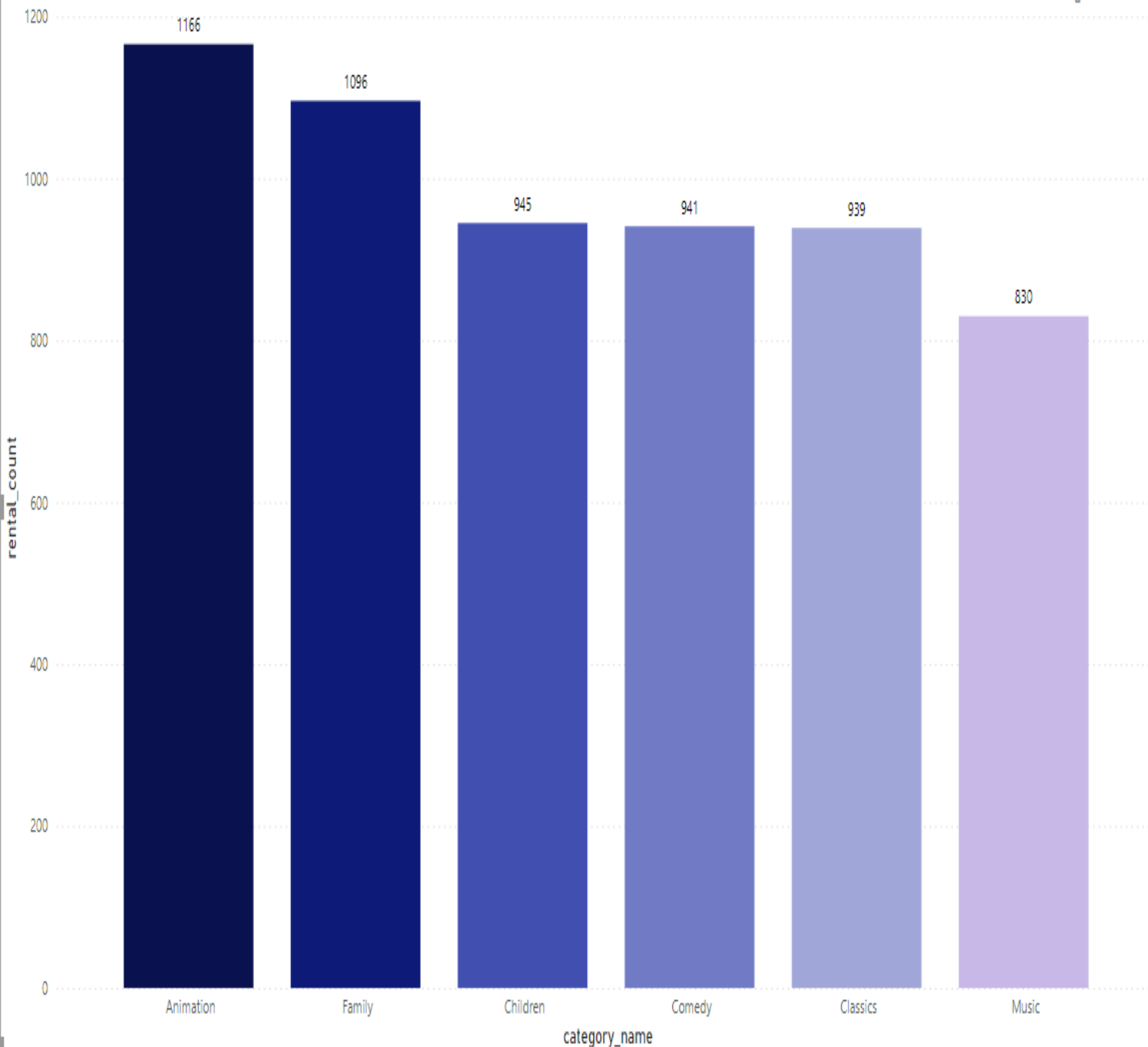


Rental Count by Family Category



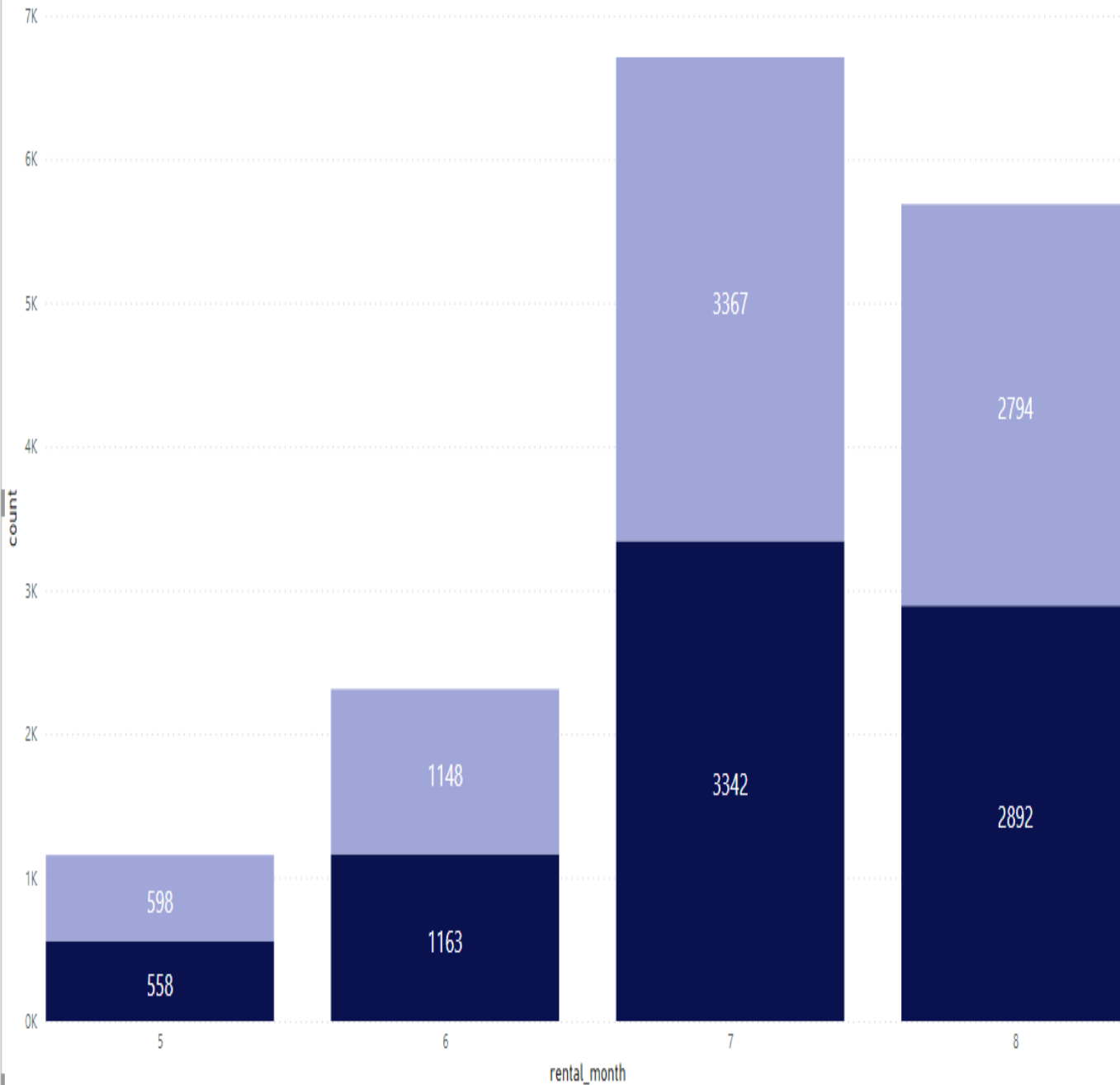
Q1: What subcategory of the Family movies were rented out the most?

We see from the chart (on the next slide) that Animation was the most favorable subcategory from the family movie category.

