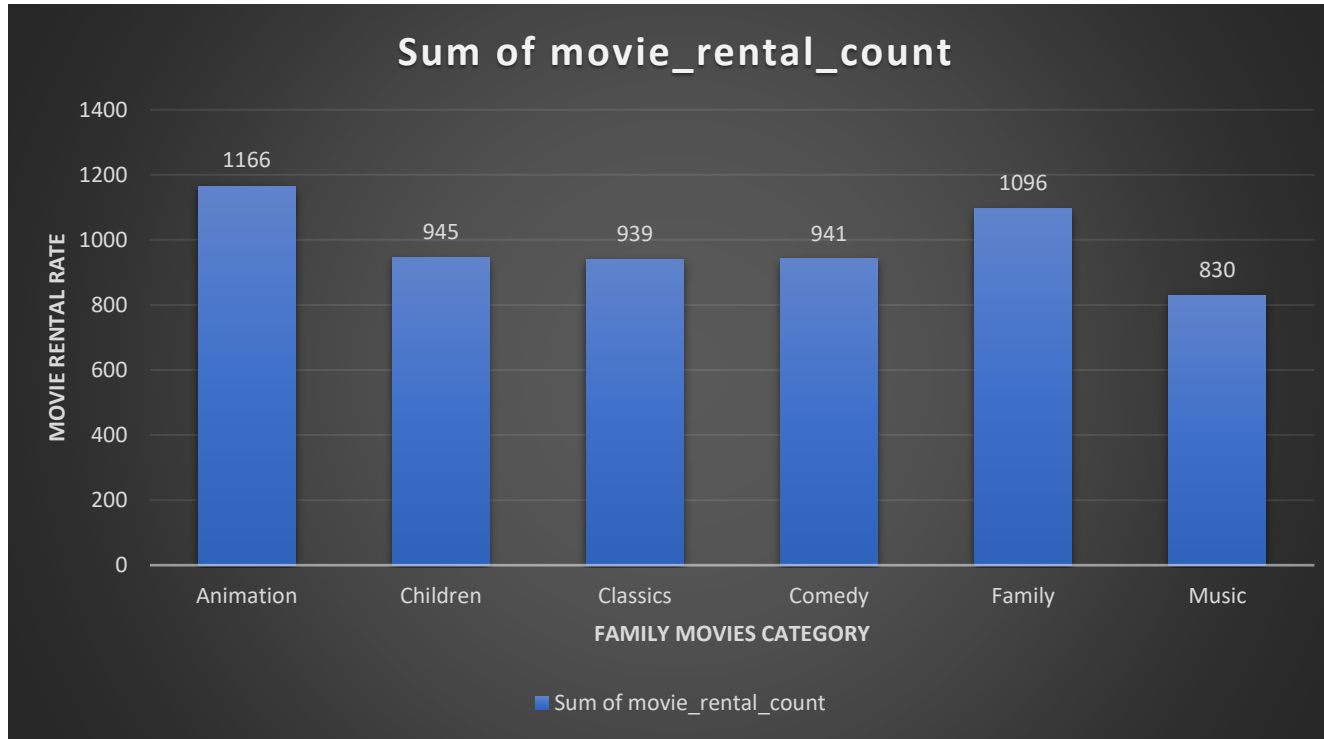


Which of the Family Movie Categories has the highest rental rate?



