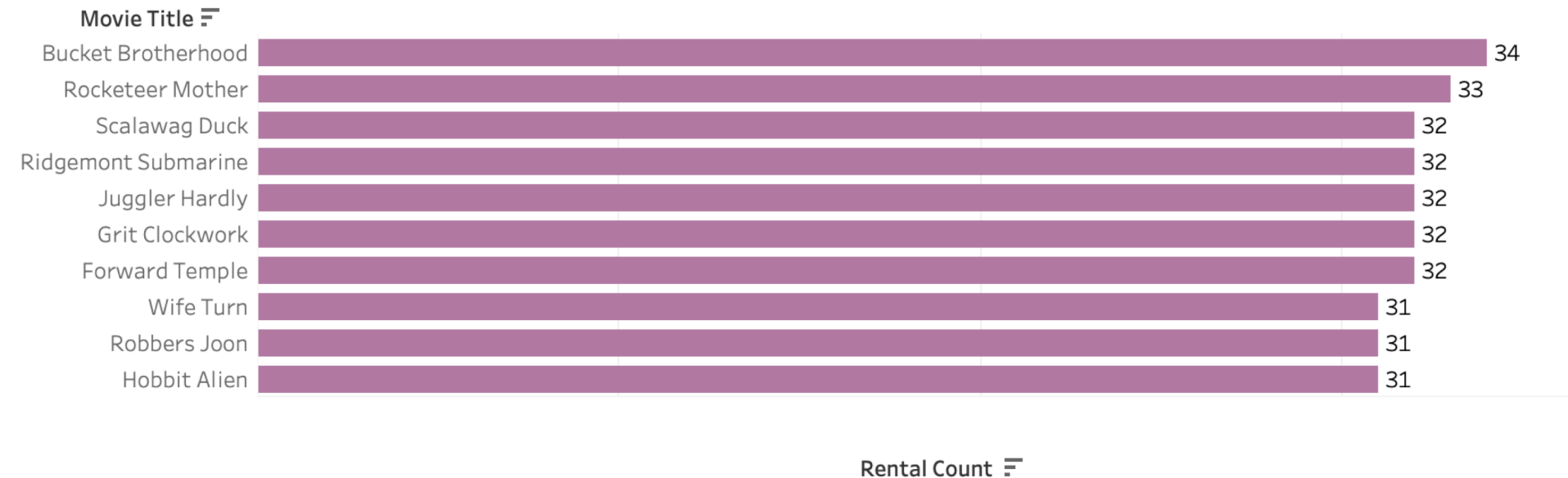


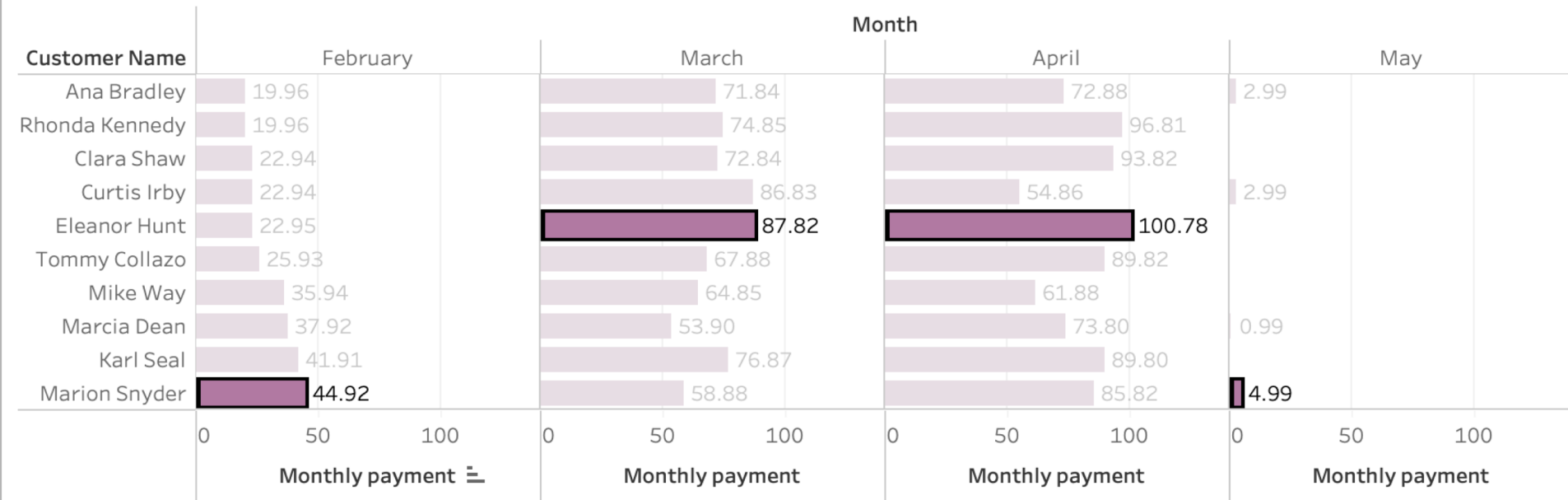
What is the most rented title?