Query: View Q1 in text file

count by rental_month and store_id for the year 2005

store_id ● 1 ● 2



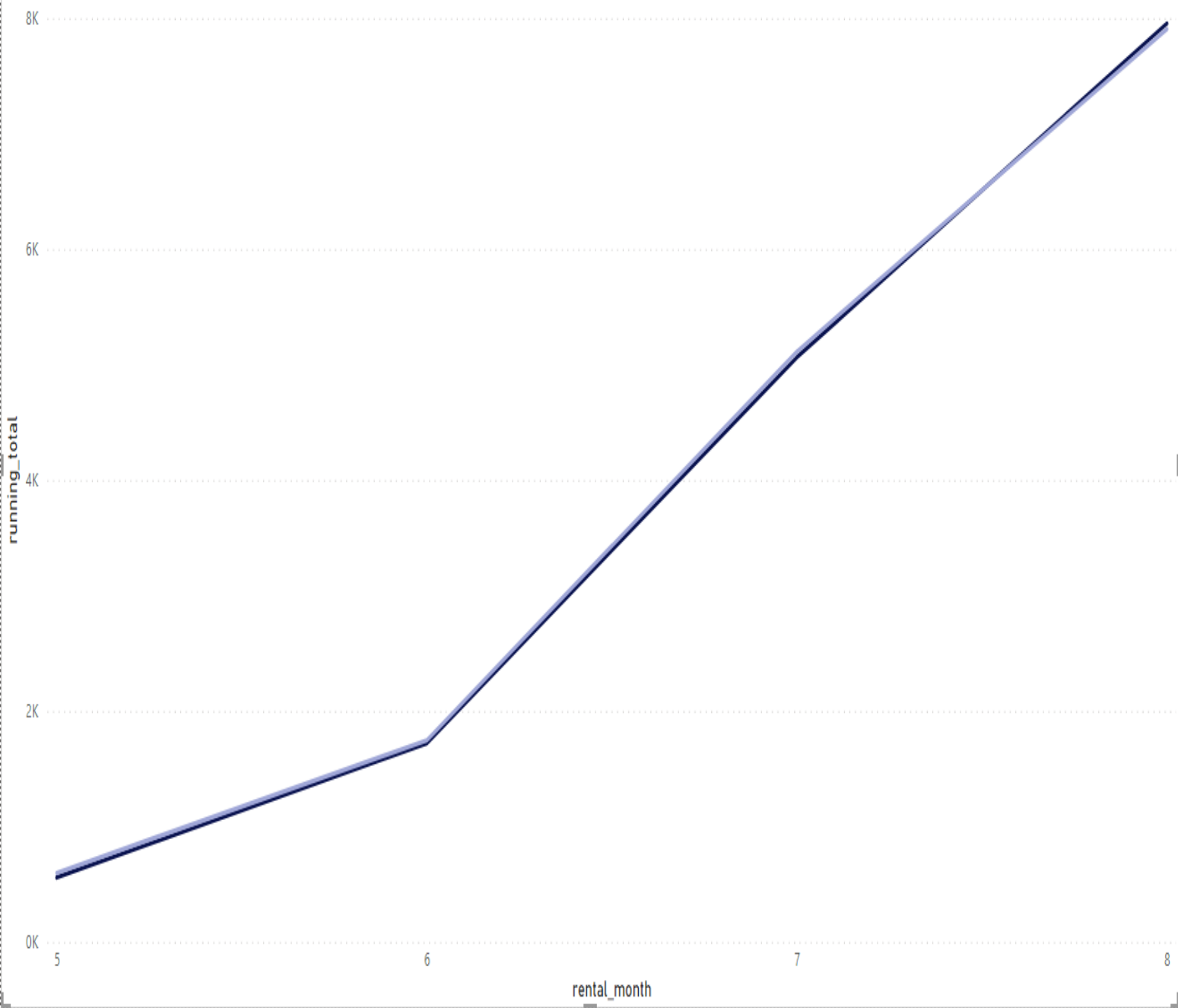
Q2: Viewing rental numbers by store (a): How did each store perform in '05?

The image on the following slide shows that both stores had similar activity levels in 2005.

