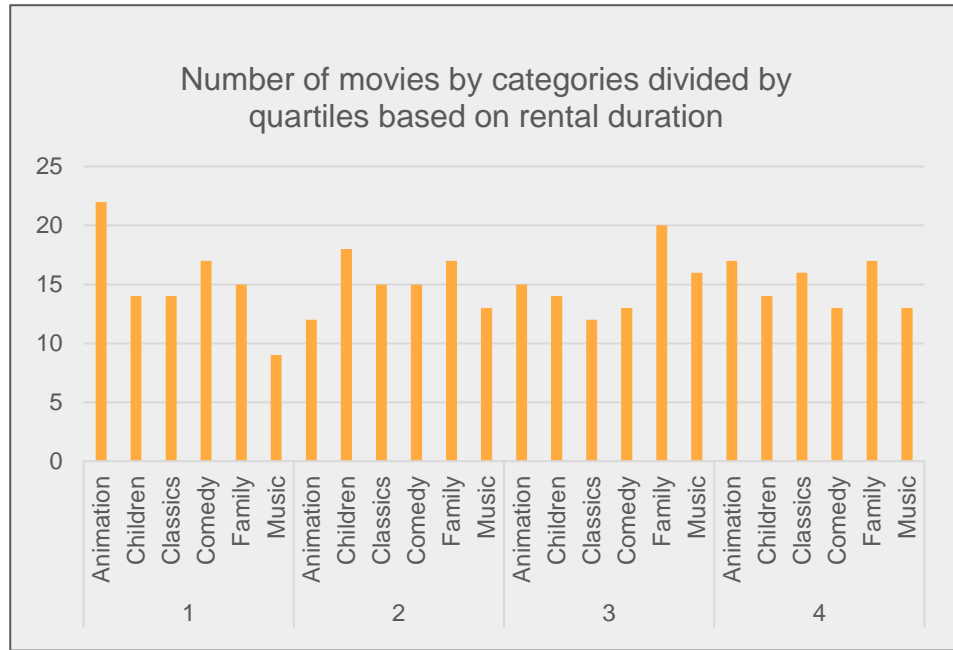
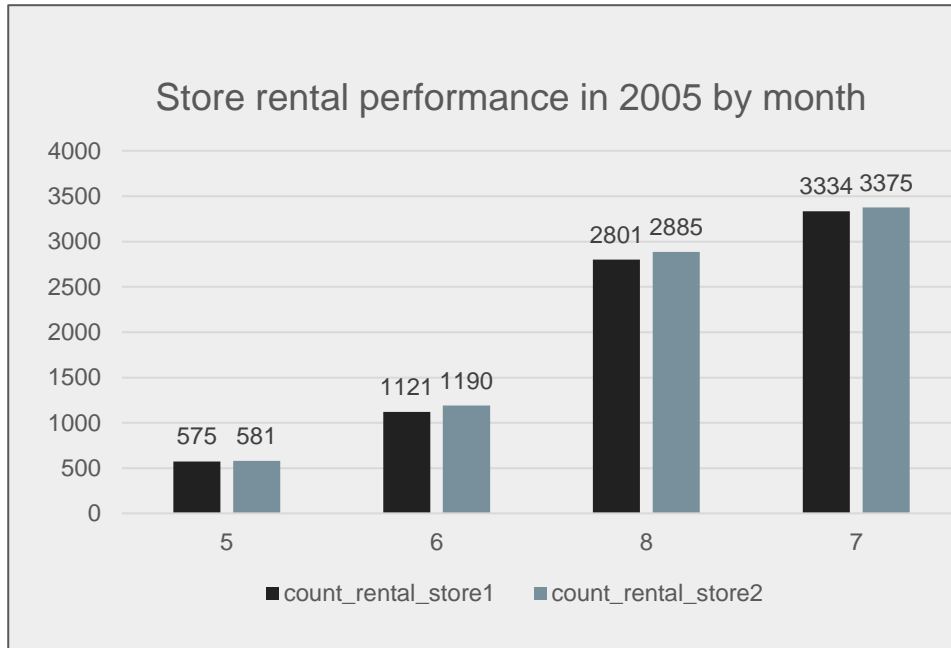


Rental duration for movie across categories



We can see that for 1st quartile rental duration, animation have the most number of titles compared to all other categories and also across all other quartiles of rental duration.

