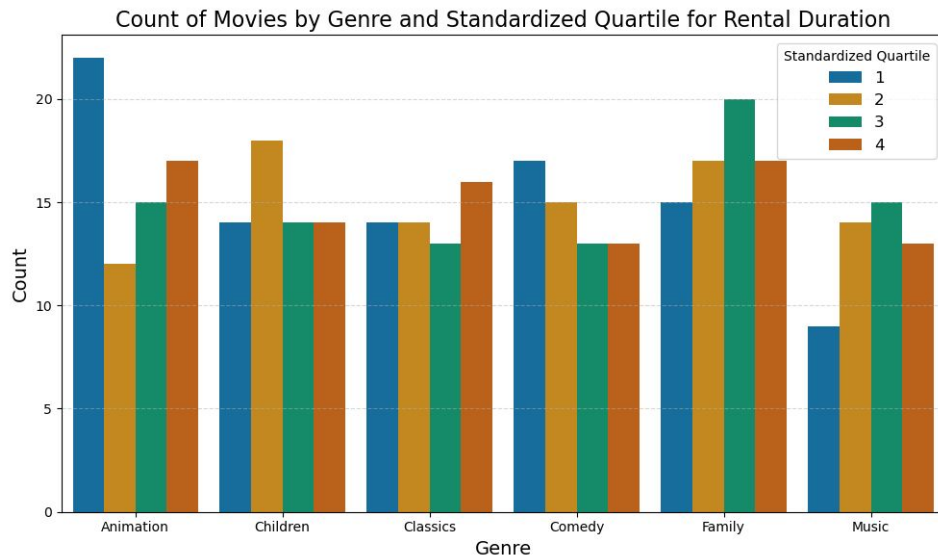


# Rental Durations for Family Friendly Genres by Quartiles

Animation films exhibit a high number of rentals with shorter return times, suggesting a quick turnover rate.

To optimize inventory, we should track stock-out occurrences for Animation films to avoid unnecessary overstocking while ensuring availability.

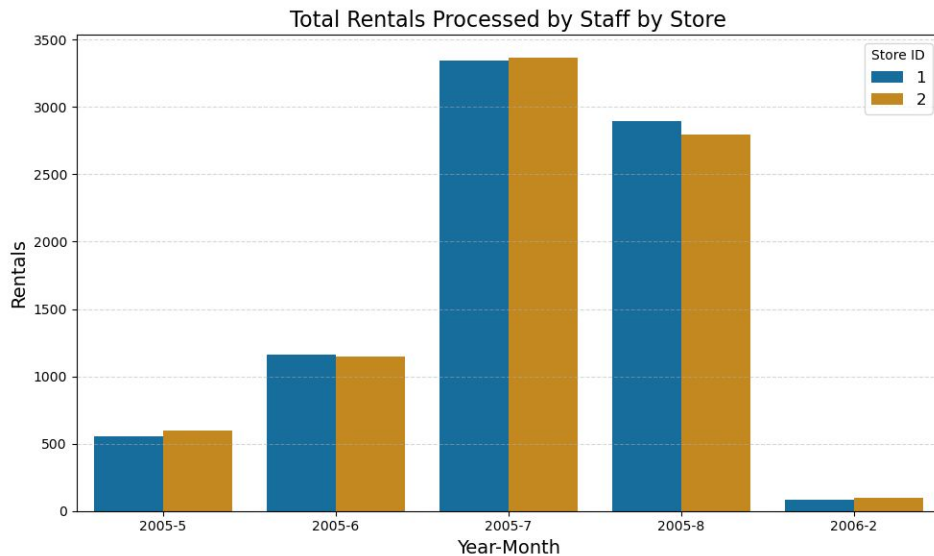


Query: Query 1 in  
*gonzales\_chris\_queries\_used.txt*

# Rentals Processed by Staff by Store

Summer is our busiest rental period, with peak activity occurring in July and August.

To capitalize on this trend, we should increase advertising efforts in May to drive early engagement and maximize revenue; this will help offset lower rentals in off-peak months.

