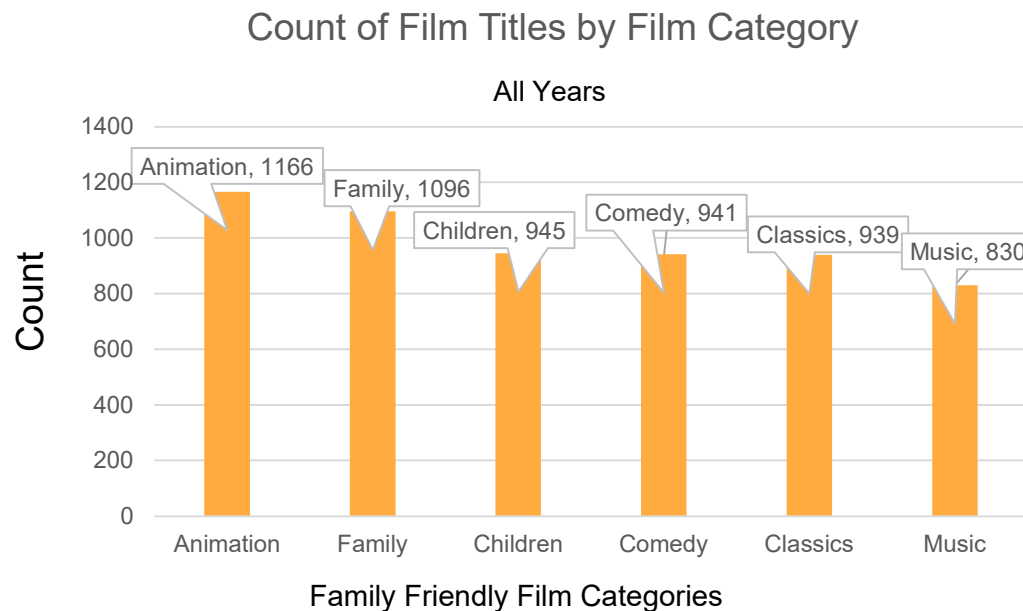


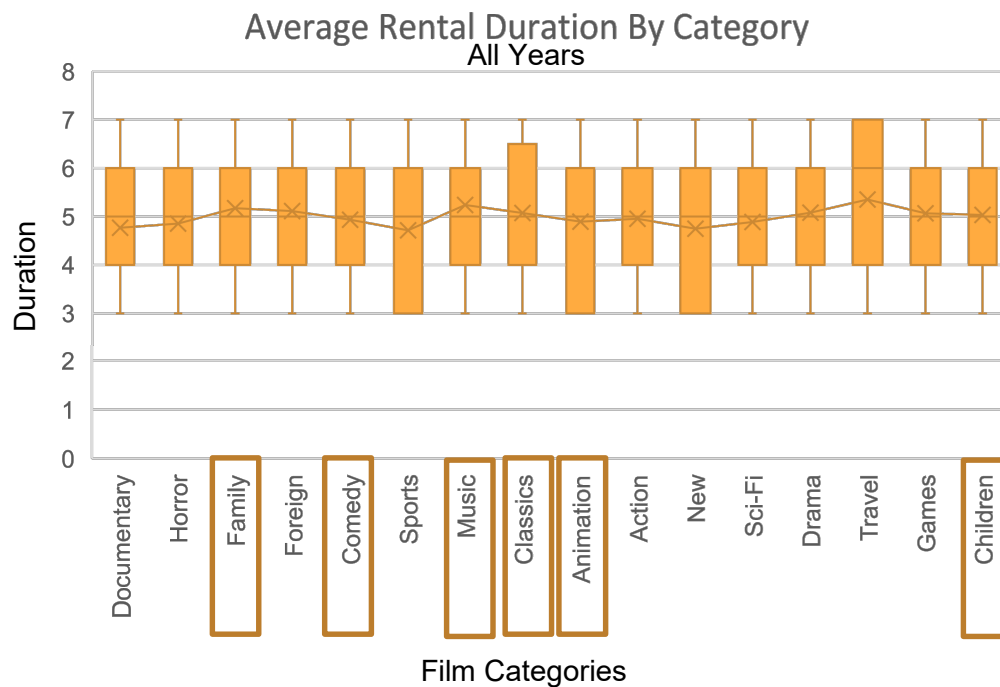
We want to understand more about the movies that families are watching...



Looking at the family friendly film titles, we can see that the general category of "Family" films has the highest rental count, followed by Animation and Children films. Overall, Music is the least favorite relative to rental count.

Insight, given the popularity of family titles under Animation, Family, and Children, we should consider programs to drive more interest in those titles.

