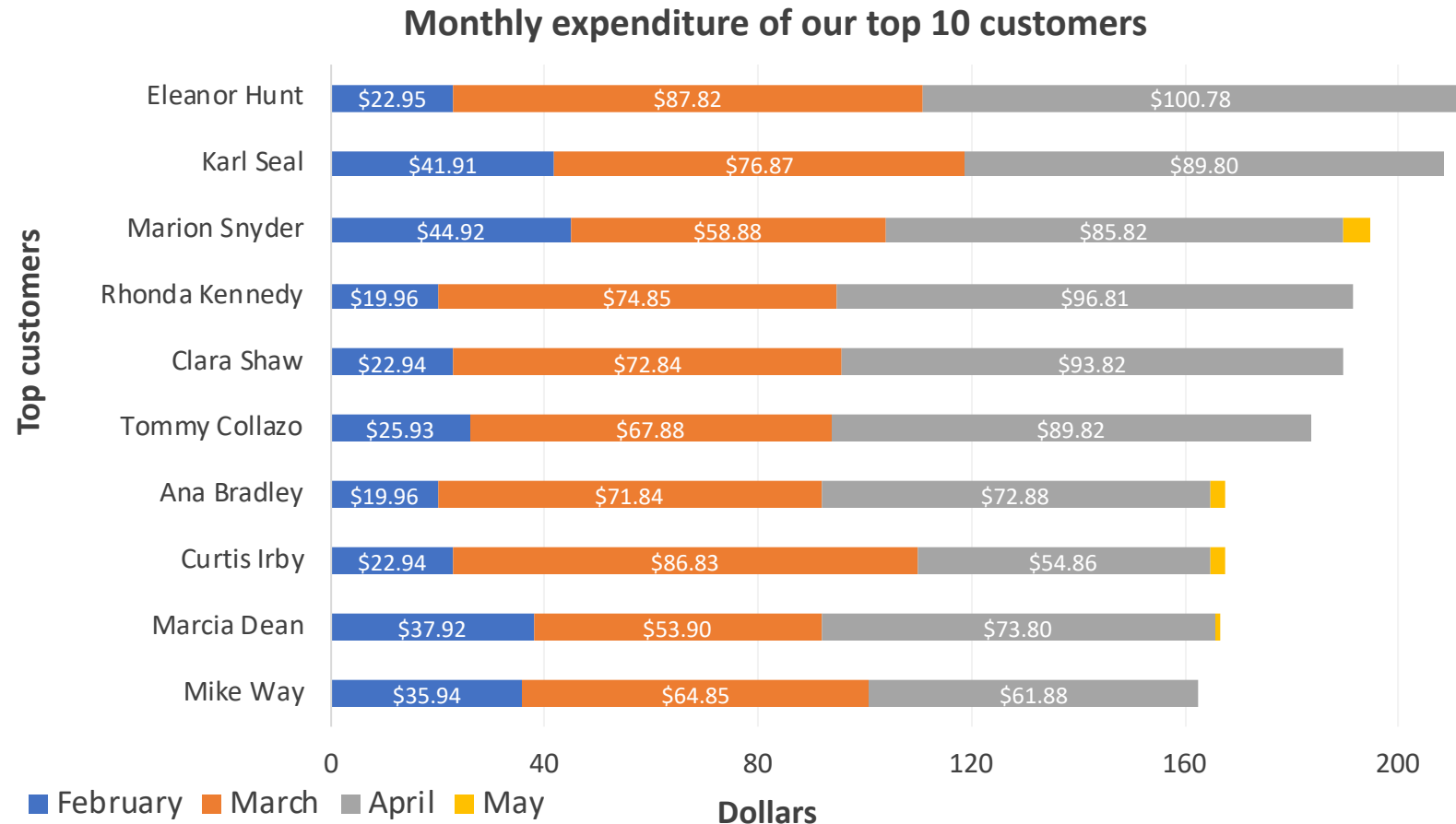


# How much are our top customers spending?

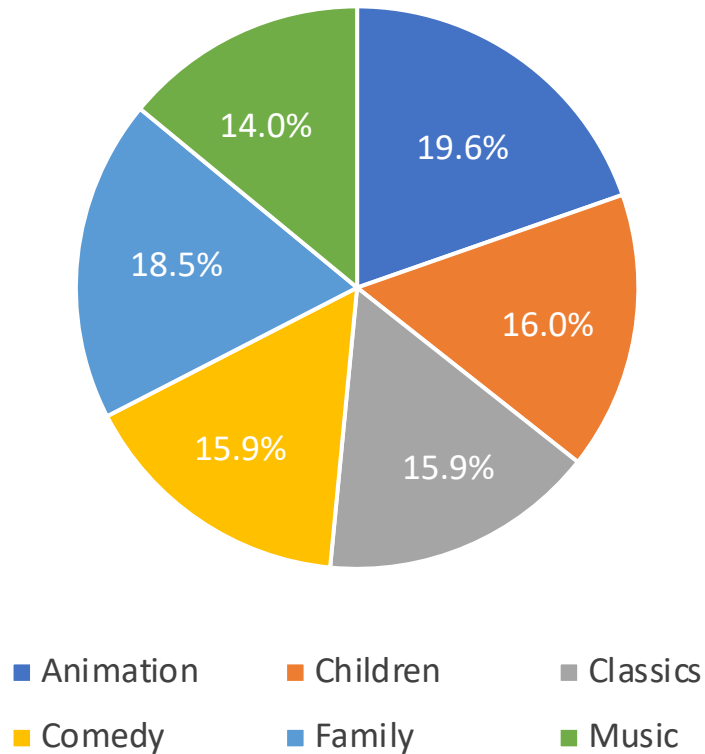


The bar chart shows our **top 10** customers and how much they have spent in each month of 2007.

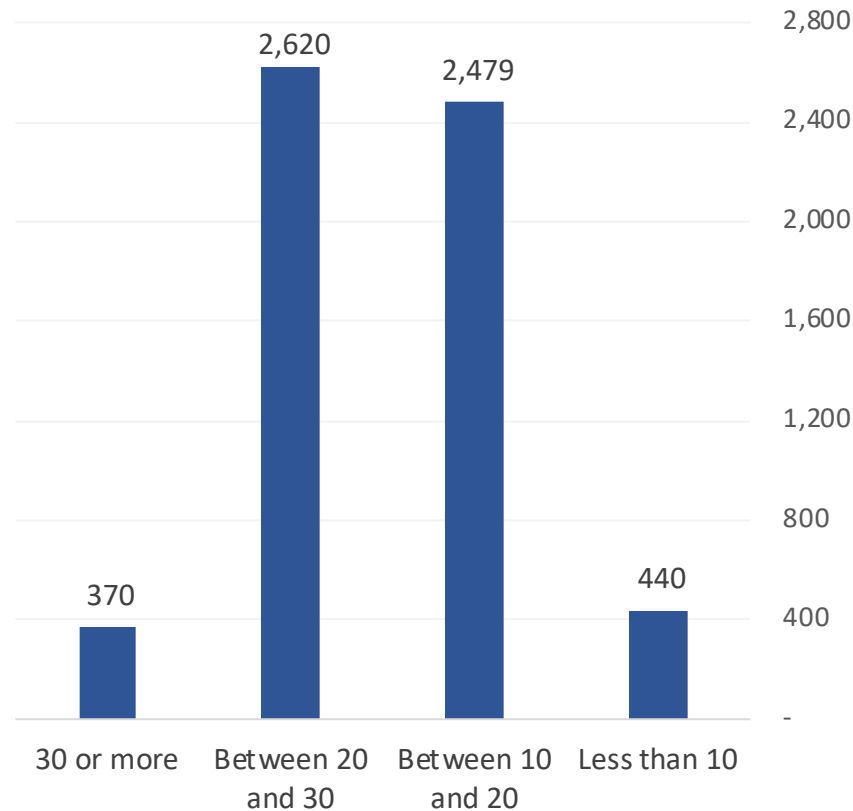
Eleanor was our top customer spending almost **\$220.00** between the months of February and May.

# And what are families watching?

Distribution of rentals by category



Distribution of rentals by amount



The pie chart shown on the left shows that families **do not have** a favorite film genre.

