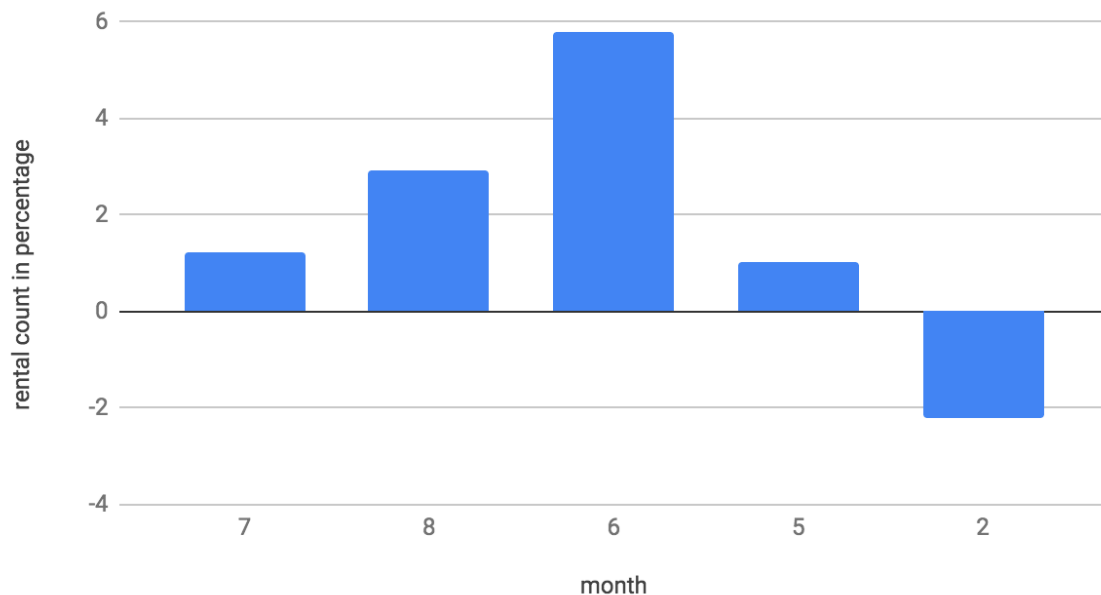


Biggest Difference in Sales: which month?

Store 1 & 2: Rental Count Comparison



June is the month which displays the sharpest contrast in sales with close to 6% more sales for store 2 although there does not seem to be any significant difference overall as the gap between the two extremes hovers around $6 - (-2) = 8\%$.

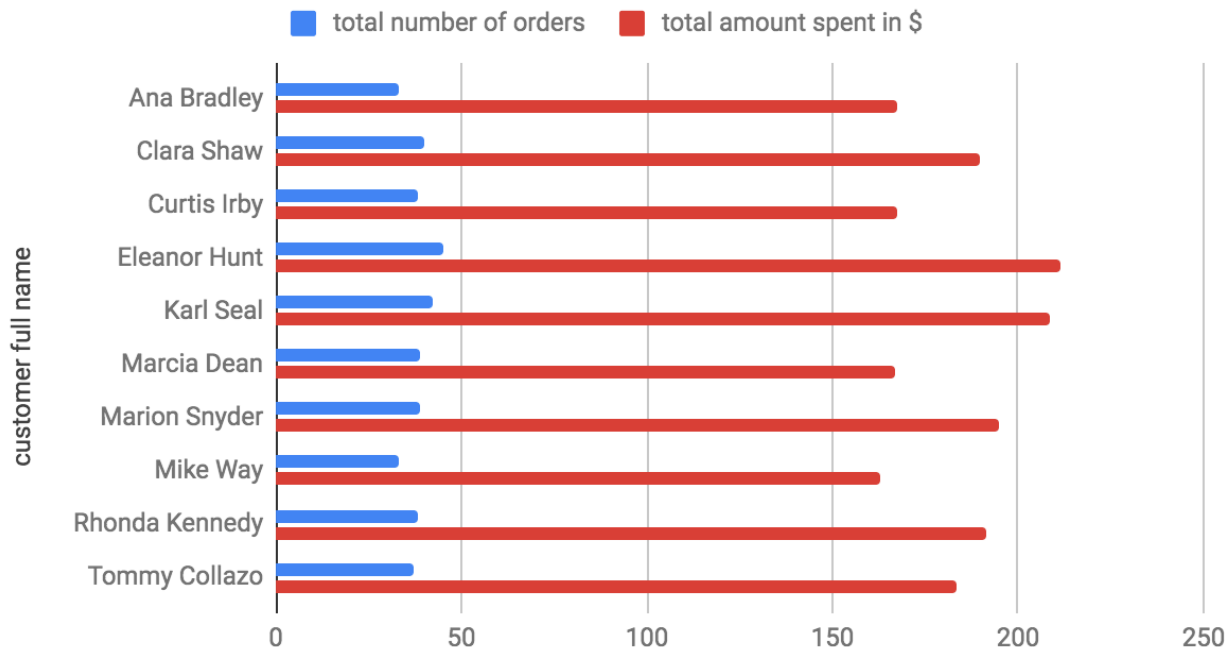
Data available only for February 2006 and from May to August 2005.

Percentage is given by: $(nbs1 - nbs2) / nbs2 * 100$, with 'nbs1' standing for 'number of sales store 1.'

