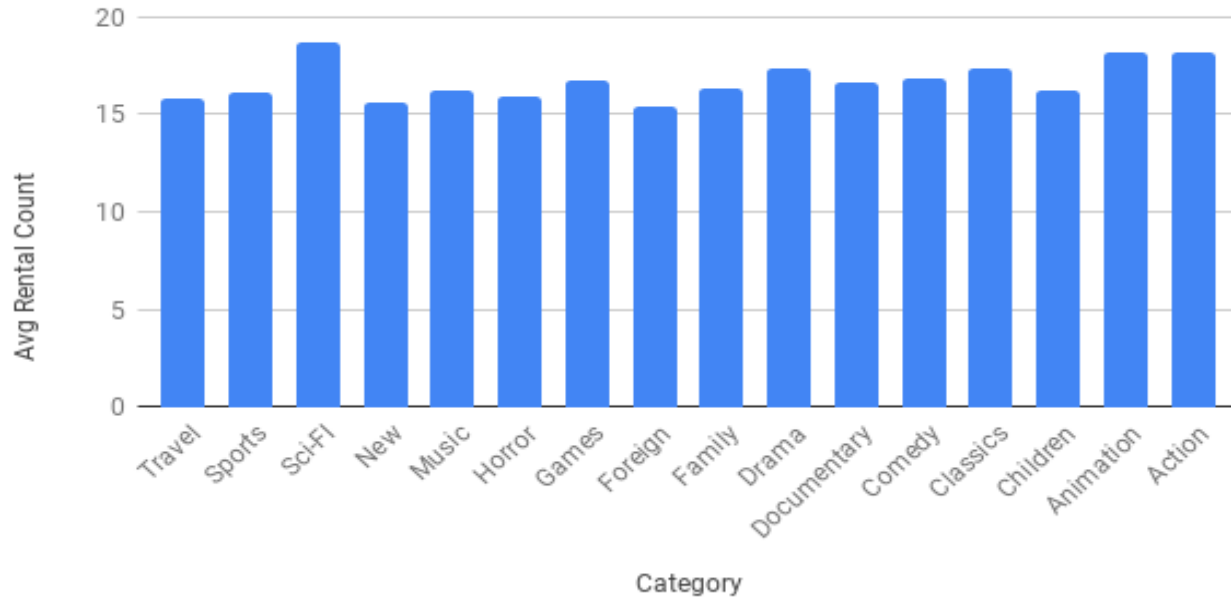


WHAT IS THE RENTAL COUNT FOR MOVIES BASED ON THEIR CATEGORY?

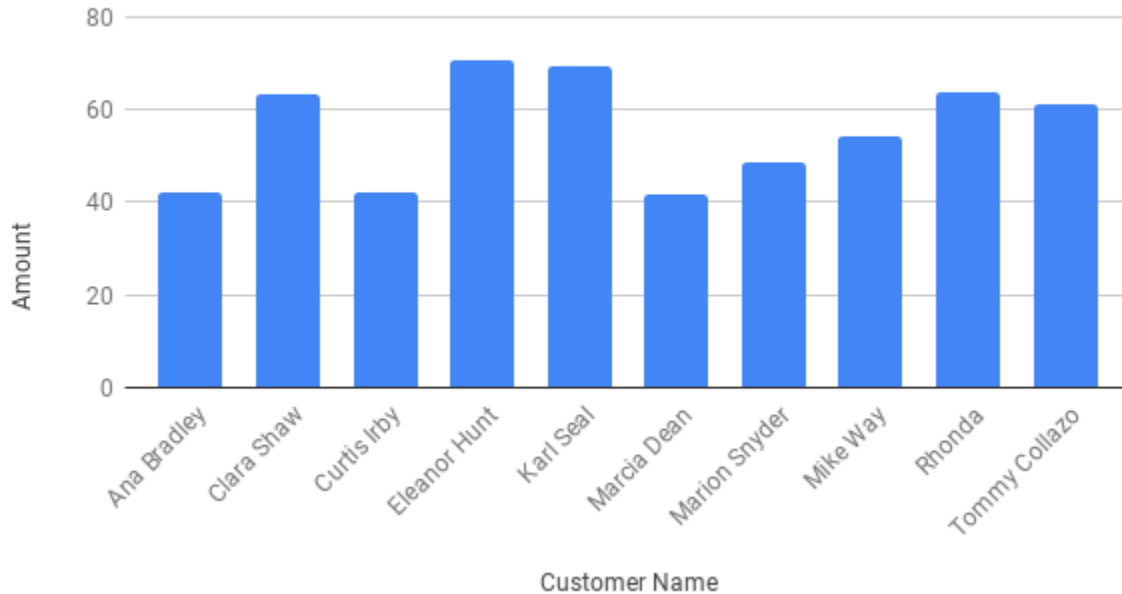
Avg Rental count per category



According to the graph the most watched category is Sci-Fi and the least watched category is Foreign. The lowest rental count is 4 and the highest rental count is 34 across all the categories.

WHAT IS THE AMOUNT SPENT BY TOP 10 CUSTOMERS IN 2007?

