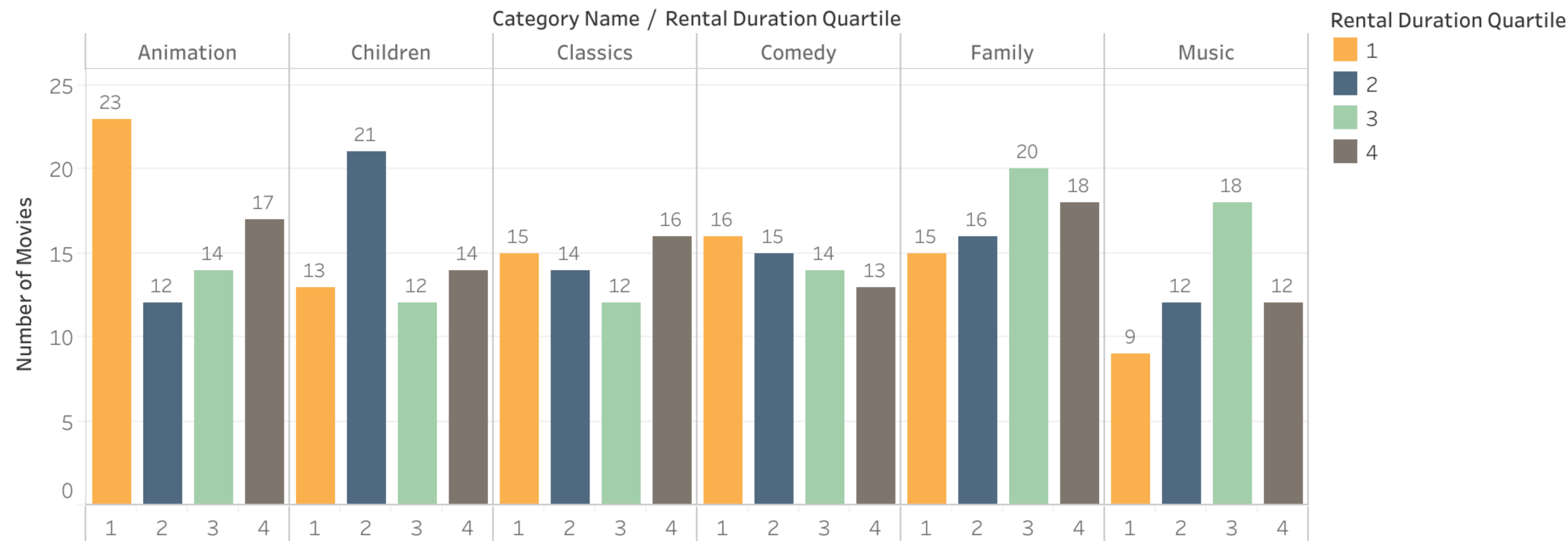


How are the family movies distributed across the rental duration quartiles ?

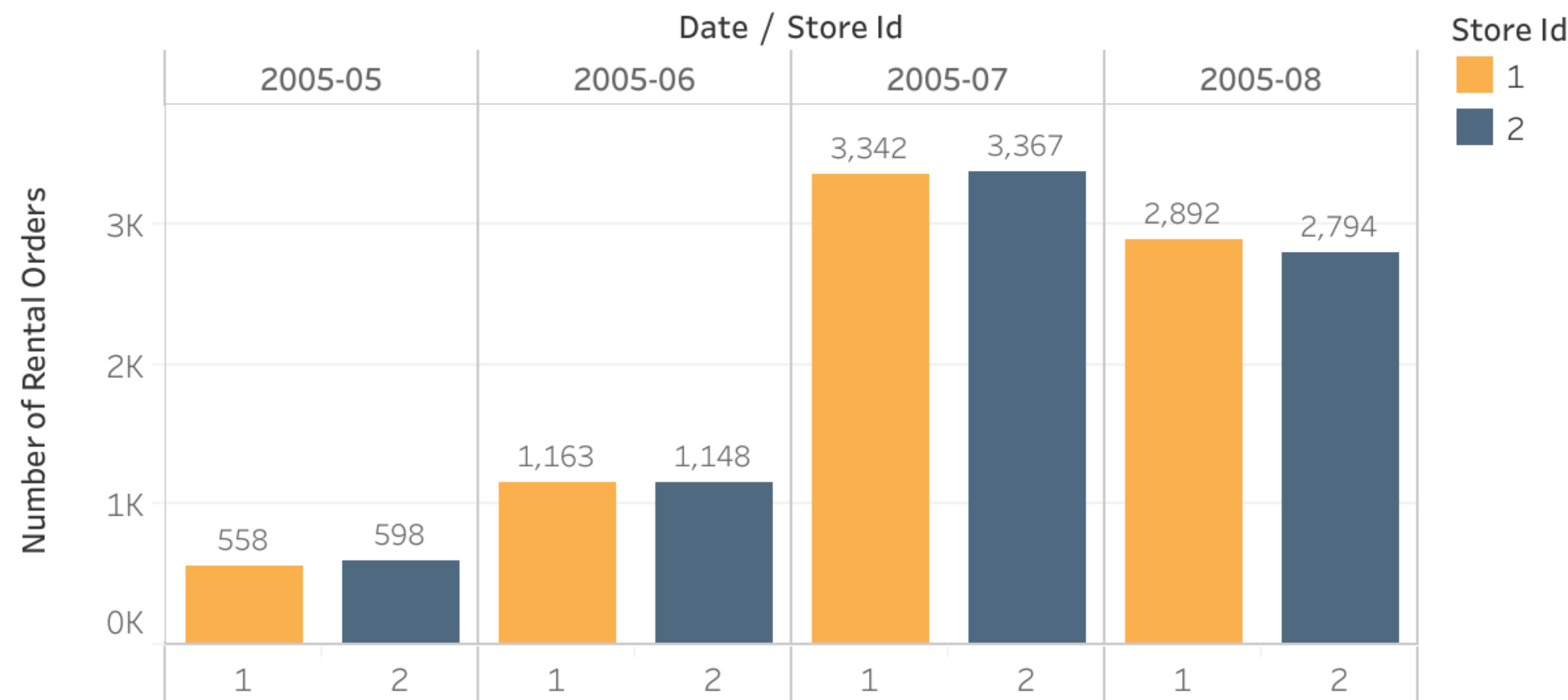
Distribution of Family Movies by Rental Duration Quartile



