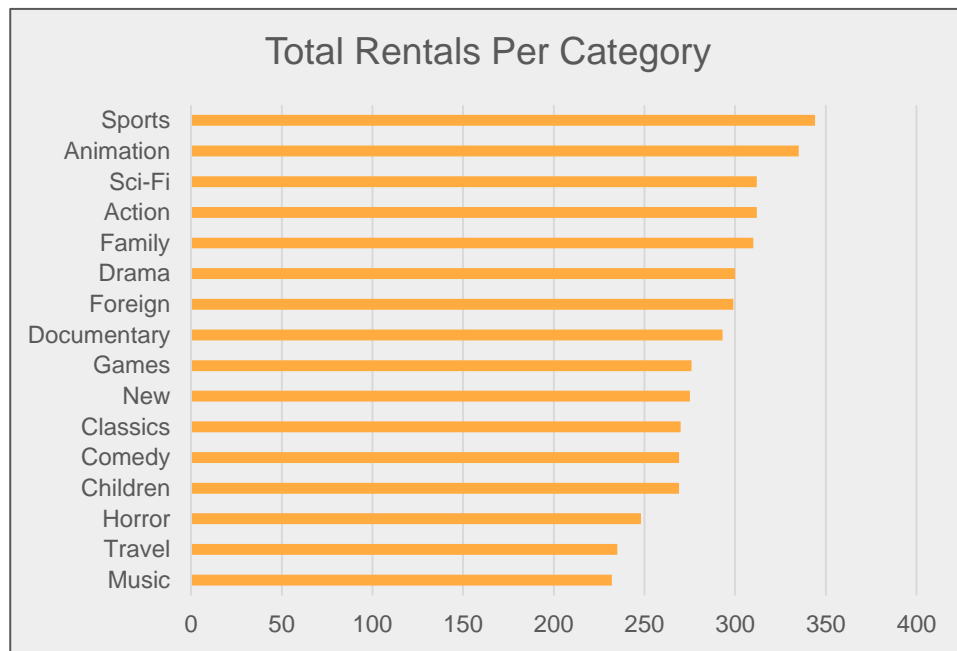
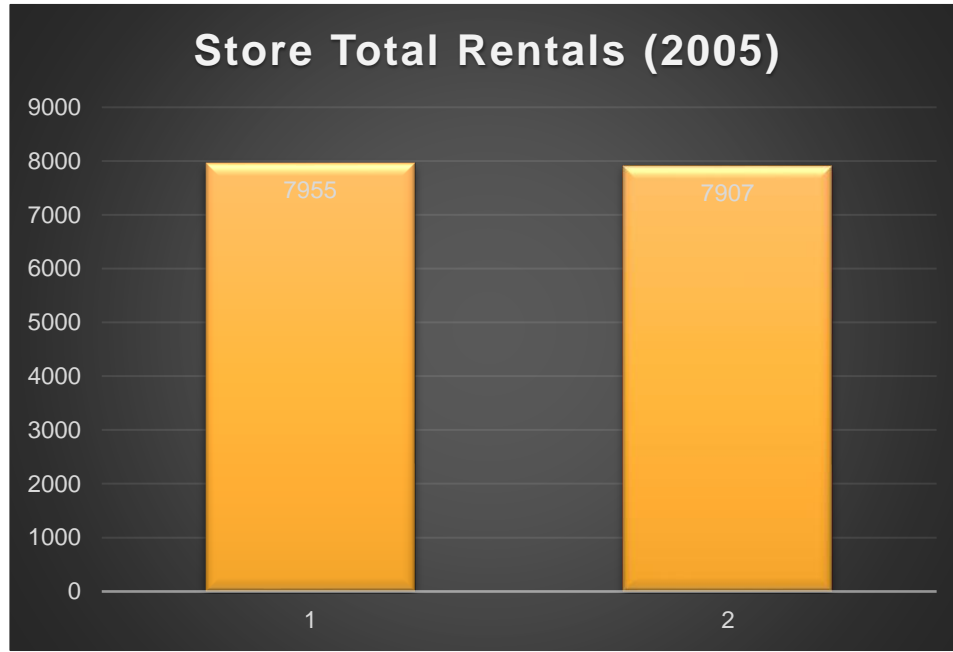


# 1. What is the most popular film category?



We can see that sports, followed by animation, are the two most popular rental categories.

## 2. Which store has the most rental orders in 2005?

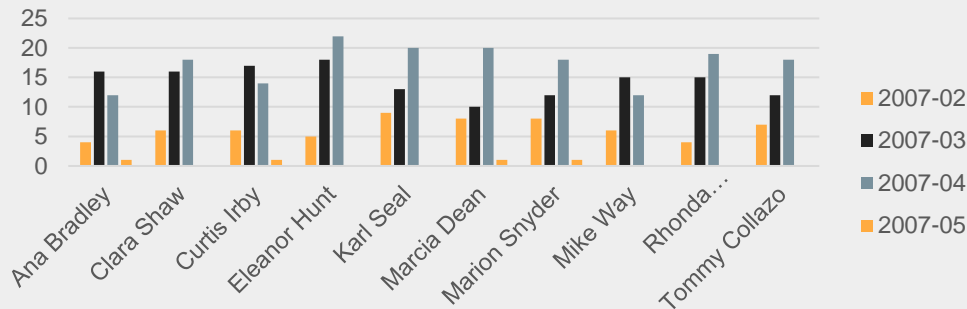


We can see that while Store 1 has more total rentals it is only by a small margin (0.6% more sales).

