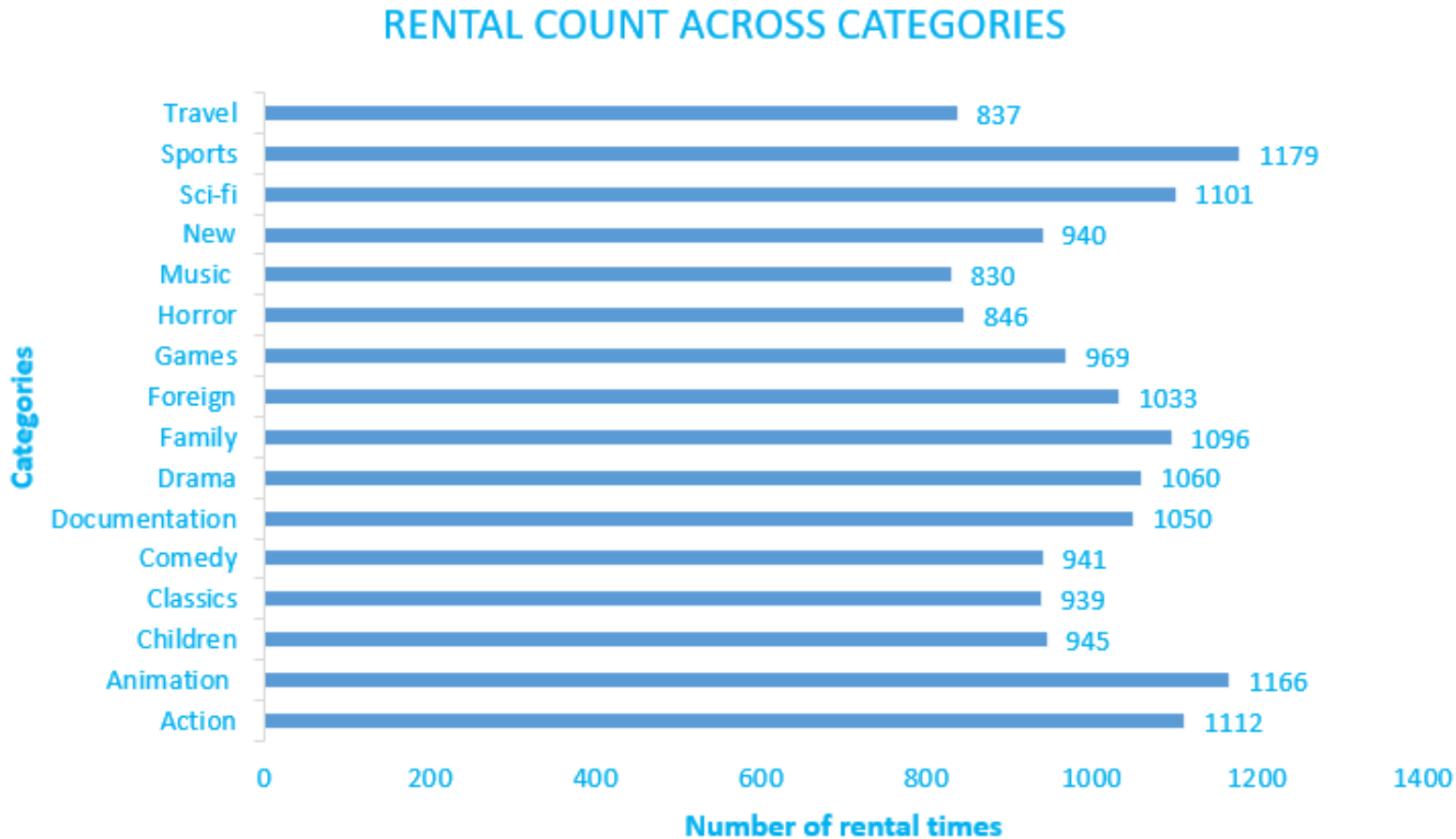


MOVIES, CATEGORIES AND NUMBER OF RENTAL TIMES

