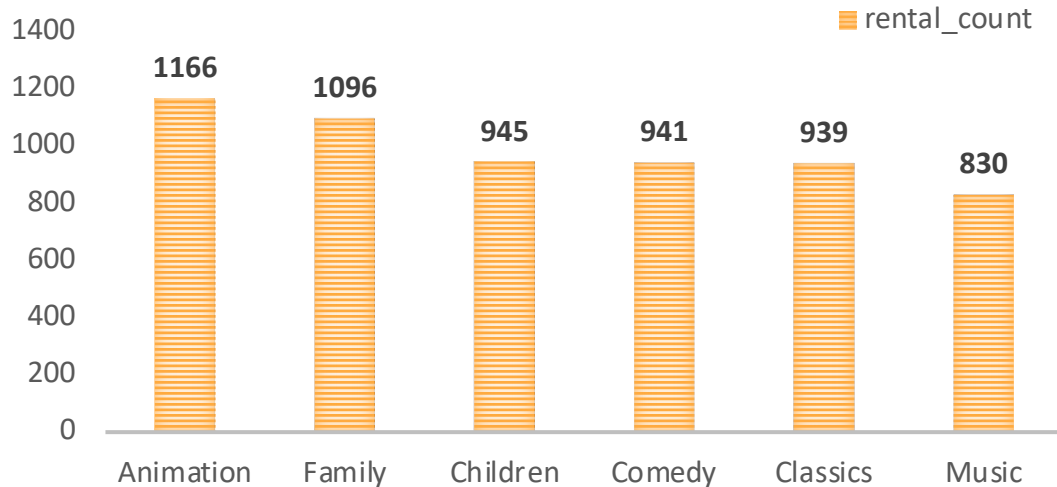


Which category of family movies is the most popular?

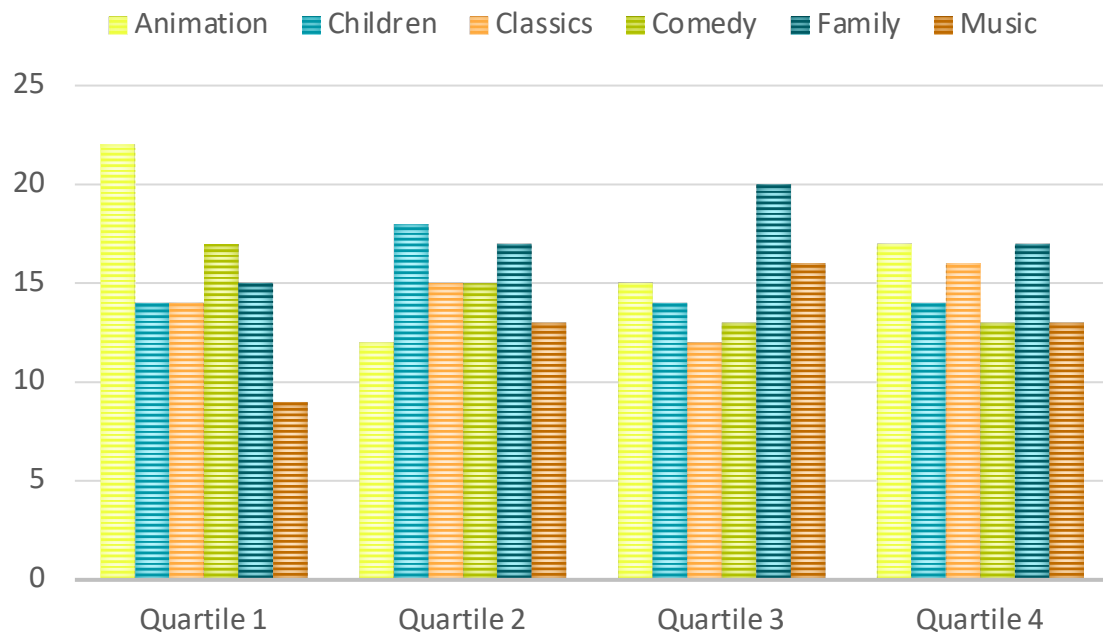
TOTAL NUMBER OF MOVIE RENT PER CATEGORY



- **Animation** is the most popular type for family movies with a total of **1166 rent** in our database
- **Music** movies are the least popular one for family, with **only 830 rent** in total

Which types of family movies have been rent for a relatively shorter period?

