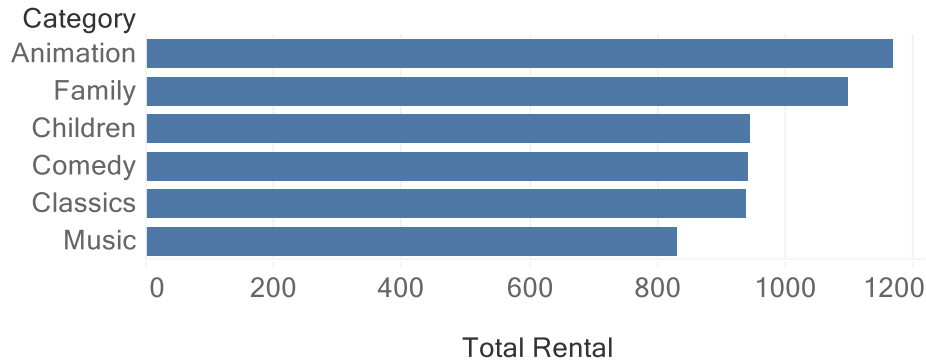


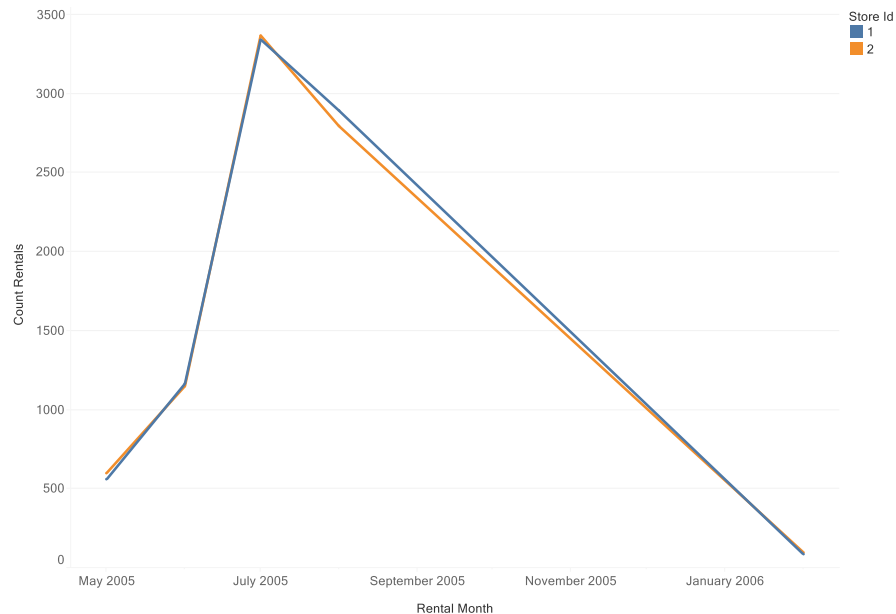
1. Which Category of Family Movies was most rented? Which was least rented?



Animation movies are the most rented family movies while music is the least rented family movies.

