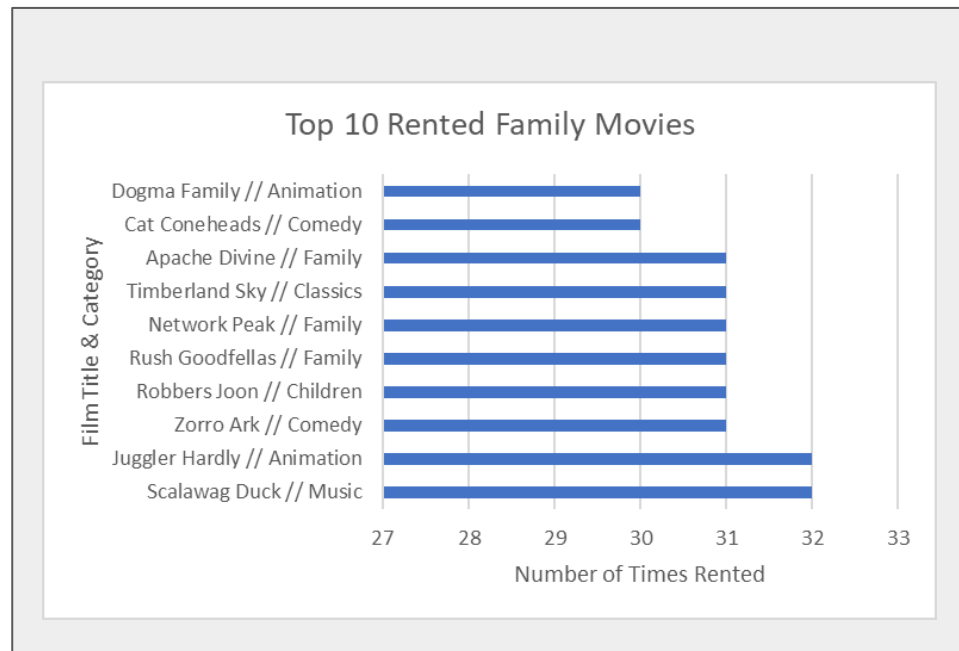


Question 1 (Based Question Set #1 Question 1):

What are the top 10 rented family movies? Is there a preferred category within the top 10?



Question Answer:

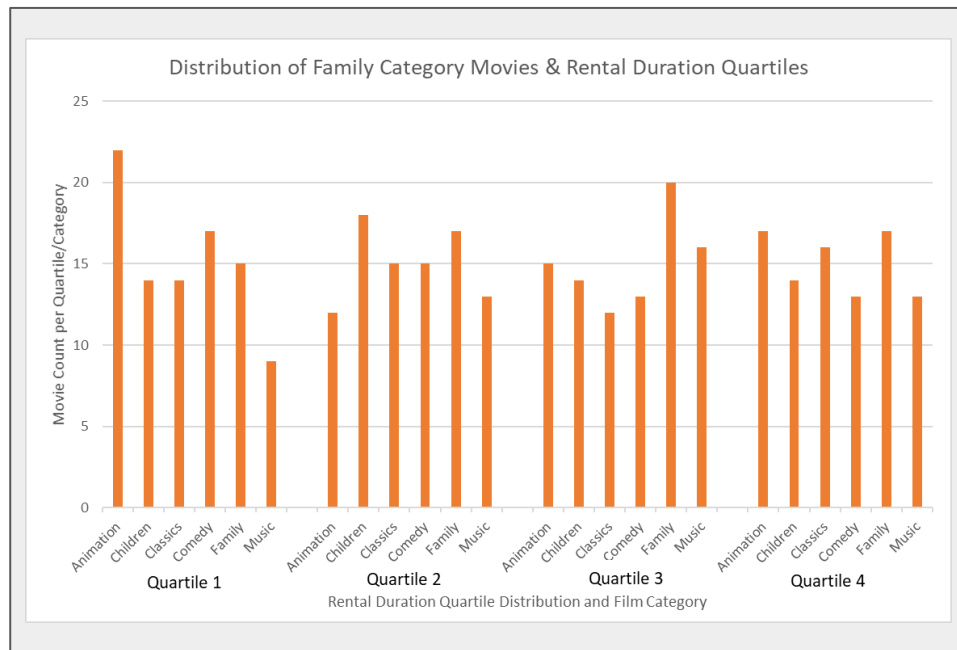
The top 10 movies are shown as:

1. Scalawag Duck
2. Juggler Hardly
3. Zorro Ark
4. Robbers Joon
5. Rush Goodfellas
6. Network Peak
7. Timberland Sky
8. Apache Divine
9. Cat Coneheads
10. Dogma Family

Various of the movies are tied as number of times rented varies between 30 and 32 times. However, it is clear that the 3 most popular film categories are family (3 family movies in the top 10) followed by comedy and animation (2 comedy and animation movies in the top 10).