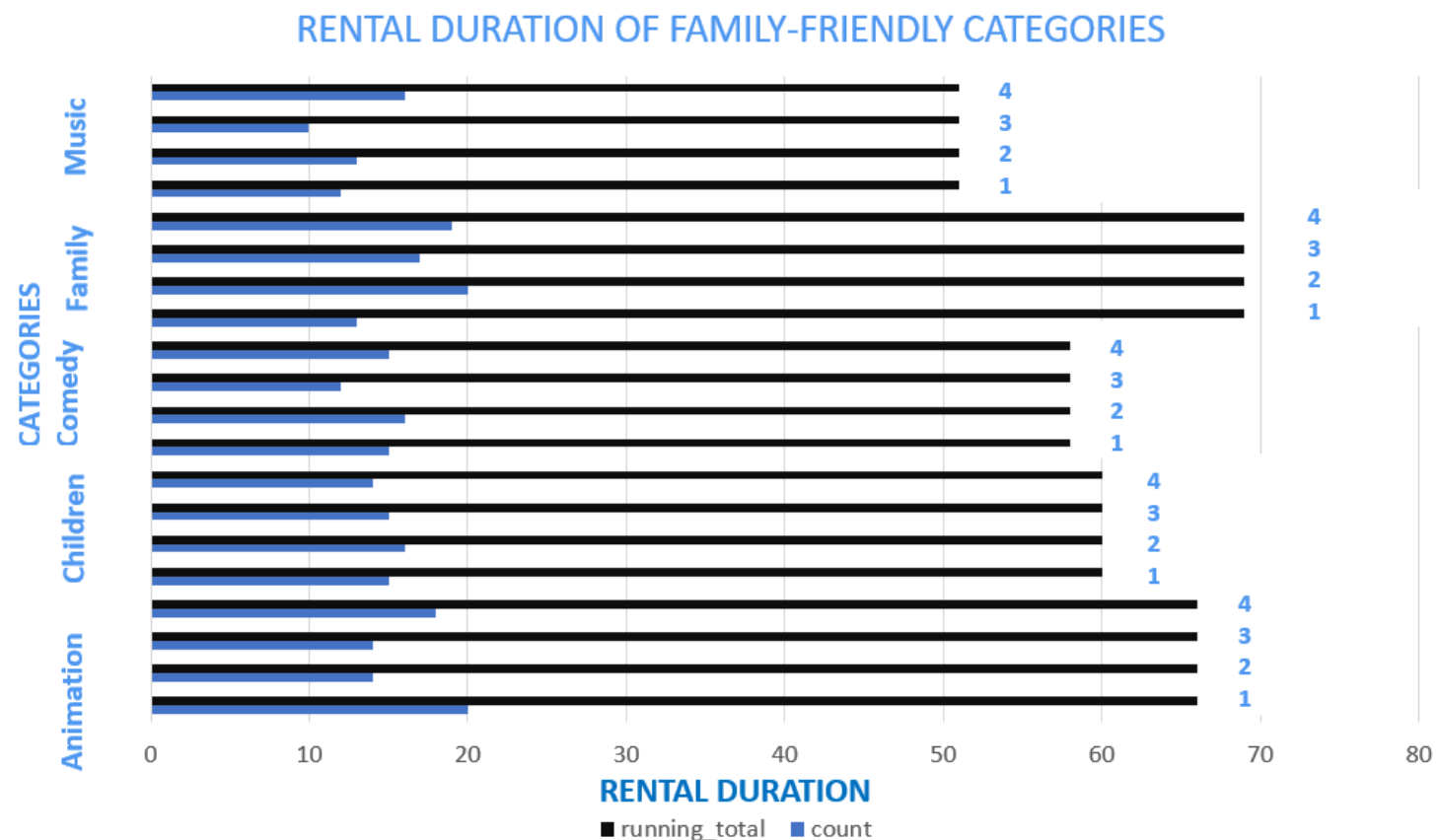
SPORTS AND ANIMATION ARE THE TOP RENTED CATEGORIES.