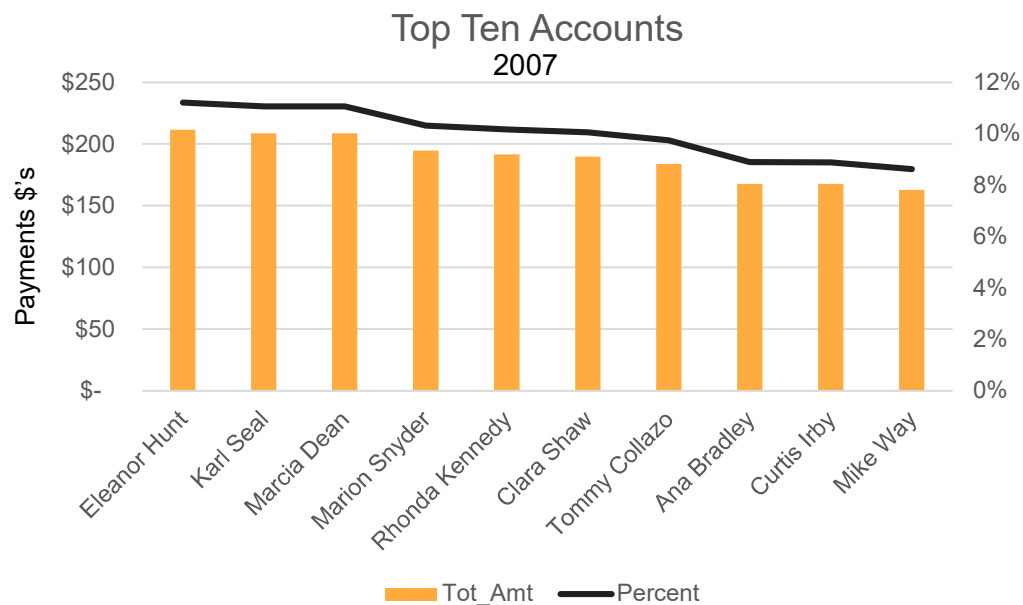
We need to know how the length of rental duration of the family-friendly movies compares to the duration that all movies are rented for.



Average duration for all movies is 4.99. The longest rental duration category is Travel with 5.35. Of the family friendly categories, Music is the highest at 5.24, followed by Family at 5.17 and then Classics at 5.07. Unexpectedly, the lowest of the group of family categories is Animation at 4.89.

INSIGHT: The family friendly category is popular, and Travel is another category to focus on.

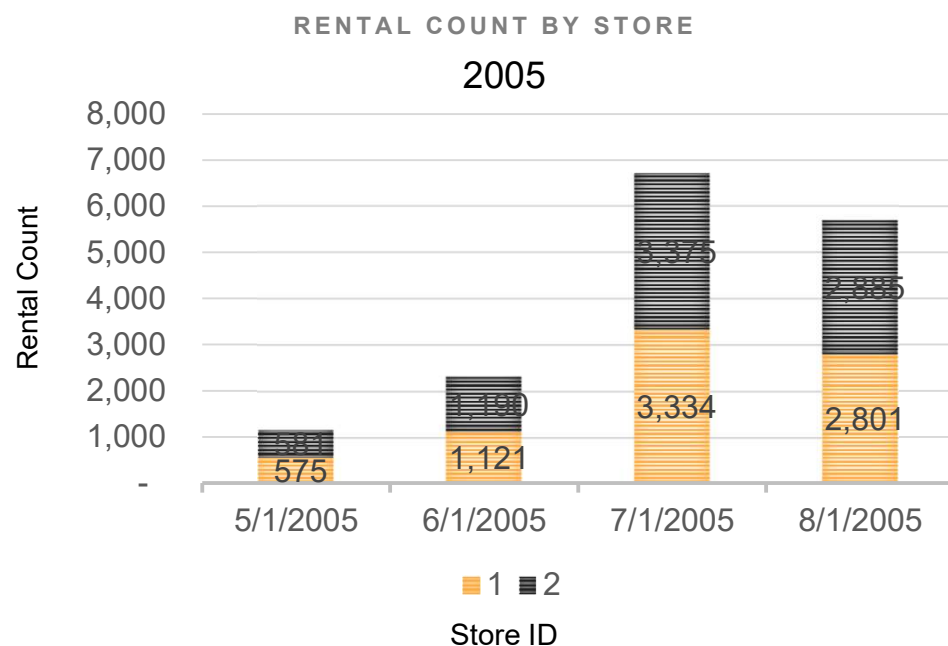
We would like to know who were our top 10 paying customers, and how many payments they made during 2007.



Top ten paying accounts for 2007 shows that Elenor Hunt was the top account during the year. She was followed very closely by Karl Seal and Marcia Dean. The majority of the top ten accounts rented across at least three months, with the maximum being four months worth of rentals.

INSIGHT: We should continue to market to the top ten accounts given the amounts they are willing to spend.

We want to find out how the two stores compare in their count of rental orders during every month for all the years we have date for.



Looking at the 2006 Rental Count data, we can see that each store represented close to 50% each month of total rental counts. Store ID 2 was only slightly higher each month.

INSIGHT: Given the small differentiation between Store ID's, it would be an opportunity to run split testing during marketing campaigns.