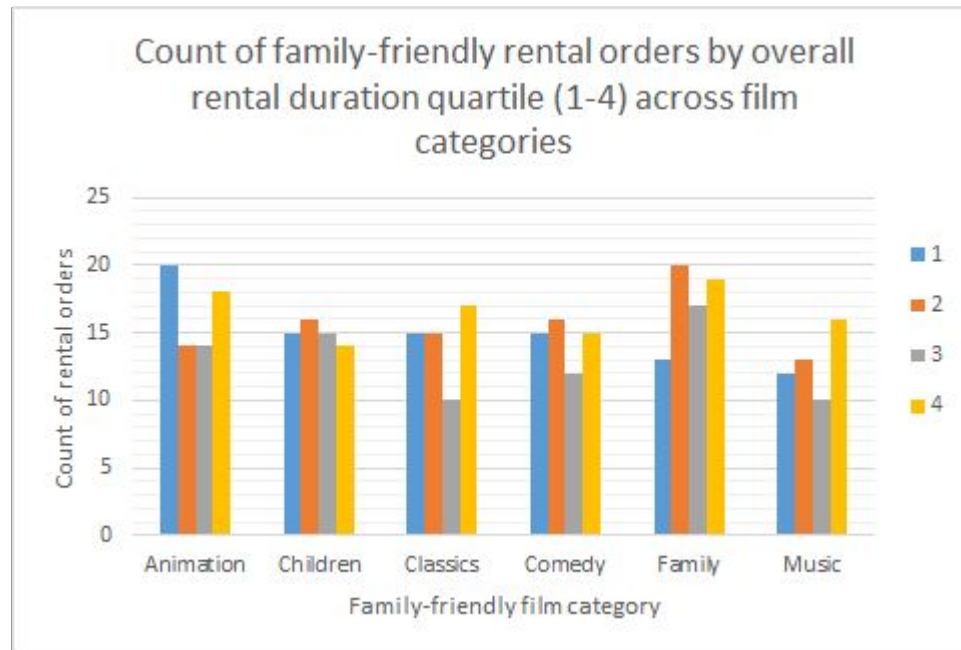
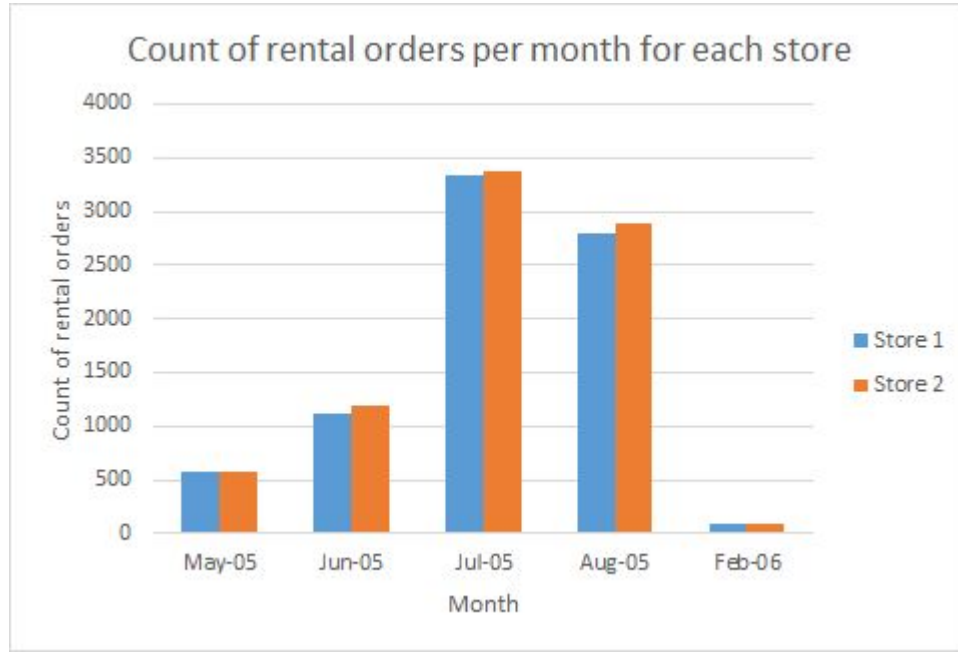


