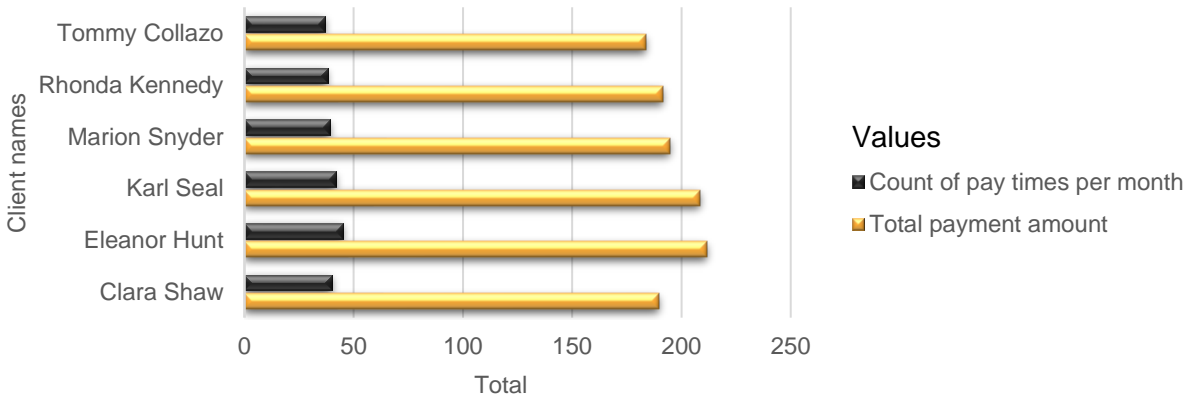


--Q1: In 2007, what were the names of our top 6 paying clients, how many monthly payments did they make, and how much money did they pay in total?--

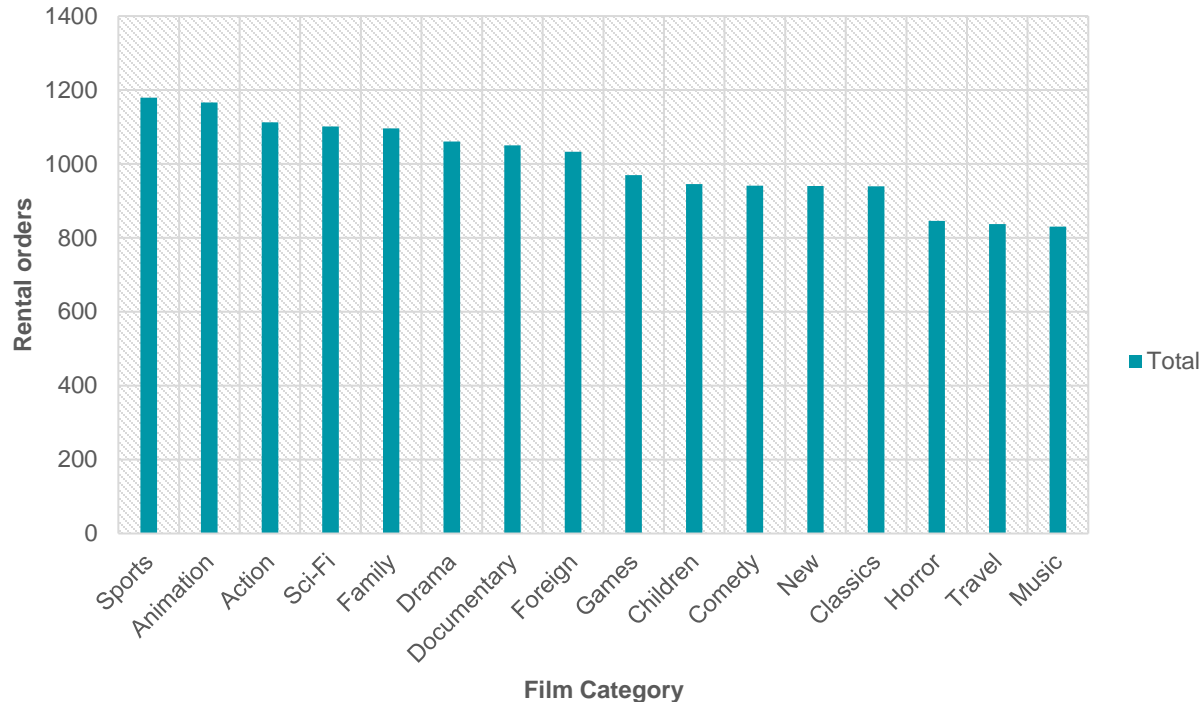
**Total monthly payments and count of pay times per month of top 6 paying clients**



