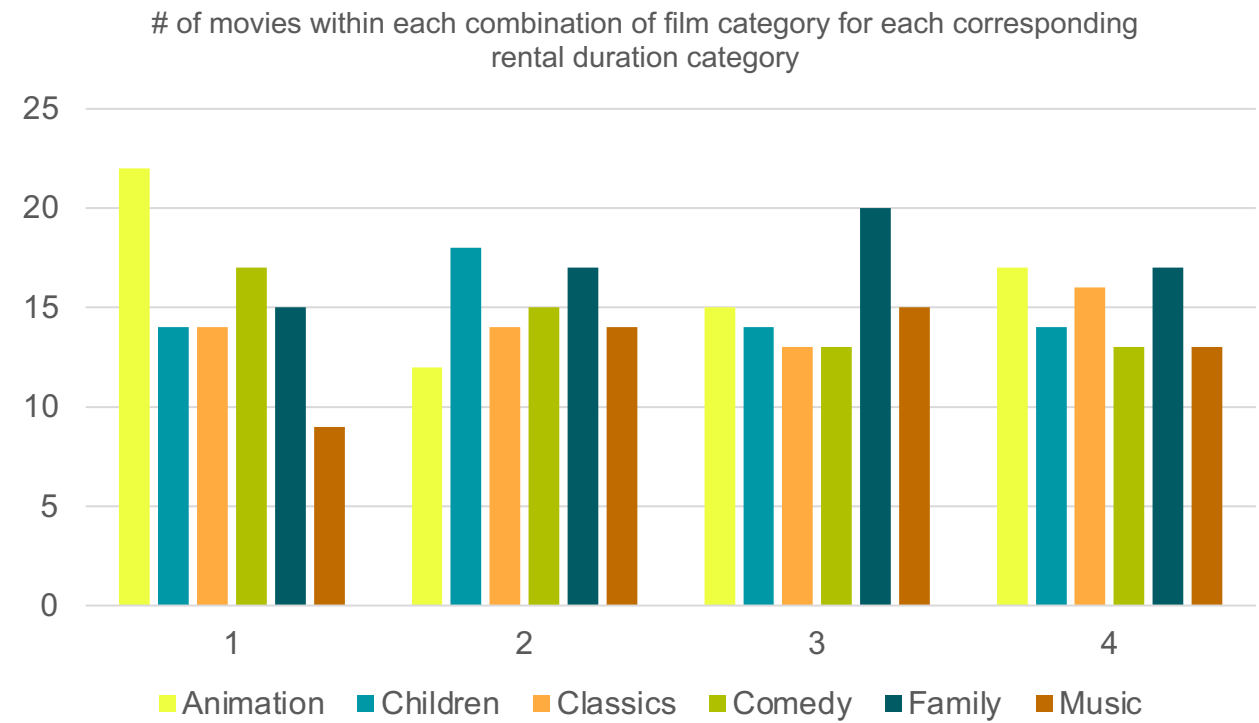


Q1: provide a table with the family-friendly film category, each of the quartiles, and the corresponding count of movies within each combination of film category for each corresponding rental duration category.



Families preferred animation and family movies more, and less interest in the musical and classical movies.

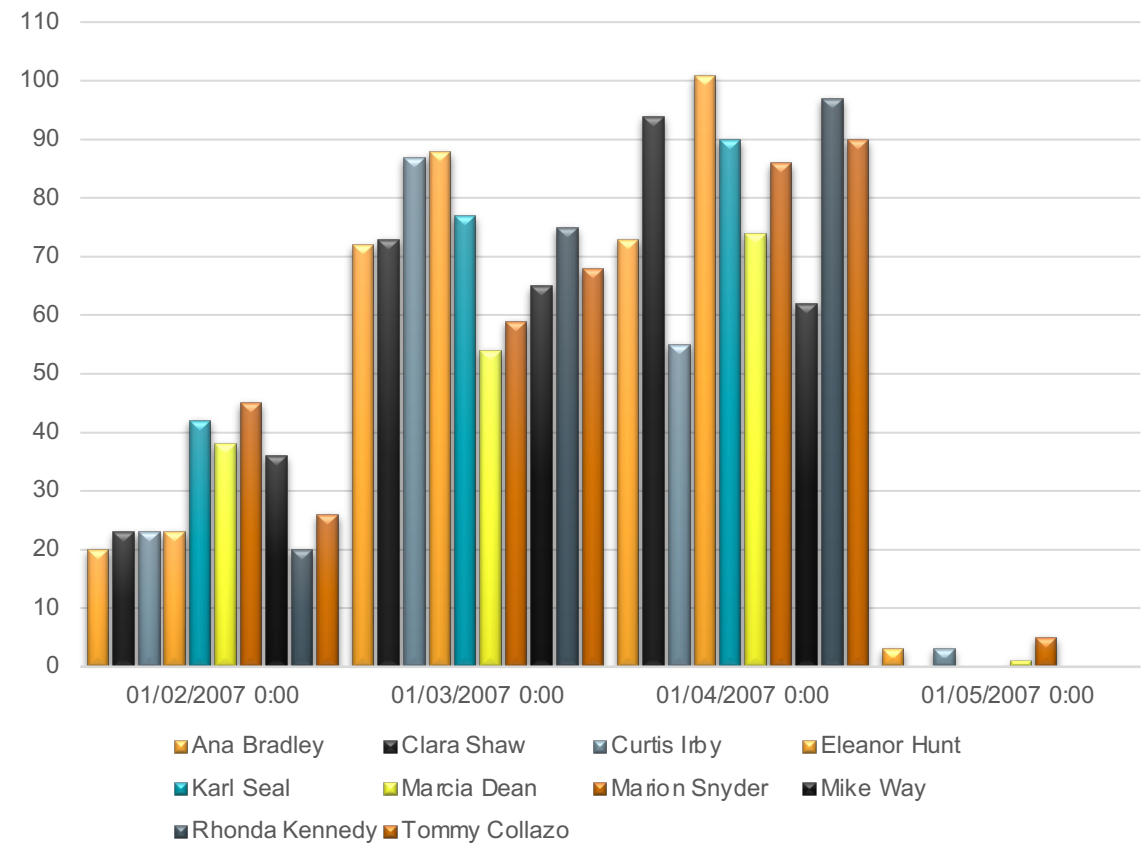
Q2: find out how the two stores compare in their count of rental orders during every month for all the years we have data for.