Query: View Q2 in text file

Cumulative sum of total rentals in 2005

store_id ● 1 ● 2



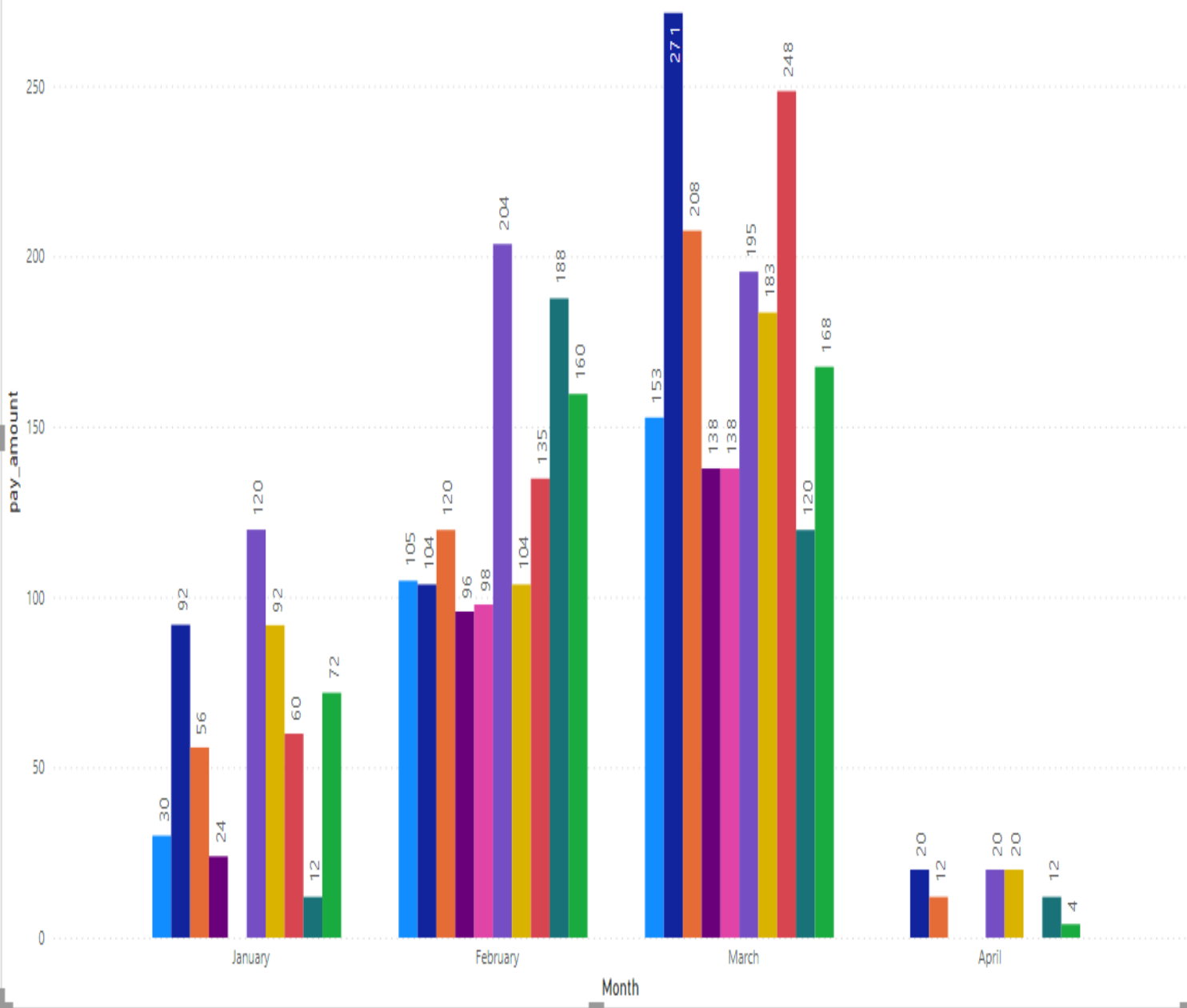
Q3: How did activity levels behave during the year 2005?

Both stores had their levels of activity increase at a similar rate.

Query: View Q3 in text file

pay_amount by Month and full_name

full_name ● Connie Wallace ● Gilbert Sledge ● Gwendolyn May ● Jon Wiles ● Miriam Mckinney ● Sylvia Ortiz ● Tom Milner ● Tonya Chapman ● Tyler Wren ● Vickie Brewer



Q4: Who are the top 10 customers and what does their buying behavior over the year 2007 look like?

March gives the highest level of purchases, amongst our top 10 buyers, during the year.

Query: View Q4 in text file