- ❑ We can observe that Our top 6 paying costumer are Clara Shaw, Eleanor Hunt, Karl Seal, Marion Snyder, Rhonda Kennedy, Tommy Collazo.
- ❑ The highest amount of payment from our top 6 paying client is Eleanor Hunt by a total payment amount 211.55 USD
- ❑ Elanor’s monthly payment count has the highest count of pay times per month by total 45 payment times
- ❑ To have the loyalty of the top 6 clients to grow the business has to offer the clients some VIP services or special discounts in order to make the client loyalty grow.

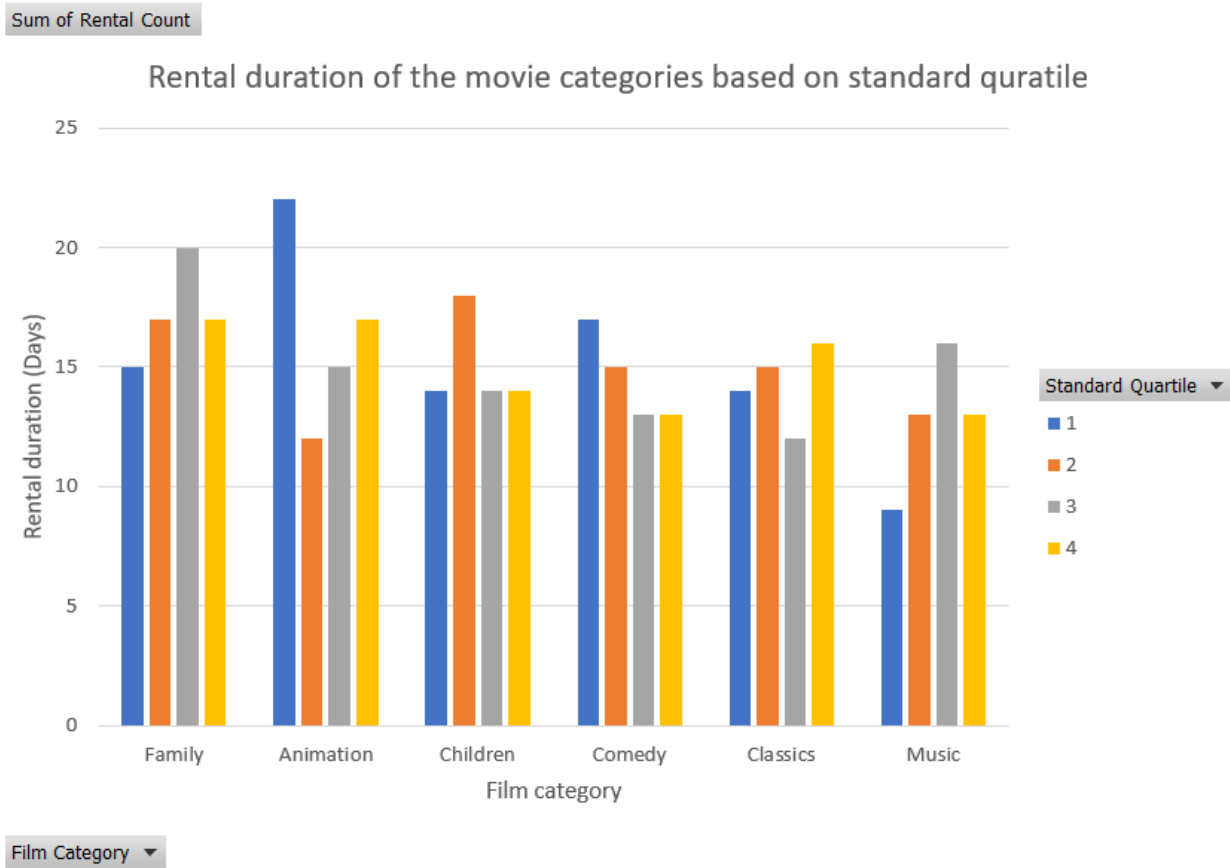
--Q2: Create a query to determine the total rental orders for each film genre.--