2. Did the two stores have similar trend in terms of monthly rentals?

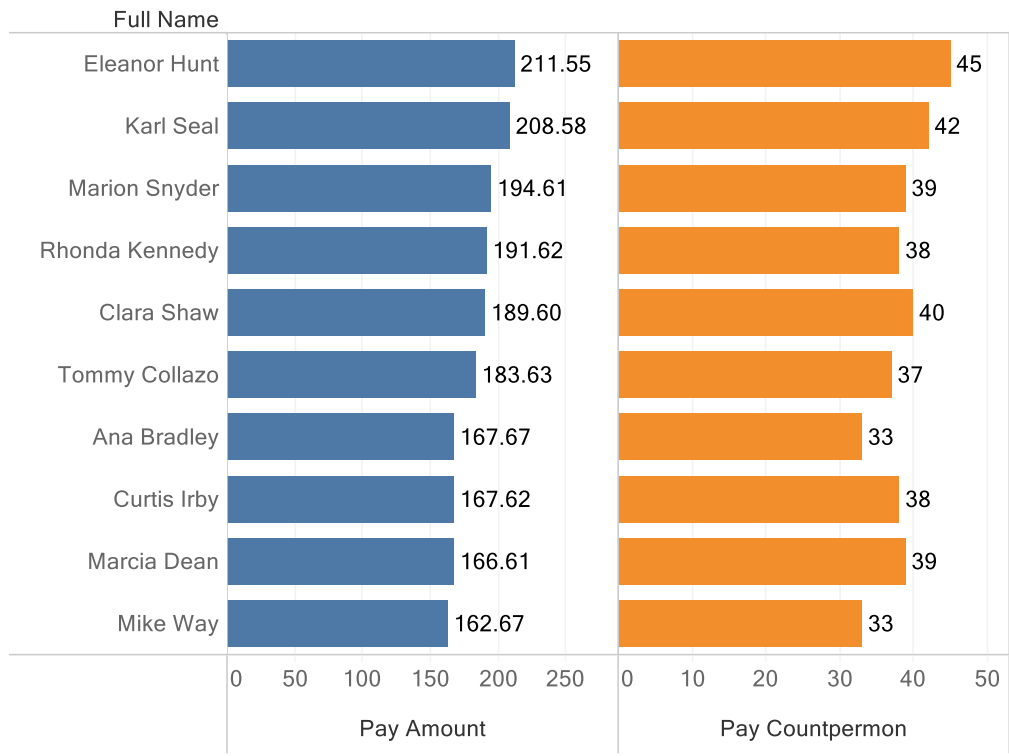
Monthly Rental Counts



The two stores had similar monthly rental trends between May 2005 to Jan 2006. July is the month with highest counts of rentals.

3. Who were the top 10 Customers with largest payment totals? And what were their rental counts?

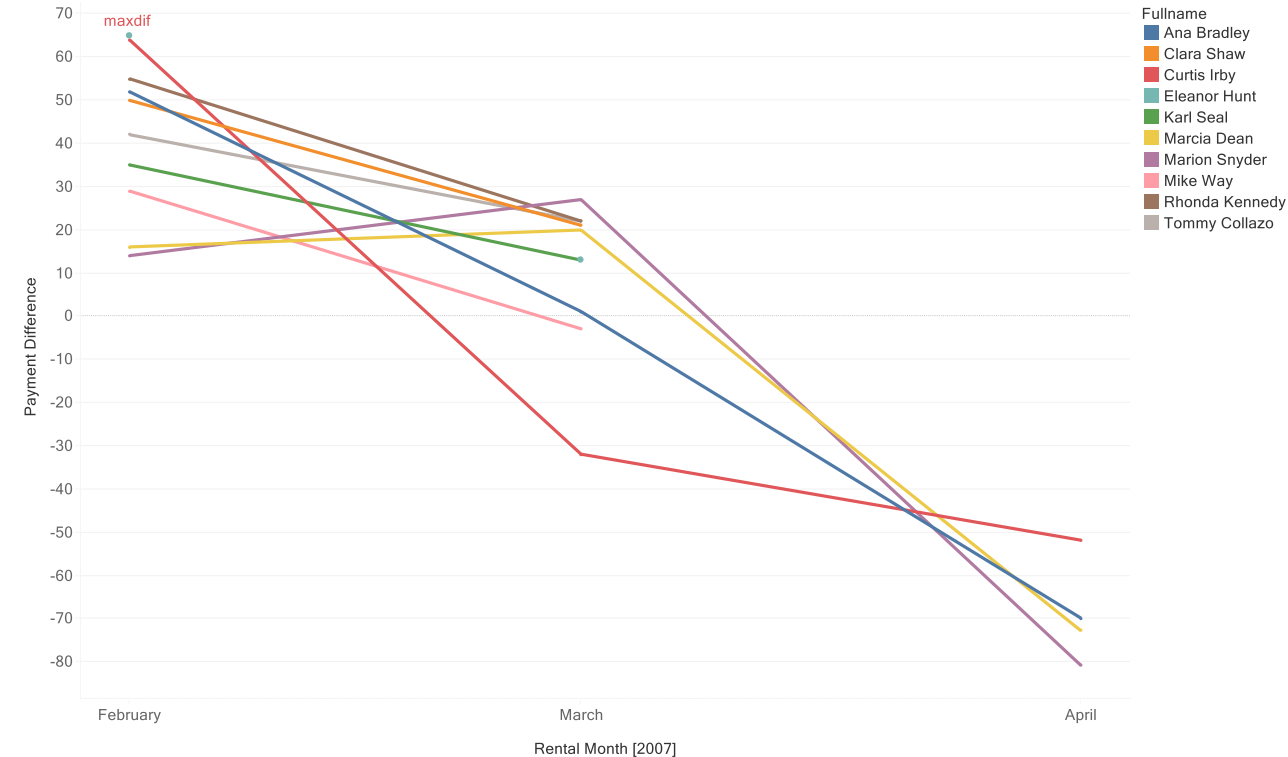
Top 10 Paying Customers



Eleanor Hunt is the customer who paid the most and had made the greatest number of payments. Top 10 paying customers are presented in the chart.

4. Which customer is paying the most difference in Top 10 paying customers?

Payment Difference from the Following Month of Top 10 Paying Customers



The chart indicates the monthly payments of top 10 paying customers. The customer who is paying the greatest difference (from the following month) is Eleanor Hunt.