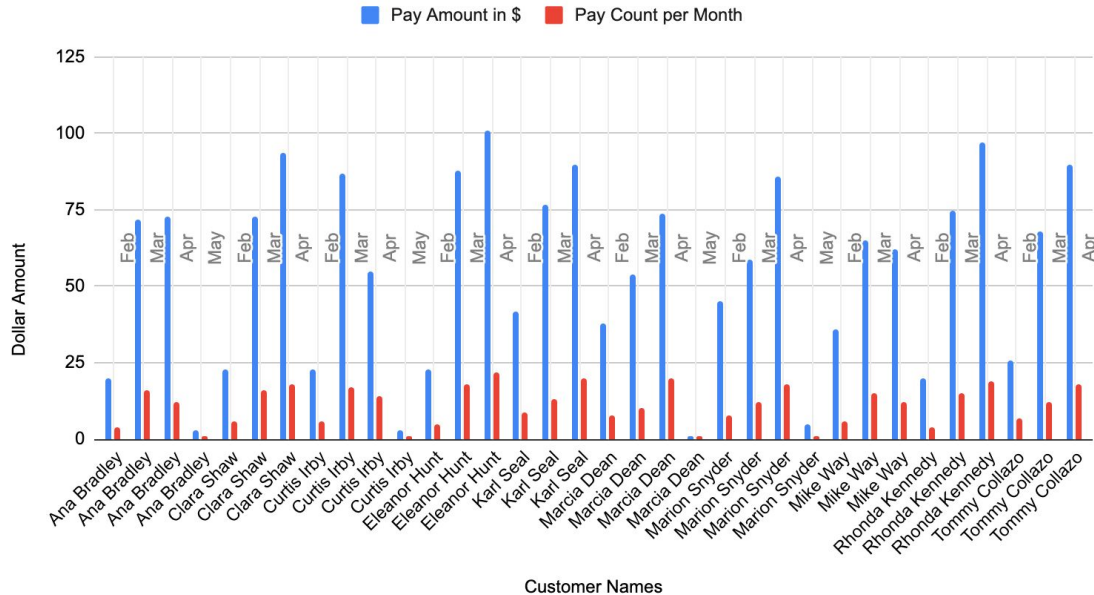


# Who were our top 10 paying customers, how many payments did they make on a monthly basis during 2007, and what was the amount of the monthly payments?

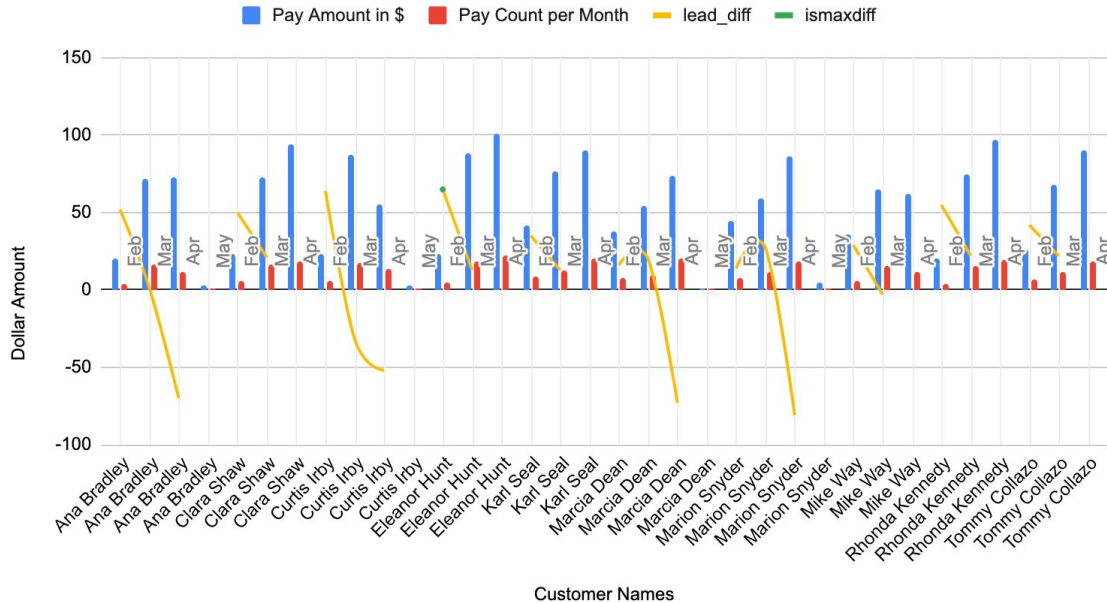
Total Payment per Month by Customers in 2007



We see an upward trend in the number of purchases each month as months go by from February till May. Usually the purchase starts small in February and they keep increasing unless they make a purchase in May too, then there is a decrease during that month.

