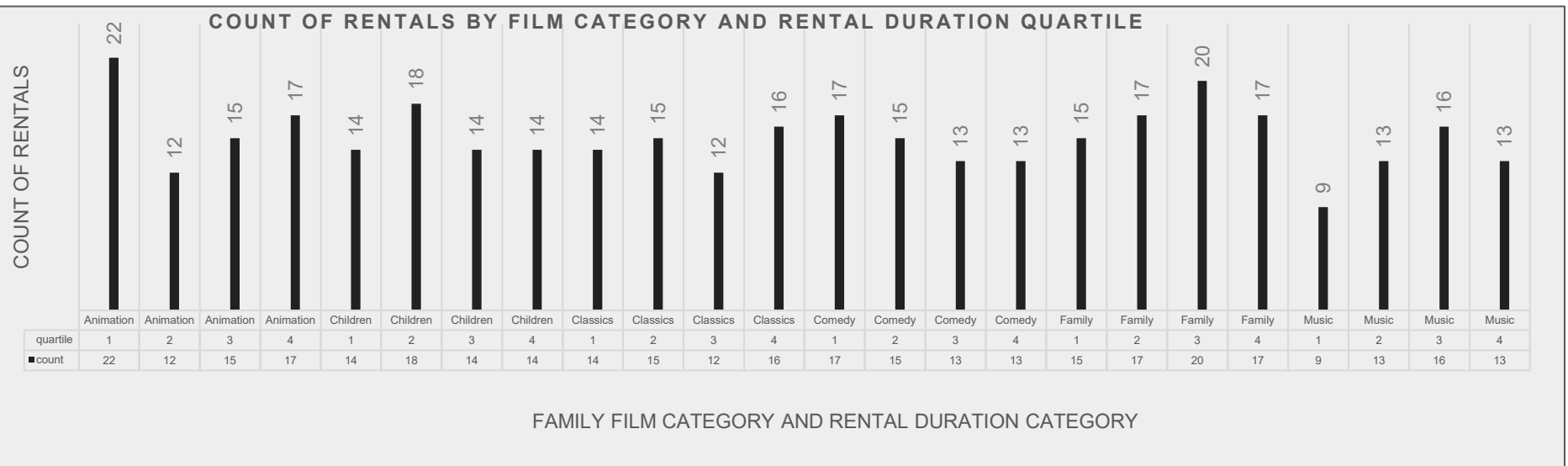


Analysis of Family-Friendly Movie Rentals by Duration Quartiles (Please Refer Query 1)

