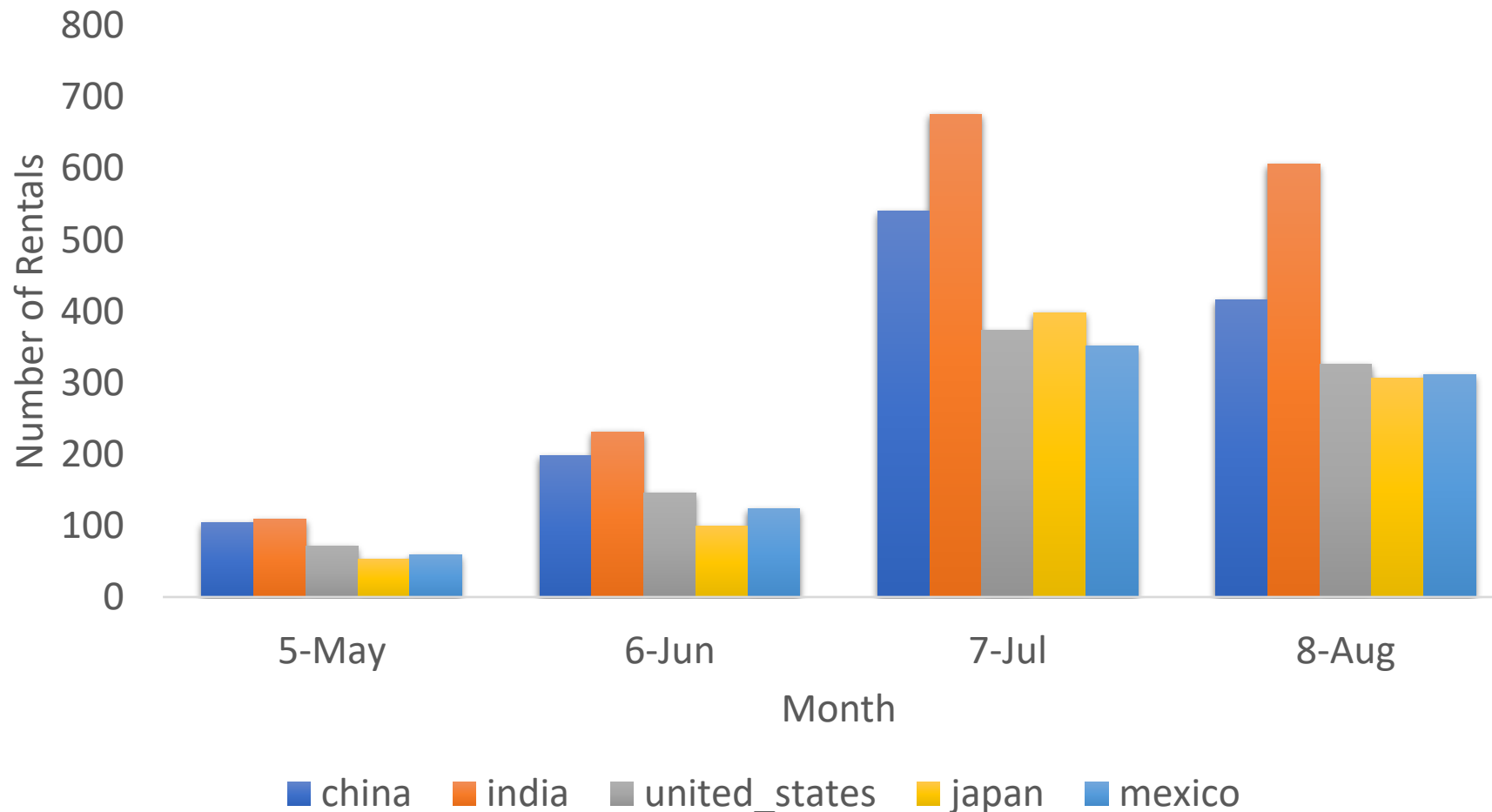


For the five countries with the most rentals, how did the number of rentals compare between them?

