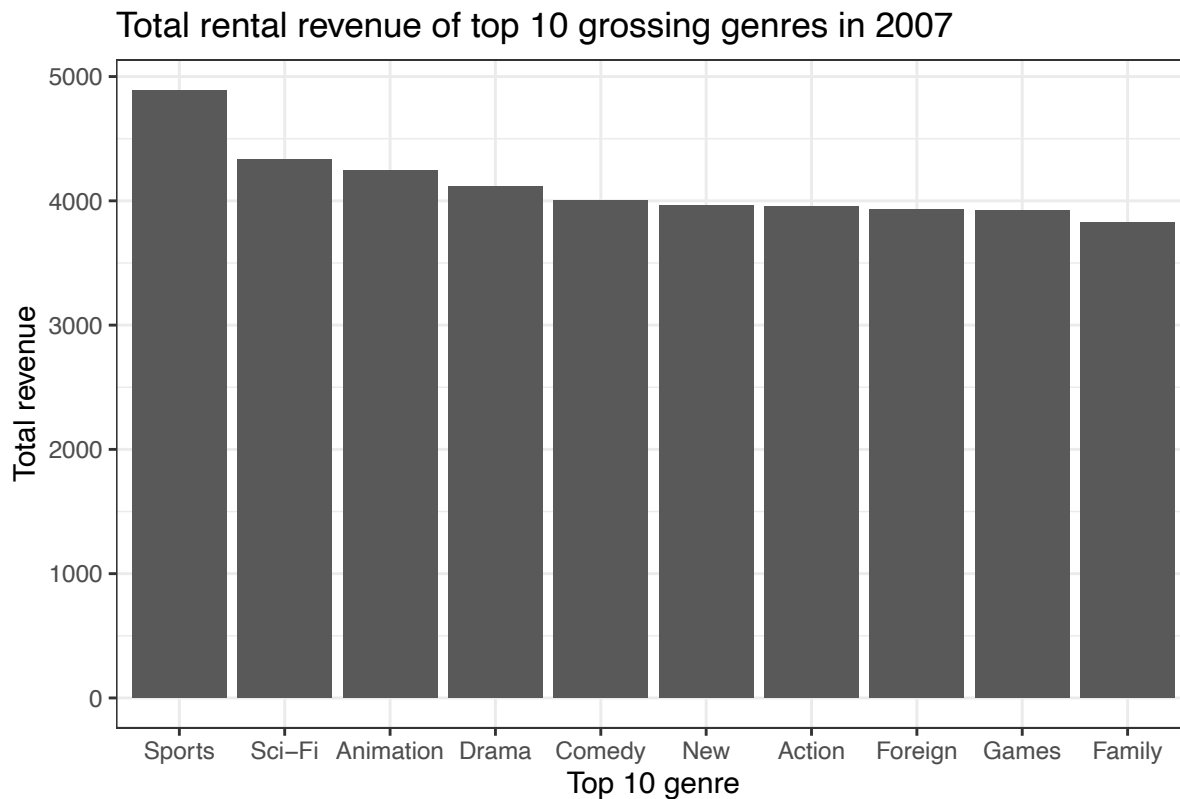
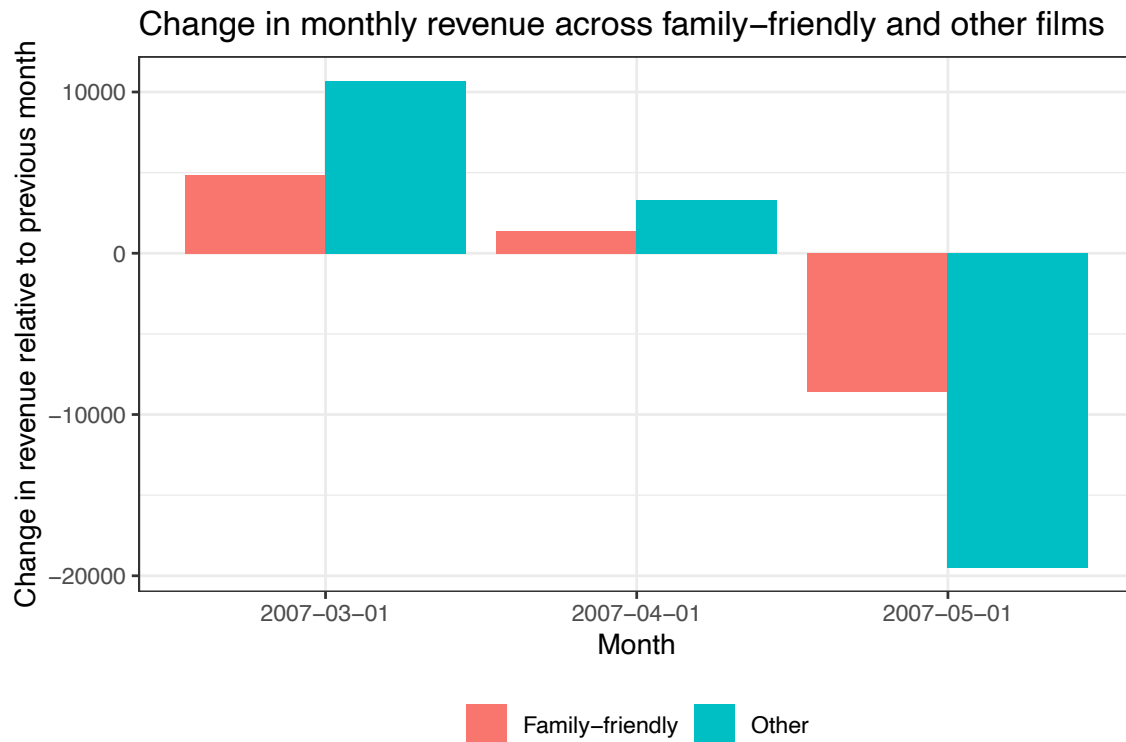