**The total rental orders for each film genre.**



- ❑ Sports films category has a high range counts of rental orders by 1179 order
- ❑ Animation films category has a high range counts of rental orders by 1166 order
- ❑ Hence, the highest rental orders count of two films categories is Sports and animation films, which is the most successful films so far.
- ❑ Music films category has a low range counts of rental orders by 830 order; hence it the lowest rental orders

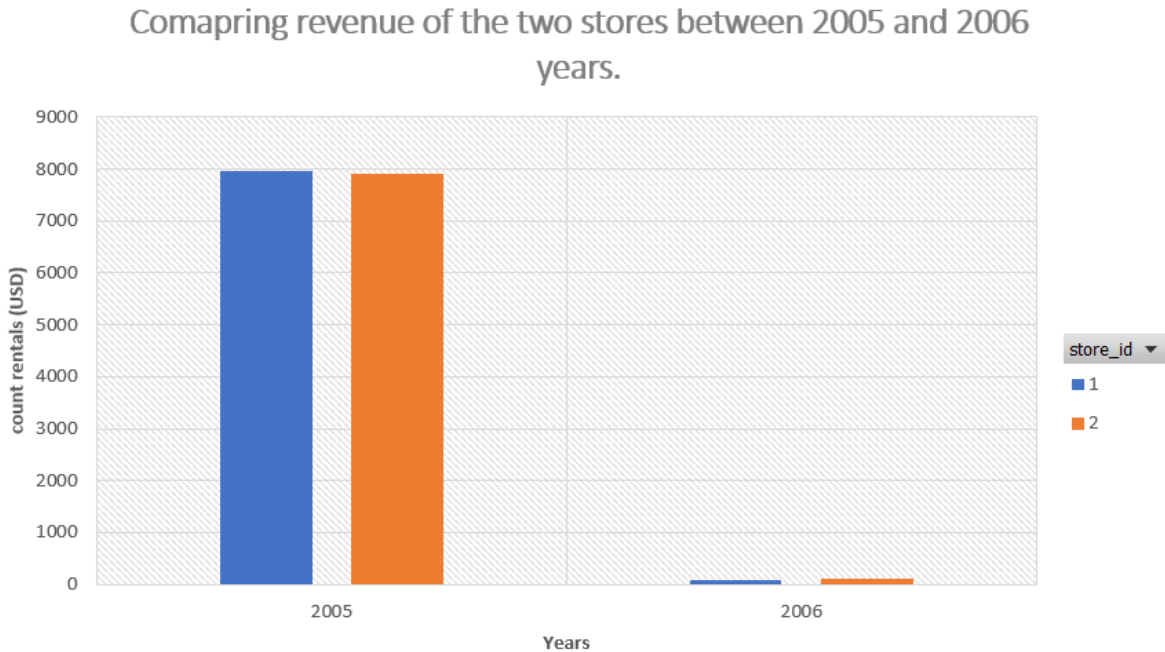
--Q3: provide a table with the family-friendly film category, each of the quartiles, and the corresponding count of movies within each combination of film category for each corresponding rental duration category.--



- Family films has the highest rental length in all categories.
- Animation films category comes after has a high rental range in all category
- Classics and comedy and children have a middle rental range in all quarters.
- Music movies has the lowest rental range in all quarters.

--Q4: We want to find out how the two stores compare in their count of rental orders during every month for all the years we have data for.--

Sum of Count rentals



Rental year

- The grand total for store ID 1 and 2 in 2005 was excellent and high and equally balanced between the two stores.
- The raising in 2006 is lower than the previous year.
- In order to get money, the store must make adjustments that add more value to the store, hence Improvement is needed.