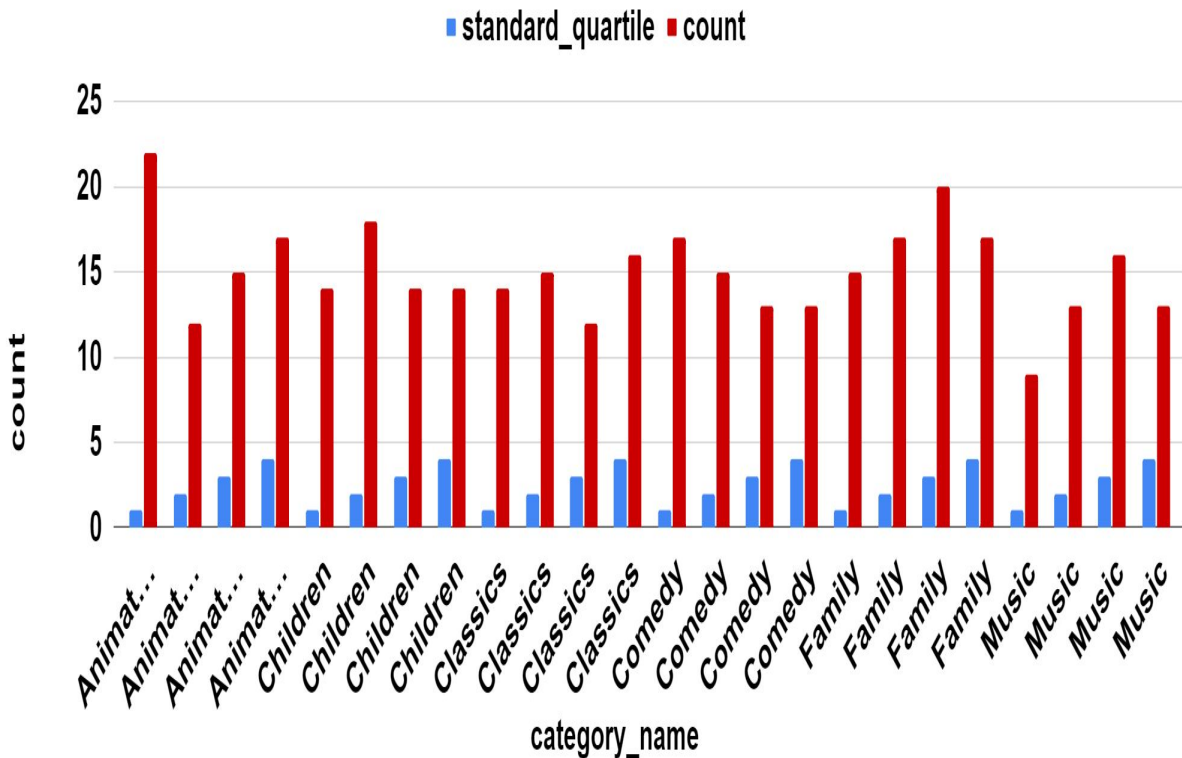


# Family-Friendly Film Category Distribution by Rental Duration Category

Family-Friendly Films: Rental Duration and Quartiles Analysis



The chart shows that family-friendly films are popular in all four quartiles and in all five rental duration categories.

The chart also shows that there are more family-friendly films in the longer rental length categories (Family and Music) than in the shorter rental length categories (Animation, Children, and Classics).

