

How do the 2 stores compare in rentals per month?

Rentals per month for the 2 stores



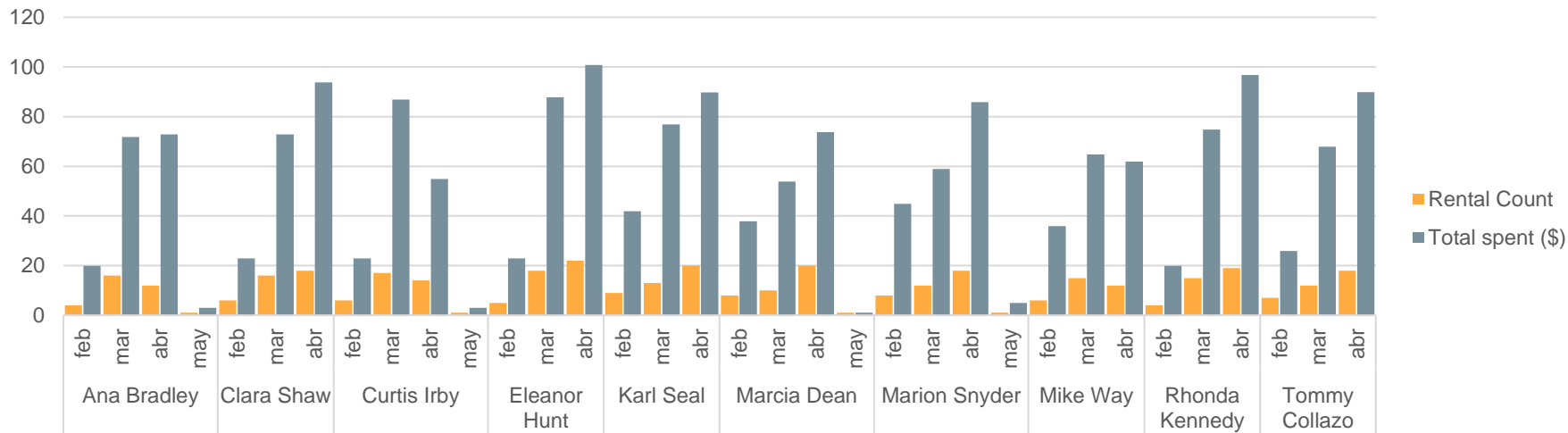
Both stores fulfill a similar number of rentals on a monthly basis.

We can see that rentals increase from May through July, and they descend in August (maybe because the clients are on vacation and don't rent as many movies).

There is no data between August 2005 and February 2006, and the data of February 2006 is not representative because it does not represent the full month, only the beginning.

How many monthly payments did the top 10 customers do, and for what amount?

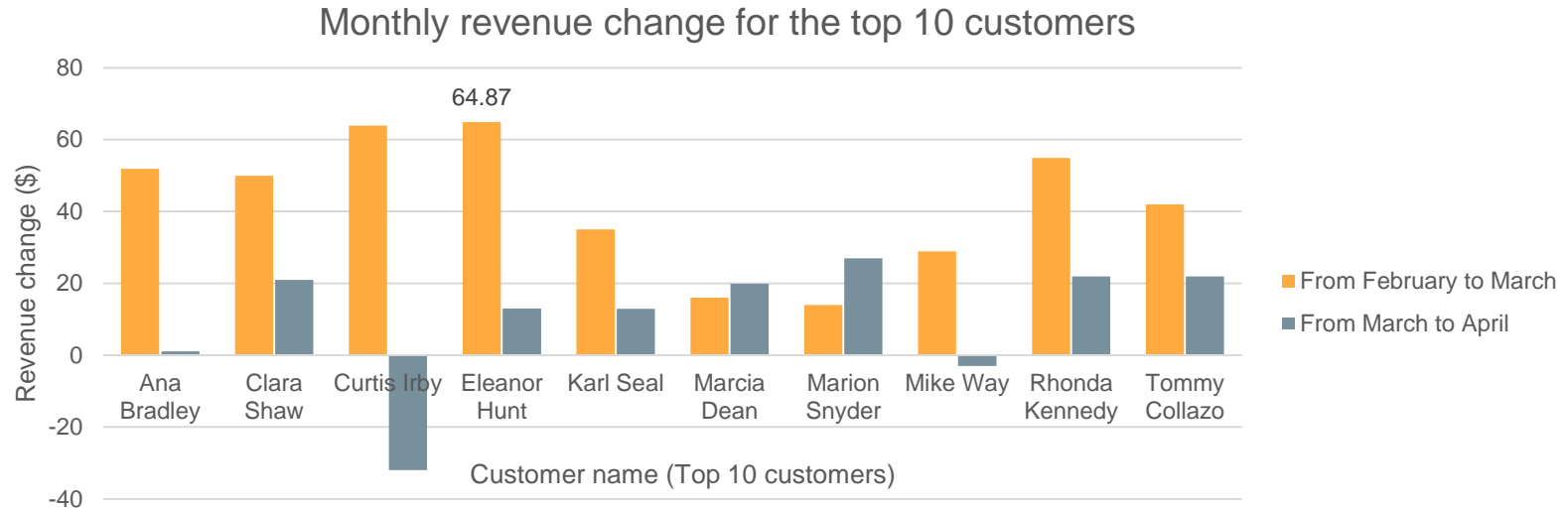
2007 Monthly revenue and rental count of top 10 customers