The bar chart on the right illustrates that families rent most movies **between 10 and 30** times.

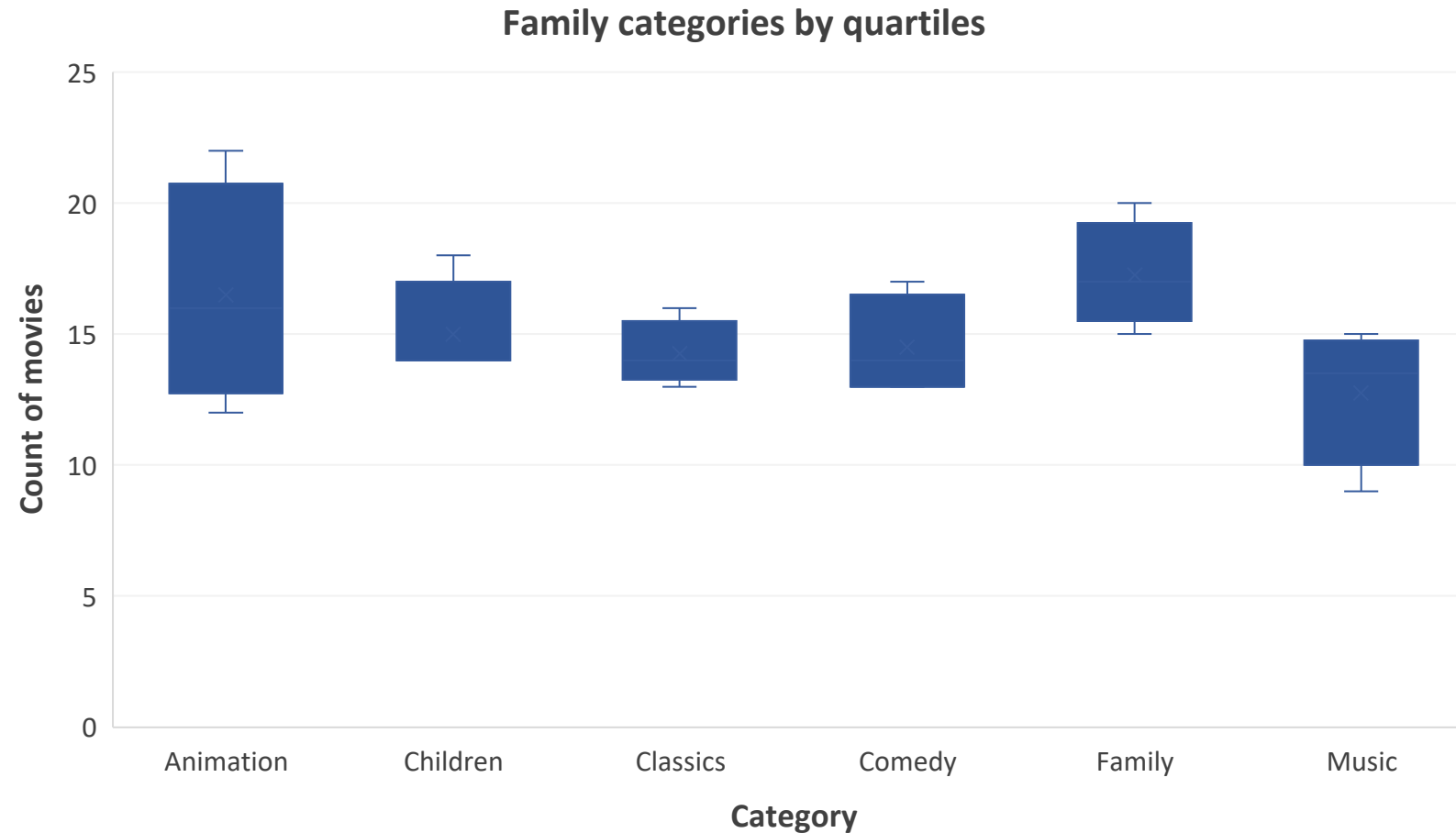
Question 1

Question 2

Question 3

Question 4

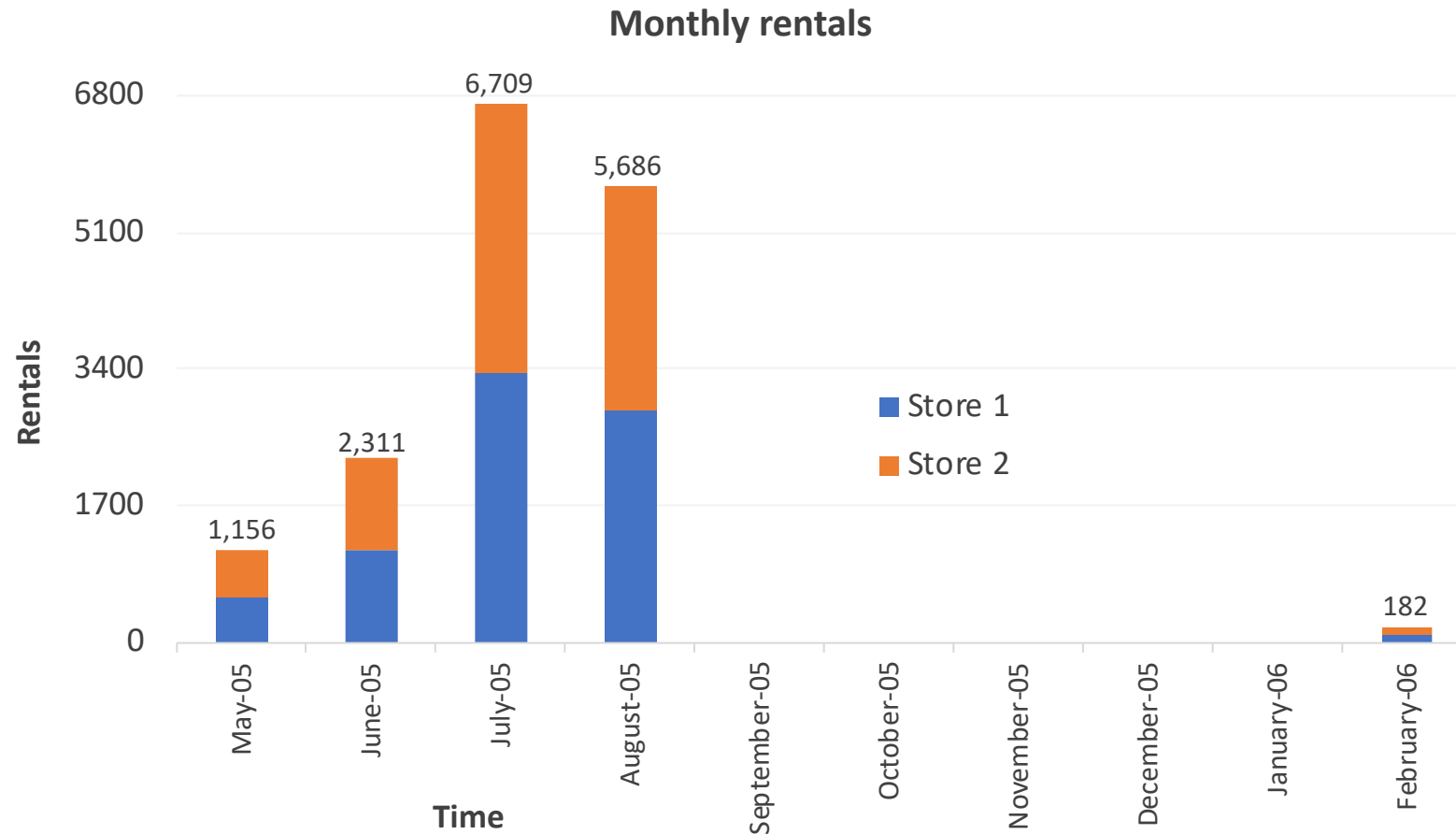
# What are the quartiles of these movies?



Animation movies seem to be the category with the **highest variance** of all family film categories.

The quartiles in the classics category are **well distributed** with 14 movies being our top most rented.

# How are our stores performing?



Our customers **do not seem to favor** one of our stores over the other.

We see that **July of 2005 was the best month** for both stores in terms of number of film rentals.