# Comparison of Monthly Rental Orders Between Stores

Monthly Rental Order Comparison for Two Stores

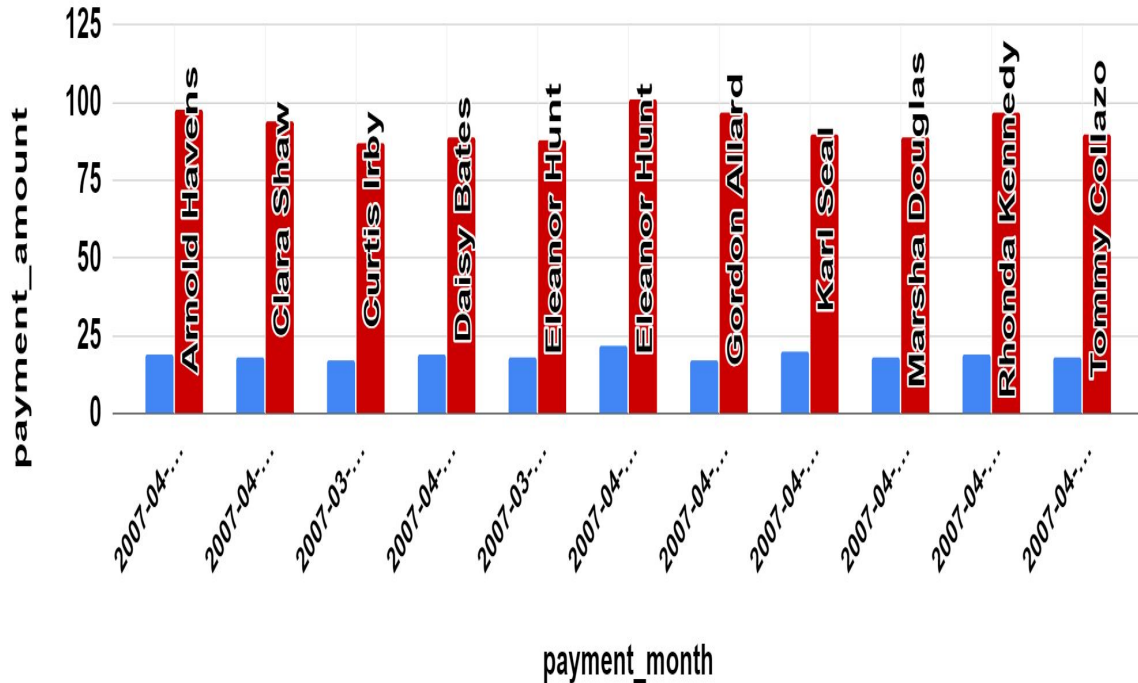


The bar chart shows that Store 2 has more rental orders than Store 1 monthly, this means that Store 2 is outperforming Store 1 in terms of rental orders.

# Top 10 Paying Customers in 2007: Monthly Payment Activity

Top 10 Paying Customers: Monthly Payments in 2007

■ payment\_count\_per\_month ■ payment\_amount

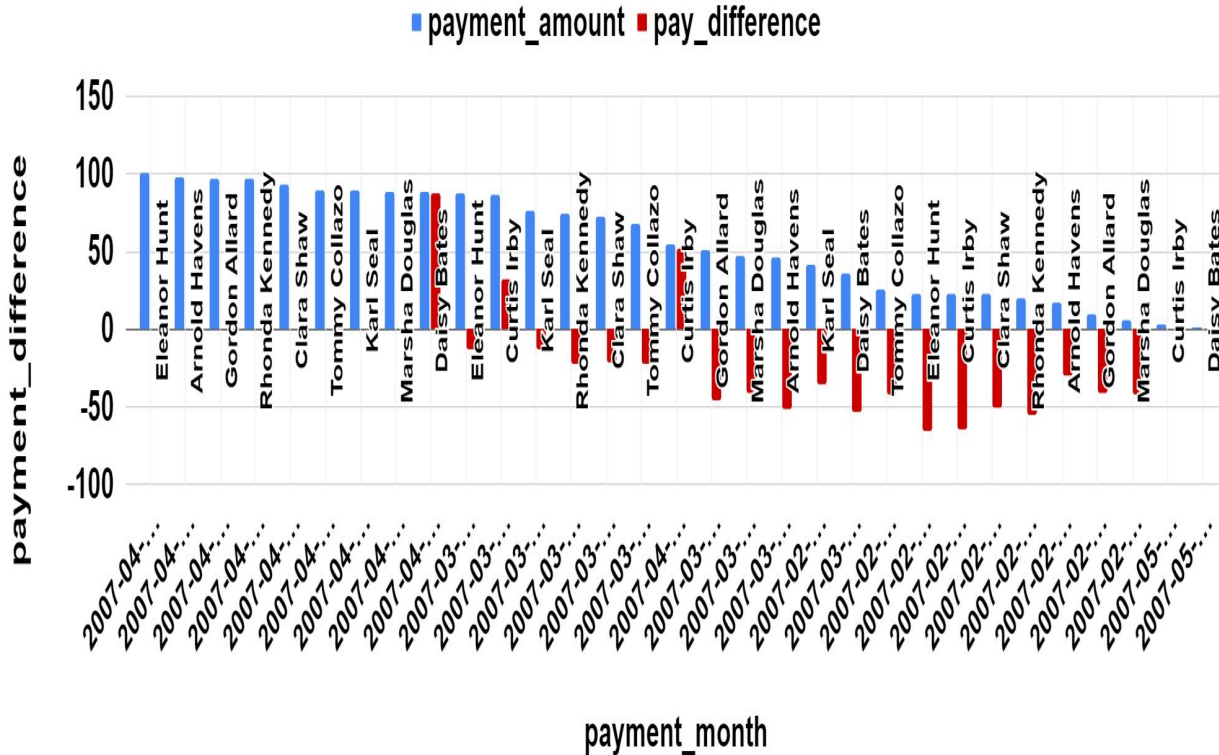


All of the top 10 paying customers made at least 17 payments in 2007, and most of them made at least 18 payments. This suggests that these customers are highly engaged with the company and that they are likely to continue making payments in the future.

The chart also shows that the top 10 paying customers spent a significant amount of money each month. The average monthly payment for the top 10 paying customers was \$88.81.

# Difference in Monthly Payments for Top 10 Paying Customers in 2007

Monthly Payment Differences for Top 10 Paying Customers in 2007



The chart shows that the customer who paid the most difference in terms of payments is Eleanor Hunt, with a difference of \$64.87 between her February and April payments.

This suggests that Eleanor Hunt's spending habits can be erratic and that she may be more likely to make large payments in certain months.