# Was there a relationship between count of family-friendly rental orders and overall rent duration quartile?



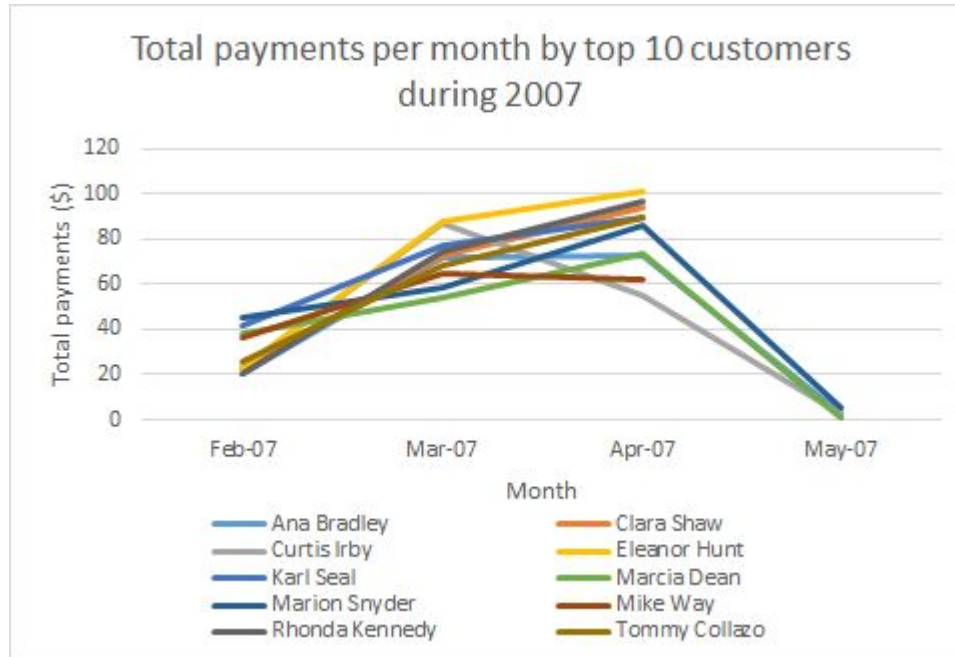
There didn't appear to be a clear relationship between count of family-friendly rental orders and rental duration quartile (calculated across all films) which was consistent across categories.

# How did the two stores compare in their count of rental orders during every month for all the years we have data for?



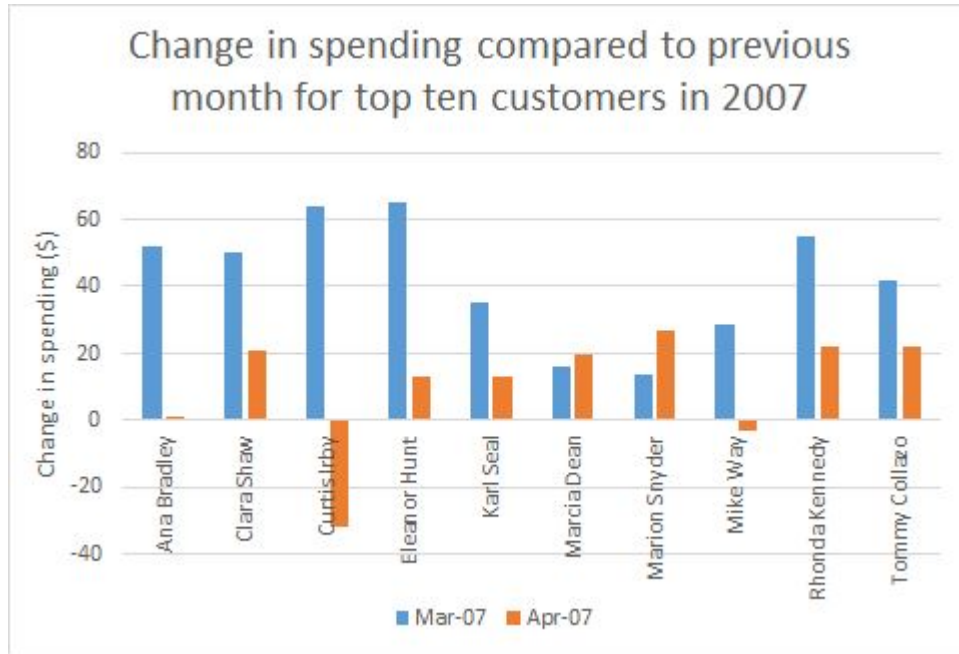
The two stores had very similar counts of rental orders in the months we have data for, with Store 2 having slightly more orders overall.

# How much did the top 10 customers pay per month in 2007?



The top 10 customers paid an average of \$29.54 in Feb, \$71.66 in Mar and \$82.03 in Apr. May figures appear to be incomplete in the data.

# How did the top 10 customers' spending vary each month in 2007?



All top ten customers increased spending in Mar and Apr 2007 except for Curtis Irby and Mike Way in Apr. Eleanor Hunt showed the biggest difference with an increase of \$64.87 in Mar. May data was omitted from the analysis as it appeared to be incomplete.