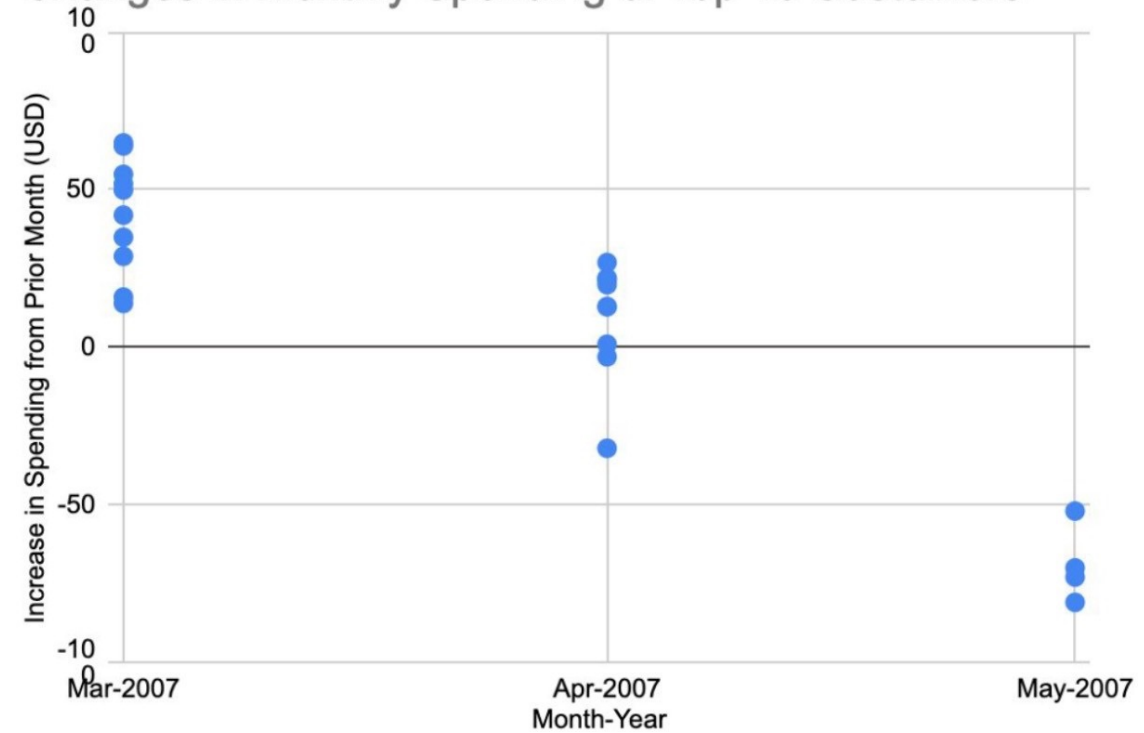
•By looking at the chart we could see that Animation, Sci-Fi and Sports are more or less the same, but Sports has a total count of 1179 which is more than Animation and Sci-Fi.



How Top 10 customers shift overtime?

- Eleanor Hunt produced the greatest increase, spent around \$64 more in March.
- Marion Snyder produced the greatest decrease.

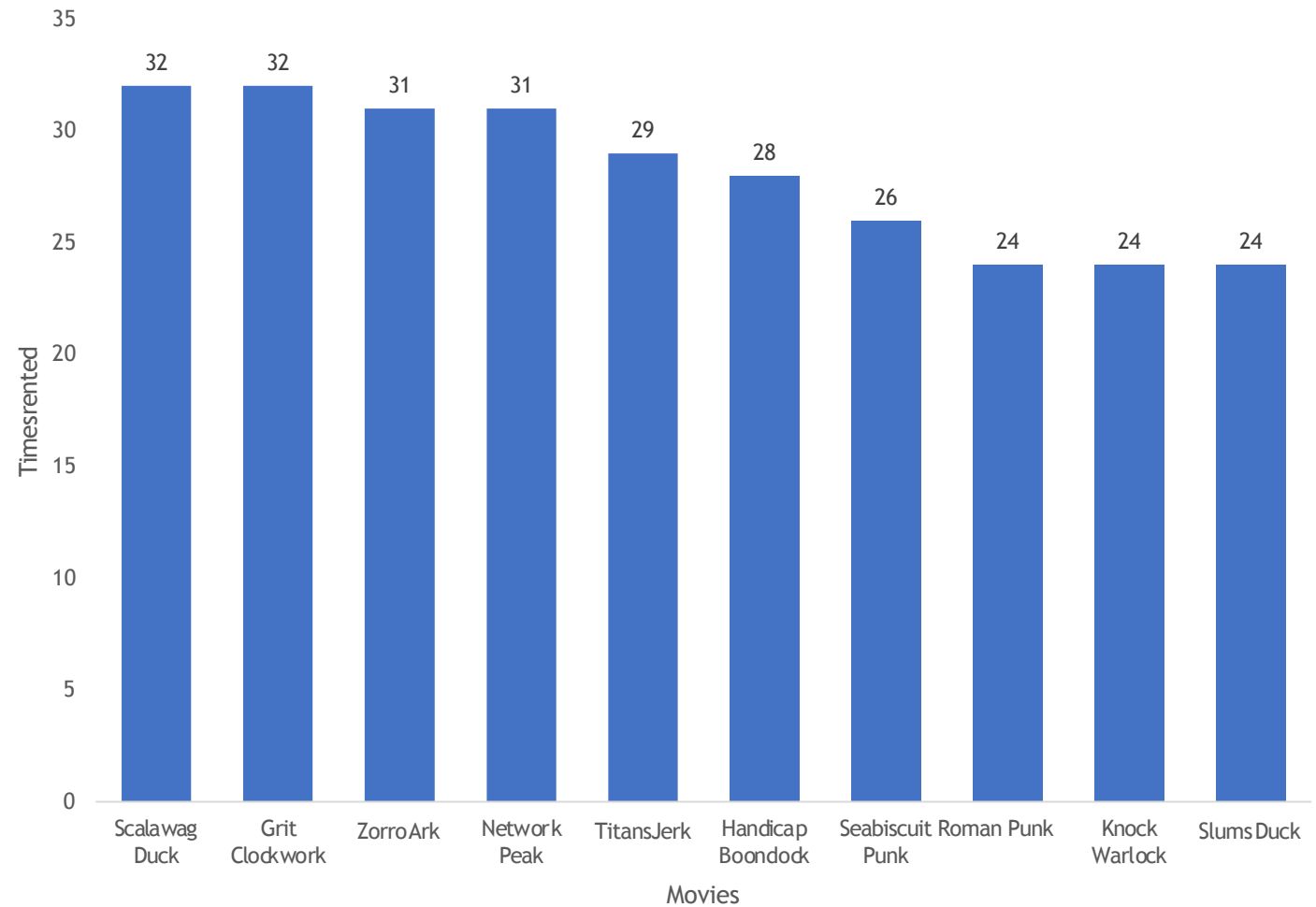
Changes in Monthly Spending of Top 10 Customers



Top 10 customers who rented most dvd's

•By looking at the chart it is clear that Eleanor Hunt rented the most.

Top 10 customers rented most dvd's



Top 10 paying customers in 2007

- As we can see, Eleanor Hunt has made the top Monthly payment of 100\$ in April 2007