Bucket Brotherhood has been rented out 34 times and is the most rented title.

Who were the top spending customers in 2007?

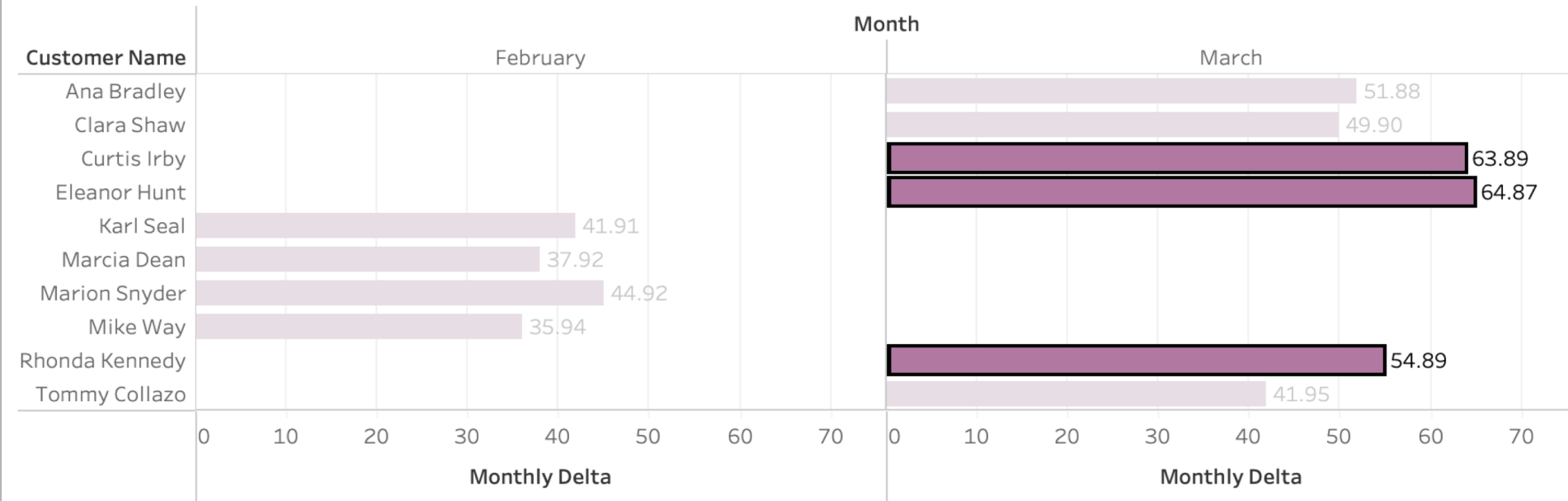
Spending Breakdown for the Top 10 Customers



The top ten spending customers are shown above with a breakdown of their monthly spending. The image above shows that out of all customers in 2007, Eleanor Hunt spent the most at our store in April. A further breakdown by month shows Marion Snyder spent the most in February and May; Eleanor Hunt in March and April.

