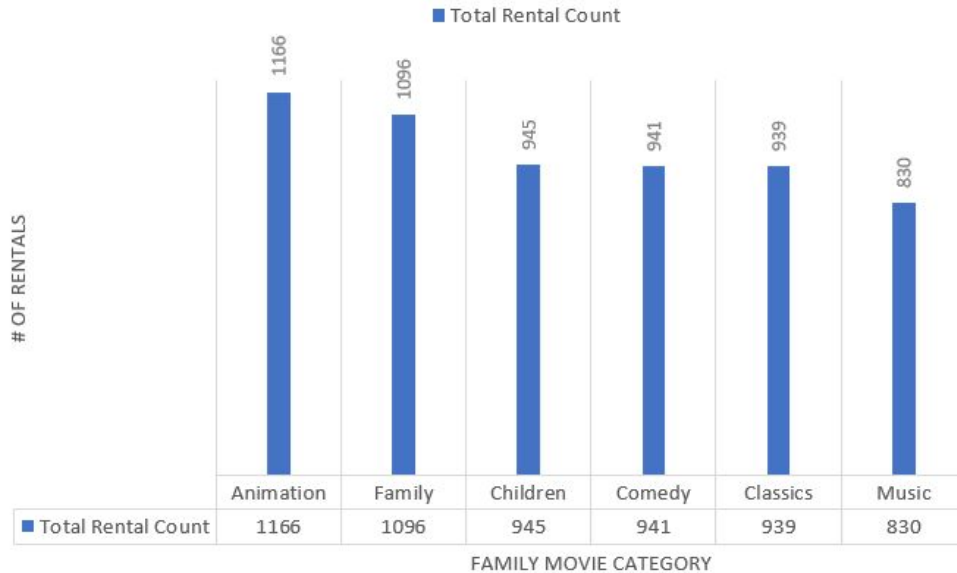


What were the total rental figures for Family Movies by category?

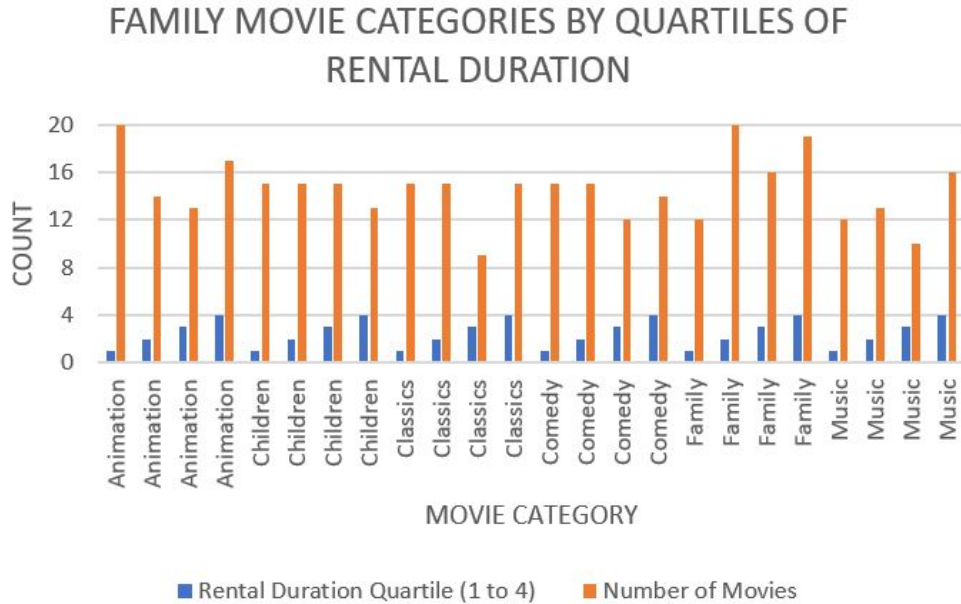
FAMILY MOVIE RENTALS BY CATEGORY



We observe that Family Movies accounted for a total of 5917 rentals with the categories of Animation and Family being the most popular.

