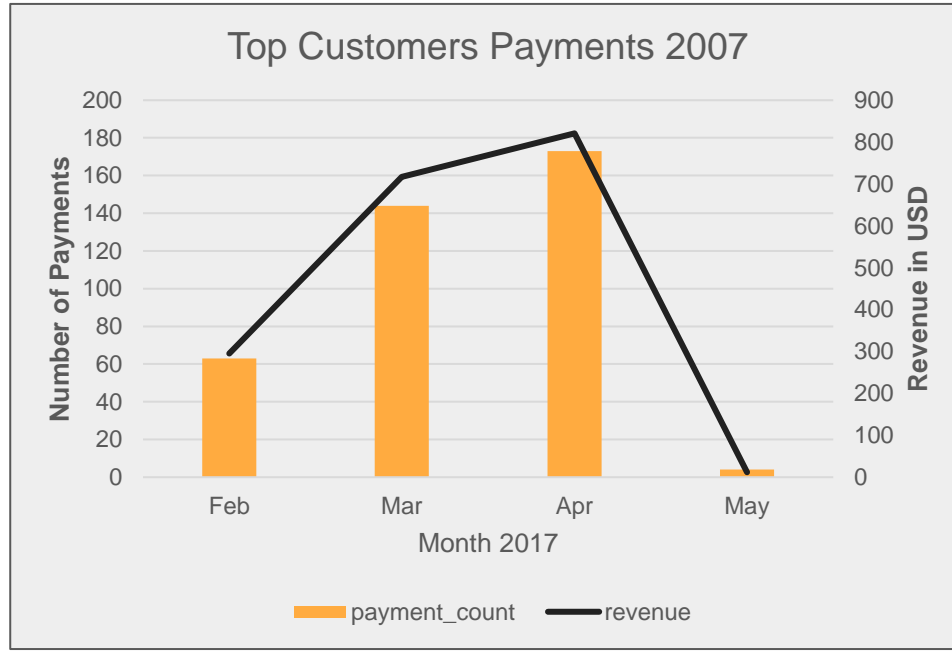
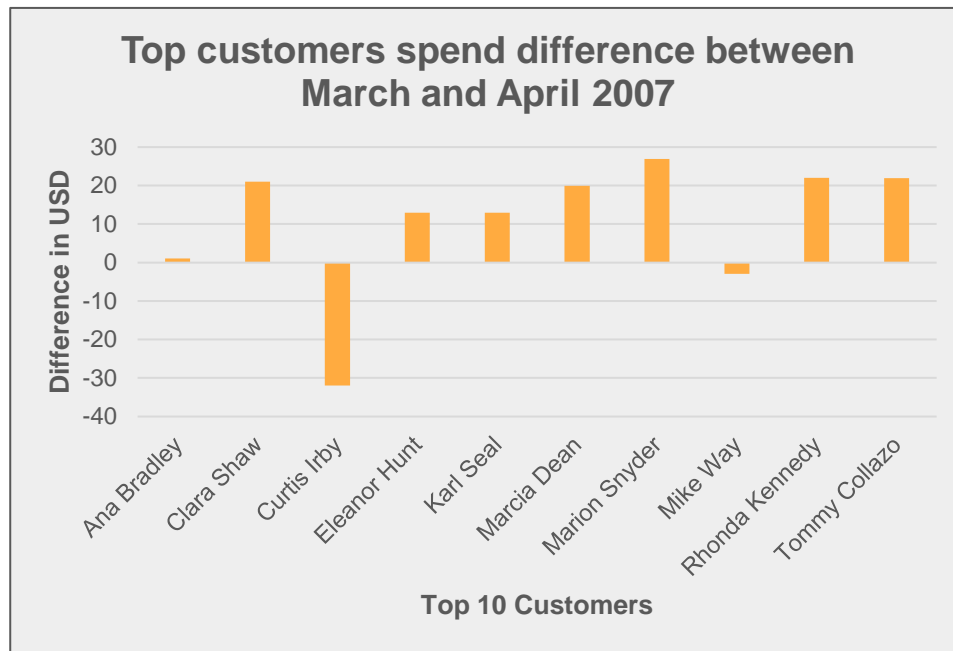


# How has the rental and spend behavior of the top 10 customers evolved between February and April 2007?



- It is important to note that payment data set starts on 2007-02-14 and ends on 2007-05-14. Hence, February and May cannot be directly compared to March and April.
- There was a significant increase in spend and payment count between Mar and Apr from top 10 customers (29 more payments and additional 104 USD in revenue).
- The top customers payments during the first 14 days of May have been almost non-existent. A strategy needs to be developed to reengage these customers.