# For each of these top 10 paying customers, what is the difference across their monthly payments during 2007?

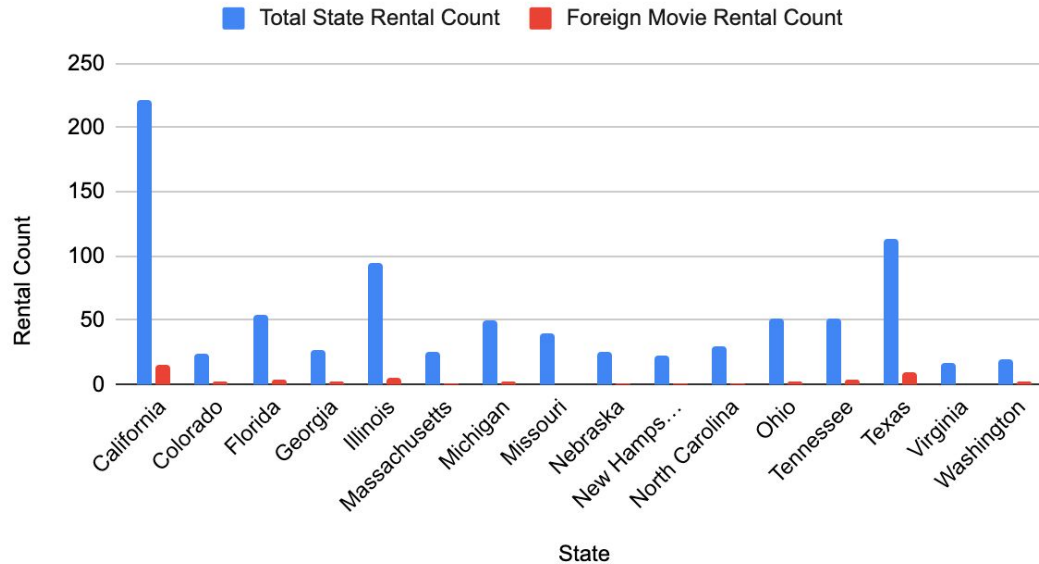
Total Payment per Month and Pay Difference by Month by Customers in 2007



The payment difference between the first payment month and its successive month always shows as a positive number; corresponding with the upward purchase trend starting the first month. The payment difference always declines except for some customers, whose successive payment difference is higher for the second month. However, their subsequent payment differences after the second month also decline. Eleanor Hunt paid the most difference of \$64.87 on March 2007.

# Do customers in every state rent out Foreign Movies, and which states have more Foreign movie rentals and the most rentals in total?

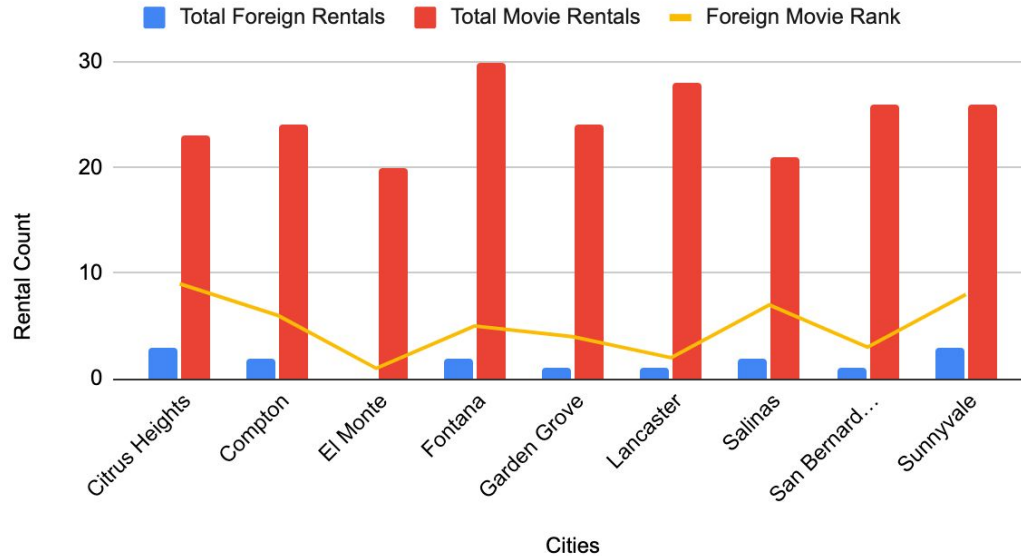
## Foreign and Total Movie Rentals by State



We see that California has the most movie rentals in Total and in Foreign movie category. Whereas, in Missouri and Virginia, customers do not rent Foreign movies, even though they rent out other movies.

Out of the state with the maximum movie rentals, which state ranks the highest in terms of renting Foreign movie over all categories?

Foreign Movie Rental Vs. Total Movie Rental in California Cities



From the previous slide, we can see that California had the most number of Foreign movies or Total Movies rented in the US. When comparing the cities in California, we can see that even though customers in Fontana rent out a lot of movies, they rent out less Foreign movies, among other categories combined, when compared to other cities. Citrus Heights has ranked higher in terms of renting more Foreign movies among other categories within the city when comparing with other cities.