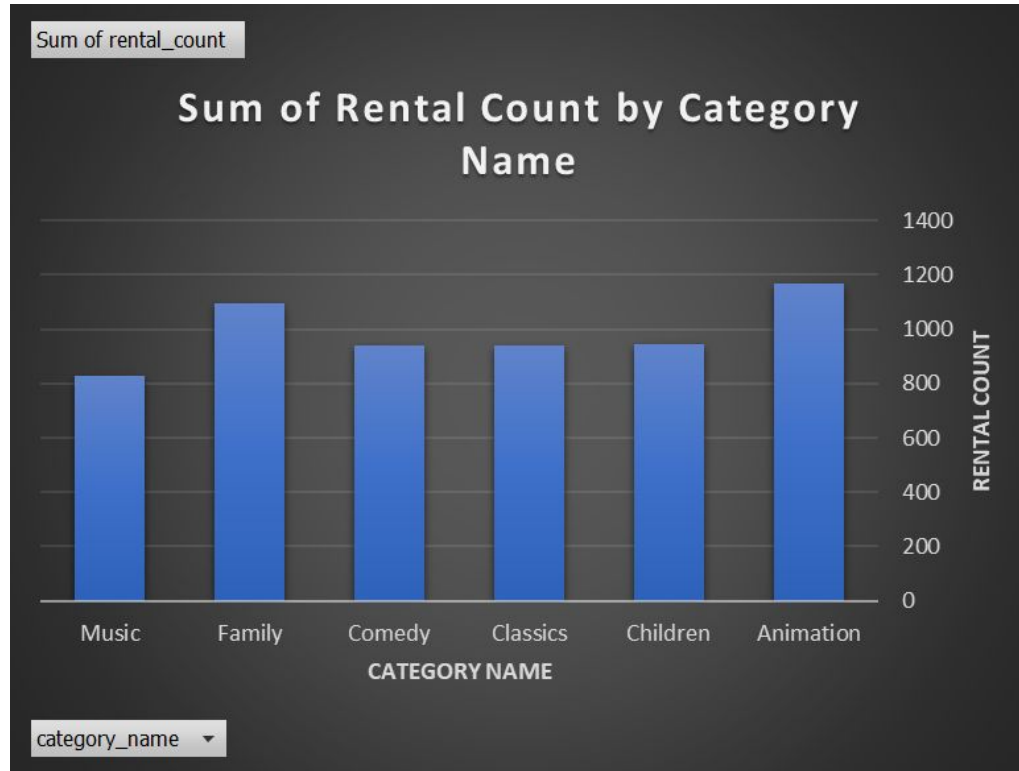
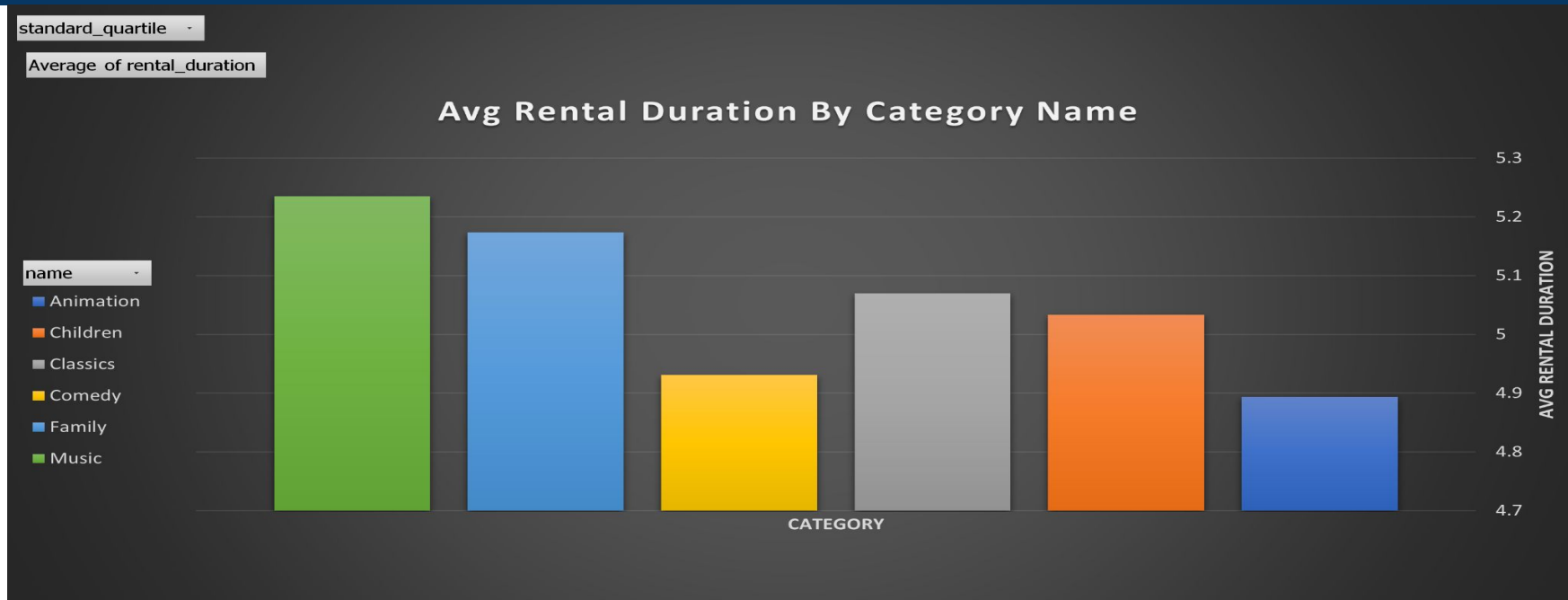