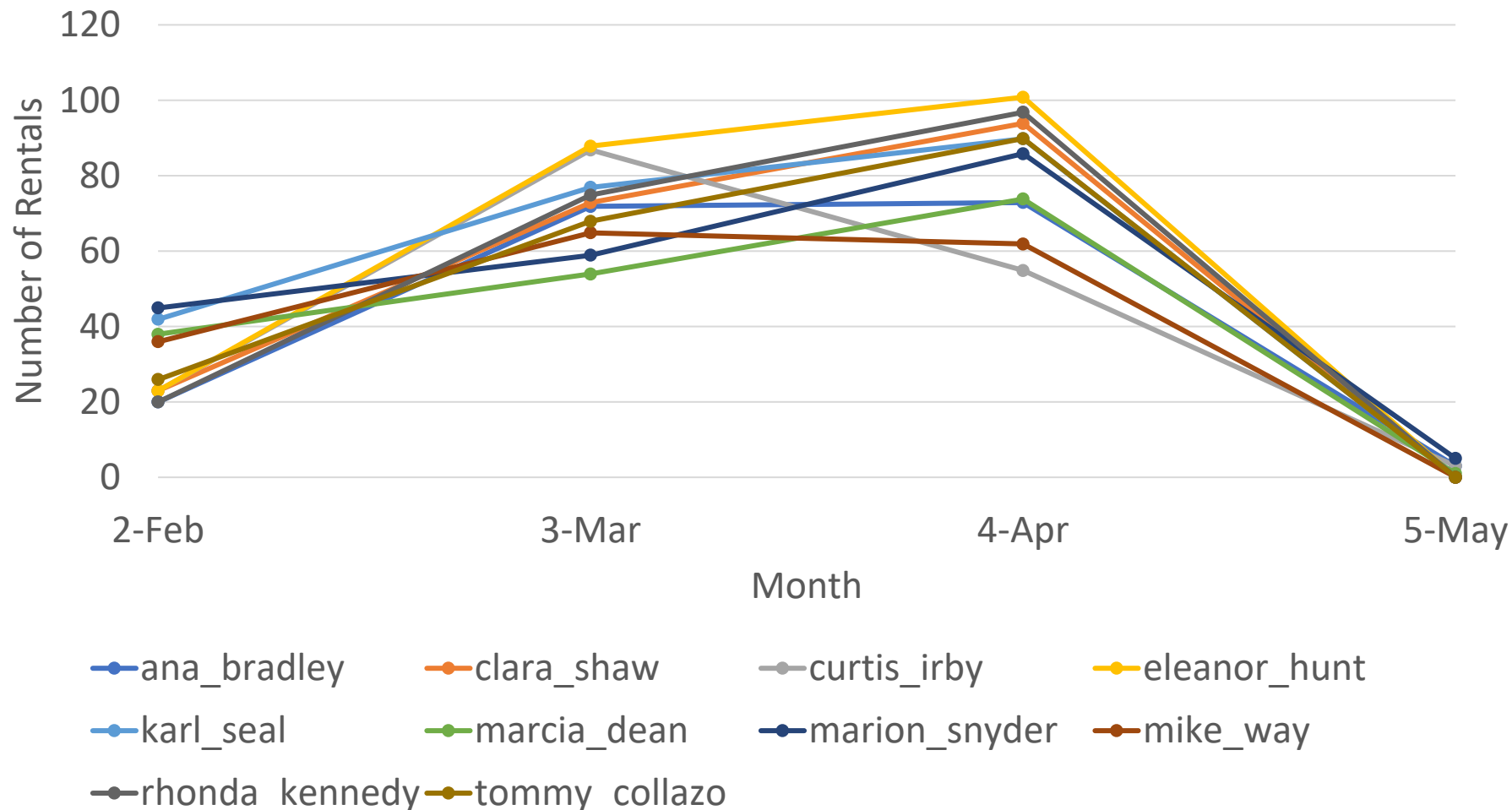
Rentals by Country per Month



The top two selling countries, India and China, tended to rent at rates noticeably above the next three countries, United States, Japan, and Mexico. These three countries rented fewer movies than China and India at a similar rate to each other.

For the top 10 renters, how did the number of rentals compare between them by month in 2007?

