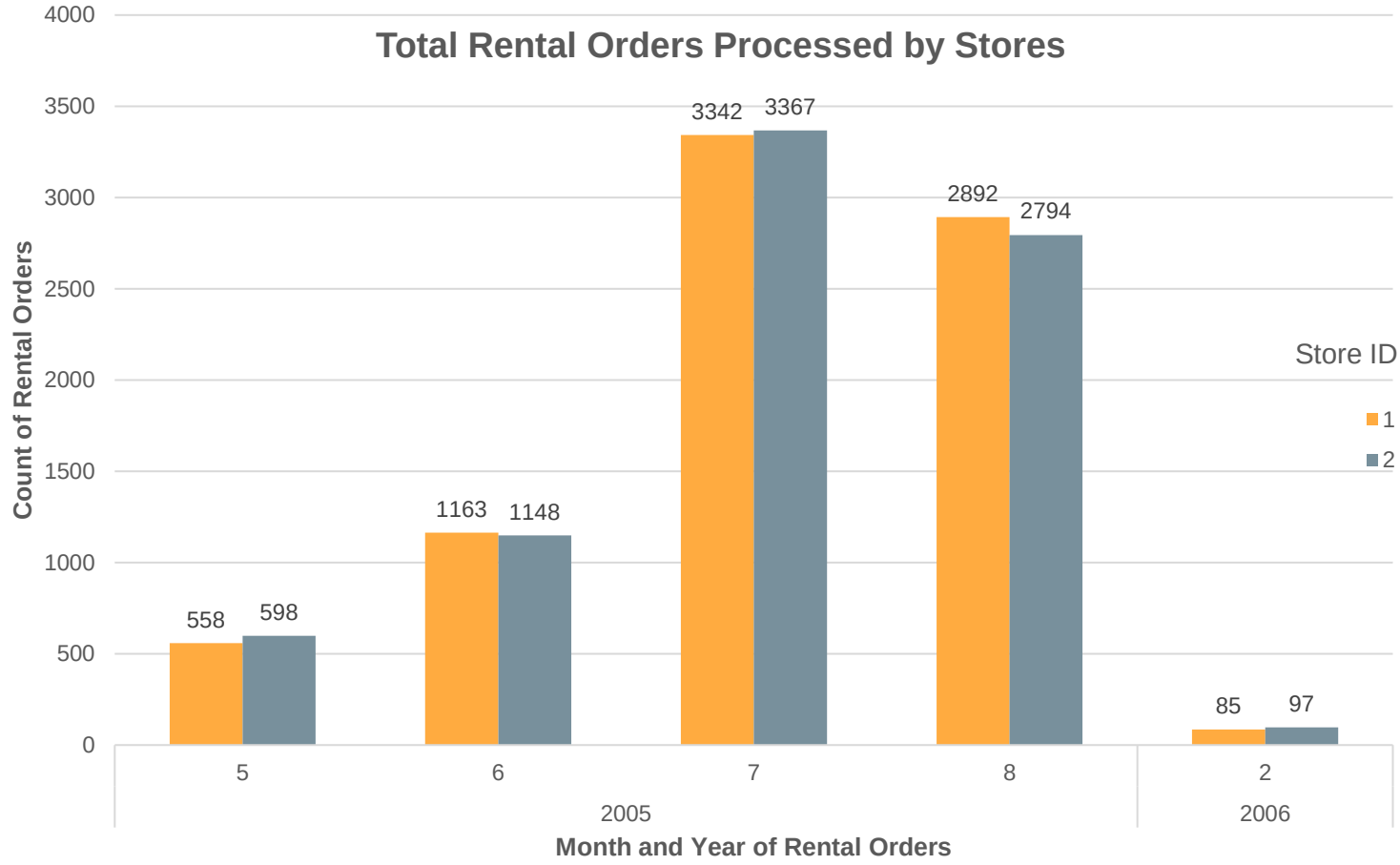
How do the two stores compare in their count of rental orders for each month in each year?



It can be observed that both stores had similar counts of rental orders for each year-month period.

The SQL code used is Query 1.

