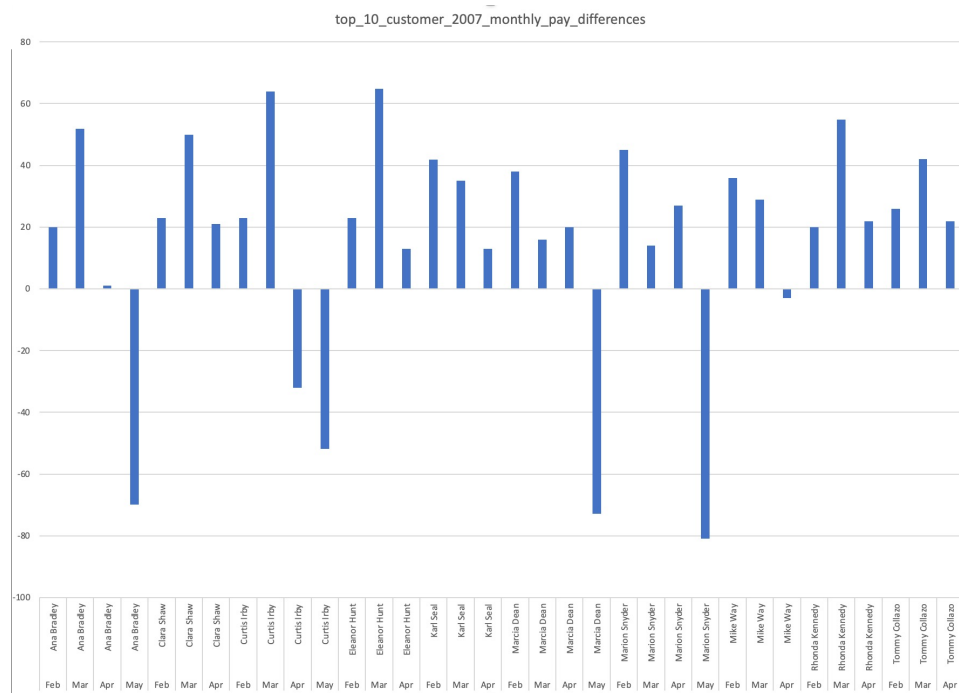


2007 TOP 10 Customers: Monthly Payment Changes

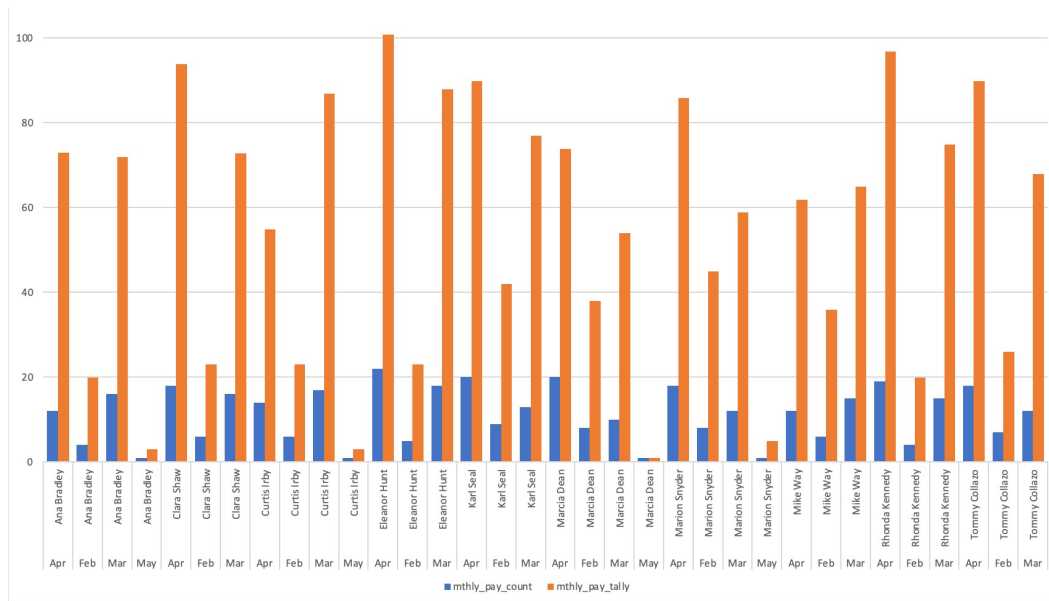


Query results show how each of the Top 10 customer's spending on rentals increased (or decreased) from month to month.

The maximum monthly spending increase was \$64.87, by Eleanor Hunt.