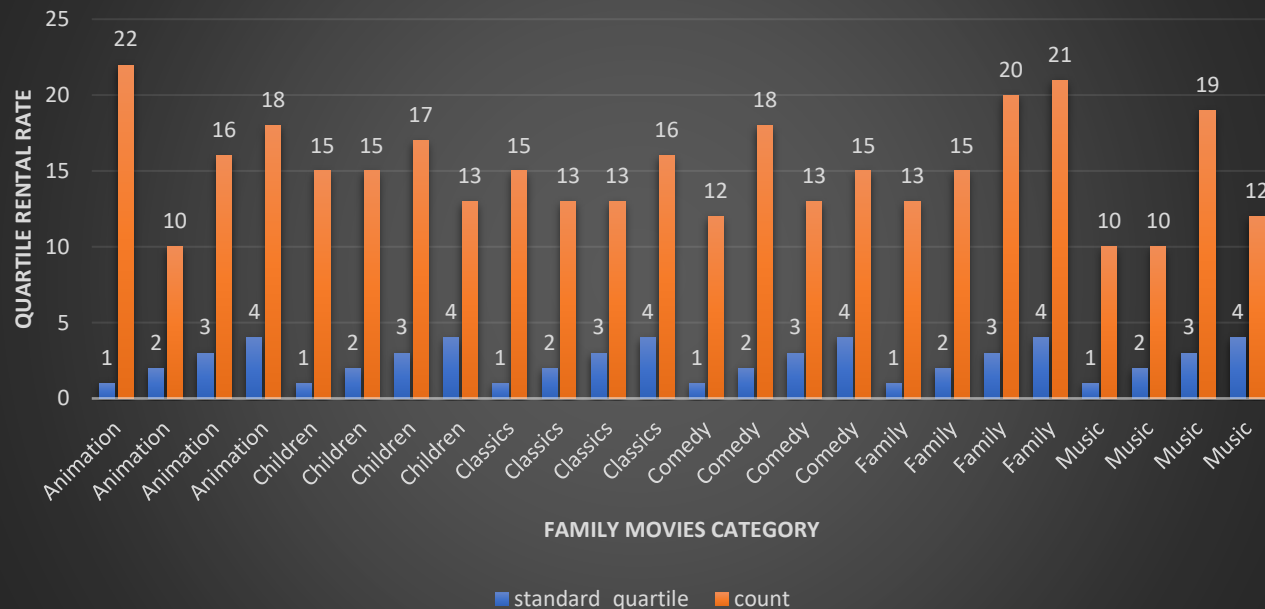
From the visualization, the family movie category with the highest rental rate is Animation with a rental rate of 1166.

SQL Query in .txt File:

Question #1 - Family Movies with the Highest Rental Rate

Which quartile had the highest rental rate and which family movie category does it belong?

Family Movies Category Quartile Rental Count

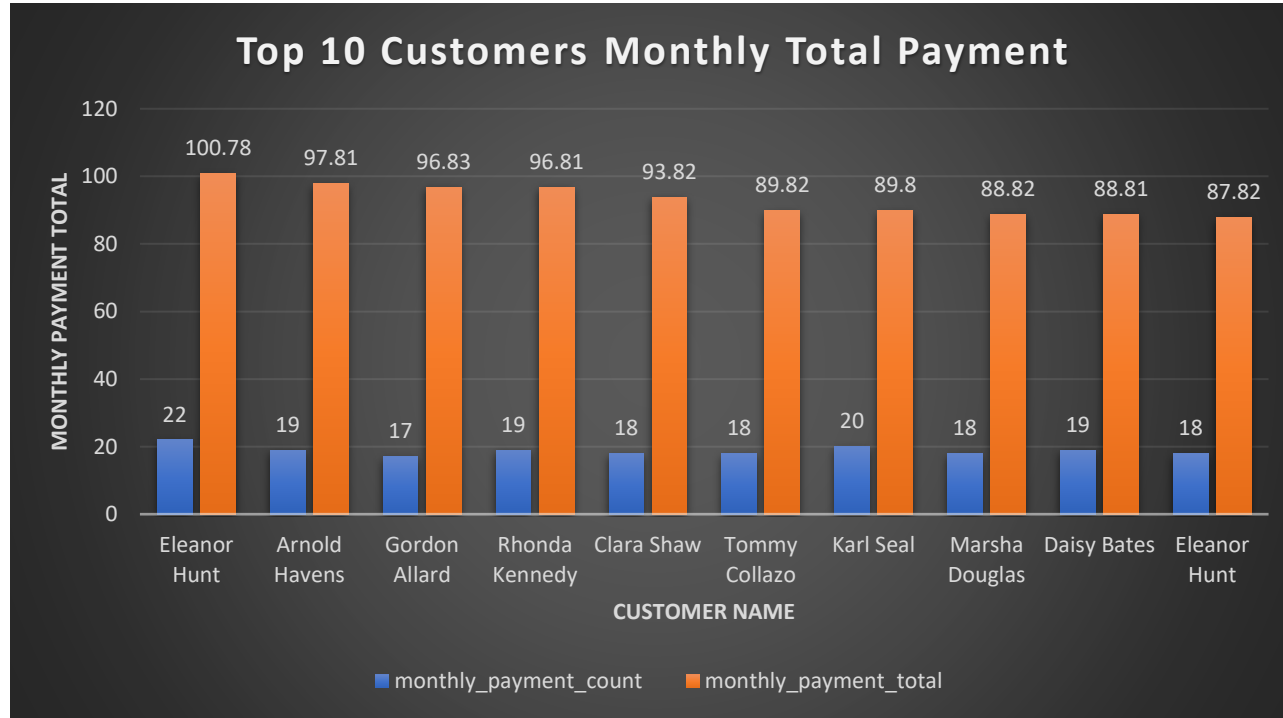


It can be seen from the visualization that most of the movies rented in the Animation category had the shortest rental duration because of the quartile value of 1.