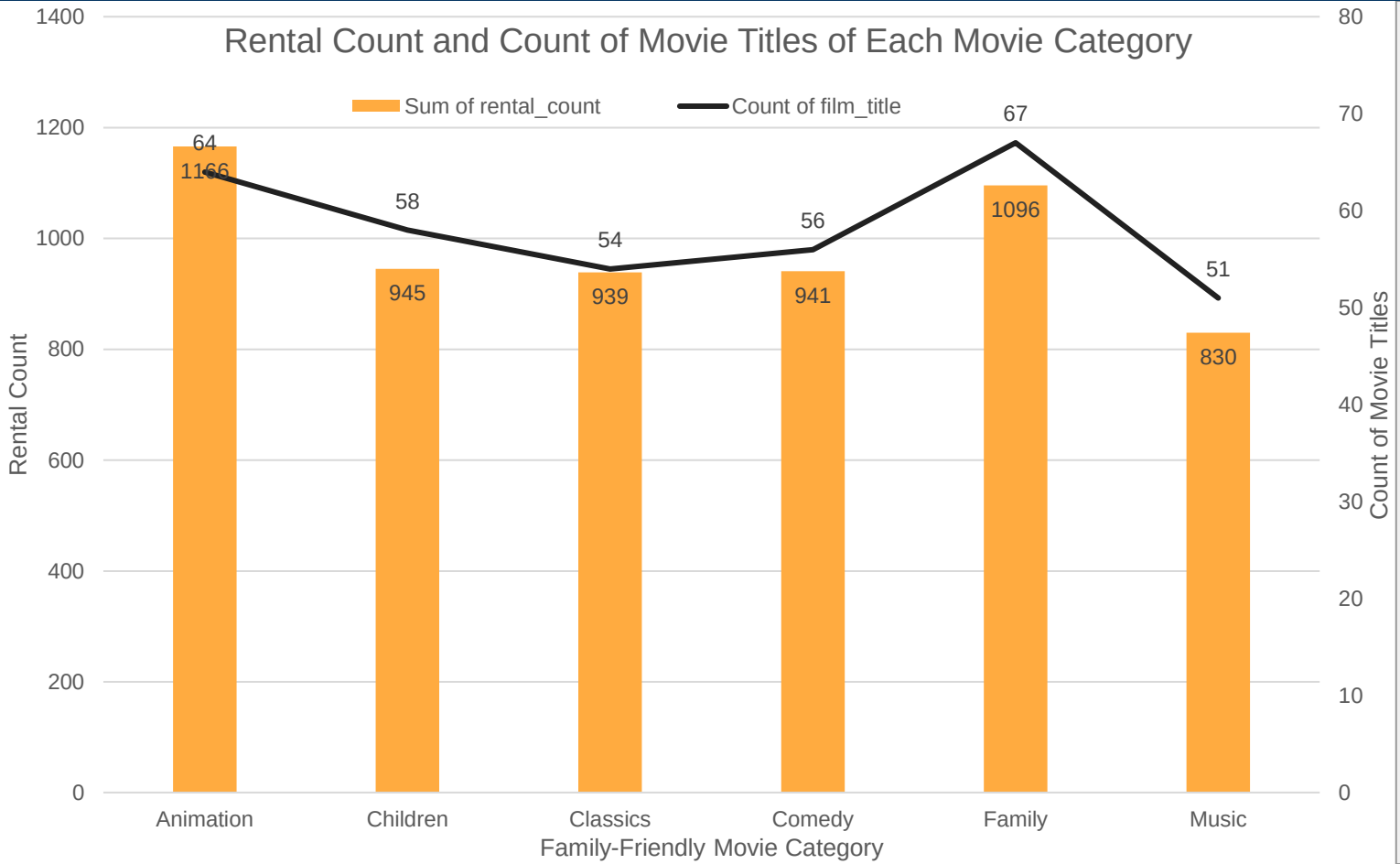
```
SELECT DATE_PART('month', rental_date) AS rental_month,  DATE_PART('year', rental_date) AS rental_year, s1.store_id, COUNT(rental_id) AS rental_count

FROM store AS s1

JOIN staff AS s2 ON s1.store_id = s2.store_id  JOIN rental AS r ON s2.staff_id = r.staff_id GROUP BY 1, 2, 3

ORDER BY rental_count DESC;
```

Does the Movie Category with the highest rental count also have the highest count of film titles?

