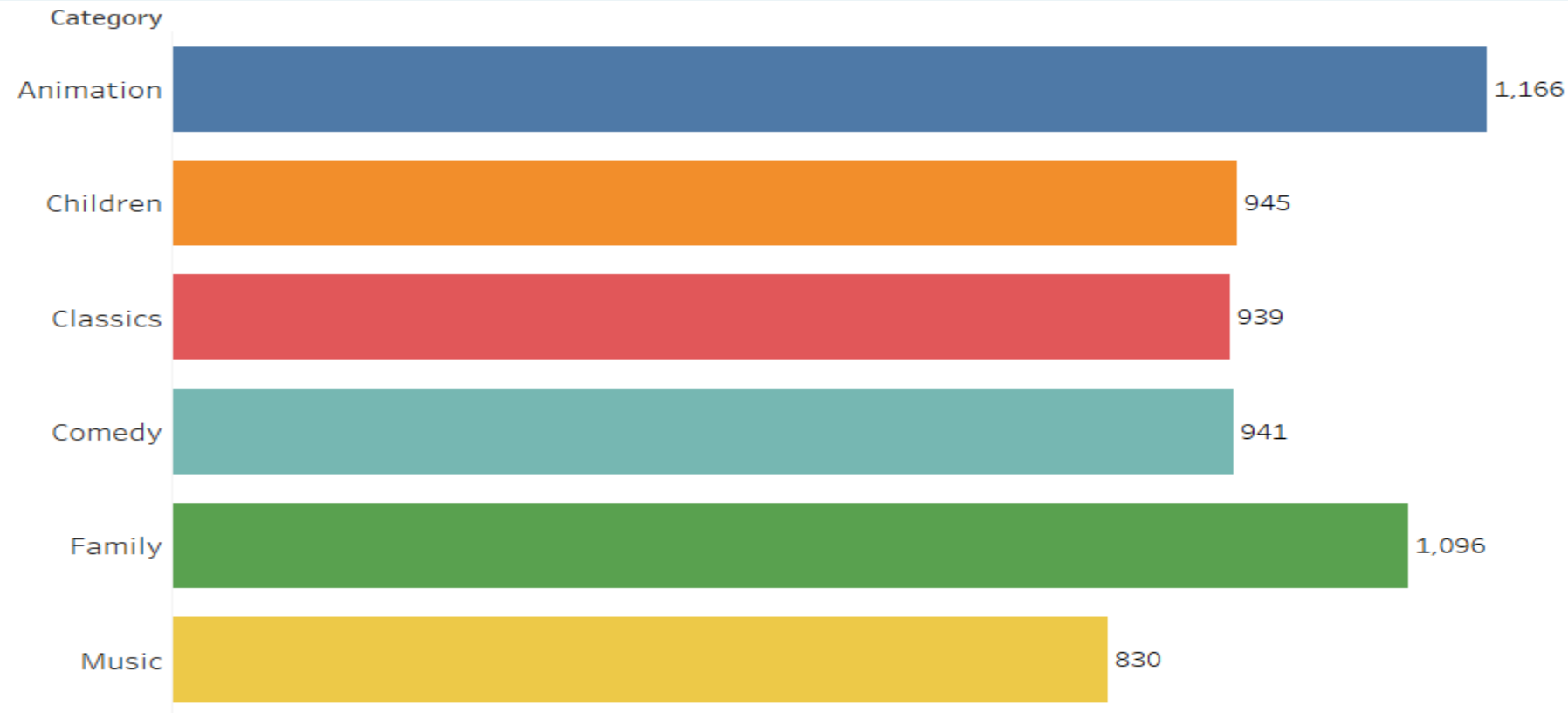
