

How did the two stores compare in their count of rental orders?

Total Rental Orders Processed by Store

Comparing store 1 and store 2



We can see both stores processed almost the same number of rental orders during each time unit.

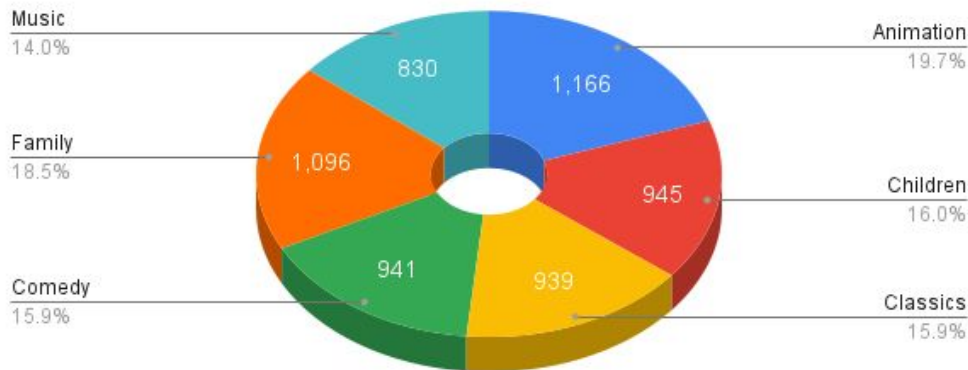
We also notice a general downward trend in the number of rental orders for both stores during this period.

Query in file: 1

How many times were family movies were rented out?

Family Category Movie Rental

Total count of family category movies rental



We can see that among all family movies rented out, the music category has the least and animation category has the most rental.

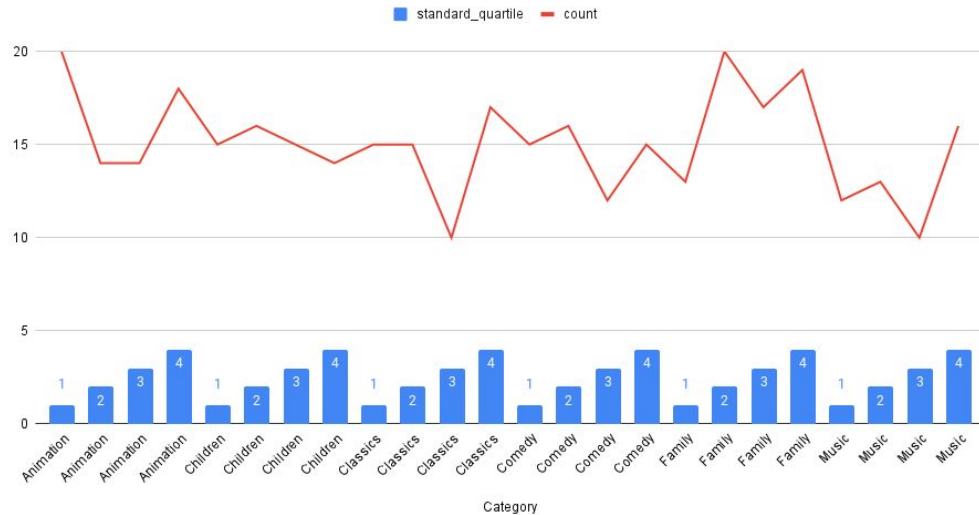
We can also see that there is no much difference across all the family categories during this period.

Query in file: 2

How do Family-friendly movies rental duration compare to other movies rental duration?

Family Category Duration Quartile

Family-friendly movies duration compared to the duration of all movies.



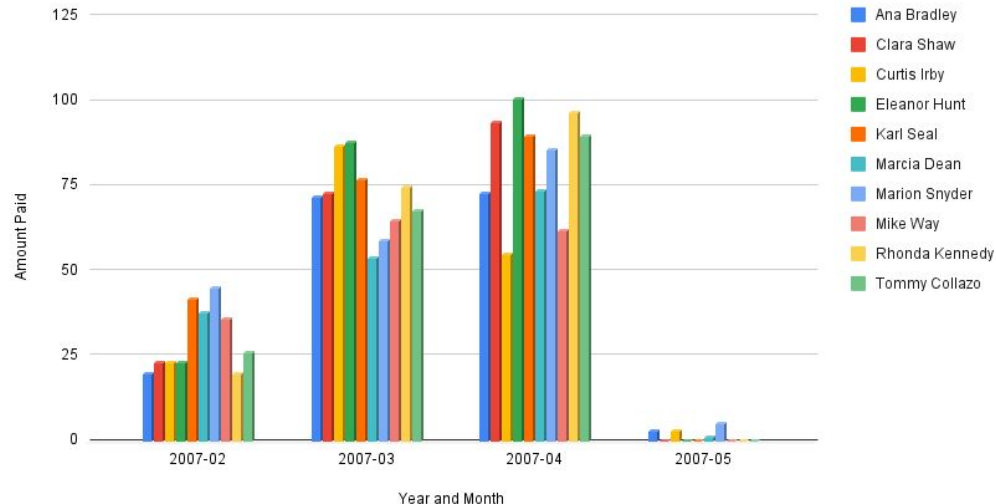
We can see that more Animation movies are rental out for short duration and also, Classic and Music movies on the average are bound to be rented out longer

Query in file: 3

Who were the top paying customers?

Who Were The Top 10 Paying Customers?

Top 10 paying customers with total amount paid each month



We notice a general increase in rentals and payments from the second month to the third month of the year 2007.

We also see a very steep decline from the fourth month to the fifth month. This could be due to incomplete or inaccurate data capture.

Query in file: 4