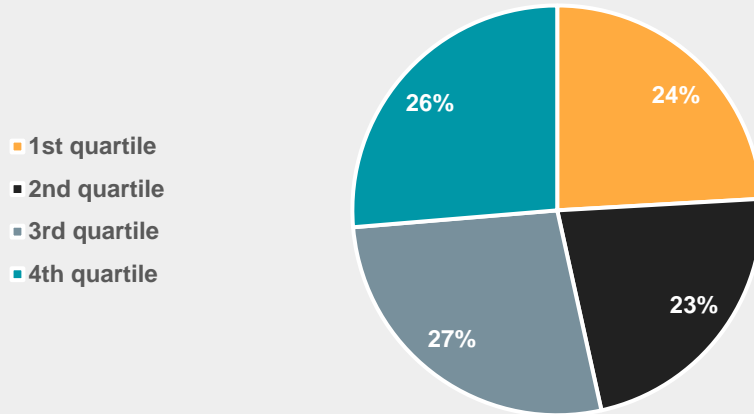
# What was the difference in Spend for each of the top 10 customers between March and April 2007?



- Seven of the top 10 customers had a significant increase in spend between March and April. Five of these increases were of approximately 20 USD or more. The remaining two had an increase of more than 10 USD
- Two of the top 10 customers had very similar spends in both months.
- Customer Curtis Irby had a decrease in spend of over 30 USD.

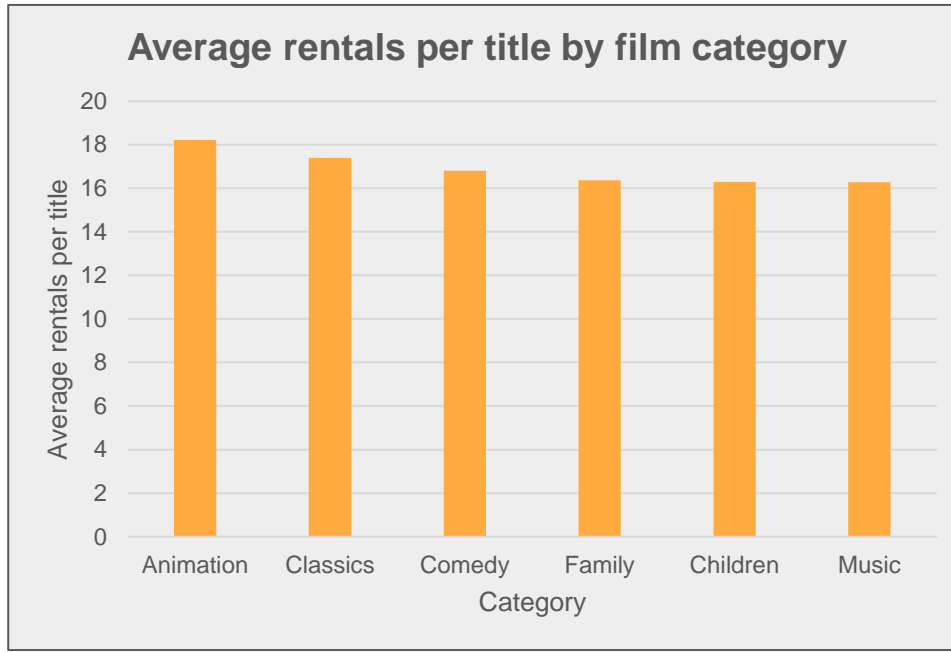
# How does the rental length of films within family friendly categories compares to overall rental length?

**Family friendly categories within overall rental length quartile distribution**



- The rental length of films in family friendly categories (i.e. Animation, Children, Classics, Comedy, Family and Music) is relatively balanced within the four quartiles of overall rental length, with a slight prevalence of the 3<sup>rd</sup> and 4<sup>th</sup> quartiles.
- 53% of films in family friendly categories have a rental length equal or superior to the median rental length.

# Which family friendly categories have the highest and lowest average rentals per distinct title?



- The category with the highest average number of rentals per distinct film title is Animation, with an average of approximately 18.2 rentals.
- The lowest average number of rentals per distinct film title within family friendly categories belongs to Music, with an average of approximately 16.2 rentals.