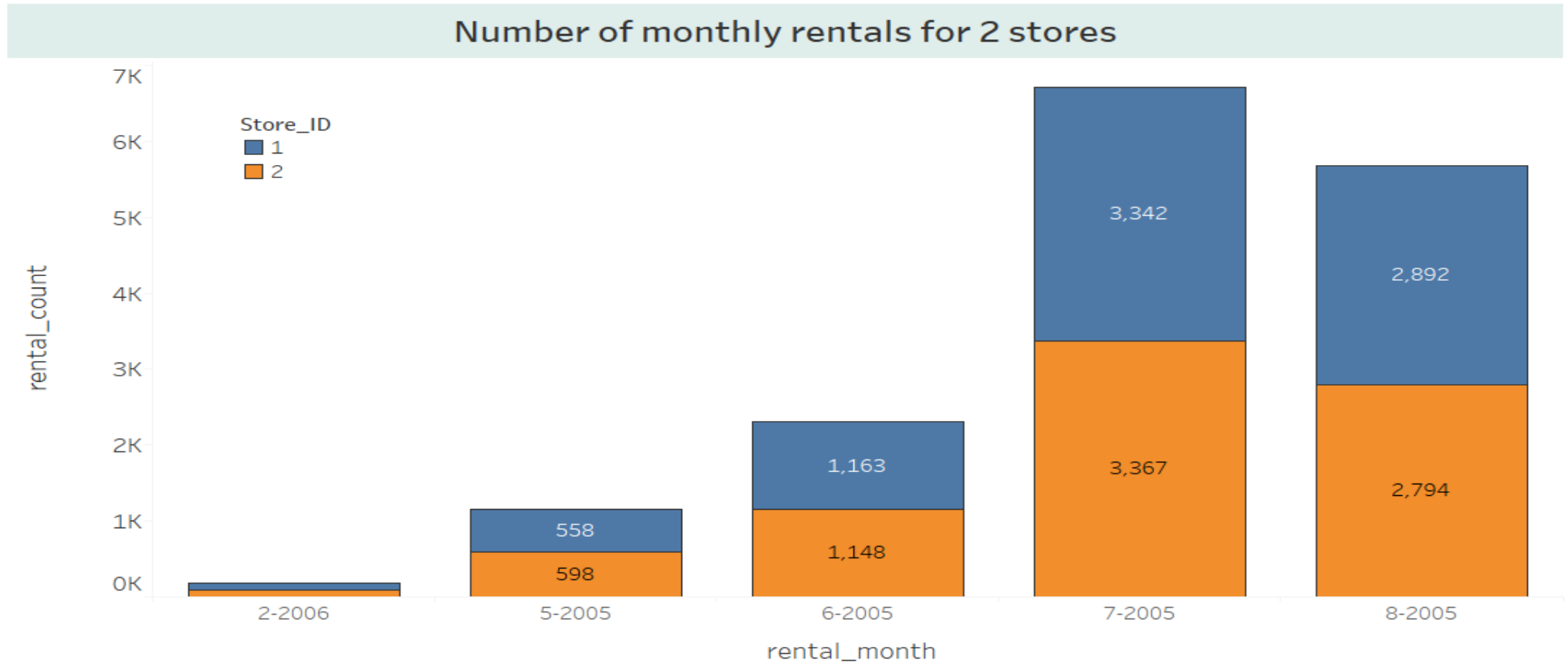