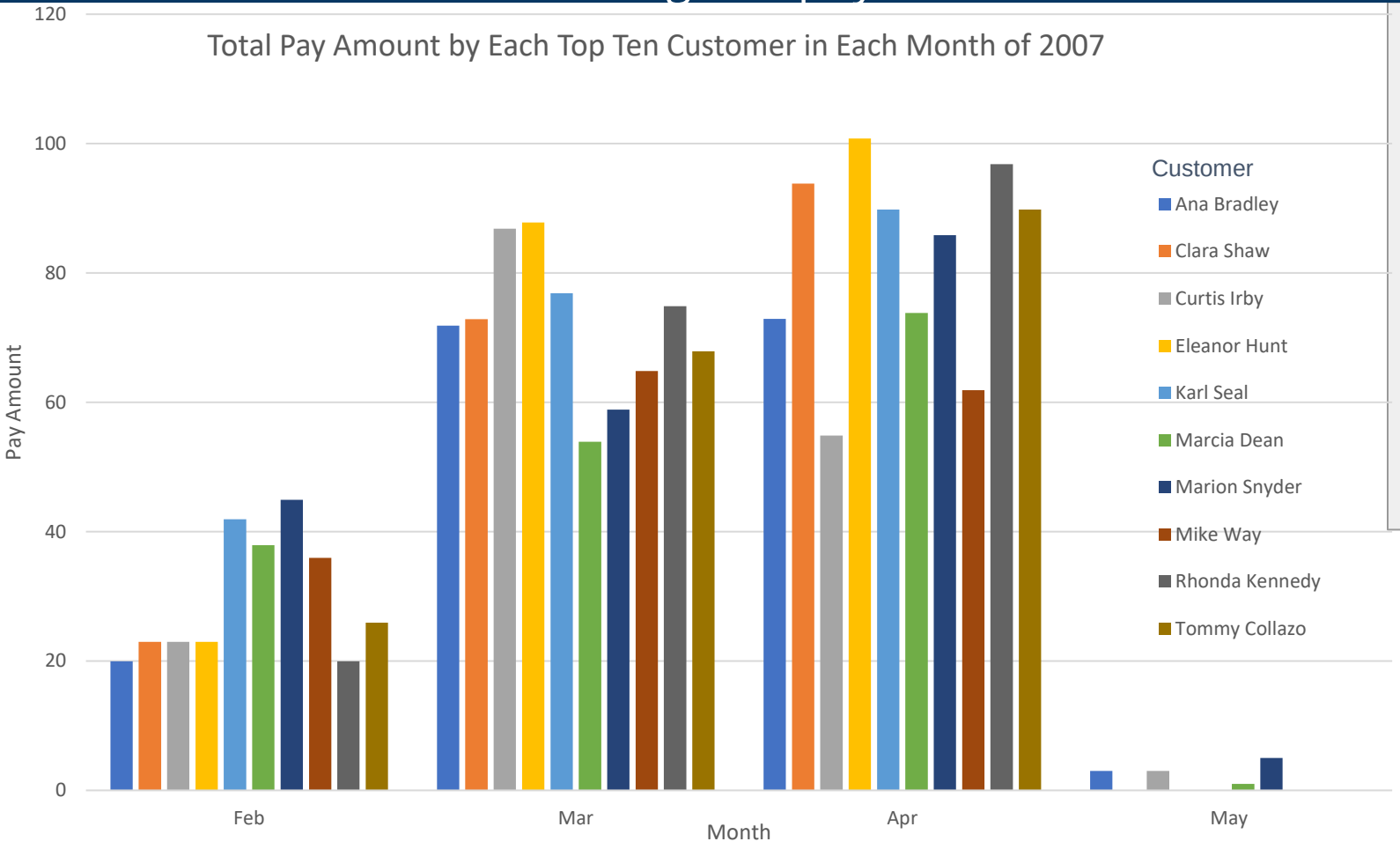


We can see that while the rental count of movie categories correlates with their count of film titles, however, the category with the highest rental count does not necessarily have the highest count of film titles.

Animation has the highest rental count, but Family has the highest count of film titles. On the other hand Music has the least rental count and least count of film titles.

The SQL code used here is Query 2.