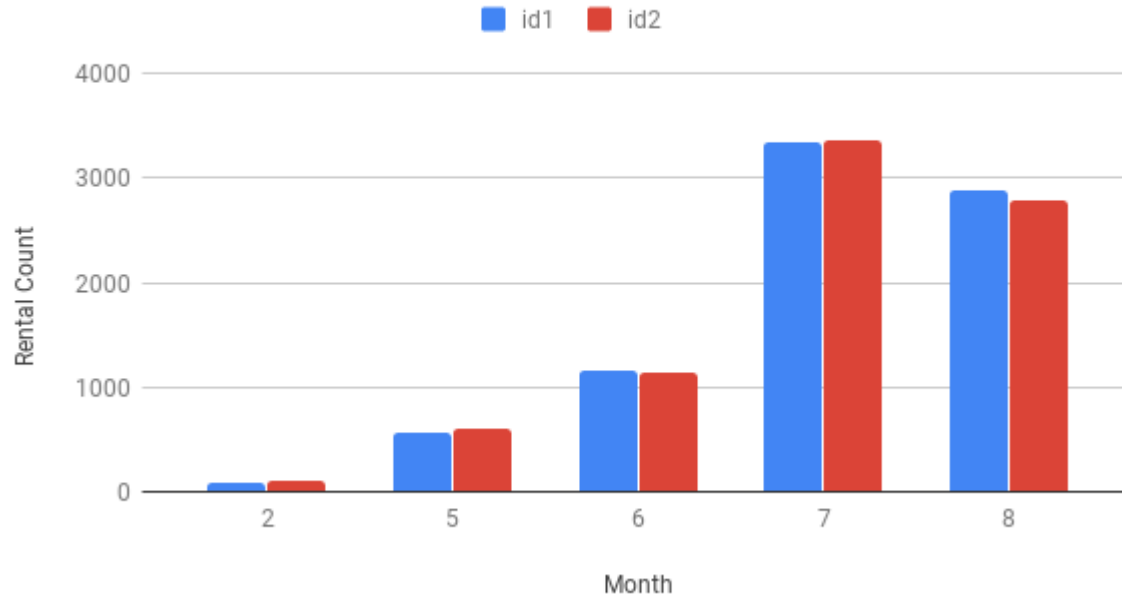
Customer Average Spend



The customer with the most average spend was Eleanor Hunt with \$70.52 spent. And the customer with the lowest spend was Marcia Dean at \$41.65 among the top 10 customers.

HOW DO THE TWO STORES COMPARE IN THEIR COUNT OF ORDERS FOR A PARTICULAR MONTH?

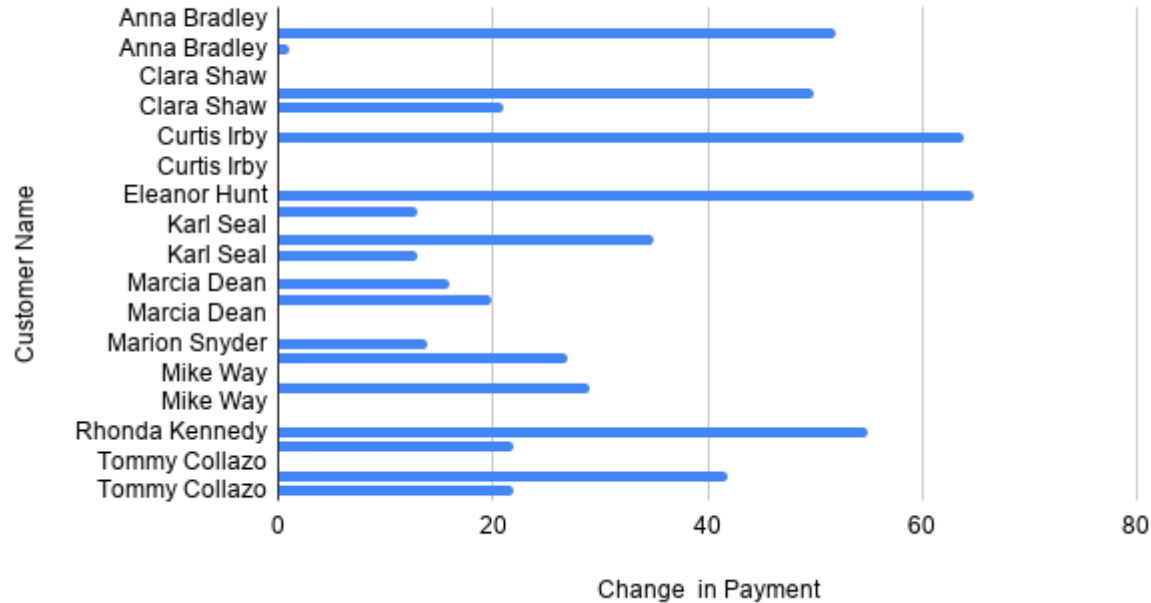
Store Id Monthly Comparison



We observe that both the stores with id1 and id2 perform almost the same.

HOW DO THE PAYMENTS DONE BY THE TOP 10 CUSTOMERS CHANGE IN SUCCESSIVE MONTHS?

Change in payment per Customer



The customer Eleanor Hunt paid the maximum difference of \$64.87 during March 2007 from \$22.95 in February of 2007.