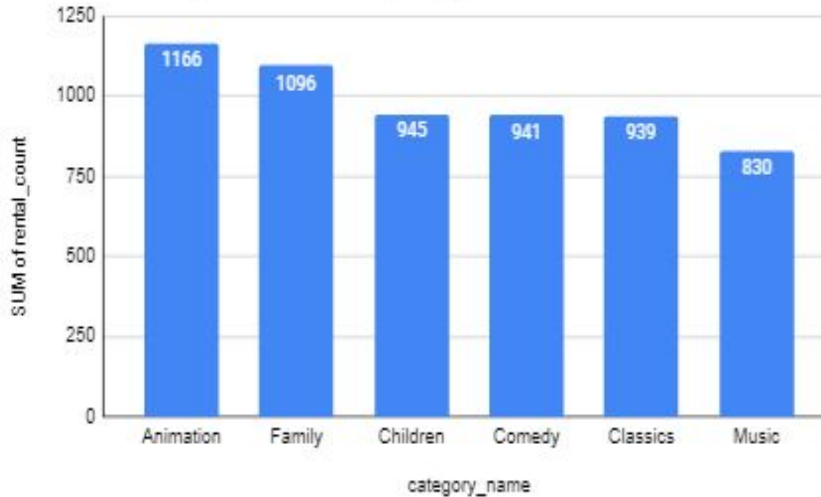


WHICH FAMILY MOVIE TYPE HAS THE HIGHEST AND LOWEST RENTAL COUNT?

category_name	SUM of rental_count
Animation	1166
Family	1096
Children	945
Comedy	941
Classics	939
Music	830
	0
Grand Total	5917

SUM of rental_count vs. category_name



Animation has the highest rental count with 1116 rentals

Music has the lowest rental count with 830 rentals

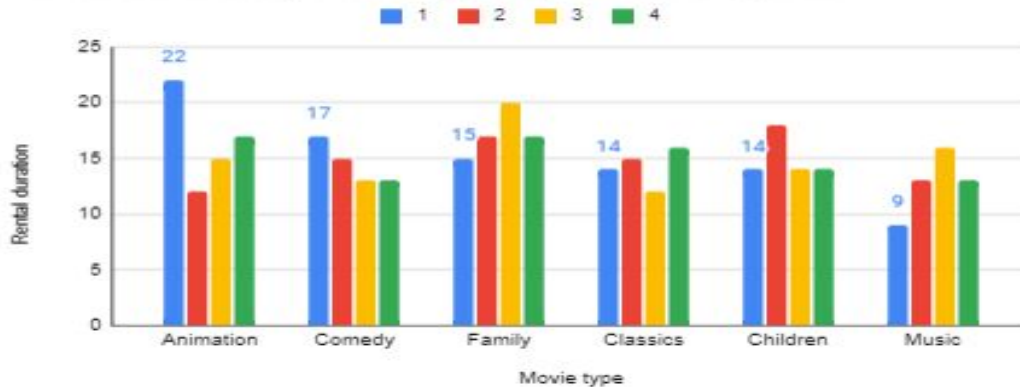
QUERY 1 - query used for first insight

WHICH FAMILY MOVIE TYPE HAS THE HIGHEST RENTAL DURATION IN THE FIRST QUARTILE?

COUNT of rental_standard_quartile

name	1	2	3	4
Animation	22	12	15	17
Comedy	17	15	13	13
Family	15	17	20	17
Classics	14	15	12	16
Children	14	18	14	14
Music	9	13	16	13

Rental Duration by Movie Type by Standard Quartile

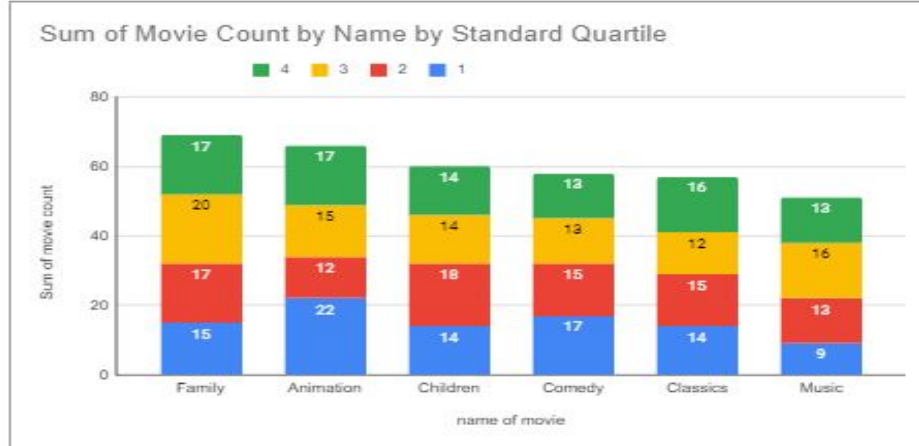


Animation has the highest rental duration of 22 in the first quartile

QUERY 2 - query used for second insight

WHICH QUARTILE HAS THE LEAST MOVIE COUNT IN THE ANIMATION MOVIE TYPE?

SUM of count name	standard_quartile				Grand Total
	1	2	3	4	
Family	15	17	20	17	69
Animation	22	12	15	17	66
Children	14	18	14	14	60
Comedy	17	15	13	13	58
Classics	14	15	12	16	57
Music	9	13	16	13	51
	0				0
Grand Total	0	91	90	90	361

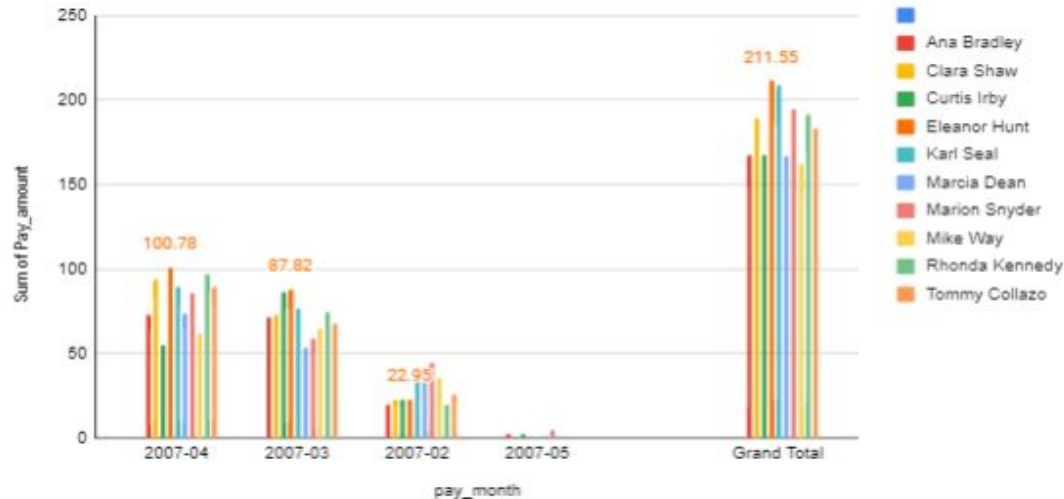


In the Animation group, the second quartile has the least movie count of 12

QUERY 3 - query used for third insight

WHO IS OUR OVERALL TOP PAYING CUSTOMER IN 2007?

Sum of Pay_amount by Pay_month by Customer name



Eleanor Hunt is our top overall top paying customer with 211.55

QUERY 4 - query used for fourth insight