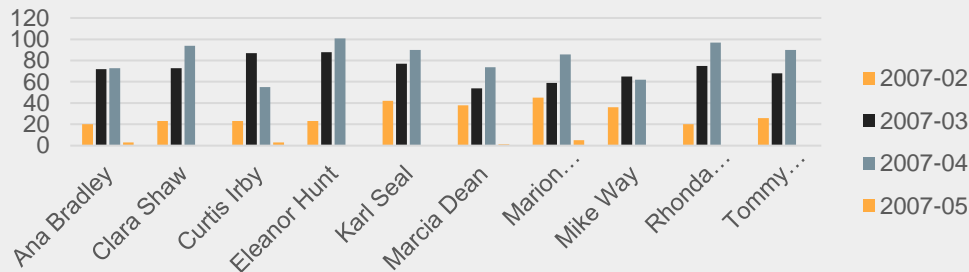
The stores are comparable in sales.

### 3. How many payments did the top 10 customers make on a monthly basis during 2007, and what was the amount of the monthly payments?

Top 10 Customers' Number of Payments a Month (2007)

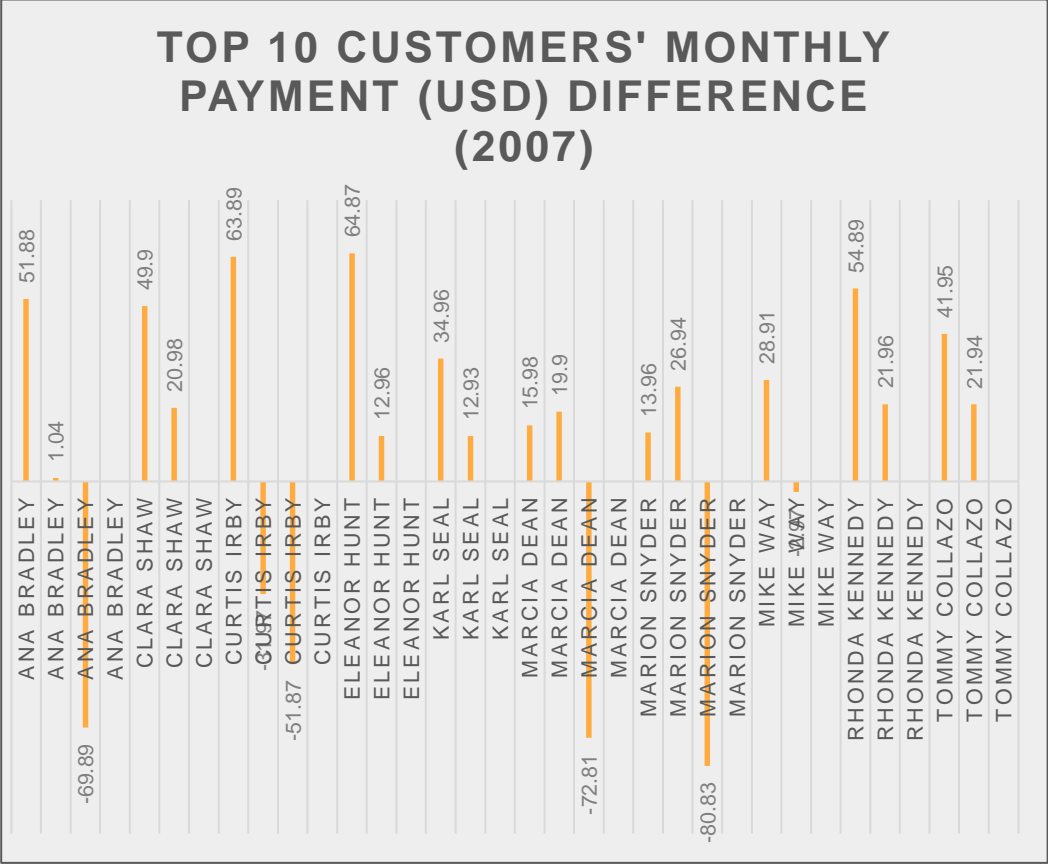


Top 10 Customers' Total Payments (USD) a Month (2007)



The 'Top 10' customers' payment patterns are comparable. The rough trend is for increasing payments over the 2007 months.

# 4. The difference across the monthly payments for the top 10 customers in 2007.



There is a clear trend for reduced payments in the 2<sup>nd</sup> and 3<sup>rd</sup> months listed (March and April for the time range analysed).