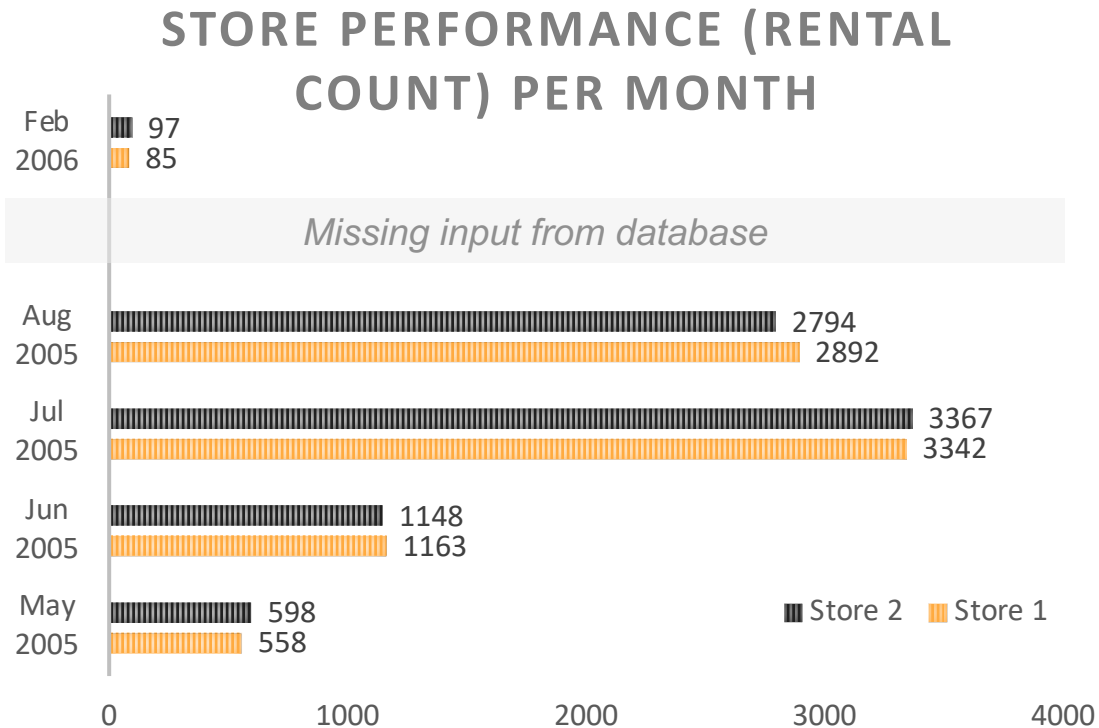
FAMILY MOVIE CATEGORIES FOR DIFFERENT RENTAL DURATION



Compare to other movie types:

- **Most animation movies** are rent for shorter period (quartile 1)
- **Most family movies** are mostly rent for longer period (quartile 3 & 4)

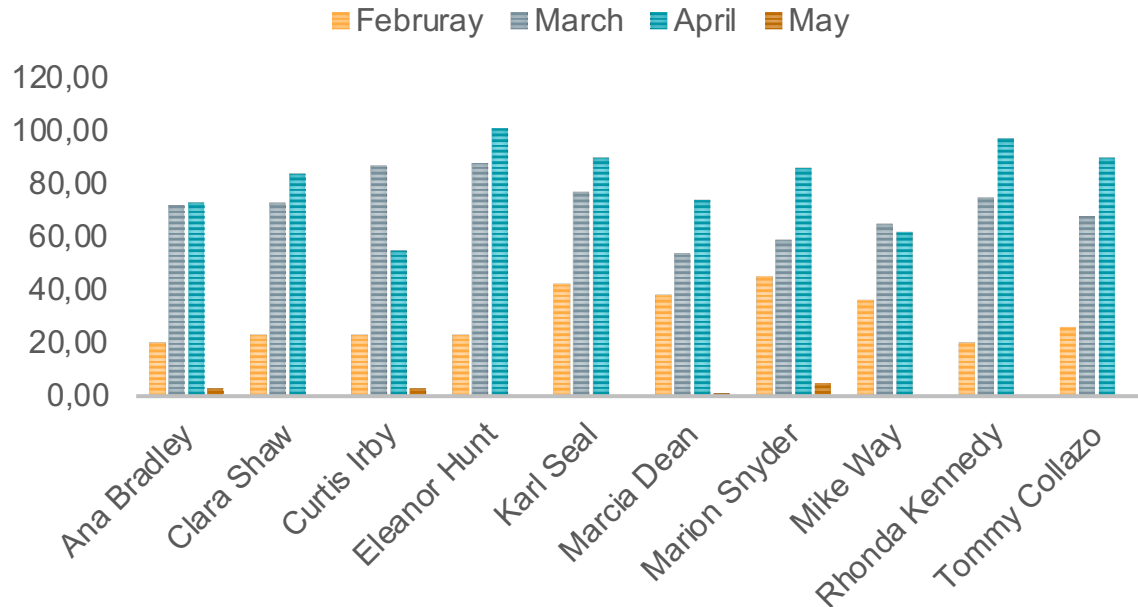
Which store performs better every month?



- Overall, Store 1 and 2 have **similar performances** every month
- **Store 1** performs better in June and August 2005
- **Store 2** performs better in other months

When did our top 10 customers have the biggest purchase improvement in 2007?

MONTHLY PURCHASE OF TOP 10 CUSTOMERS



- Most top 10 customers significantly increased purchase **in March**
- Eleanor Hunt has increased purchase by **64.87**