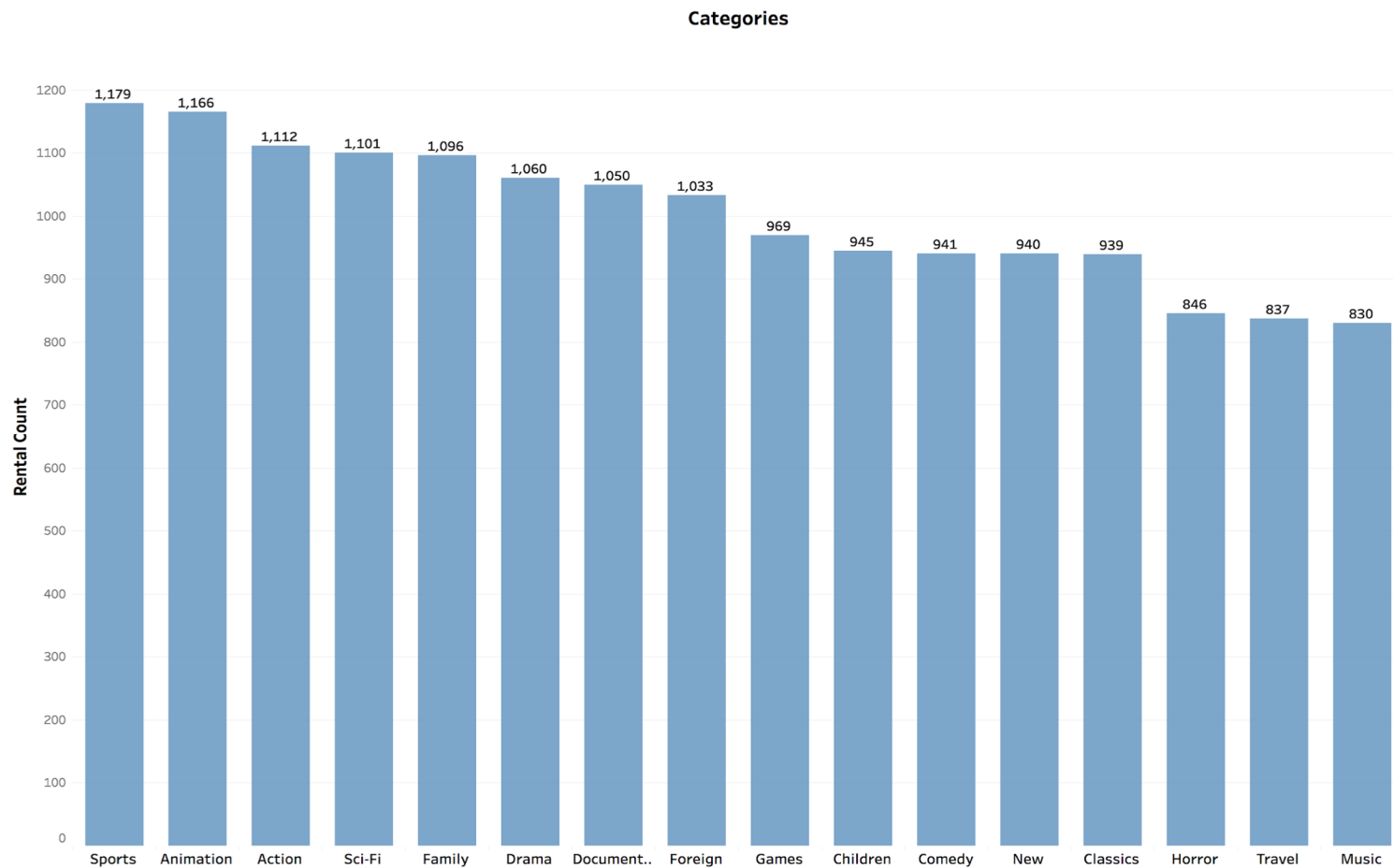


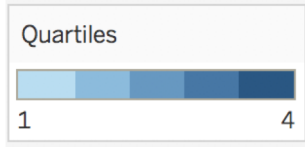
Question 1) Which categories of film are most popular based on the number of rentals from our stores?



