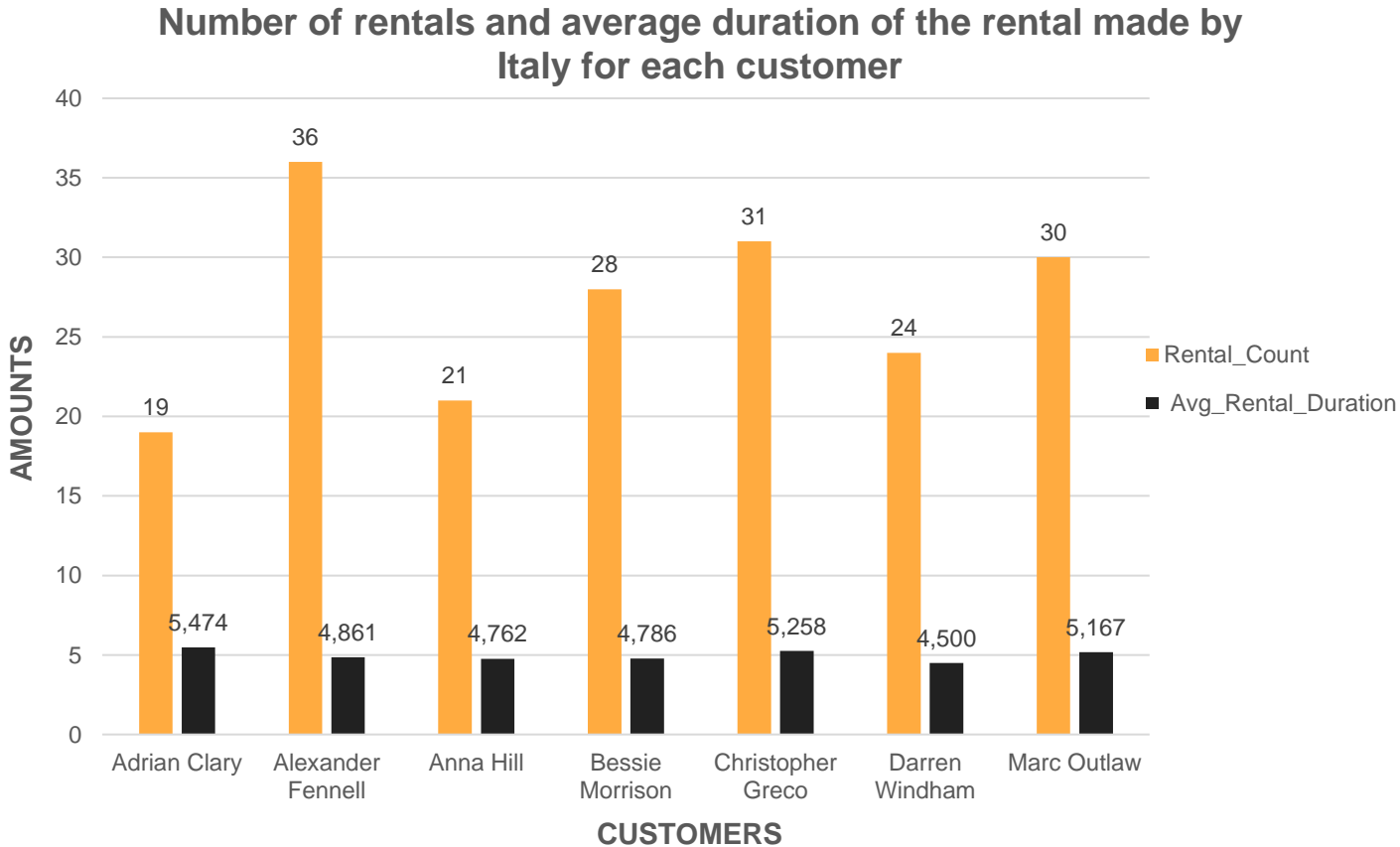
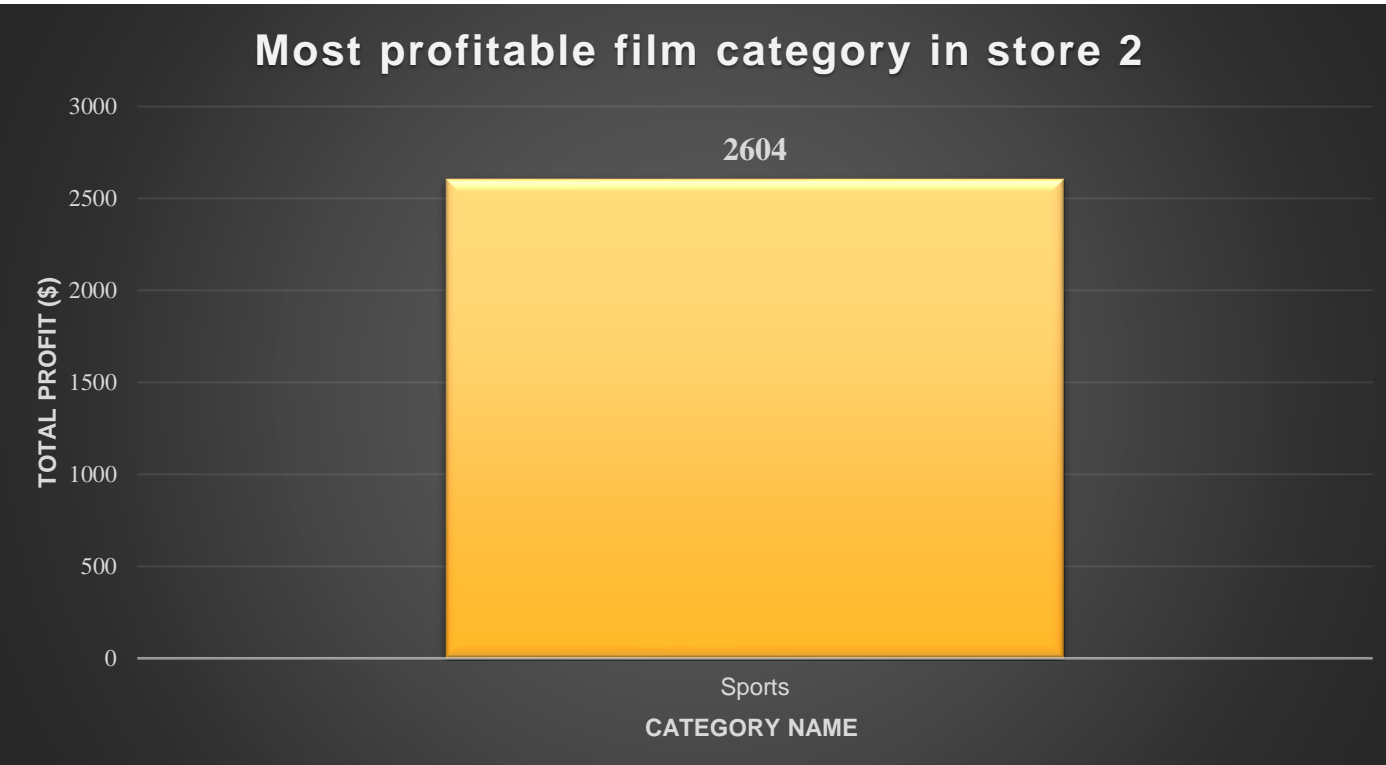