The category that rank the most in terms of rental times is sport while music has the least rental requests. However, this information requires more investigation as query into number titles for each category reveals that sport has the most title (74) and music has the least (51).

FAMILY-FRIENDLY MOVIES, RENTAL-DURATION QUARTILES AND COUNTS

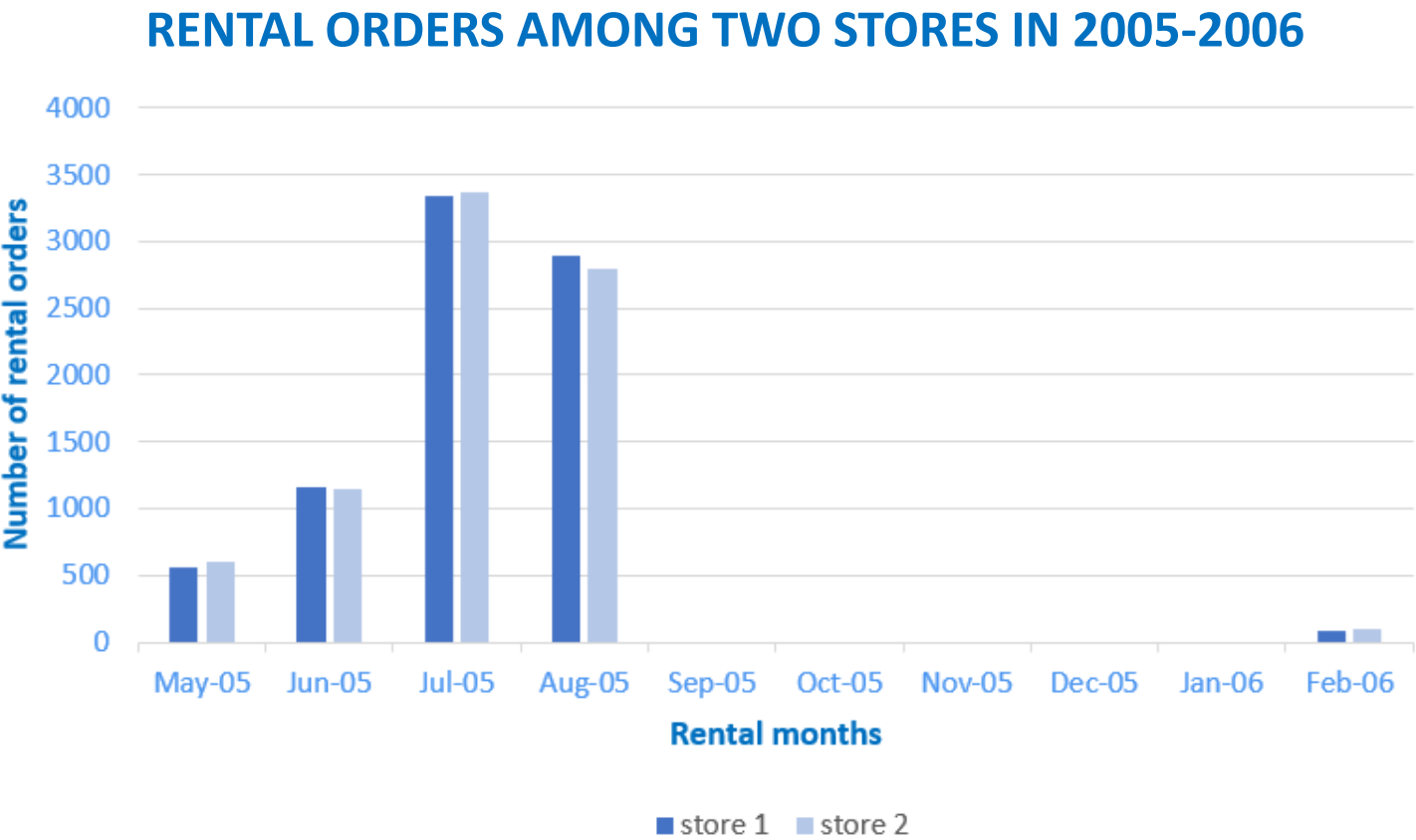
AMONG THE FAMILY-FRIENDLY CATEGORIES, MUSIC, FAMILY AND COMEDY HAVE THE LONGEST RENTAL DURATION.