Answer:

We can see from the graph to the left that Sports movies, at 1,179 rentals, and Animation movies, at 1,166 rentals, are the most popular rentals for our inventory and the least popular category of movies being rented is Music. Children, Comedy, New, and Classics are very close in popularity. See Question 1 in 'query.txt' file.

Question 2) What is the general trend of rental duration for our family-friendly movies, with rental duration split into 4 equally partitioned quartiles?



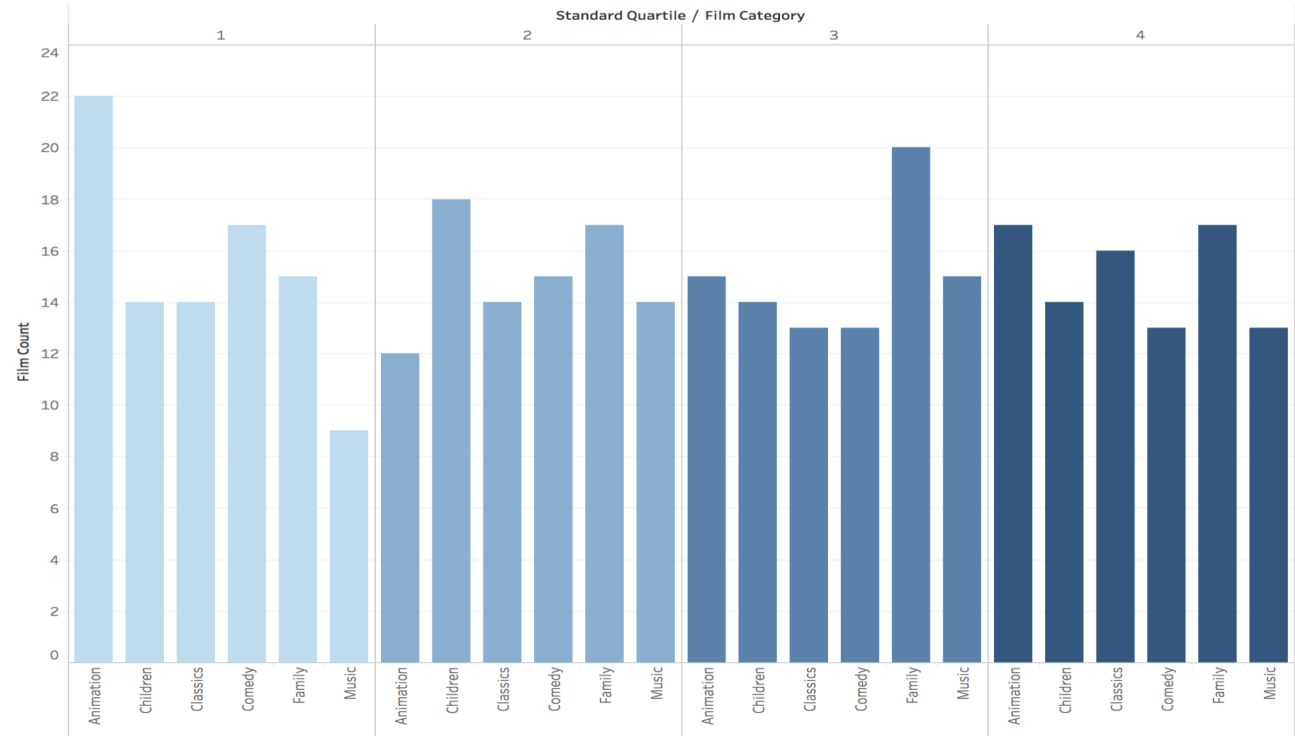
Quartile 1: ~3 days

Quartile 2: ~4-5 days