We want to identify the number of rentals and the average duration of the rental made by Italy for each customer



As the chart shows, the average duration of a single rental does not change significantly from one customer to another, while the number of rentals does, going from a minimum of 19 to a maximum of 36.

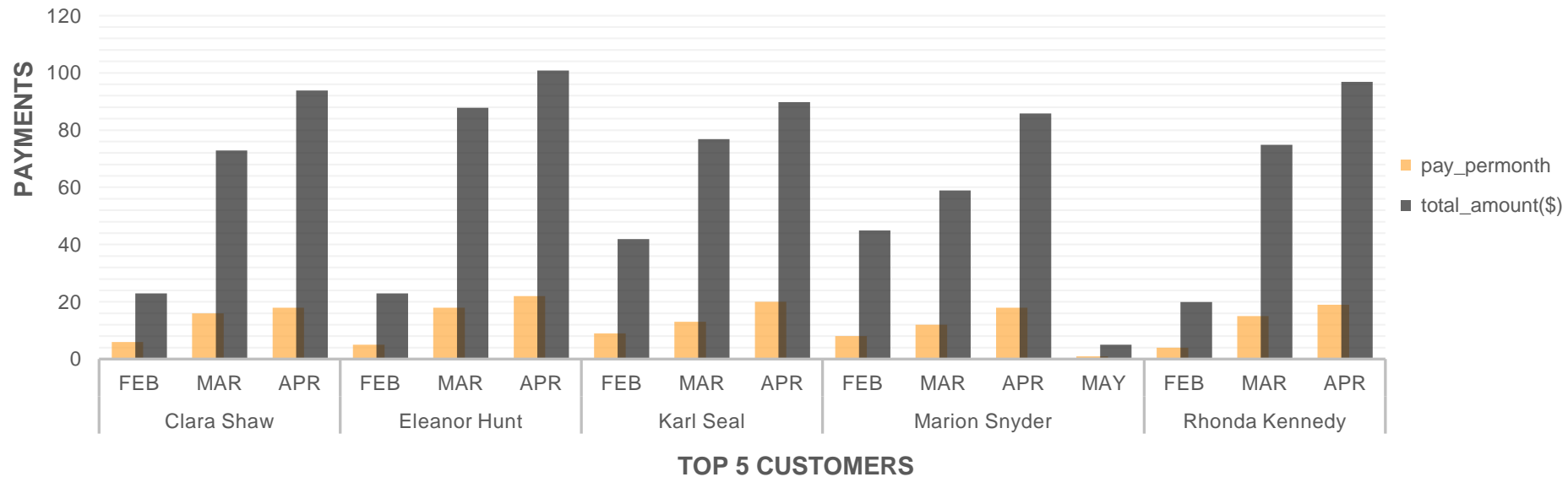
We would like to know which is the most profitable film category in store 2



