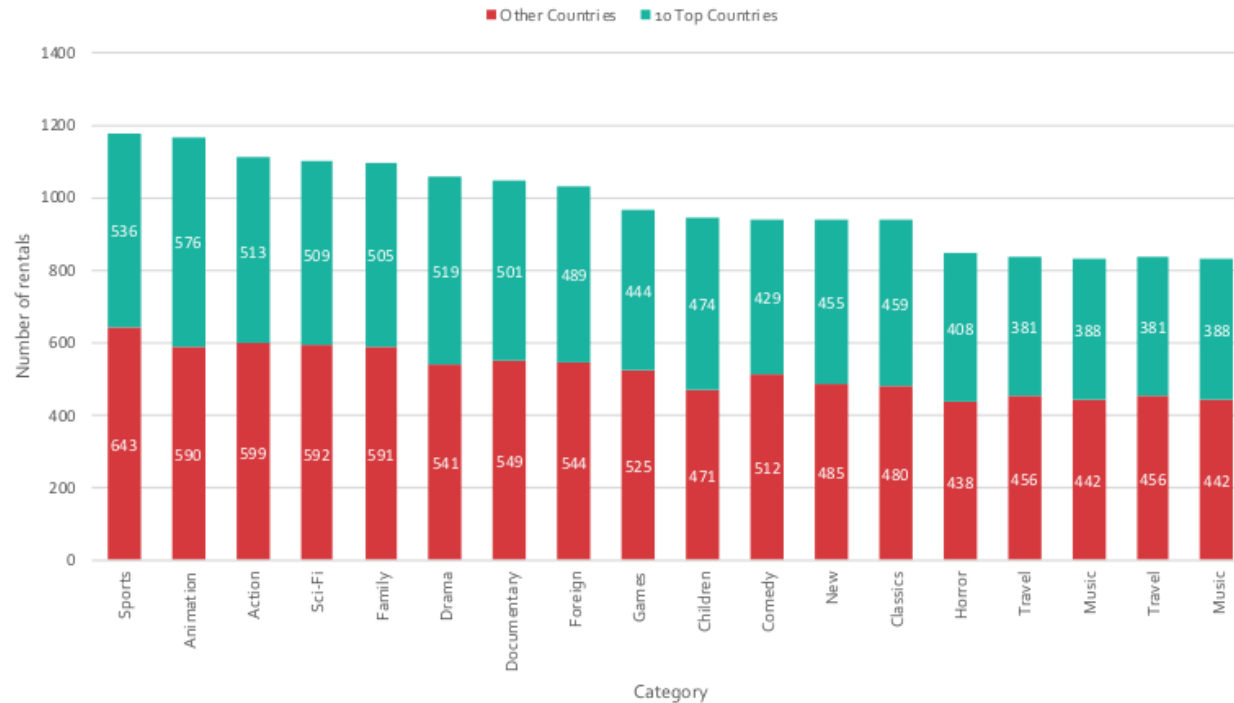


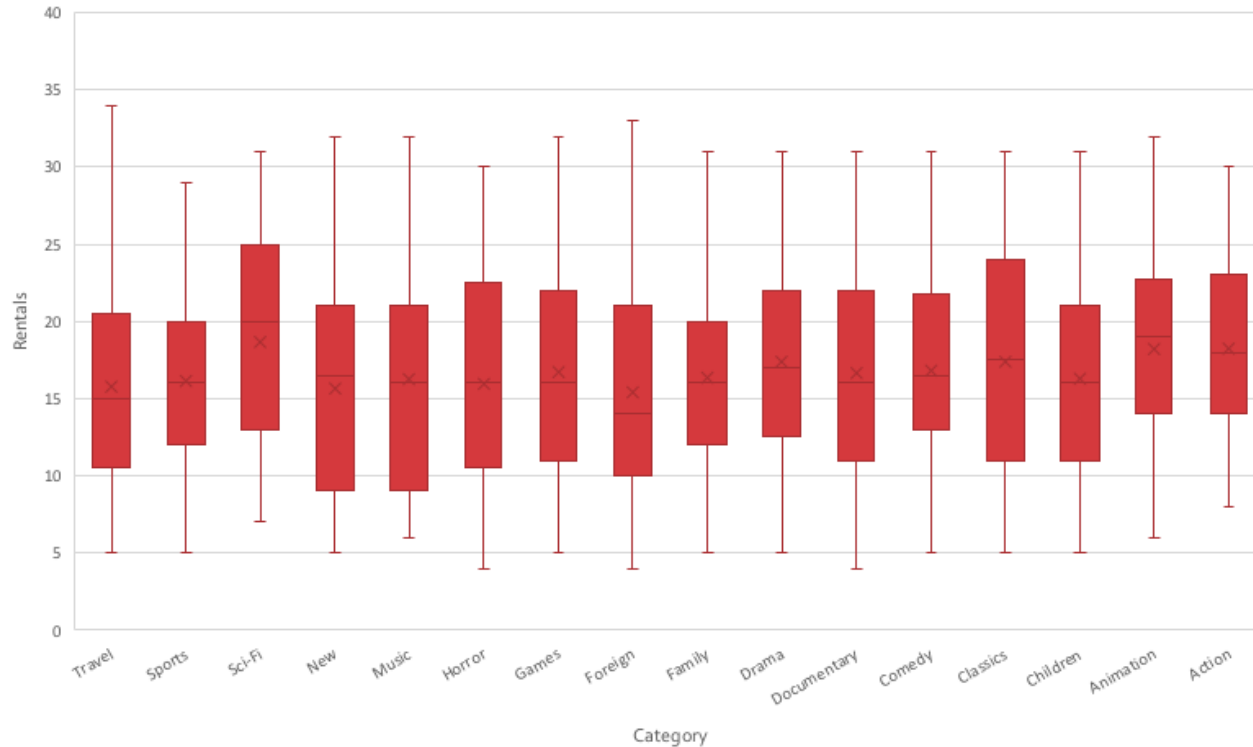
Query 1 - Rentals of the top 10 renting countries and the rest



How do the rentals for the 10 top renting countries compare to the other countries for each category?

