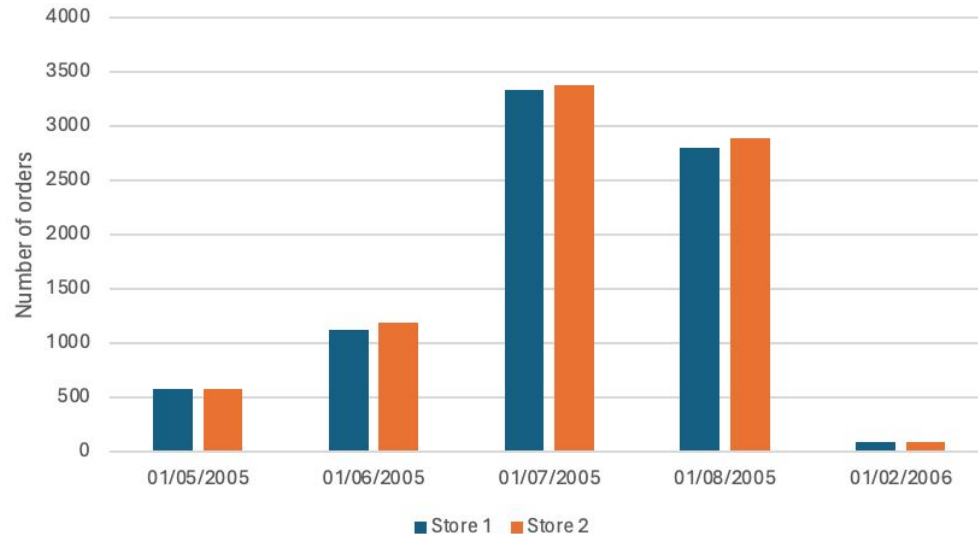


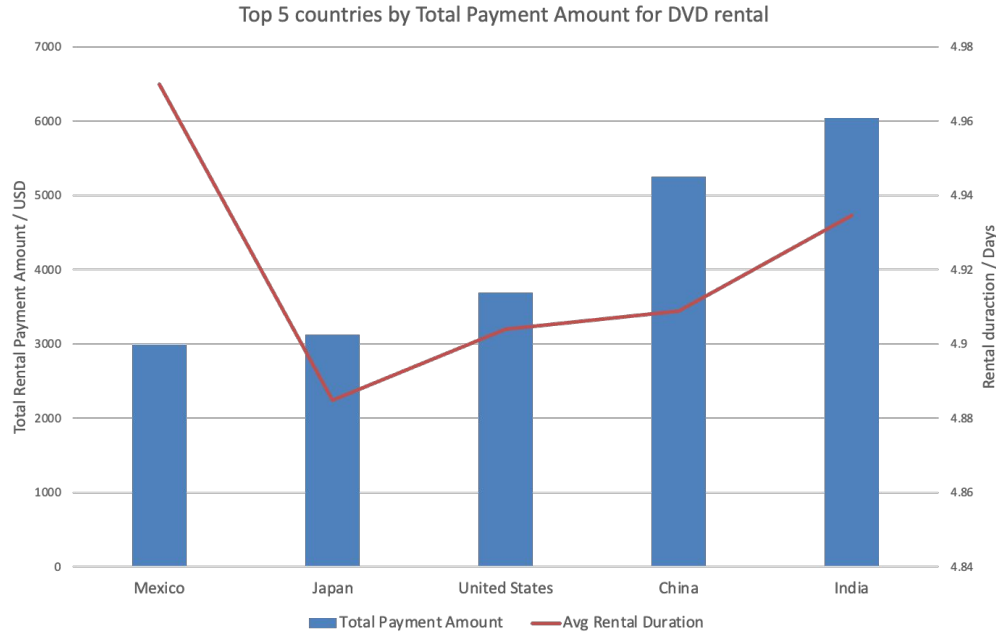
What is the performance of DVD stores in terms of rental orders fulfilment over time?

Average rental orders per store in each month



For the whole range of rental dates available in the database, Store 2 always had more rental orders, except for August. Additionally, both stores seem to have reached a peak in July of 2005.