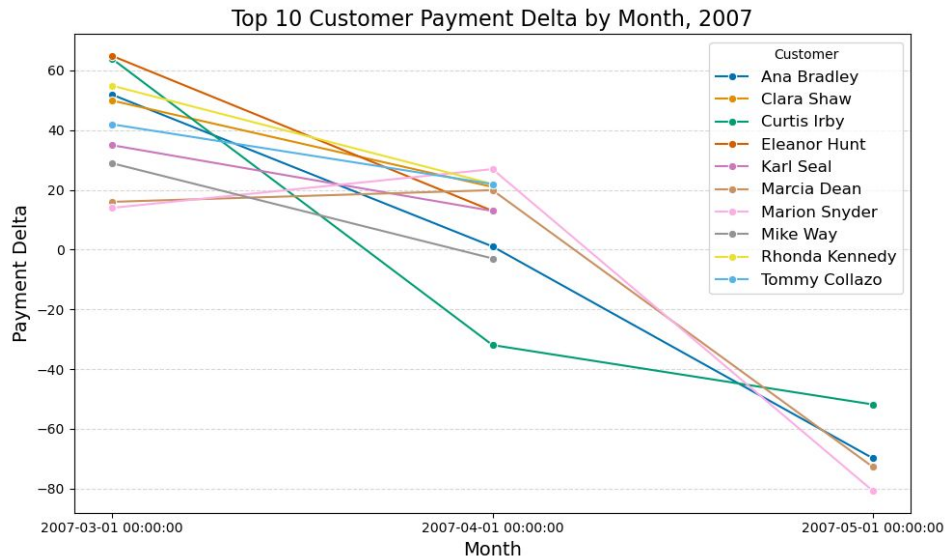


Query: Query 2 in  
*gonzales\_chris\_queries\_used.txt*

# Top 10 Customers, Delta Payments by Month, 2007

Our highest-paying customers tend to exit prior to the peak rental months.

To sustain revenue during peak months, we should analyze the genres they rented during their active period and explore strategies to either extend their engagement into peak months or encourage more consistent participation throughout the year.

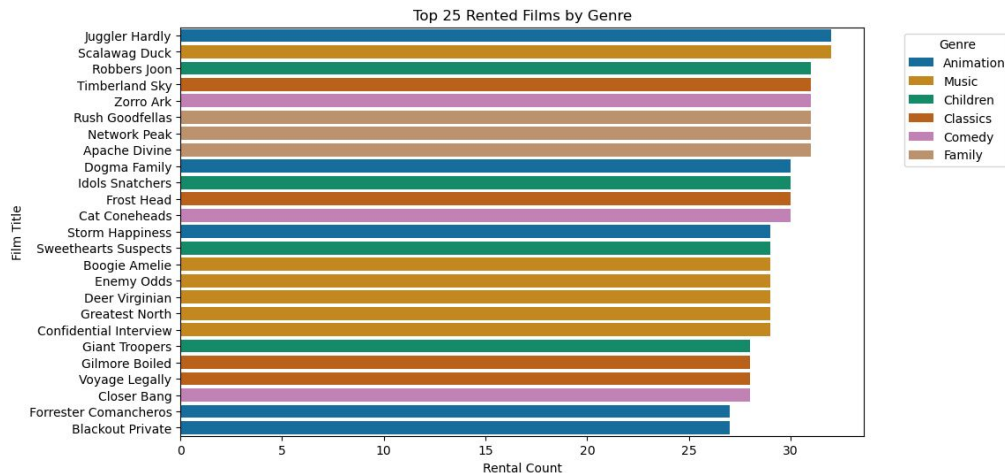


Query: Query 3 in  
*gonzales\_chris\_queries\_used.txt*

# Top 25 Rentals by Title and Genre

Rental demand is spread across multiple family-friendly genres, with Family, Children, and Classics showing strong engagement alongside Animation.

Marketing efforts should ensure balanced promotion across these genres rather than focusing solely on Animation.



Query: Query 4 in  
*gonzales\_chris\_queries\_used.txt*