What is the revenue across the top 10 grossing genres?



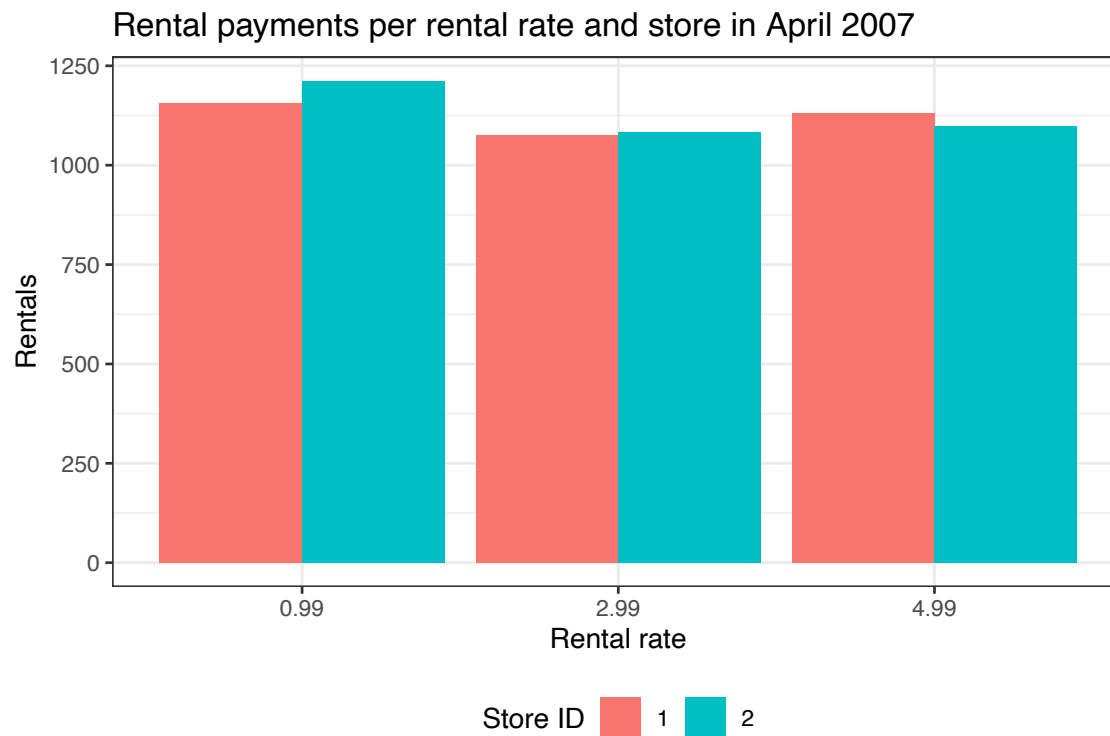
Sports was the highest-grossing genre in 2007, with total revenues close to 5,000. The other nine top genres each generated revenues close to 4,000.