Quartile 3: ~5-6 days

Quartile 4: ~7 days

Family-friendly Movies Rental Duration

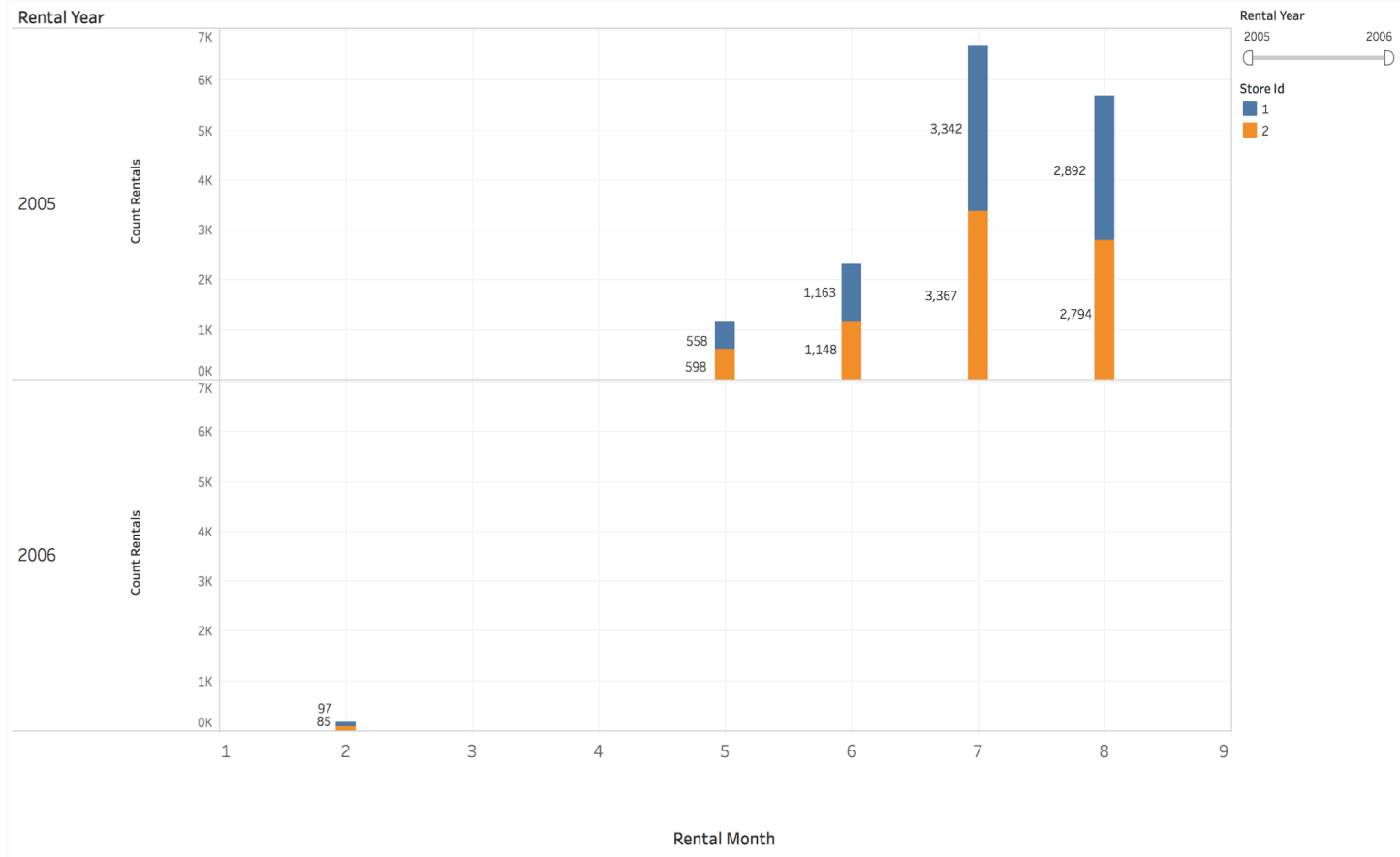


Answer: Our graph tells us that Animation movies were the most popular rental category within quartile 1, with Music films were least often rented in this shortest rental period. Children movies were most often rented in quartile 2. Family movies were most often rented during quartile 3, and in quartile 4, the longest rental duration period, all categories of movies were fairly equally rented. See Question 2 in 'query.txt' file.