(See "QS_2-3" query code in the following text file: SQL_DVDs_Queries_Atom)

2007 Top 10 Customers: Monthly Payments & Amounts

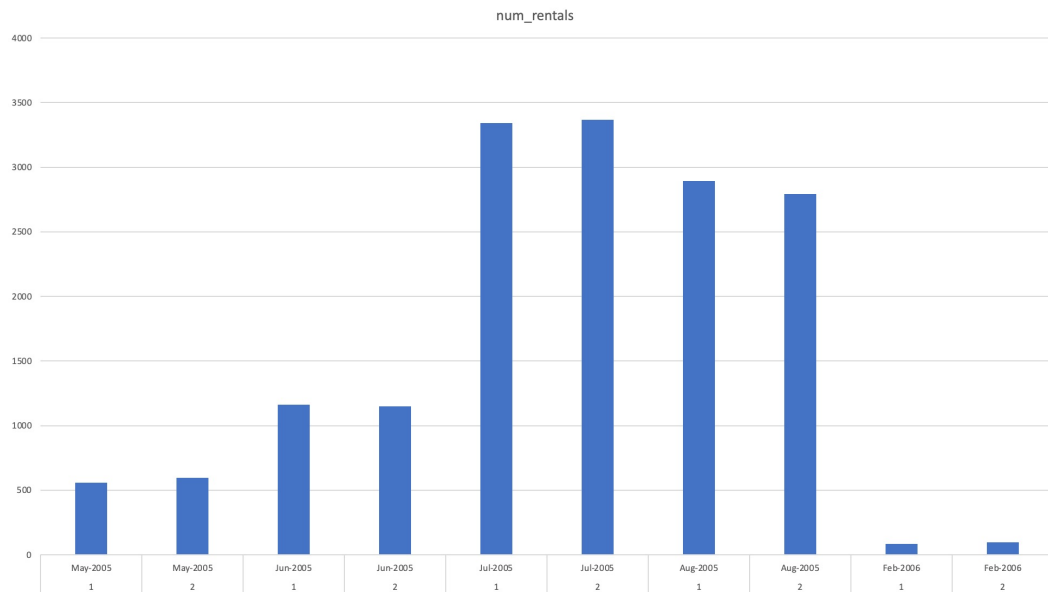


Query results show the following monthly metrics for the Top 10 customers:

- Number of payments made (Max: 22 in April by Eleanor Hunt)
- Amounts spent (Max: \$100.78 in April by Eleanor Hunt)

(See "QS_2-2" query code in the following text file: SQL_DVDs_Queries_Atom)

Store 1 vs. Store 2: Number of Rentals by Month-Year

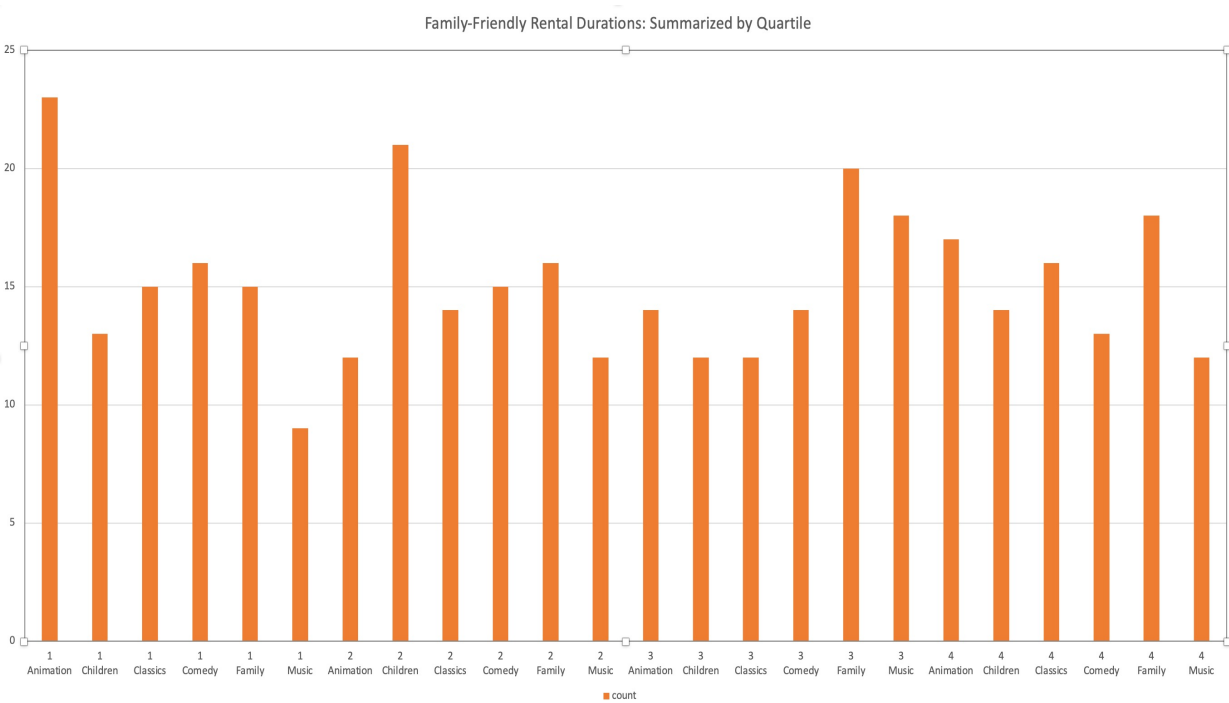


Query results show that both stores are fairly even in terms of rentals on a month-to-month basis.

Max monthly rentals: 3,367 (Store 2, July 2005)

(See "QS_2-1" query code in the following text file: [SQL_DVDs_Queries_Atom](#))

Family-Friendly Movies: Rental Durations by Quartile



Rental Duration Query Findings:

Quartile	Most / Least Films
1 (shortest)	Animation / Music
2	Children / Music
3	Family / (Children/Classics)
4 (longest)	Family / Music

(See "QS_1-3" query code in the following text file:
SQL_DVDs_Queries_Atom)