In general, both the amount of rentals and the monthly revenue has increased from February to April. The data for May is not representative as the registry of payments ends in early month (so we don't have date for the full month)

Query under title: SLIDE 2 - QUESTION SET 2 - QUESTION 2 in the attached text file

How did the monthly revenue change for the top 10 customers?



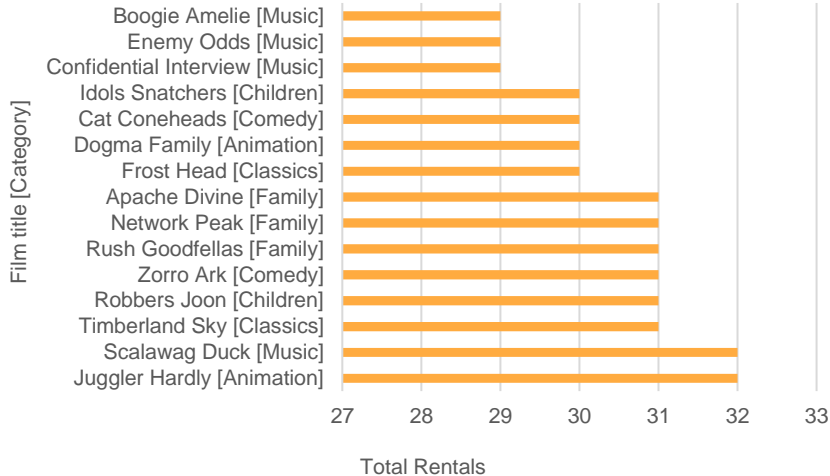
In the graph we can see that all top 10 customers increased their payments from February to March, the biggest increase being \$64.87 for Eleanor Hunt.

Between March and April the revenue of all the customers increased again (except for Curtis Irby and Mike Way, who spent less than in the previous month). For all of those whose payments increased, the increase between February and March was bigger than the increase between March and April, except for Marcia Dean and Marion Snyder, whose payments increased more in the second period.

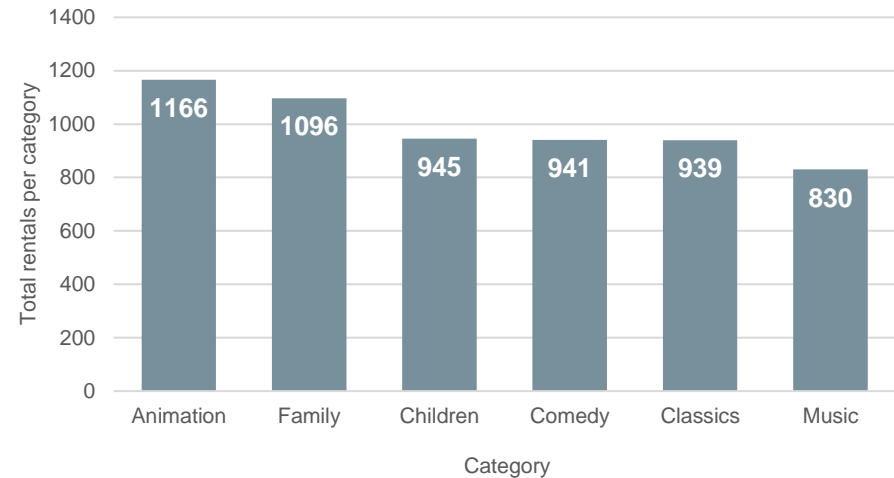
Query under title: SLIDE 2 - QUESTION SET 2 - QUESTION 2 in the attached text file

What are the most popular films and categories in family-friendly films?

Most popular family-friendly films



Most popular family-friendly categories



The most popular movies are Scalawag Duck from the Music category and Juggler Hardly from the Animation category. There is only 3 rentals of difference between the top 15 movies so the rentals are well distributed among the movies as there is no movie that is remarkably successful over the others.

The most popular category is Animation and the least popular one is Music.