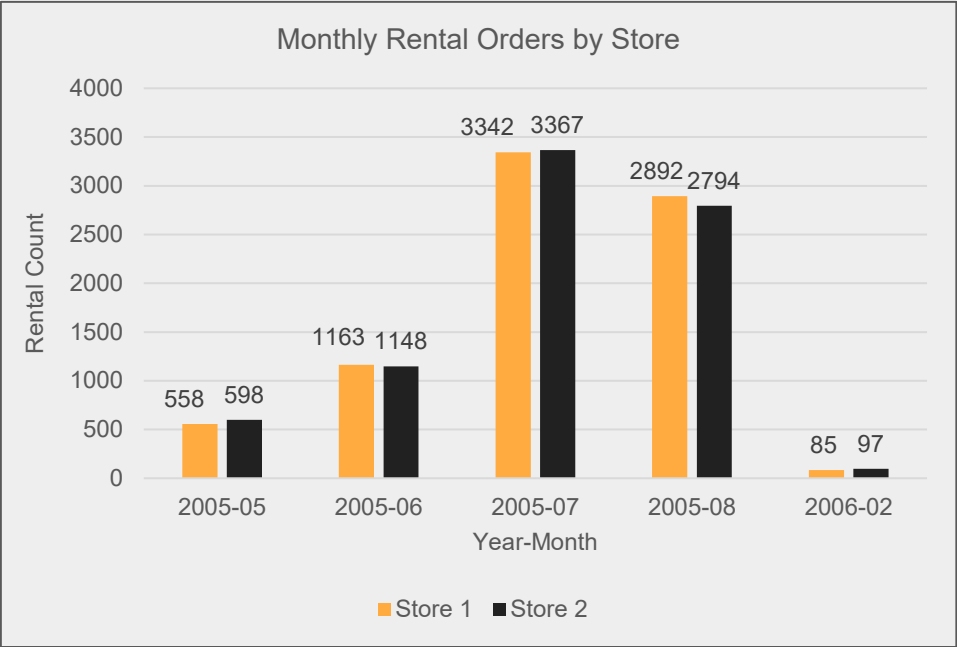


I have summarised how family-friendly movies are divided into four quartiles based on rental duration. Each category (Animation, Children, Classics, Comedy, Family, and Music) is grouped into quartiles, and the count of movies in each quartile is listed.

Animation has the most movies in Quartile 1 (22), indicating shorter rental periods. Children and Comedy movies also follow a similar trend in Quartile 1 and 2. Classics and Family have more movies in Quartile 4, suggesting longer rental periods. Music show a more balanced distribution across quartiles.

Categories with higher counts in Quartile 1 are rented frequently but for shorter durations, while those in Quartile 4 seem to be rented for longer periods.

Monthly Rental Orders over Time and Store (Please Refer Query 2)



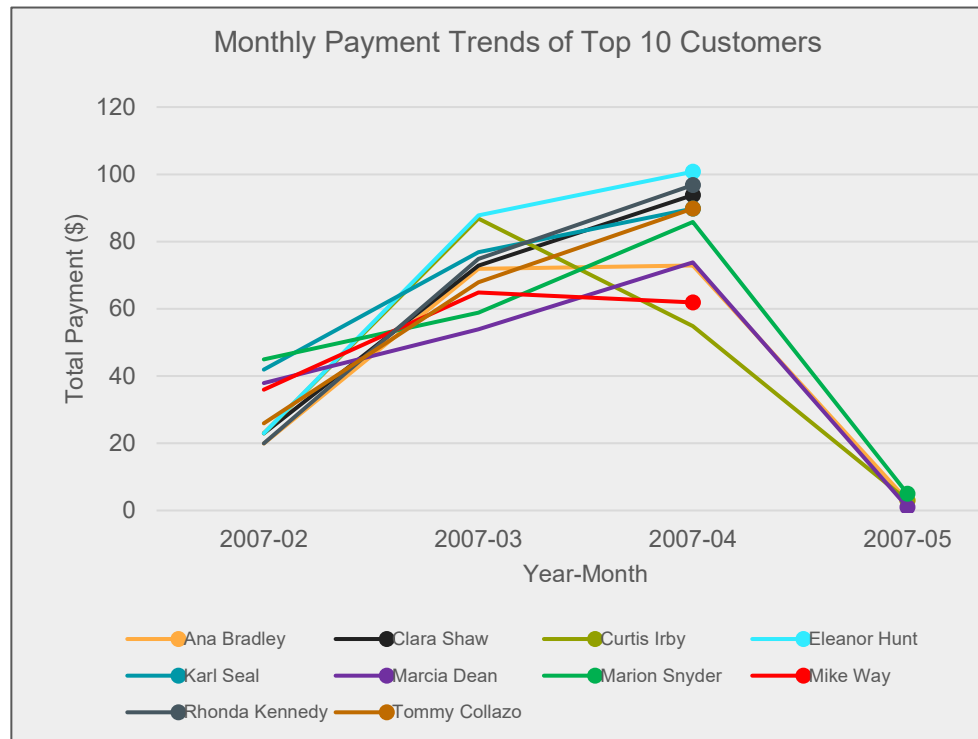
This analysis compares monthly rental orders for Store 1 and Store 2 across different months and years.