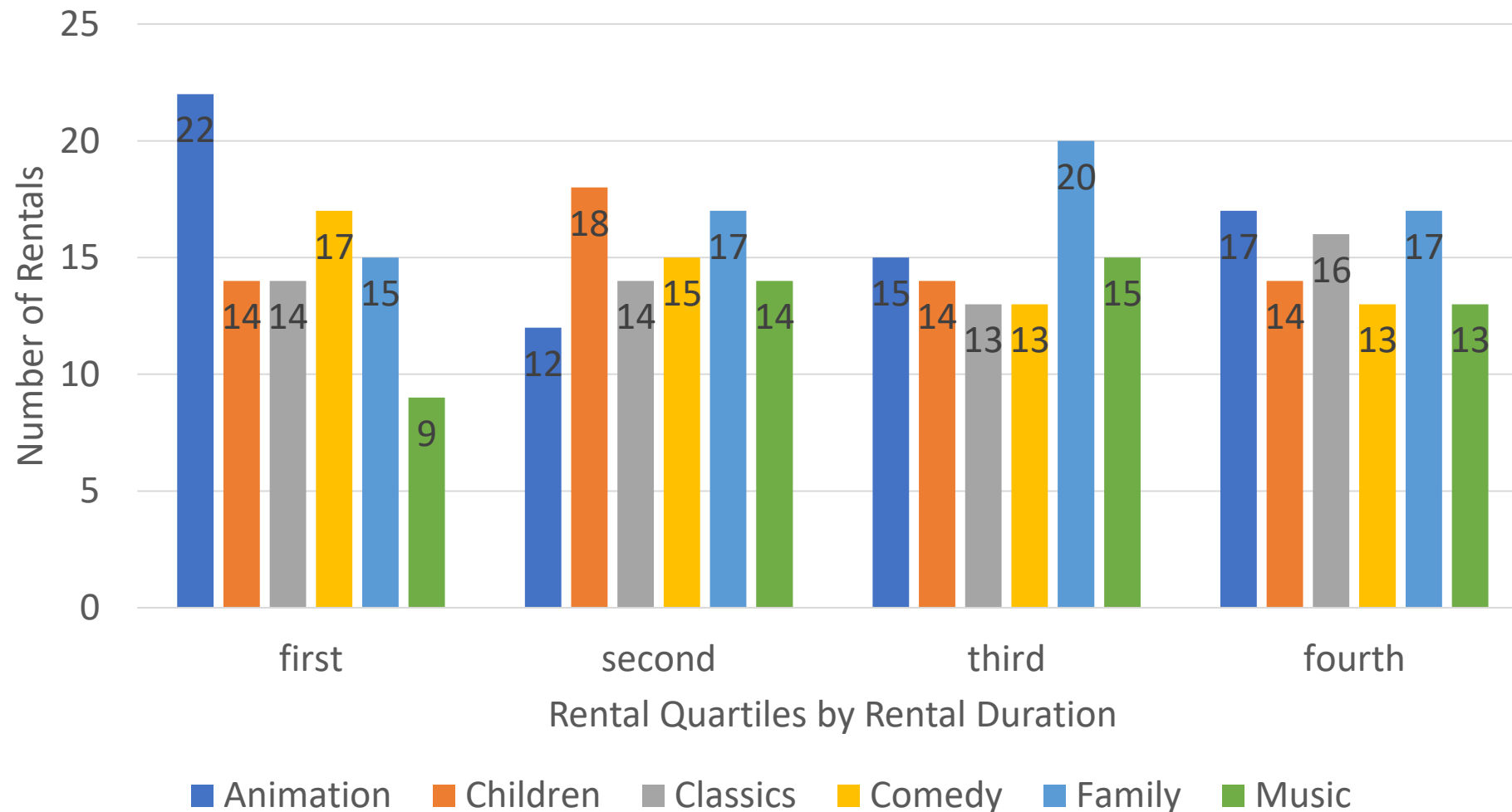
Top 10 Renters' Rentals per Month



The top 10 customers followed the same general trends for the year 2007 with increasing payments from February to April and decline for the data in May. Only Curtis Irby and Ana Bradley declined between March and April.

What was the distribution of movies, within quartiles, for family friendly movies based on rental duration?