How many times the categories preferred by families have been rented out?



Families have shown most interest in films in animation followed by family category. Their interest in comedy, children and classics is equally the same.

Query 1



Both stores recorded their highest number of rentals in July 2005 with store_id 2 on the top (3342 films rented out). However, the monthly performance between the two stores over the period is not considerable.

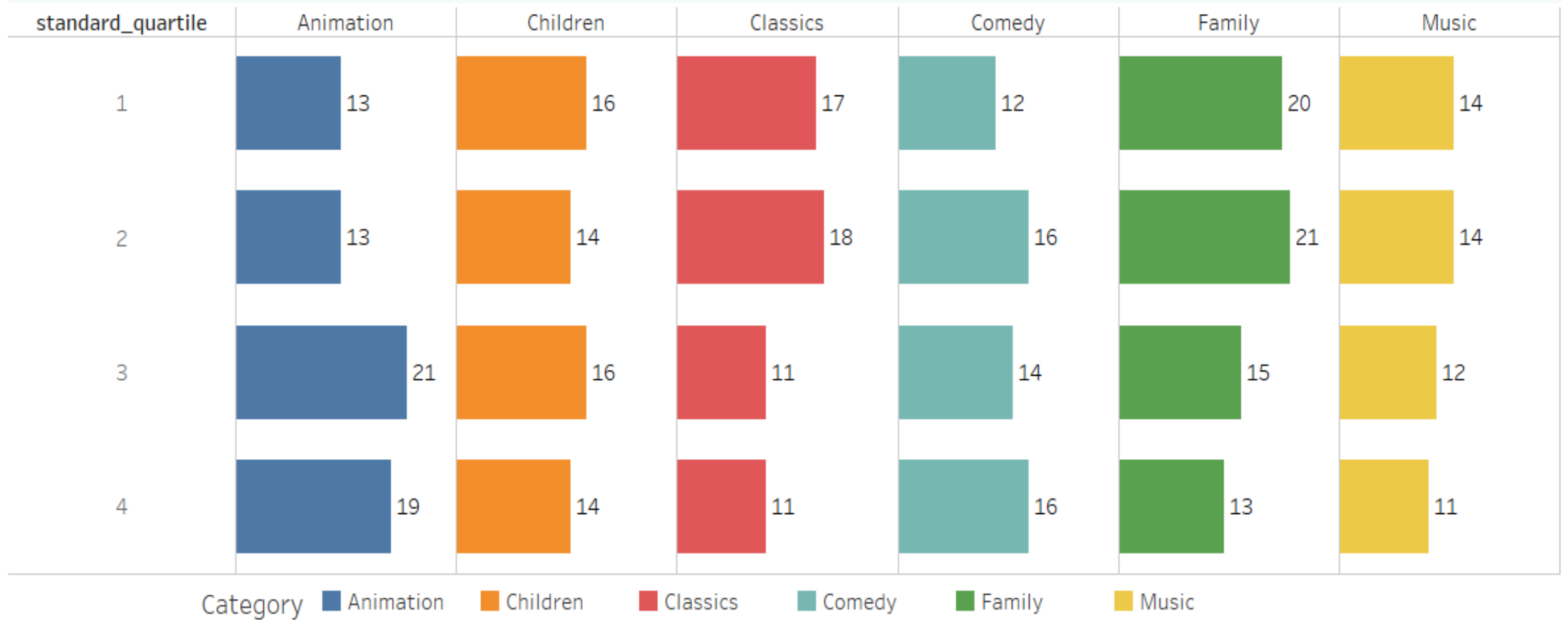
Query 2

Top 10 Customers in 2007			
Full Name	Payment Month	Order Count Month	Total Order Month
Arnold Havens	01/04/2007 00:00:00	19	\$97.81
Clara Shaw	01/04/2007 00:00:00	18	\$93.82
Daisy Bates	01/04/2007 00:00:00	19	\$88.81
Eleanor Hunt	01/03/2007 00:00:00	18	\$87.82
	01/04/2007 00:00:00	22	\$100.78
Gordon Allard	01/04/2007 00:00:00	17	\$96.83
Karl Seal	01/04/2007 00:00:00	20	\$89.80
Marsha Douglas	01/04/2007 00:00:00	18	\$88.82
Rhonda Kennedy	01/04/2007 00:00:00	19	\$96.81
Tommy Collazo	01/04/2007 00:00:00	18	\$89.82

Eleanor Hunt is the best customer among the group during this period with both the highest order count and spend occurred in April.

Query 3

Distribution of films in the family friendly category across 4 groups (Quartiles)



Among the 6 categories, there seems to be less variability in children movies.

Query 4