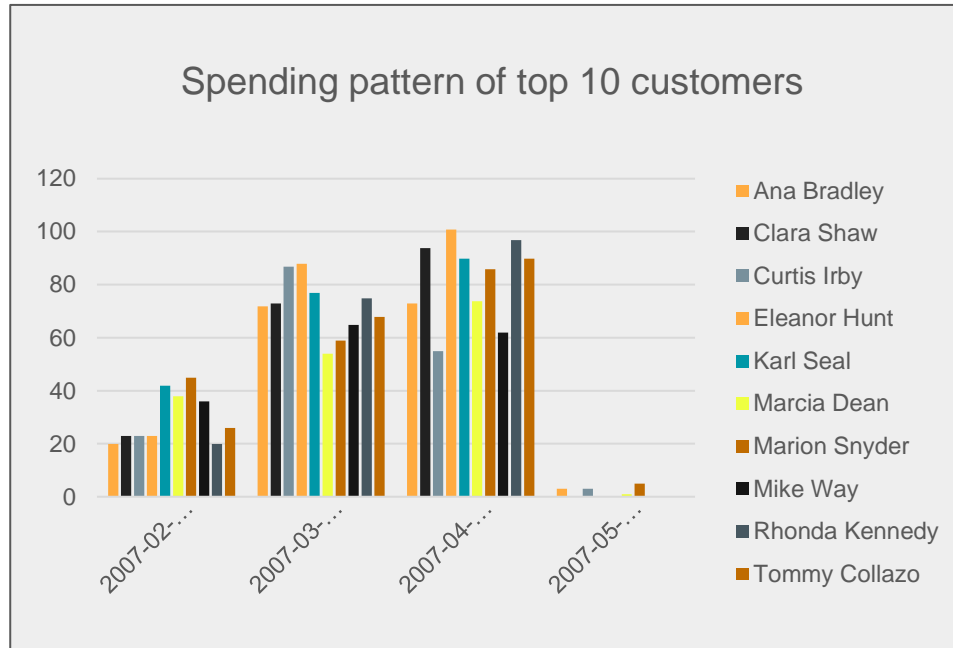
Store 1 & Store 2 performance



Rental across both store increase over the months in 2005.

Store 1 has consistently perform slightly better over Store 2

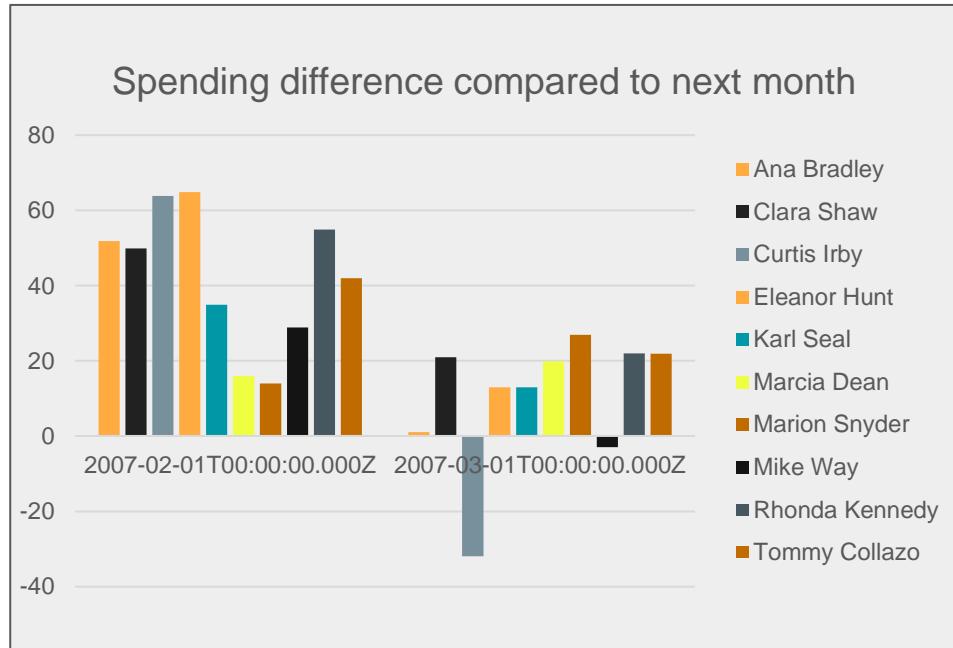
Top 10 customers spending patterns in 2007



Generally, spending has increase in March/April 2007.

Data for May does not look promising as spending is low even after accounting that data is limited till 14th May 2007.

Delta increase in spending over month



Taking month of May out.

Spending has increased across board from Feb to March.

However, spending increase is lesser between March to April.

In specific, Curtis Irby has a drastic drop in spending. It should be worth investigating with the store what might have caused this drastic decline.