Description: This bar chart shows the comparison between the number of rentals of the top 10 renting countries and the rest of the countries.

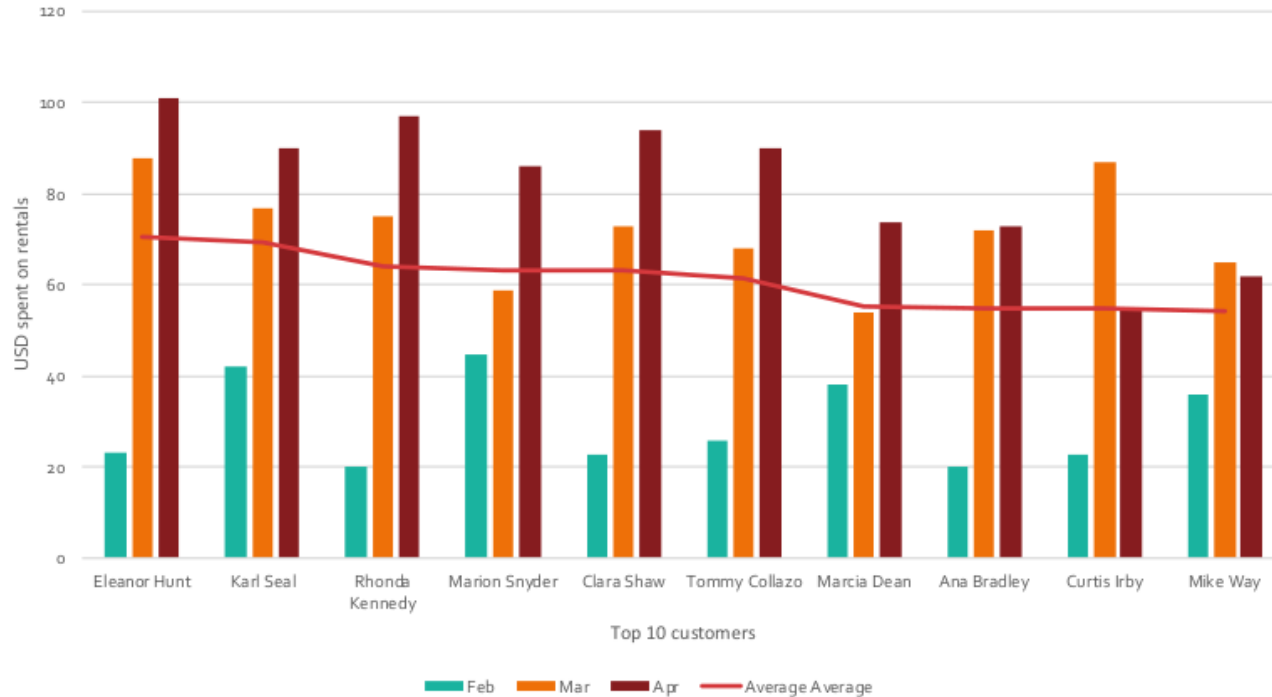
Query 2 - Film rentals distribution by category