Both stores have done approximately similar performance for the number of retailers orders in the year 2005.

Q3: top 10 paying customers, how many payments they made on a monthly basis during 2007, and what was the amount of the monthly payments.

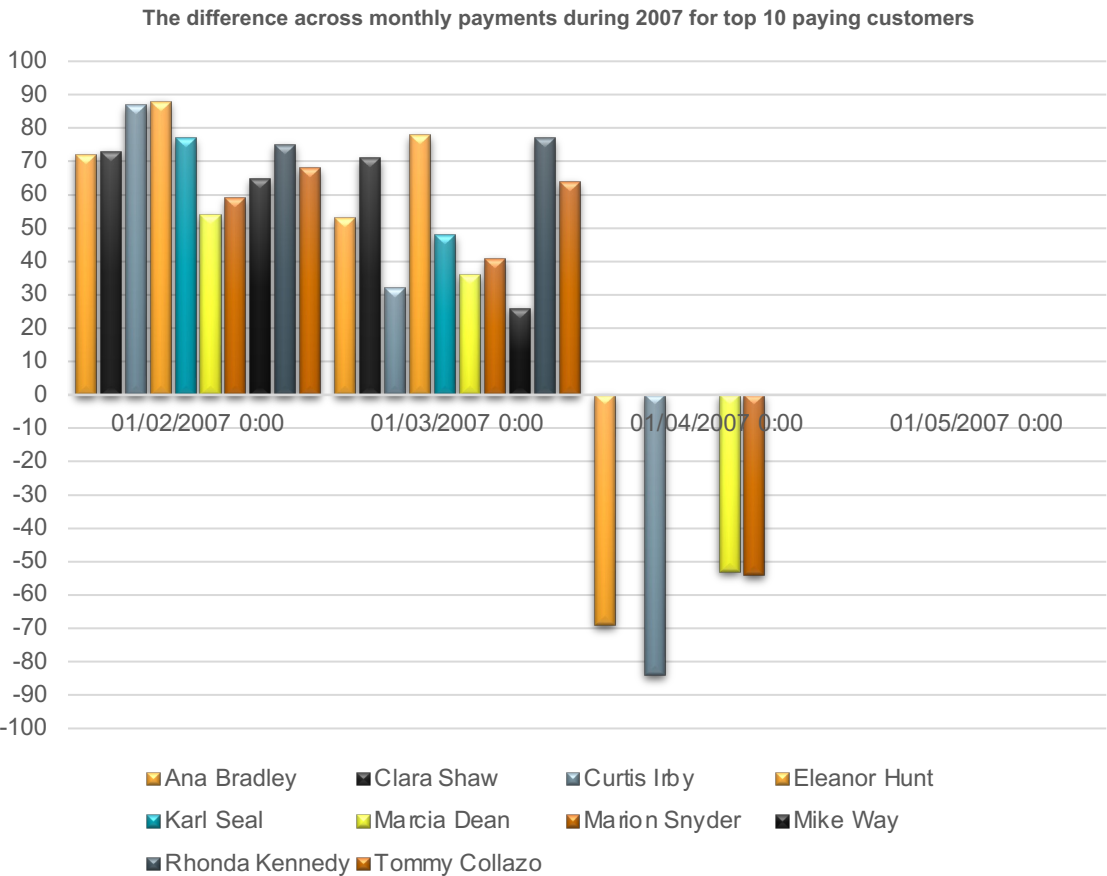
Monthly pay amount per top 10 paying customers



Most customers spend more in the fourth month.

However, in the fifth month the amount spent was significantly reduced.

# Q4:The difference across monthly payments during 2007 for top 10 paying customers



From the chart, we notice that those top 10 customers spend much less in the fifth month than in the fourth month.