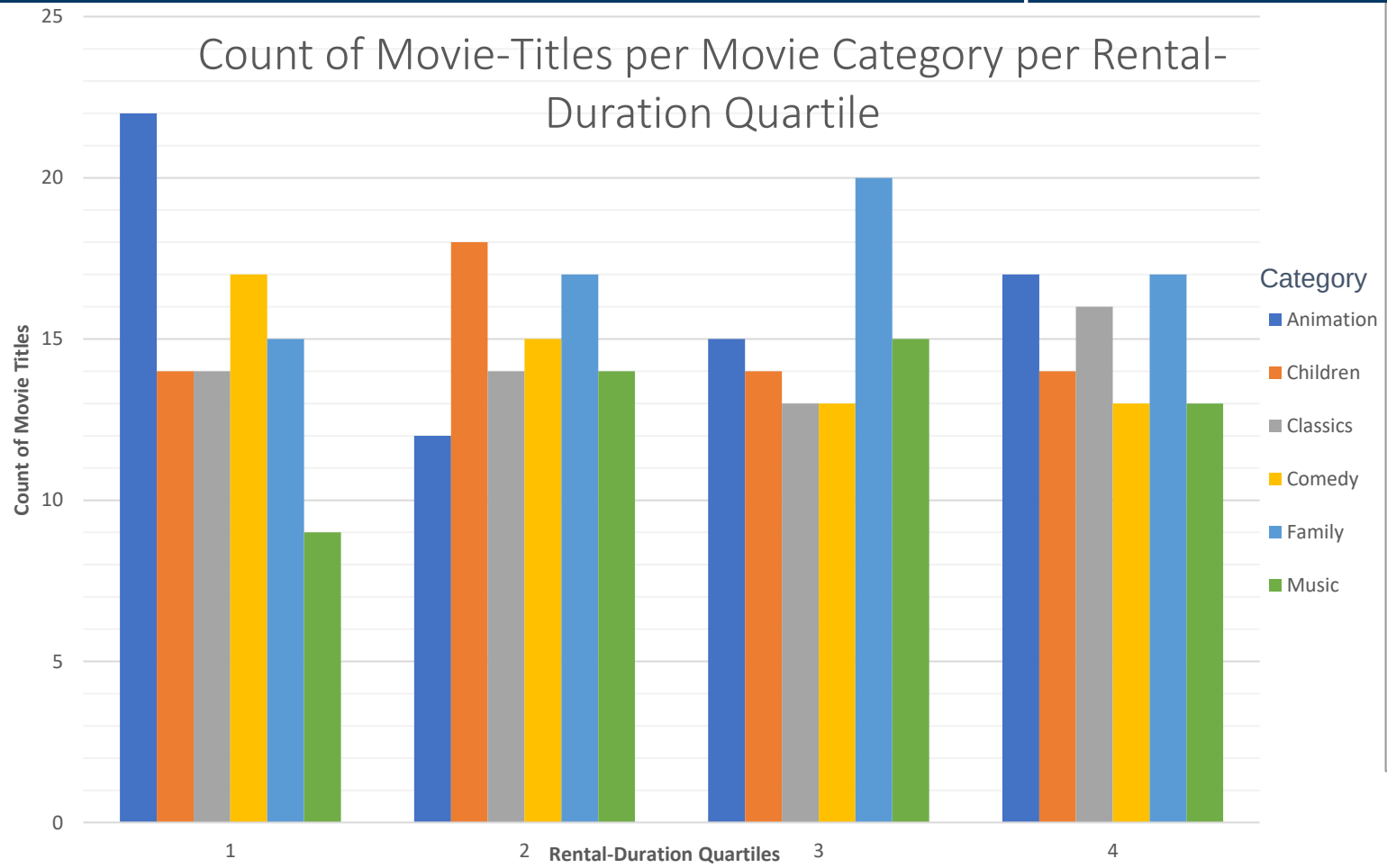
Who is the top paying customer in 2007, and in which month of 2007 was the highest payment made?



It can be observed that Eleanor Hunt is the top paying customer in 2007, and the highest payment month of 2007 is April.

The SQL code used here is Query 3.

How do the family-friendly movies compare in their count of movie titles in each rental-duration quartile?



We can see that Animation category has the highest count of movies in the 1st quartile and least count in the 2nd quartile. From this chart we can be able to make comparison of count of movies for each category and each quartile.

The SQL code used here is Query 4.