How are the movies distributed by the amount of times they were rented inside of a category?

Description: This box and whisker chart shows the distribution of number of rentals of movies in each category.

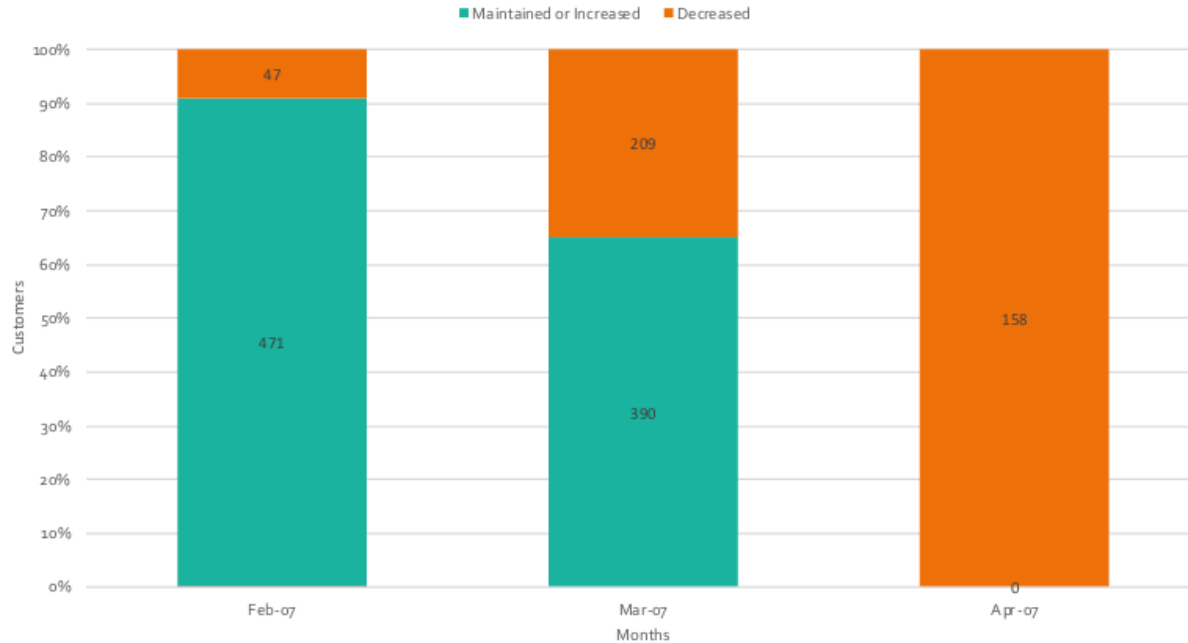
Query 3 - Amount spent by the top 10 paying customers between February and April 2007



How much did the top 10 paying customers spend on DVD rental over 2007?

Description: this chart shows the spending pattern of the all-time top 10 paying customers. The plotted line represents the average spent by each customer individually from February, 2007 to April, 2007, and it works as comparison between customers.

Query 4 - Amount spent in rentals compared to the previous month



How many customers have paid less in rentals compared to the previous month?

Description: this chart shows the amount and proportion of customers that have decreased the amount spent in rentals when compared to the previous month. The chart suggests the beginning of a downward trend in amount spent by customers, although the data is insufficient to show an actual trend in customers' behavior.