Compared to all categories' average, most family-friendly related movies are more likely to belong to quartile 2 and 4. However, in the case of animation or children, count of quartile 1 and 2 are more prominent, implying that at least more than a quarter of them are returned early. This might suggest that the company add more supply to the Music , Family and Comedy category, since many of them might be returned late.

COMPARISON BETWEEN TWO STORES IN TERMS OF RENTAL ORDERS

THE TWO STORES PERFORM EQUALLY IN TERMS OF RENTAL ORDERS IN THE CONSIDERED MONTHS.



As observed from the chart, Feb 2006, May and Jun 2005 seem to experience fewer rental orders than July or August 2005. However, it should be noted that orders in were only recorded from the 24th, 14th, 5th, 1st of May, Jun, July, August and only on the 14th of Feb 2006; therefore, it cannot be concluded that the stores rent more in July than in the other month. Nevertheless, it seems that both stores performed better in July than in August.

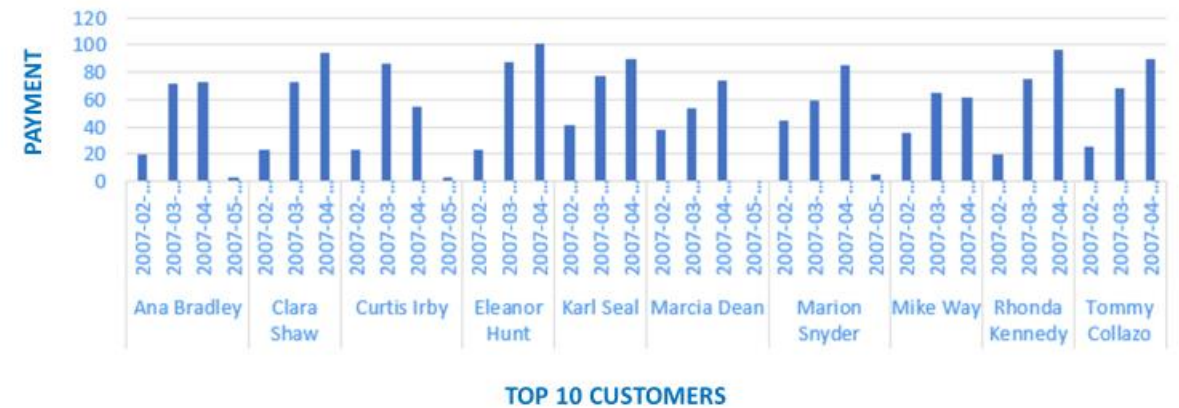
TOP 10 PAYING CUSTOMERS

AMONG THE TOP 10 CUSTOMERS, ELENOR HUNT AND KARL SEAL RANKED FIRST AND SECOND WITH A TOTAL PAYMENT OF 211.55 AND 208.58 RESPECTIVELY.

SUM OF PAY AMOUNT FOR TOP 10 CUSTOMERS



PAYMENT AMOUNT PER MONTH FOR TOP 10 CUSTOMERS



All customers' pay amount is distributed unevenly among the regarded months; however, the graph shows that most payment was made in April 2007, followed by March 2007.