The figure illustrates the distribution of family movies according to the rental duration quartile. The family movies include the following categories: animation, children, classics, comedy, family and music. The rental duration quartile is defined based on the quartiles (25%, 50%, 75%) of the rental duration in terms of number of days. The animation category has the highest number of films in the first quartile (denoted as 1), not only in its own category, but in all other categories.

What was the trend of rental orders between the two stores from May to August 2005?

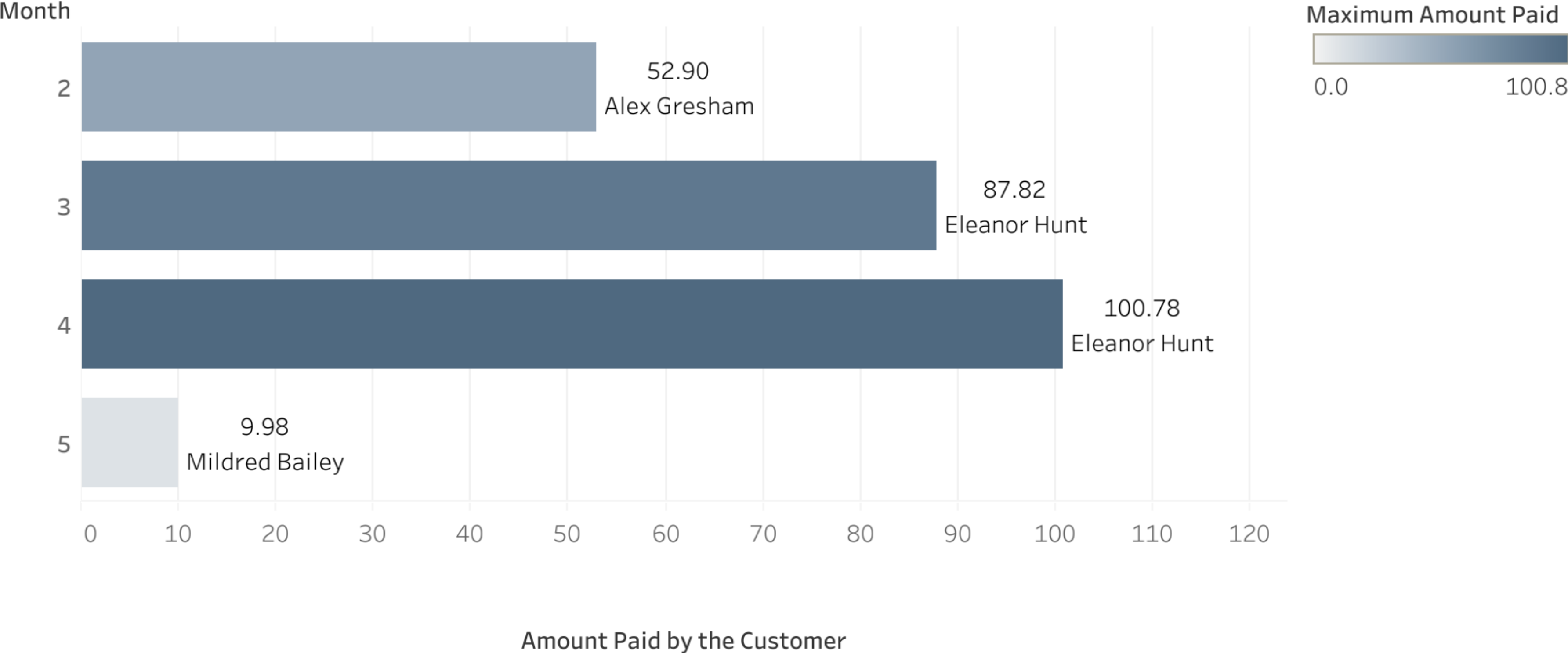
Comparison of Rental Orders by Store in 2005



The figure compares the number of rental orders between the two stores. The rental orders are limited to the period from May to August 2005. Overall, the two stores show a similar tendency in their rental orders. In July, the rental orders for both stores drastically increased, followed by a slight decrease in August, nevertheless, they still remained significantly higher than in May and June.