Associated code is Q1

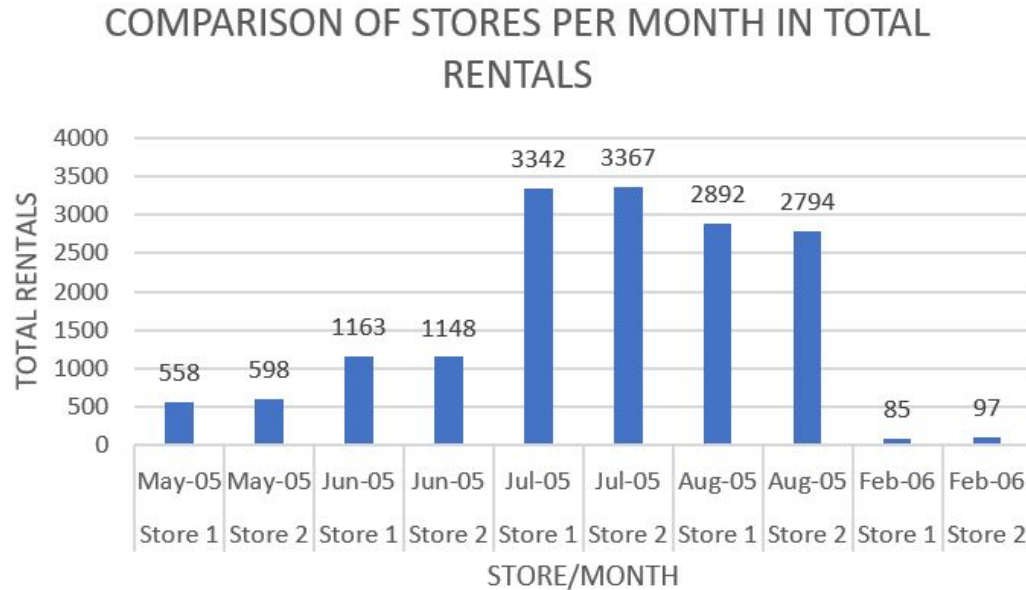
Compared to all films, how many films for each Family Movie categories associate with each quartile of rental duration? (1 being the smallest duration, 4 being the largest duration)



From the graph we can see that Animation has the largest count of movies (20) that associate with the shortest rental duration.

Additionally, we can see that Family has the largest count of movies (19) that associate with the longest rental duration.

Compare our store locations monthly on the number of rentals.



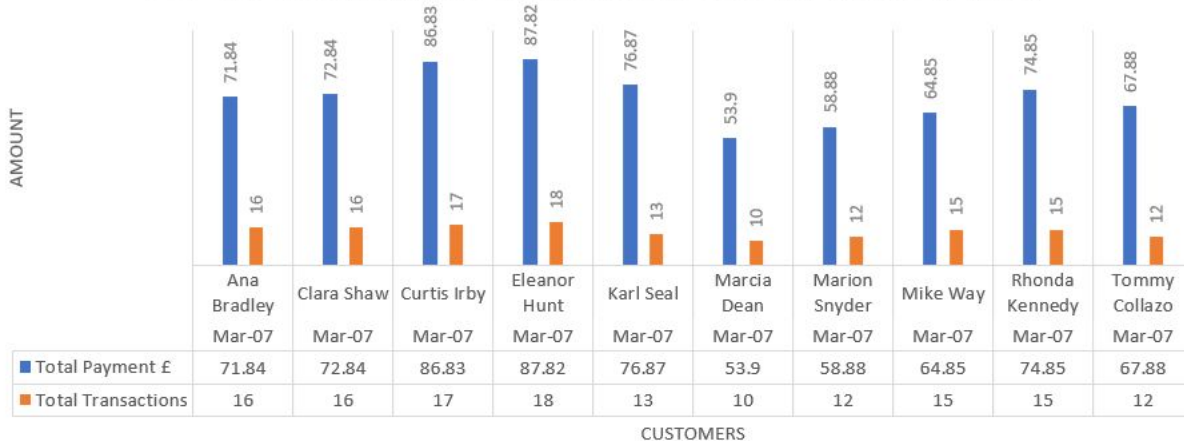
There is negligible difference between stores 1 & 2 over the months of business.

Judging by the graph, our peak season is in the summer months of July and August.

Associated code is Q3

What was the transaction history of the top 10 customers in March 2007

TOP 10 CUSTOMERS TRANSACTIONS IN MARCH 2007



Out of our top 10 customers, Eleanor Hunt had the most transactions (18) and most spend (£87.82), closely followed by Curtis Irby (17 transactions and £86.83 spent).

Marcia Dean was the lowest spending of the 10 (10 transactions and £53.9 spent)