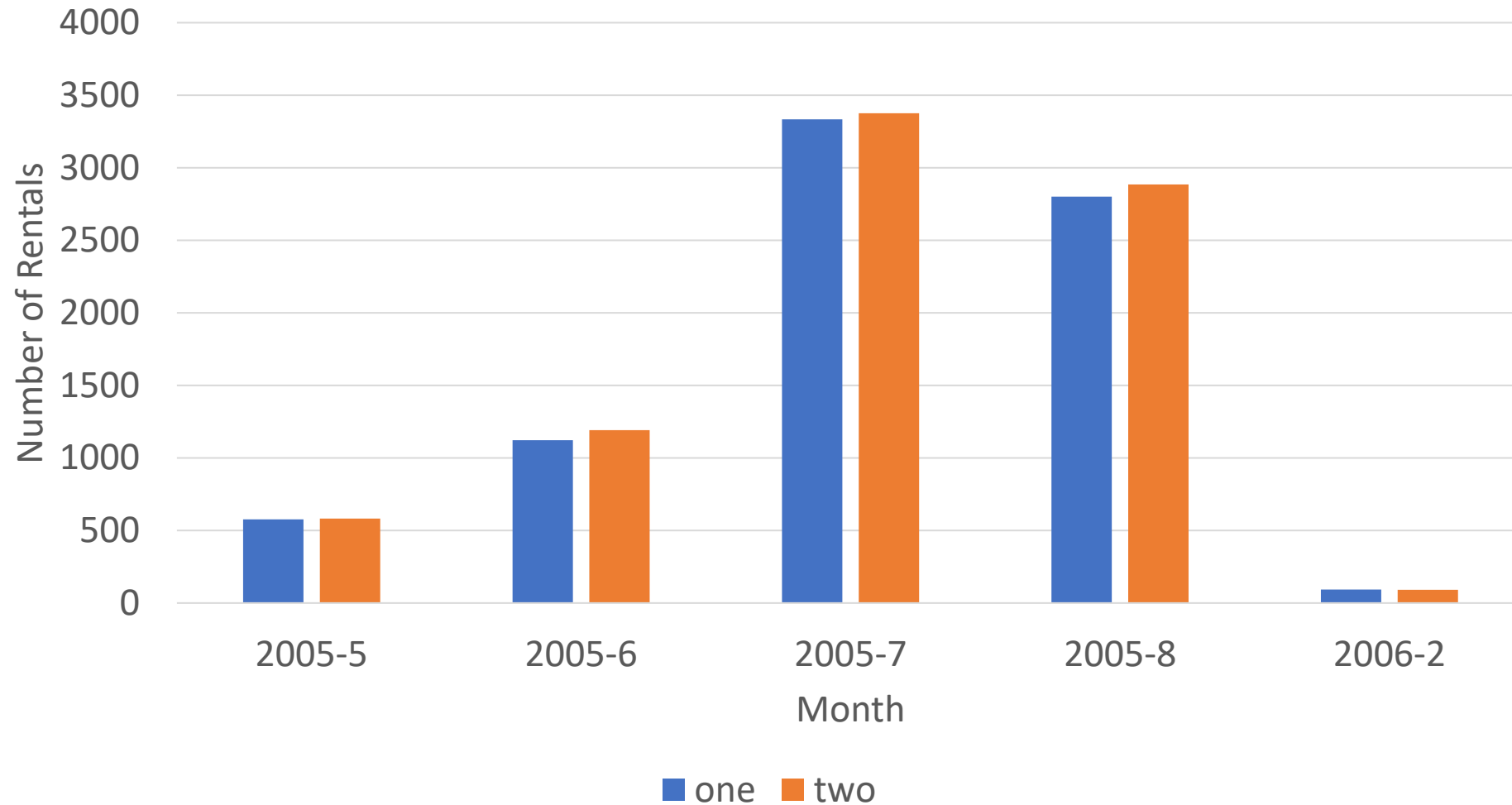
Number of Rentals in Quartiles by Rental Duration



For family friendly movies, there does not appear to be a strong preference for any one category when segmented into quartiles based on rental duration.

How did the two stores compare in terms of number of rentals over each month?

Number of Rentals by Store per Month



The two stores were rented similar numbers of movies for each month we have data.