SQL Query in .txt File:

Question #2 - Family Movies Quartile Rental Rate

Find the highest monthly paying customer in the top 10 monthly paying customers?

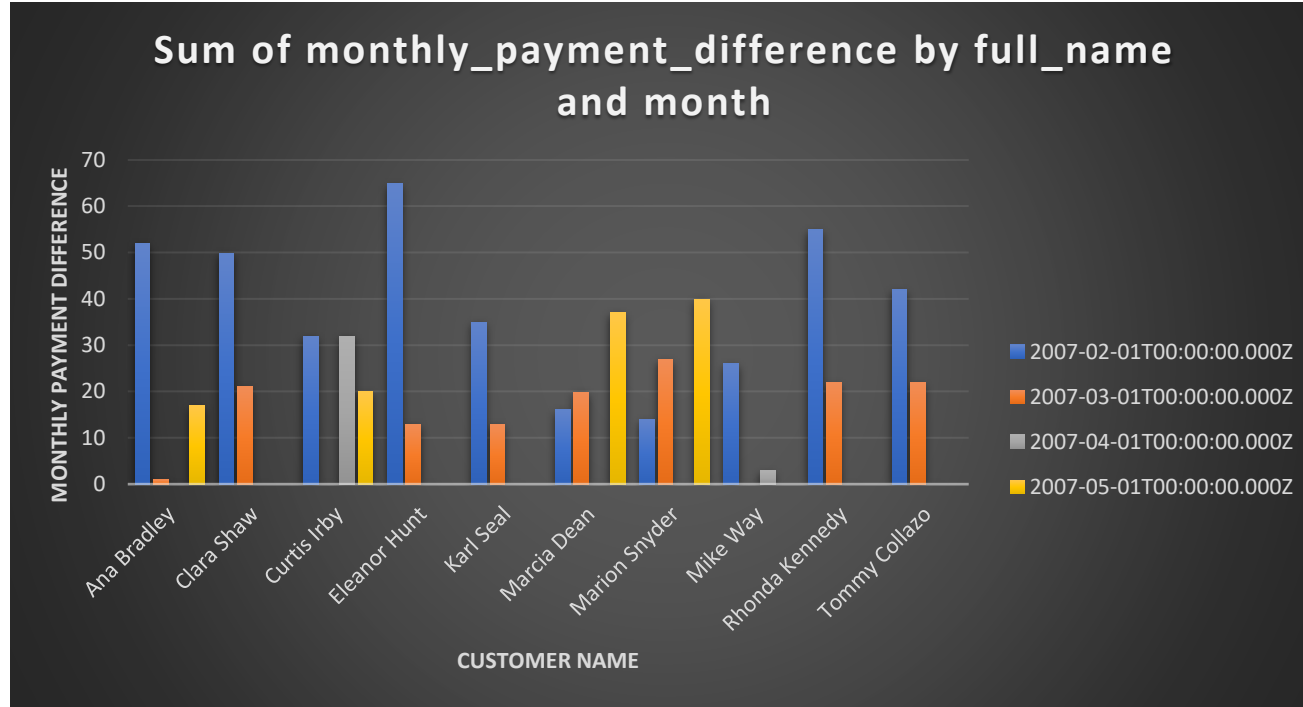


Eleanor Hunt is the highest monthly paying customer. This customer also made the highest number of monthly purchases.

SQL Query in .txt File:

Question #3 - Top 10 Paying Customers on Monthly Basis

What is the name of the customer with the highest monthly payment difference?



Eleanor Hunt had the highest monthly difference of 64.87 which occurred between February 2007 and March 2007.

SQL Query in .txt File:

Question #4 - Monthly Difference of Top 10 Paying Customers