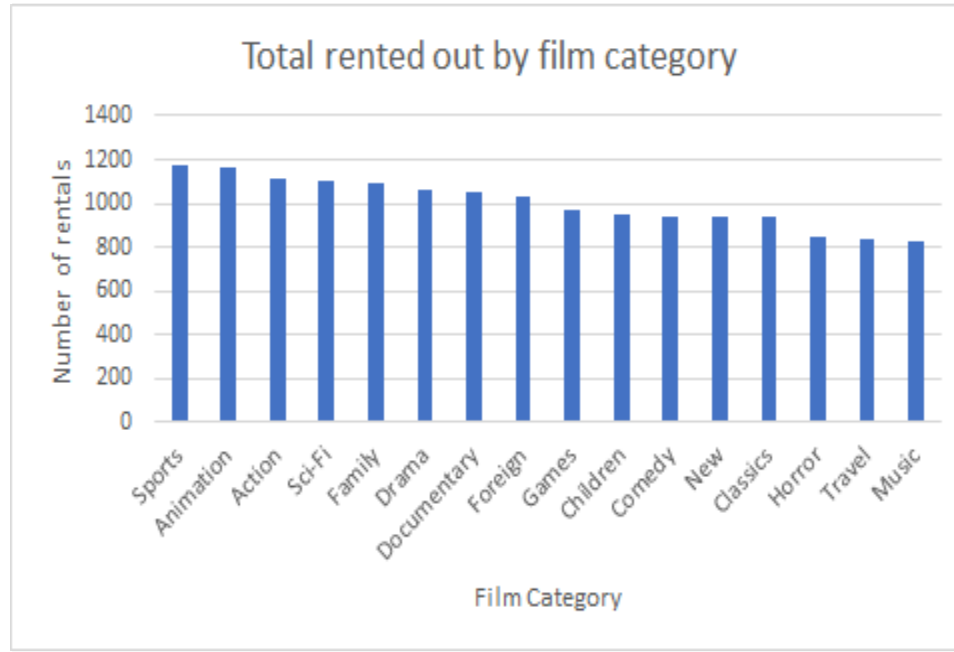
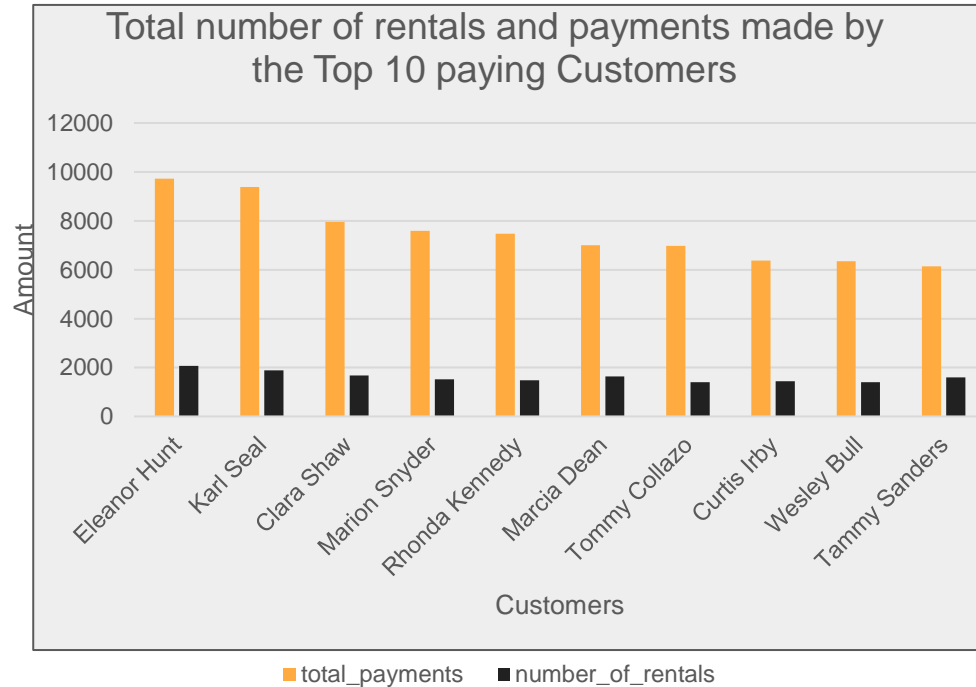