How has the revenue in family-friendly and other categories changed on a monthly basis?



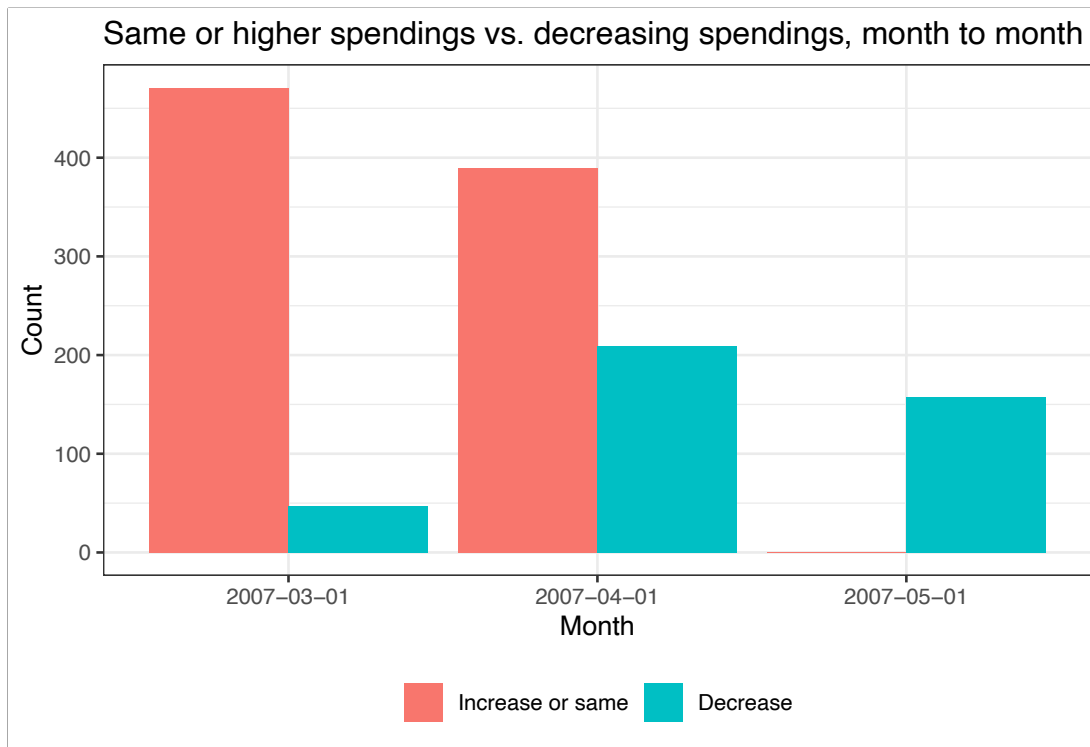
Both family-friendly and other films experienced the largest revenue increase between February and March 2007. Although revenue growth remained positive in both categories through April, it sharply declined in May.

In April 2007, which rental rates resulted in the most rentals per store?



Movies with a rental rate of 0.99 generated the highest number of rentals in both stores in April 2007. Movies priced at 4.99 accounted for the second-highest number of rentals across both stores.

How many customers have maintained or increased their spendings on movie rentals each month?



In March 2007, 471 clients either increased or maintained their spending, while 390 clients did the same in April. No client increased their spending between April and May.