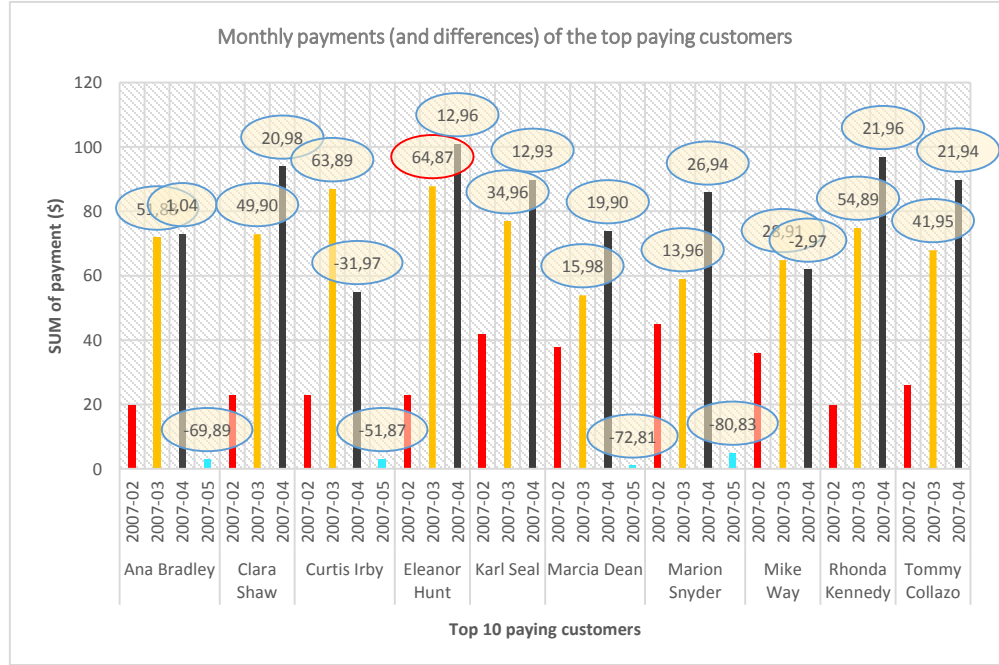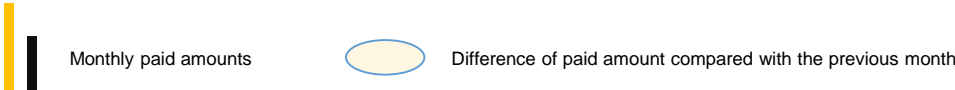# Who were our top 10 paying customers, how many payments they made on a monthly basis during 2007, and what was the amount of the monthly payments? How do their monthly payment amounts compare in each successive month?

Monthly payments (and differences) of the top paying customers

The bar chart shows the monthly payment amounts of our top 10 paying customers in 2007 and the lables show the difference what they spent in the consecutive months.
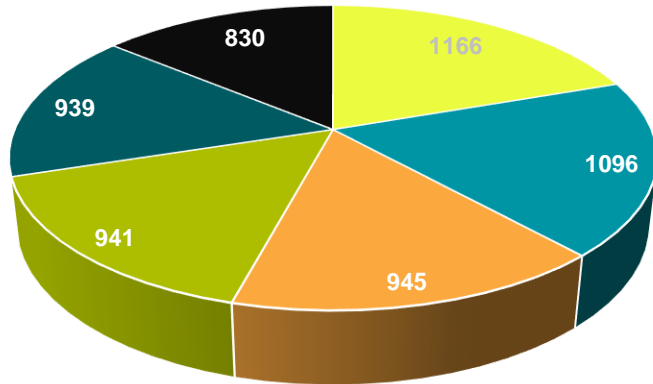
We can see that almost all of them paid the most in April, so it's a particularly popular month to rent movies, on the contrary May has very poor sells.

The biggest payment difference was made by Eleanor Hunt, from February to March.