What were the sum of rental count by category name?



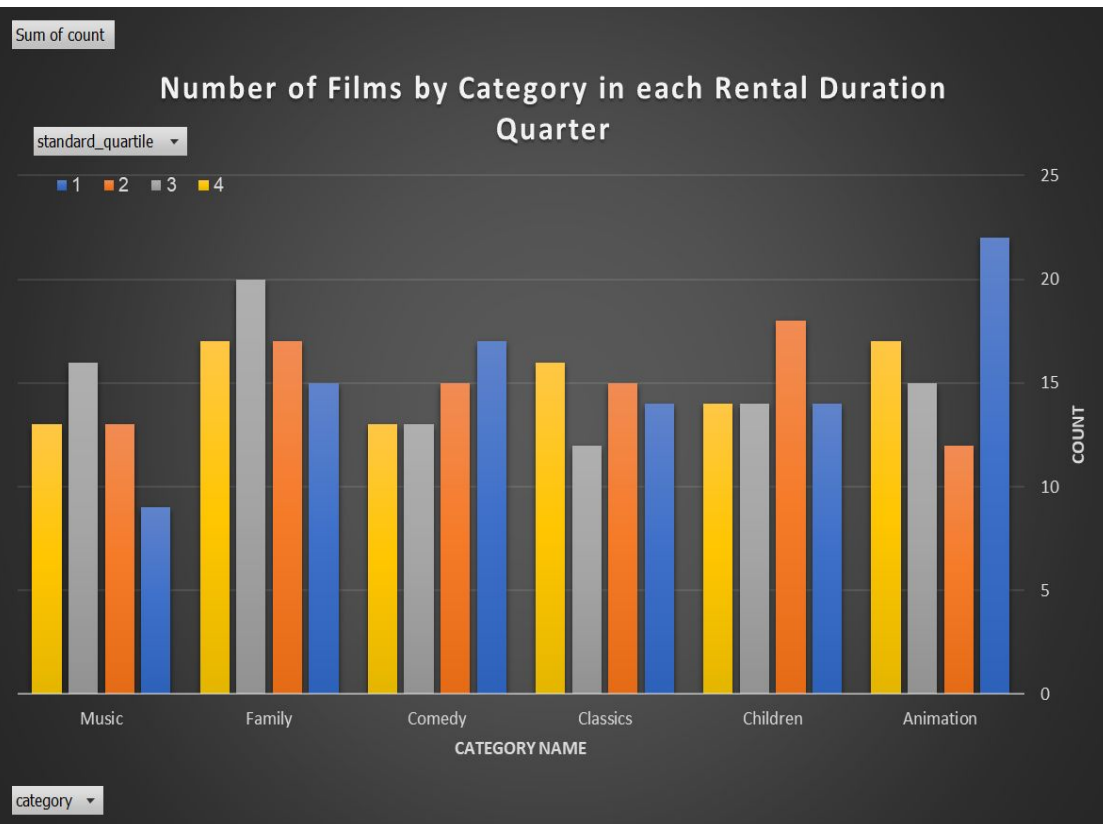
We can observe that the Animation category has the highest rental counts, and the Music category has the lowest rental counts.

What were the avg of rental duration by category name?



We can observe that the Music category has the highest average rental duration, and the Animation category has the lowest rental duration.

What were the number of films by category in each rental duration quarter?



We can observe that in Quarter 1 the Animation category has the highest number of films, in Quarter 2 the Children category has the highest number of films, in Quarter 3 the Family category has the highest number of films, and in Quarter 4 the Animation and the Family categories has the highest number of films

What were the pay amount for top 10 customers in payment per month?

Sum of pay_amount

Pay amount for Top 10 Customers in Payment Per Month

pay_mon

02-2007 03-2007 04-2007 05-2007



fullname

We can observe that the majority of payments was in April of 2007, and the least amount of payment was in May 2007.