Which customer spent the most for each month from February to May 2007?

Customer Who Spent the Most per Month in 2007

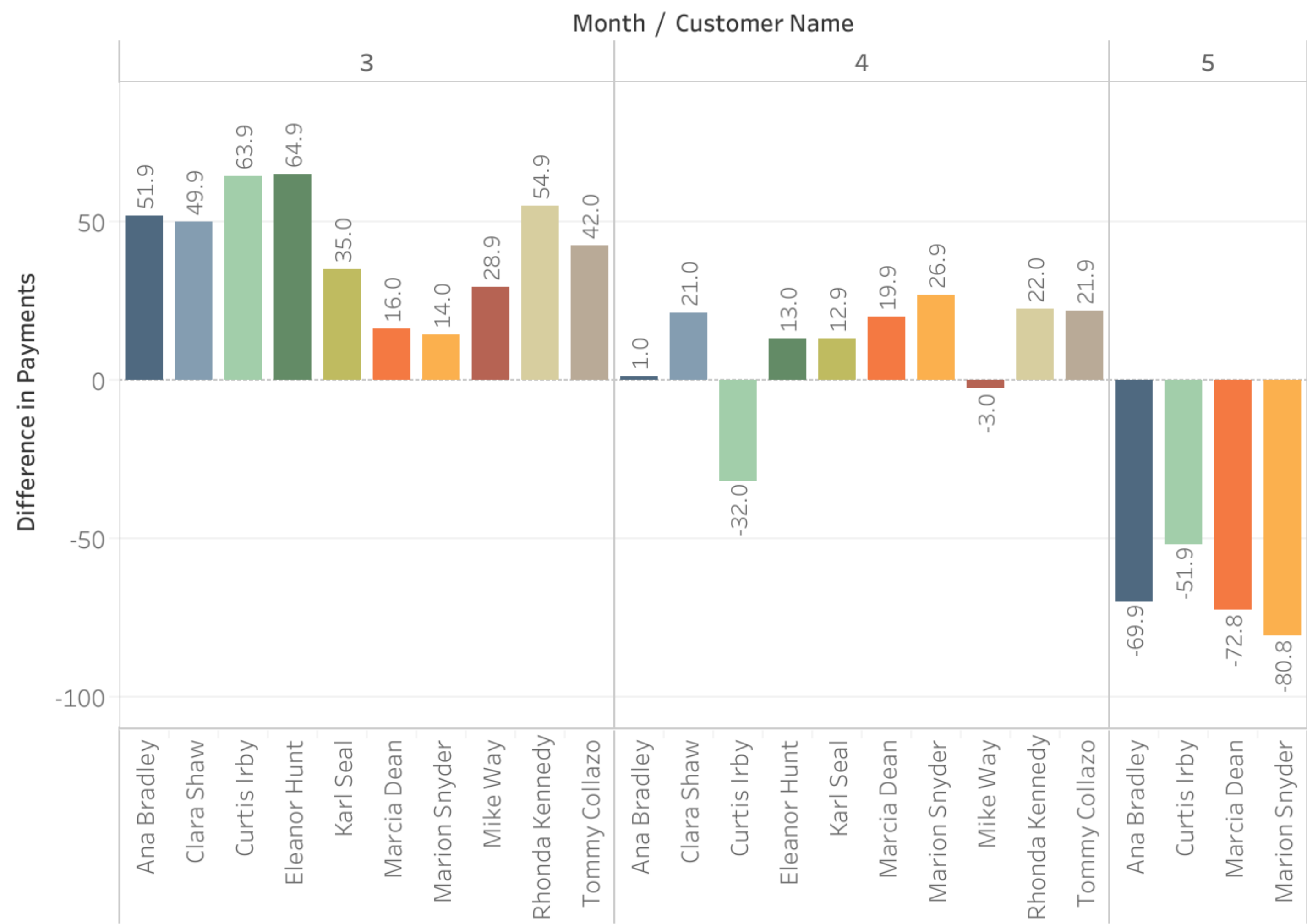


The customer name who spent the most per month in 2007 is shown in the figure, as well as the amount they spent. Eleanor Hunt spent the most for both March and April. The maximum amount paid by a customer in May decreased significantly.

How did the payments of the top 10 customers change from March to May 2007?

Difference in Payments Compared to the Previous Month

(Limited to the Top 10 Paying Customers)



The figure shows the difference across the monthly payments during 2007. More specifically, the payments are compared to the previous month. The analysis is limited to the top 10 paying customers. In March, it can be seen that all 10 customers spent more than in February. In April, most of the top 10 paying customers spent more, except for Curtis Irby and Mike Way. Only 4 customers' payments could be compared between April and May, and all of them paid less in May than they did in April.