The highest rentals occurred in July 2005, with Store 2 having 3,367 rentals and Store 1 having 3,342 rentals.

Store 2 slightly outperformed Store 1 in multiple months, but the difference was small.

High rental volume in mid-2005 maybe due to a seasonal pattern, maybe due it being the summer months.

Top 10 Paying Customers' Monthly Payment Trends in 2007 (Please Refer Query 3)



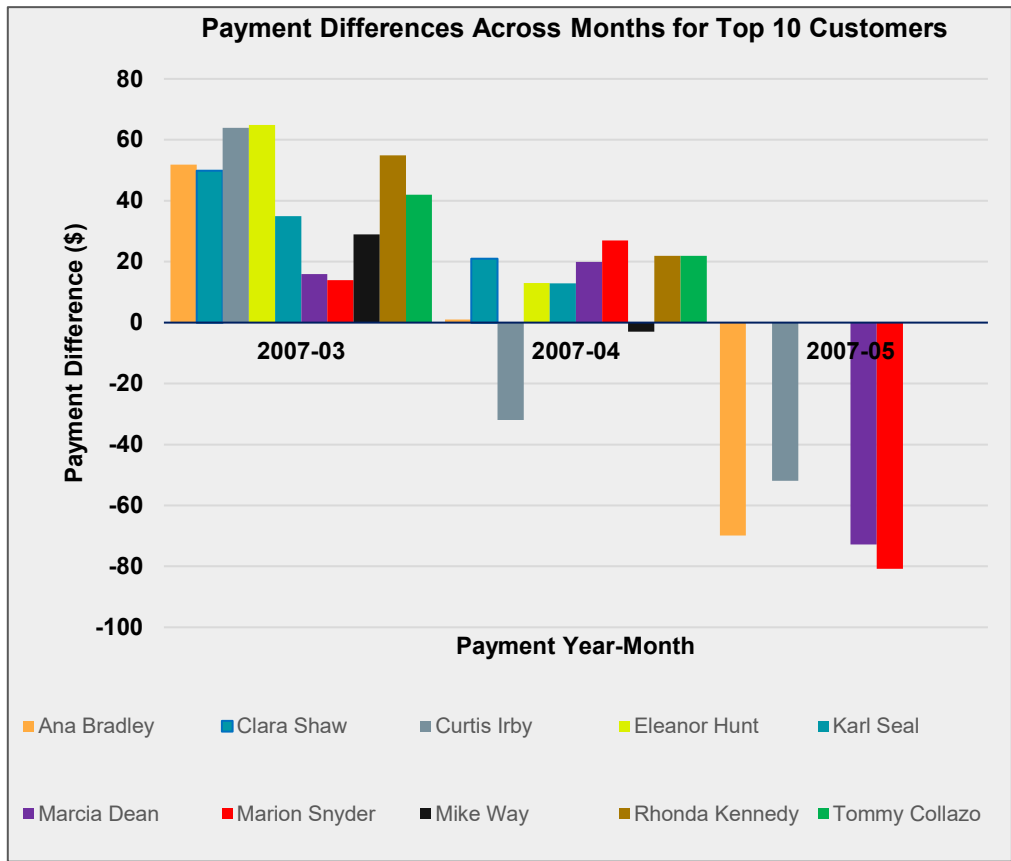
I analyzed the top 10 customers based on total payments made in 2007.

Customers seem to have higher payments in certain months (March-April 2007), likely due to promotions, seasonal trends, quarter end.

Customers have minimal payments in May 2007.

Eleanor Hunt had highest payment in April 2007, with \$100.78.

Monthly Payment Differences of Top 10 Customers in Year 2007 (Please Refer Query 4)



I analyzed how top 10 customers' payments changed each month in 2007, to provide insight into spending patterns.

Eleanor Hunt had the highest payment increase (+\$64.87) from February to March.

Marion Snyder saw the largest drop (-\$80.83) from April to May 2007.

Payments peaked in March but dropped in May for most customers.