Please refer to the first query in the 'queries' files for more information and for the relevant SQL code.

Top 10 Customers: who spent the most?

Top 10 Paying Customers: Order Count & Money Spent



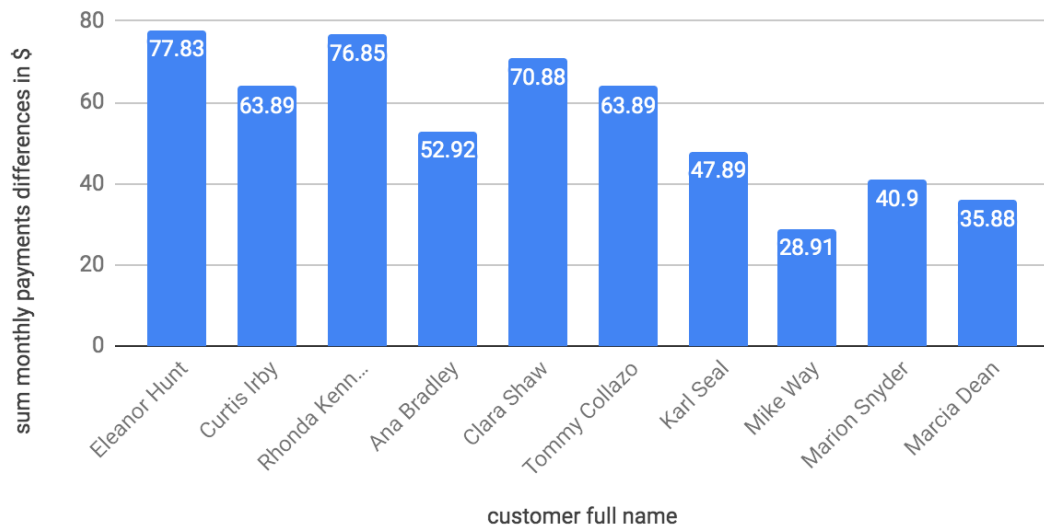
Eleanor Hunt spent the most money and placed the biggest number of orders with 211.55\$ and 45 orders in total. Both the total number of orders (tno) and the total amount spent (tas) seem to be quite evenly distributed across customers which is backed up by a standard deviation (std) of 17.81\$ for the tno and an std of 3.66 for the tas.

Data from year 2007.

Please refer to the second query in the 'queries' files for more information and for the relevant SQL code.

Top 10 Customers: biggest total monthly difference in payments, who?

Top 10 Paying Customers: Differences Across Monthly Payments Sum



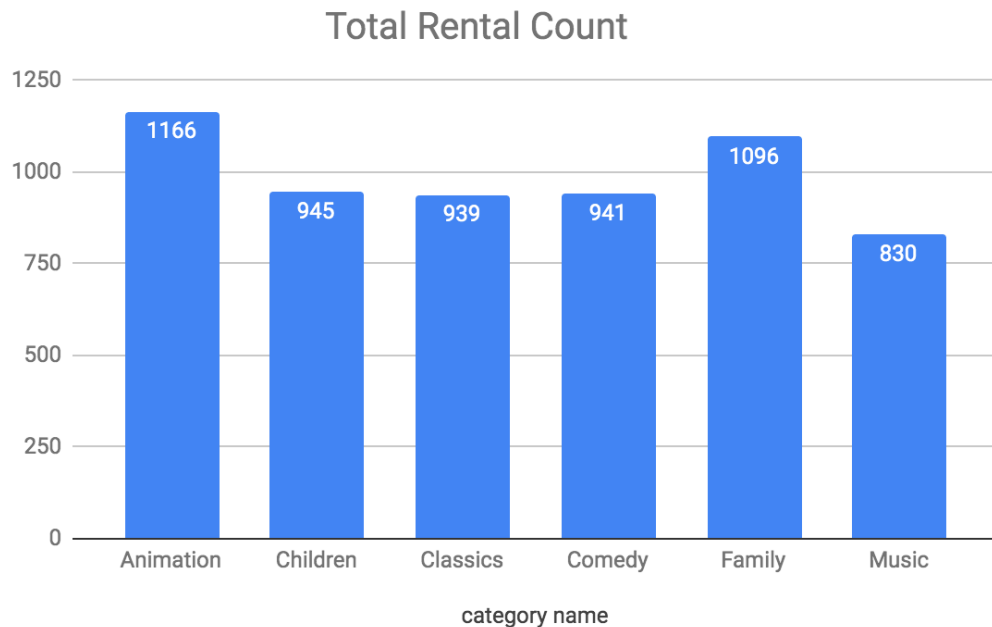
The customer who paid the greatest difference in terms of payments is Eleanor Hunt between March and February 2007 with \$64.87 and she is also the customer with the biggest total monthly difference in payments (tmdp) with 77.83\$.

Tmdp is defined as the sum of the differences in payments between each consecutive month, i.e. $(\$15 - \$17) + (\$22 - \$18) + \dots$

Data from year 2007.

Please refer to the third query in the 'queries' files for more information and for the relevant SQL.

Greatest Total Rental Count: which category name?



Animation is the most rented DVD category of them all with 1166 DVD rentals whilst music is the least rented one with 830 DVD rentals.

Please refer to the fourth query in the 'queries' files for more information and for the relevant SQL.