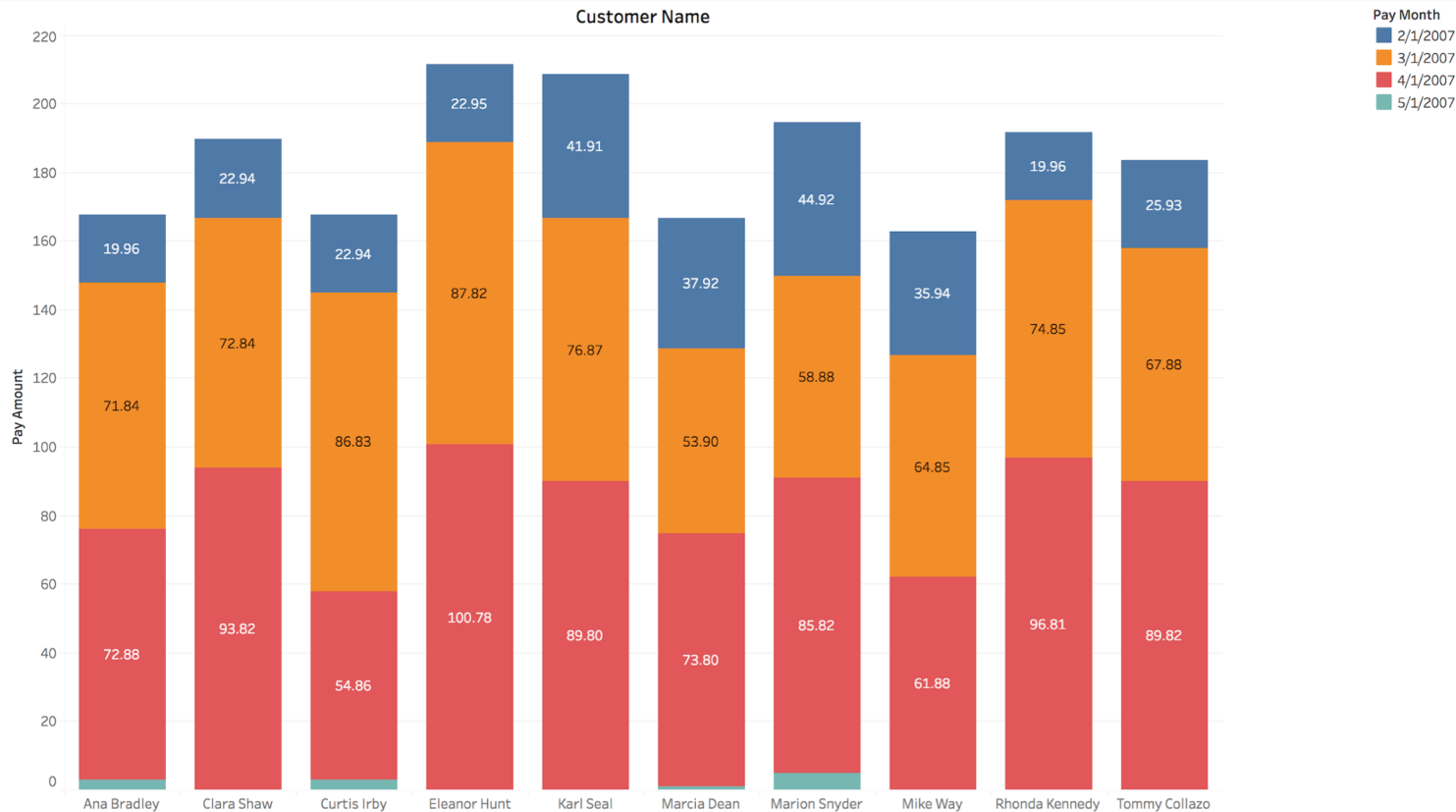
Question 3) How do our two stores compare in rental counts for each month and year that we have data?

Answer:

Our graph shows us that both of our stores are fairly comparable with regard to sales, and that July and August of 2005 were the months with the most rentals. In 2006, we see that we only have data for February and our rentals are very low with 97 rentals at store 1, and 85 rentals at store 2. This could be due to lack of data or this could be the beginning of the new reporting time period so only a short period of time has been reported. See Question 2 in 'query.txt' file



Question 4) Who are our top ten paying customers and what was the total payment for each customer per month?



Answer:

We can see from the graph to the left that our most profitable month given our top-ten paying customers, was April, 2007. May was a very low purchase month, with only 4 customers renting 1 item each. This could be due to lack of data for this month or other factors that we can further explore. See Question 4 in 'query.txt' file