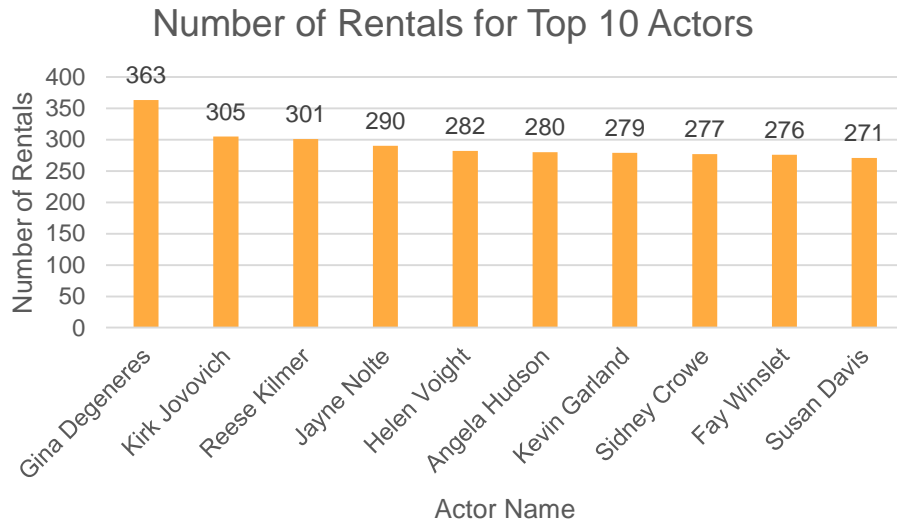
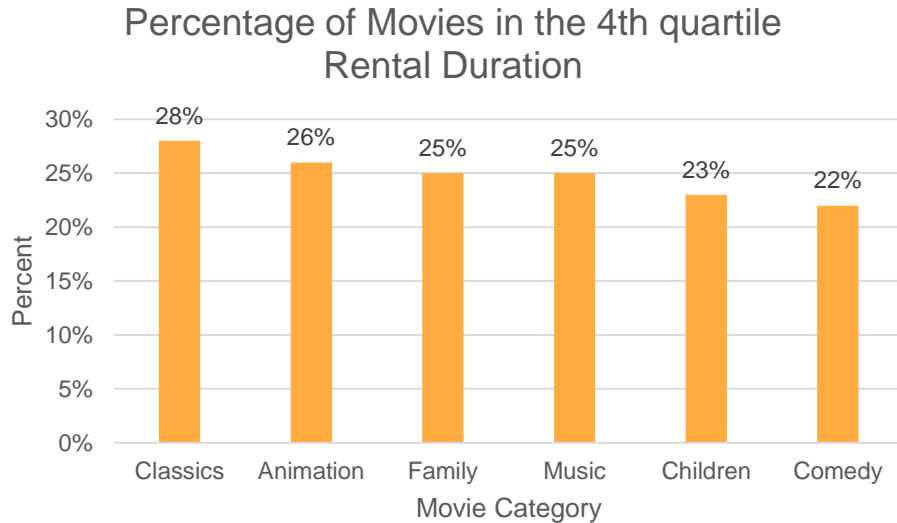


Of all the family movies, which actor's movie has been rented out the most?



We can see that for family movies, the movies starring Gina Degeneres have the largest amount of rentals, which is 363.

What are the percentages of movies in the 4th quartile of rental durations for each family movie category?



Within each family movie category, about a quarter of movies were rented out for the longest duration (4th quartile calculated over all movie categories). Among which the Classics movies have the largest percentage, 28%.

For our top 10 paying customers, during which month they spent the most in 2007?

Maximum Monthly Payment for
Top 10 Paying Customers

month	full_name	amount_permonth
4	Eleanor Hunt	100.78
4	Rhonda Kennedy	96.81
4	Clara Shaw	93.82
4	Tommy Collazo	89.82
4	Karl Seal	89.8
3	Curtis Irby	86.83
4	Marion Snyder	85.82
4	Marcia Dean	73.8
4	Ana Bradley	72.88
3	Mike Way	64.85

8 of our top 10 paying customers spent the most in April. The rest 2 spent the most in March.

Of the top 10 paying customers, which customer paid the most difference between two successive months during the year?

Difference between Two Successive Months for Top 10 Paying Customers					
payment_month	full_name	amount_permonth	lead	difference	abs_difference
2007-04-01T00:00:00.000Z	Marion Snyder	85.82	4.99	-80.83	80.83
2007-04-01T00:00:00.000Z	Marcia Dean	73.8	0.99	-72.81	72.81
2007-04-01T00:00:00.000Z	Ana Bradley	72.88	2.99	-69.89	69.89
2007-02-01T00:00:00.000Z	Eleanor Hunt	22.95	87.82	64.87	64.87
2007-02-01T00:00:00.000Z	Curtis Irby	22.94	86.83	63.89	63.89
2007-02-01T00:00:00.000Z	Rhonda Kennedy	19.96	74.85	54.89	54.89
2007-02-01T00:00:00.000Z	Ana Bradley	19.96	71.84	51.88	51.88
2007-04-01T00:00:00.000Z	Curtis Irby	54.86	2.99	-51.87	51.87
2007-02-01T00:00:00.000Z	Clara Shaw	22.94	72.84	49.9	49.9

Based on the absolute difference between two successive months calculated here, the customer which paid the most difference is Marion Snyder, who paid \$80.83 less in May than in April.