Question 2 (Question Set #1 Question 3)

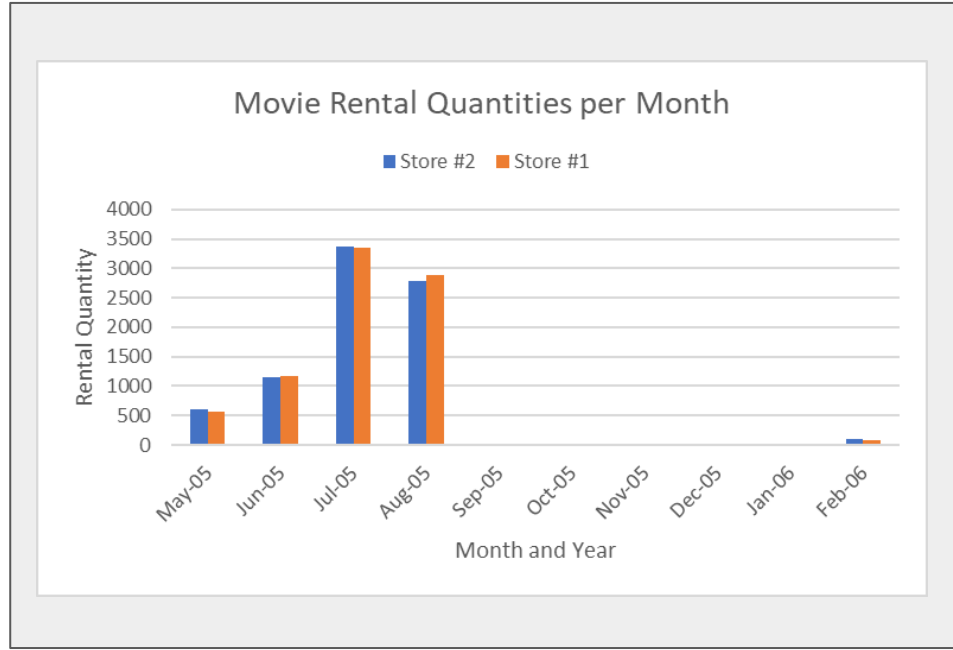
How are family movie categories distributed according to rental duration quartiles?



Distribution is shown on the left. Movies & Categories appear to be generally evenly distributed between quartiles ranging between 13 and 17 counts with exceptions such as music & animation in Q1 & Family in Q3.

Question 3 (Question Set #2 Question 1)

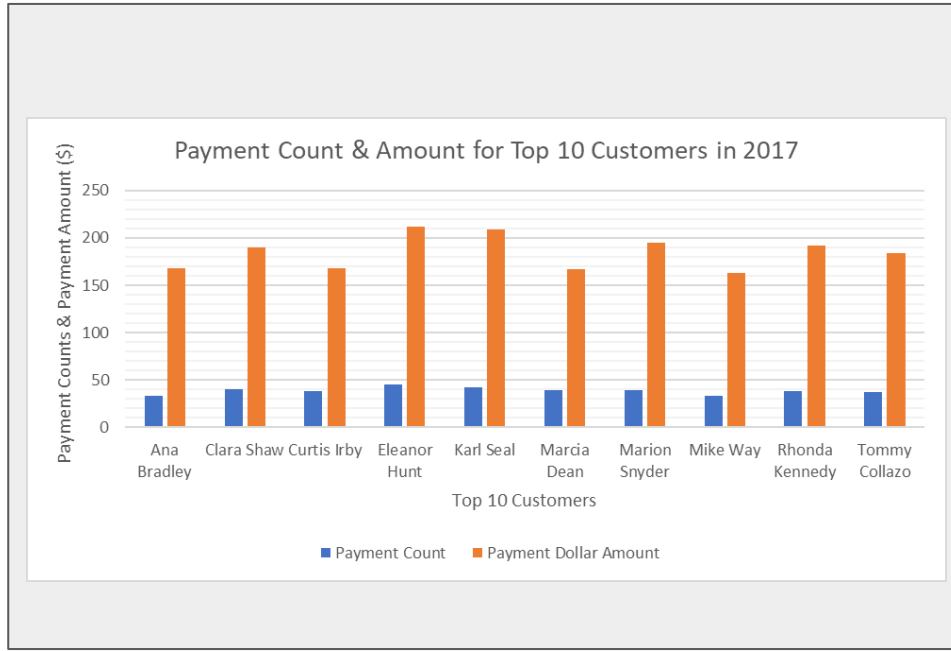
How does the rental performance differ between both stores per month?



Rental quantity per month is almost the same for both stores for the months with data. It appears the performance is similar between stores.

Question 4 (Based on Question Set #2 Question 2)

Is there a clear top customer for 2017?



Assuming that the lack of data for May and the other months is due to lack of orders and not missing data, Eleanor Hunt would be the number 1 customer as her payment count and her payment amount is the highest for 2017. Karl Seal appears to be the #2 customer with payments and payment dollars very close to Eleanor's.