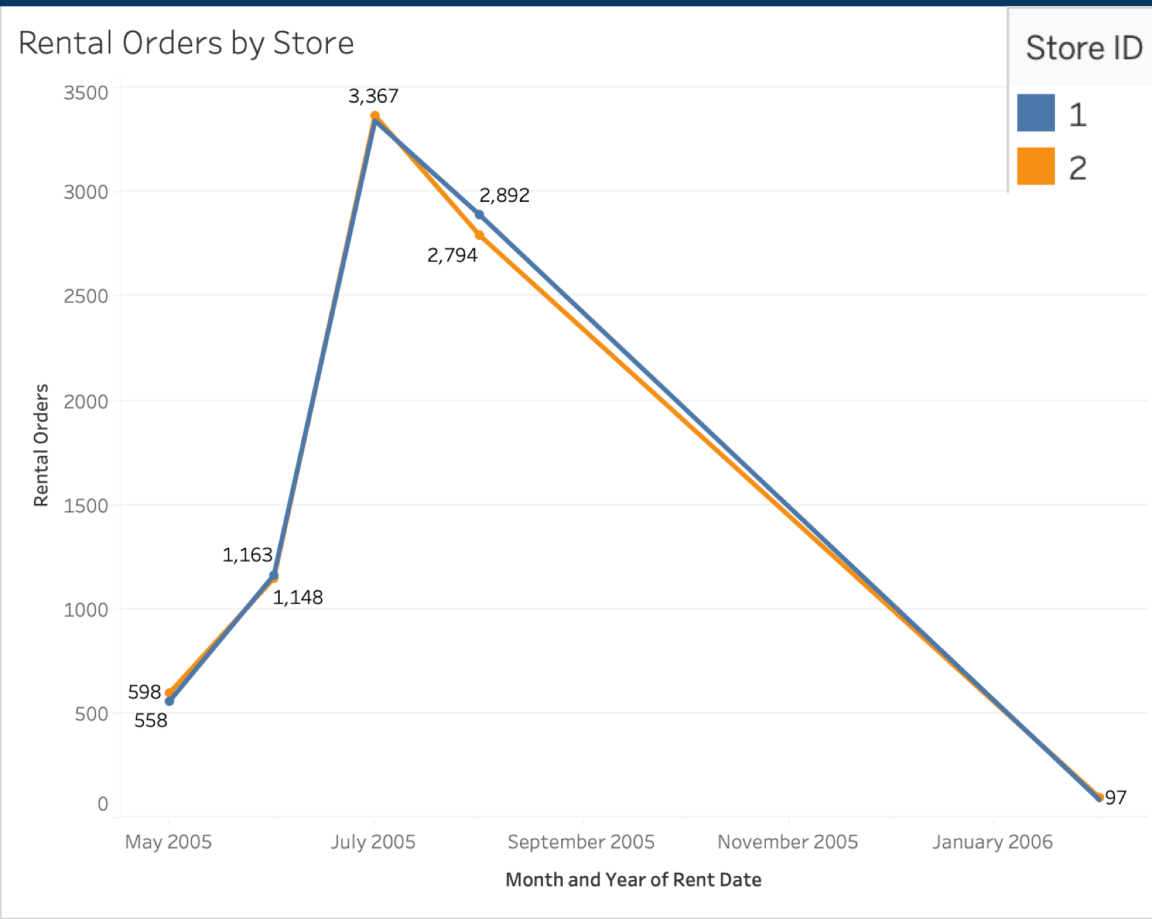
Who were the customers with the highest spend delta in 2007?

Top 10 Monthly Delta for our Top 10 Customers



Eleanor Hunt has the highest spending delta which occurred between February and March. She is followed by Curtis Irby and Rhonda Kennedy.

How do rental orders compare between our two stores?



Rental orders has been pretty close and consistent between our two stores. There was a huge spike in orders from May 2005 to July 2005 but the chart shows a sharp decline in orders after May 2005.