Number of times each film category as been rented out



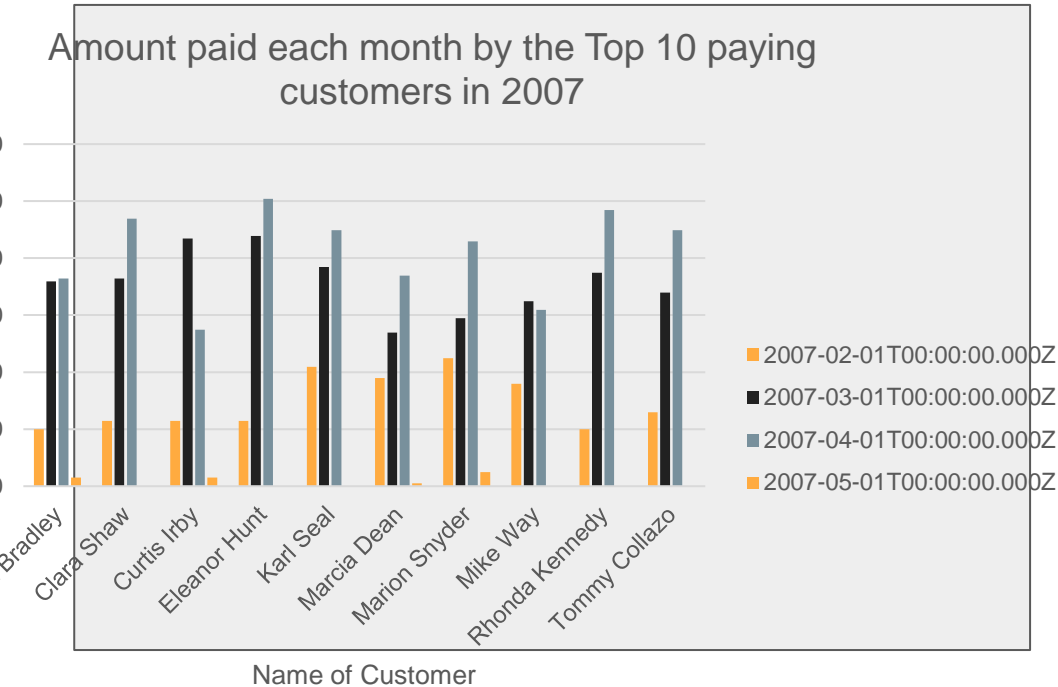
We can see from the chart that the film category that was rented out the most was Sports, followed by Animation and Action movies. Music movies were the least rented out.

Total payments and rentals made by each of the top 10 buying customers



The chart shows the top 10 individuals who have made the most the purchase and the number of rentals reach has made. It shows Eleanor Hunt has made the most purchase with 2070 number of rentals, followed by Karl Seal and Clara Shaw

Total amount paid each month by the Top 10 paying customers in 2007



The chart further breaks the top 10 paying into amounts each paid every month in the year 2007

Changes in the number of rentals for each of the Top 3 countries where most rentals are made

month	country	number_of_rentals	lag	rental_changes
-01T00:00:00.000Z	China	109		
-01T00:00:00.000Z	China	198	109	89
-01T00:00:00.000Z	China	594	198	396
-01T00:00:00.000Z	China	512	594	-82
-01T00:00:00.000Z	China	13	512	-499
-01T00:00:00.000Z	India	111		
-01T00:00:00.000Z	India	208	111	97
-01T00:00:00.000Z	India	651	208	443
-01T00:00:00.000Z	India	579	651	-72
-01T00:00:00.000Z	India	23	579	-556
-01T00:00:00.000Z	United States	70		
-01T00:00:00.000Z	United States	152	70	82
-01T00:00:00.000Z	United States	376	152	224
-01T00:00:00.000Z	United States	359	376	-17
-01T00:00:00.000Z	United States	11	359	-348

We can see from the table that the total number of rentals for each of Top 3 renting countries increased for the next month and dropped off significantly during the subsequent months