Monthly paid amounts — Difference of paid amount compared with the previous month

How many times family movies like Animation, Children, Classics, Comedy, Family and Music were rented out?
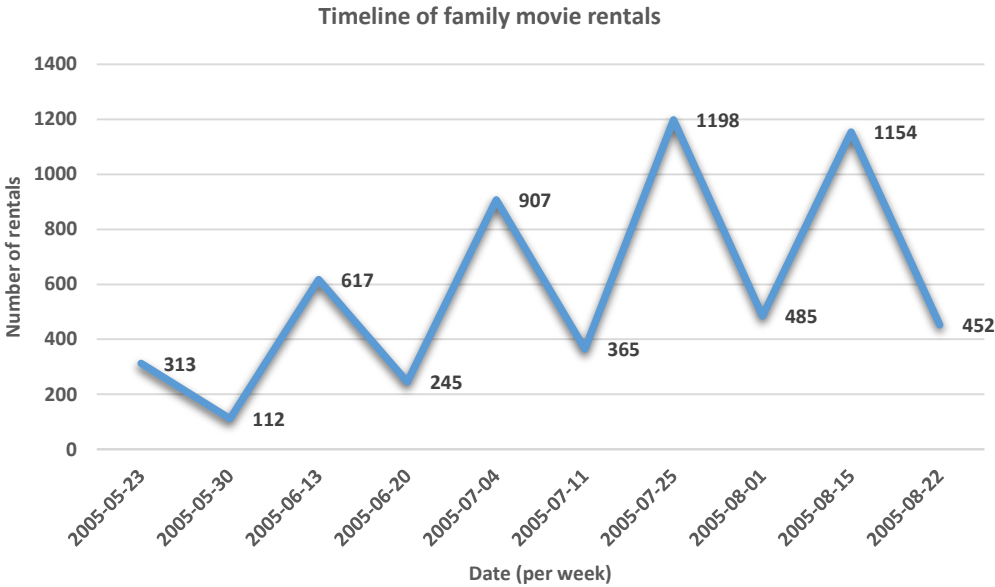
Number of family movie rentals

- **Animation**
- **Family**
- **Children**
- **Comedy**
- **Classics**
- **Music**

The pie chart shows how many times movies in the different family film categories were rented.

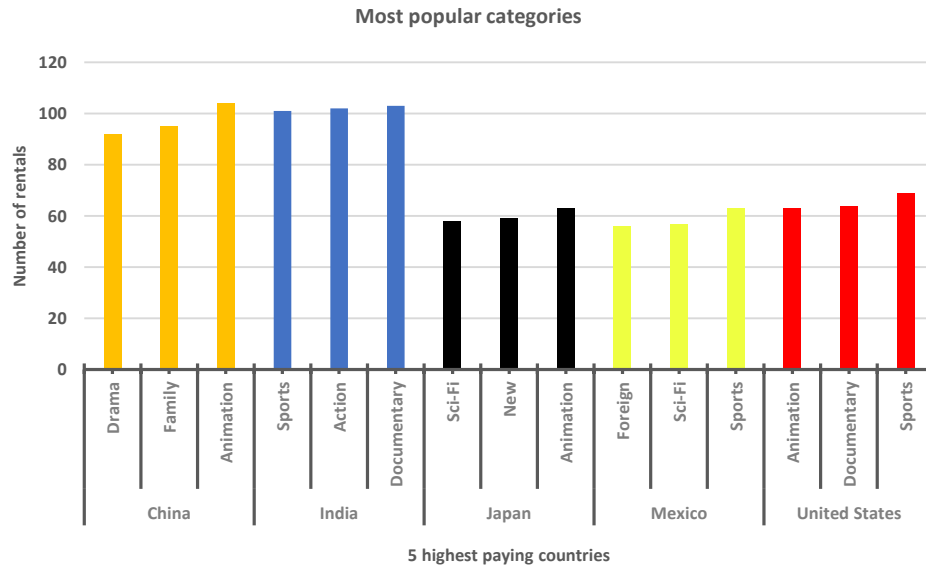The distribution amongst the different categories is quite equable.

Is there any trend in the rental of these (family type) movies in 2005?

Timeline of family movie rentals

The chart shows how the renting of family movies changed in 2005.

We can see that during the whole period the number of rentals increased, but it's interesting to see how it drops and then increases again in every conscutive week.

Code: SLIDE3

Which are the most popular film categories in the 5 highest paying countries?

Most popular categories

On the bar chart we can see which were the most popular movie categroies in our top selling countries.

It can help to decide in which categories to increase the choice in the different countries.

Code: SLIDE4