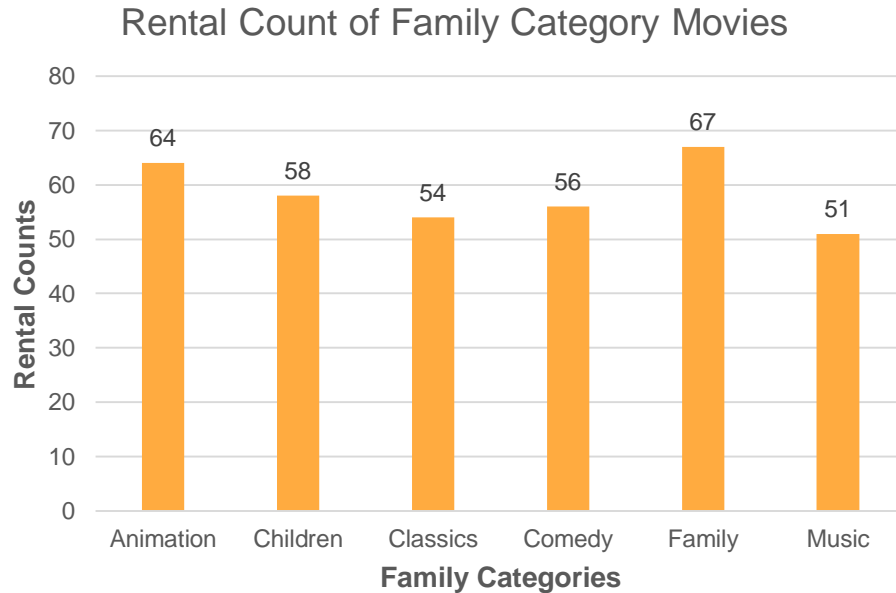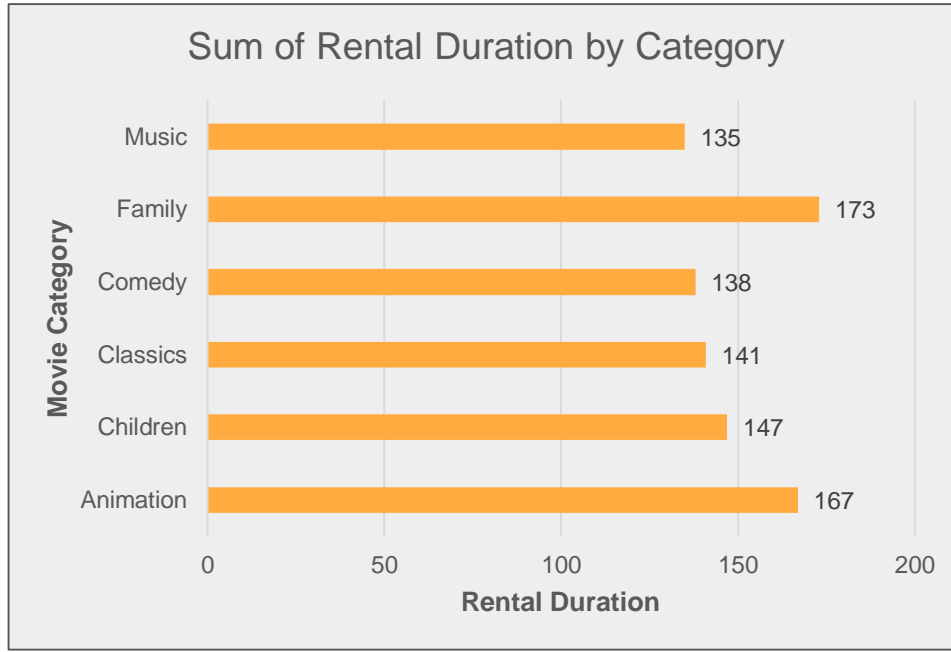# S1Q1: Within family movie categories, which category is the most favourable given the rental count ?

Rental Count of Family Category Movies

We notice that 'Family' and 'Animation' categories are the most favourable respectively, with '67' total rentals for 'Family' category and '64' for 'Animation' category.

S1Q2: Which of the family movie categories has the highest rental duration ?

Sum of Rental Duration by Category

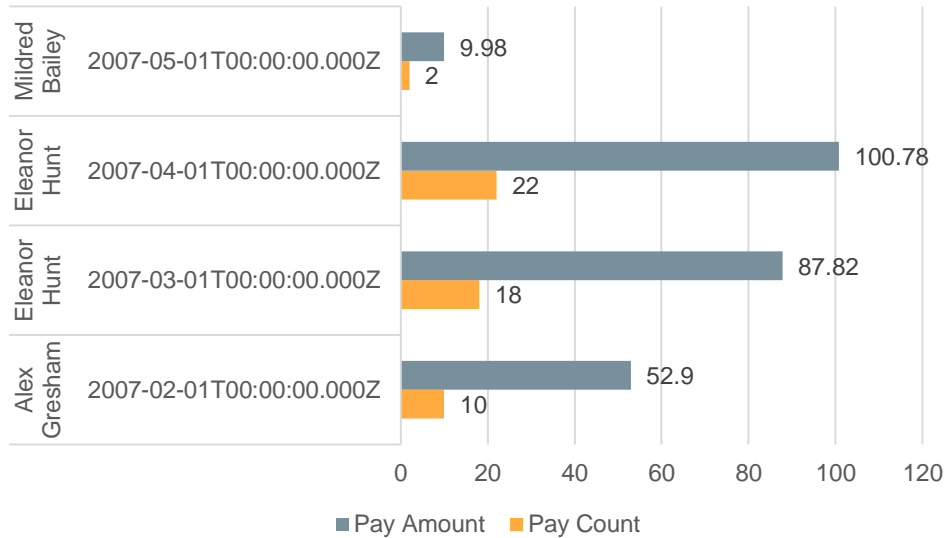| Movie Category	Rental Duration
Music	135
Family	173
Comedy	138
Classics	141
Children	147
Animation	167

Animation category has the highest rental duration of 173.

S2Q1: Which month of the year has the most rentals for each store ?

Table showing rental counts and date for each store			
Store ID	Rental Month	Rental Year	Rental Count
1	5	2005	575
1	6	2005	1121
1	7	2005	3334
1	8	2005	2801
1	2	2006	92
2	5	2005	581
2	6	2005	1190
2	7	2005	3375
2	8	2005	2885
2	2	2006	90

Customers seem to be active the most during 'July' of each year in both of the stores, that can be related to vacations.

S2Q2: Determine the highest paying customer for each month and the amount they paid for the given month.

Highest Paying Customers Per Month

Customer Alex Gresham is the highest paying customer for Feb-2017 with amount of 52.9, Eleanor Hunt is the highest paying customer for both April and March 2017 with 100.78 and 87.82 amounts respectively, while Mildred Bailey is the highest for May-2017 with 9.98 amount.