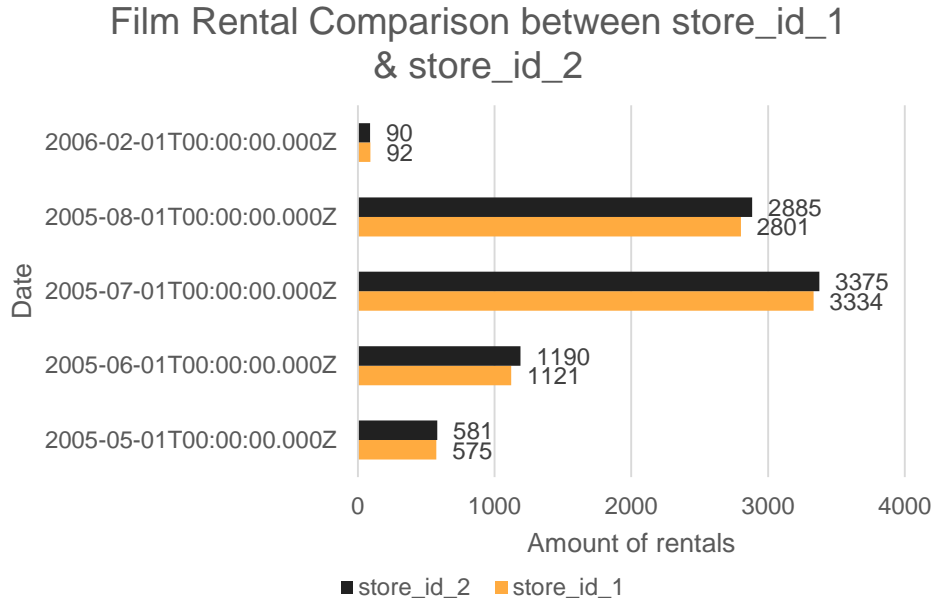


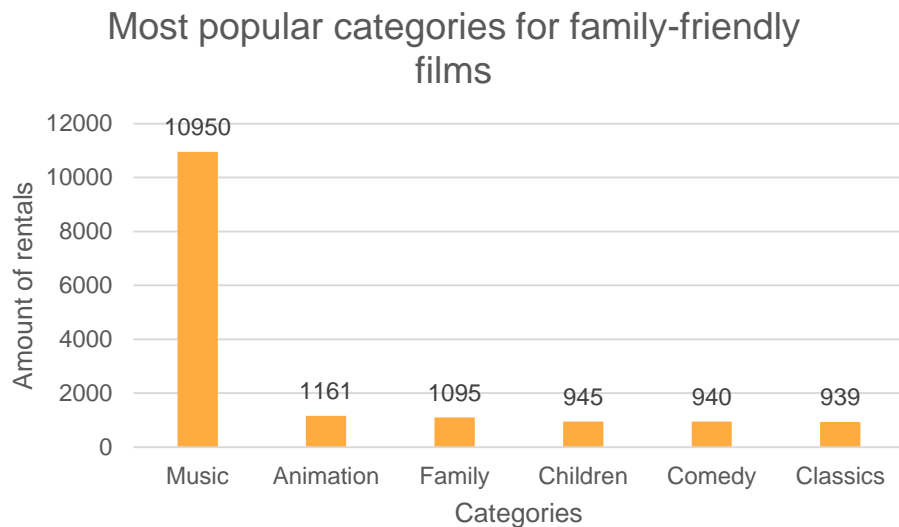
How do the two stores compare in their count of rental orders during every month for all the years we have data for?



The graph displays the comparison between the count of rental films for the two stores, namely store_id_1 and store_id_2. Rentals were similar and low in May 2005, where as rentals almost doubled in June 2005. In July 2005, sales also increased significantly for both stores, but declined drastically to very little in February of 2006. In four out of five cases except one, store_id_2 slightly outperformed store_id_1

(Insight from Query 8)

Which category of family-friendly films are the most popular?