Sports is the most profitable film category in store 2 with a total earnings of \$2604.

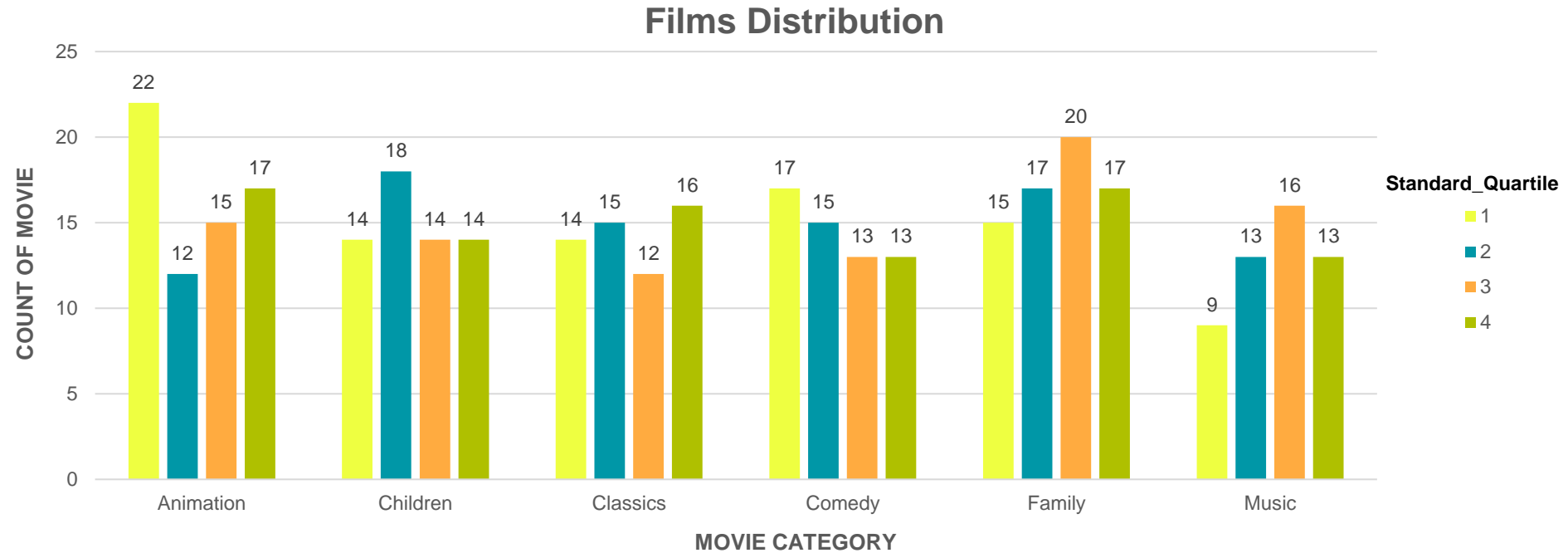
We would like to know who were our top 5 paying customers, how many payments they made on a monthly basis during 2007, and what was the amount of the monthly payments

Monthly payments and total monthly amount spent in 2007 by top 5 customers



The results show that both the number of payments and their total amount increased significantly, for each of the best customers, from February to March, and then show a smaller increase from March to April.

How is the number of films distributed in each quartile and for each category?



The 'Animation' category has the highest number of movies in the first quartile both for its own category and among all others. Then there are 12 films in the second quartile, 15 in the third and 17 in the fourth.

The 'Music' category, on the contrary, has the lowest number of movies in the first quartile.