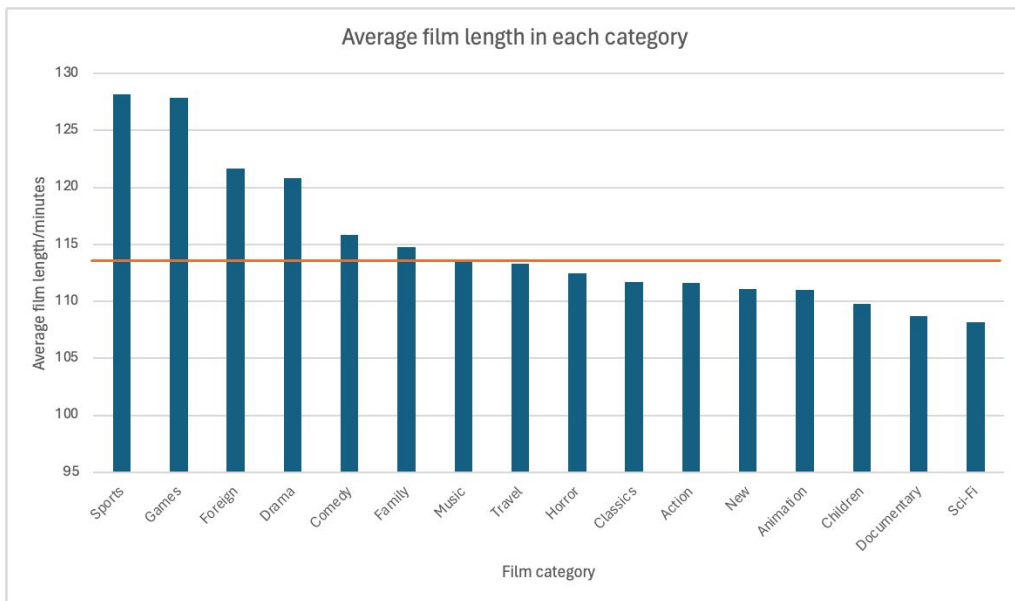
What are the top 5 countries by total payment amount?



The top 5 countries with biggest total payment amounts for DVD rentals are India, China, US, Japan and Mexico, with India being the leader in the group.

The average rental duration for each country seems to correlate with the total payment amount with exception of Mexico; it has the highest average rental duration out of all. However, the difference is in hours rather than days, so the average duration is almost 5 days for all countries.

What film categories have a higher than average film length?

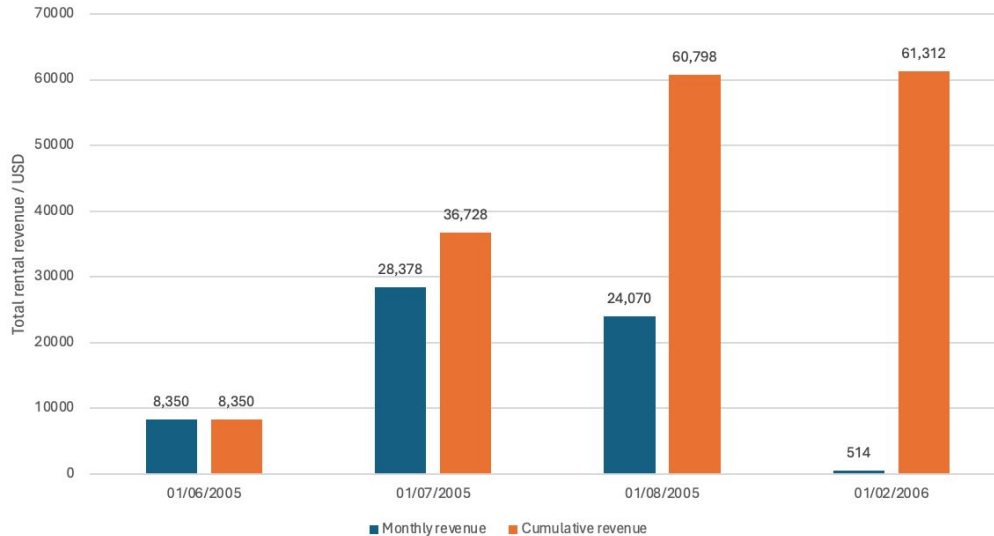


The average film length across all categories is 115 minutes.

Sports, Games, Foreign and Drama are the film categories above the average film length of all categories.

What is rental performance of all stores and their cumulative revenue over time?

Monthly performance of all DVD stores



The cumulative revenue has been growing steadily but it has slowed down as rental revenue has declined in August of 2005.