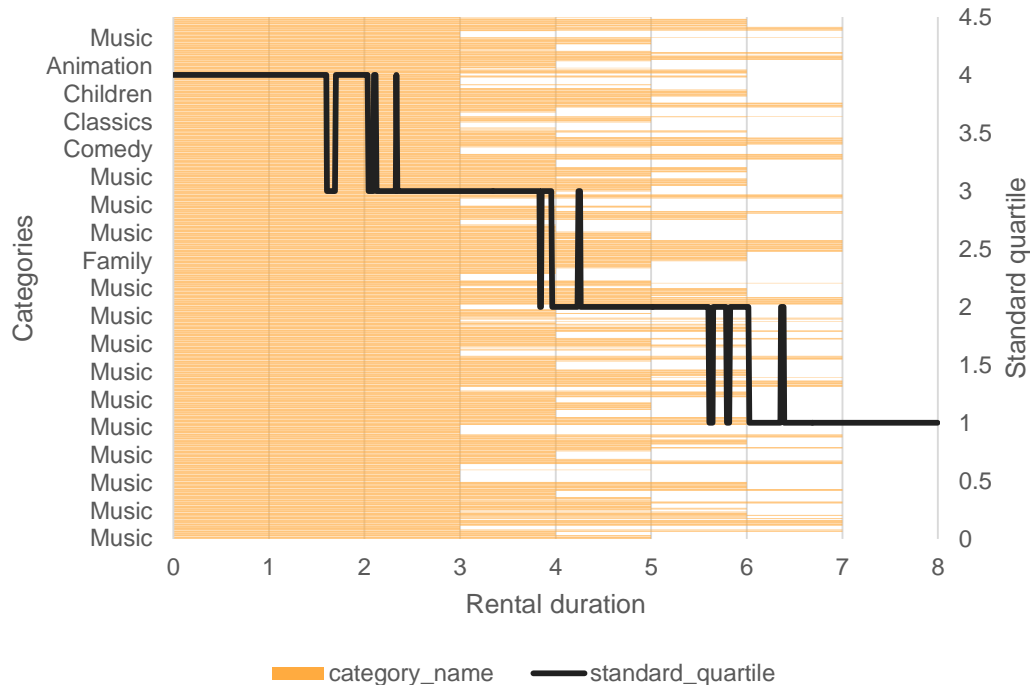


The graph depicts the amount of rentals from the family-friendly film category. Here it is obvious that the most popular film category is the music category as this category has almost ten times the amount of rentals of the other categories.

(Insight from Query 1)

What is the distribution like of the most popular family-friendly film categories regarding the rental duration?

Distribution of the rental duration of family-friendly films



The graph on the left summarizes the distribution of the rental duration of films in the family-friendly categories, and consists of the data of 958 films. The graph shows that the majority of films in the 'Music' category are in the top 25% regarding popularity as they are rented for a longer period when compared to other categories like 'Animation' and 'Children' that fall into the lower 25% of films regarding popularity.

(Insight from Query 3)

- a. What was the monthly total of payments made by individual customers during each month of 2007?
- b. What were the total amount of payments and the revenue for each month in 2007

pay_mon	full_name	num_payments	total_paid
2007-02-01T00:00:00.000Z	Aaron Selby	1	2.99
2007-03-01T00:00:00.000Z	Aaron Selby	11	44.89
2007-04-01T00:00:00.000Z	Aaron Selby	14	75.86
2007-02-01T00:00:00.000Z	Adam Gooch	7	31.93
2007-03-01T00:00:00.000Z	Adam Gooch	11	31.89
2007-04-01T00:00:00.000Z	Adam Gooch	12	50.88
2007-02-01T00:00:00.000Z	Adrian Clary	1	2.99
2007-03-01T00:00:00.000Z	Adrian Clary	11	44.89
2007-04-01T00:00:00.000Z	Adrian Clary	14	75.86
2007-02-01T00:00:00.000Z	Agnes Bishop	1	2.99
2007-03-01T00:00:00.000Z	Agnes Bishop	11	44.89
2007-04-01T00:00:00.000Z	Agnes Bishop	14	75.86
2007-02-01T00:00:00.000Z	Alan Kahn	7	31.93
2007-03-01T00:00:00.000Z	Alan Kahn	11	31.89
2007-04-01T00:00:00.000Z	Alan Kahn	12	50.88
2007-02-01T00:00:00.000Z	Albert Crouse	7	31.93

b. Solution: The graph on the right highlights the total payments and total revenue received from customers during the months of 2007. April's revenue is almost three times larger than February; possibly because the consumer had more dispensable income during April. (Insight from Query 5)

a. Solution: The table on the left is an excerpt from the original table containing 1797 rows of data displaying the monthly total payments and total amount paid by individual customers on a monthly basis during 2007.

(Insight from Query 4)

