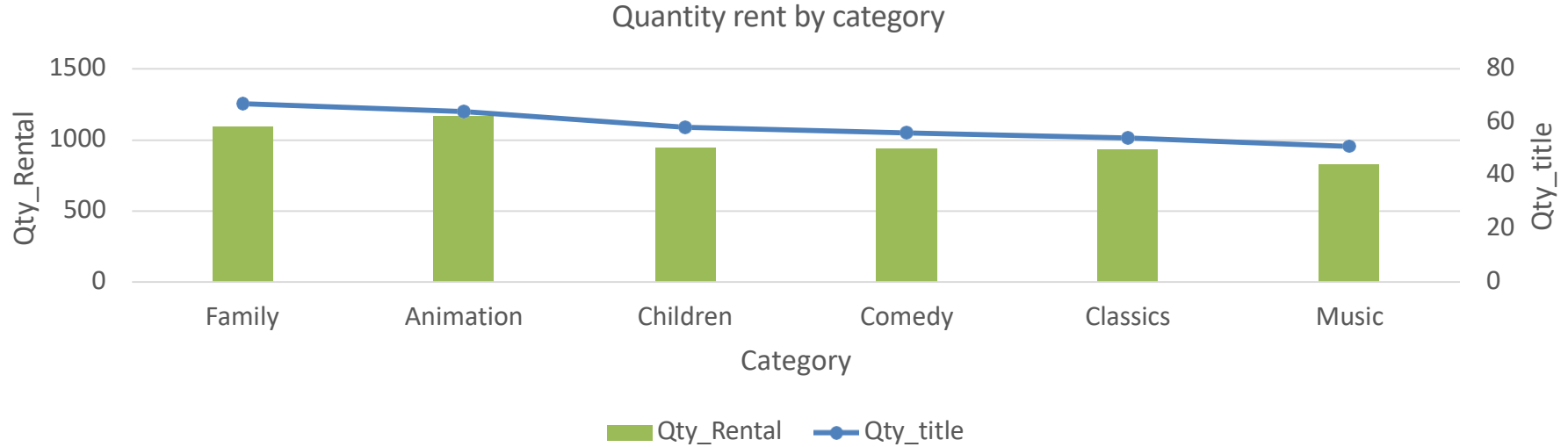


Q1

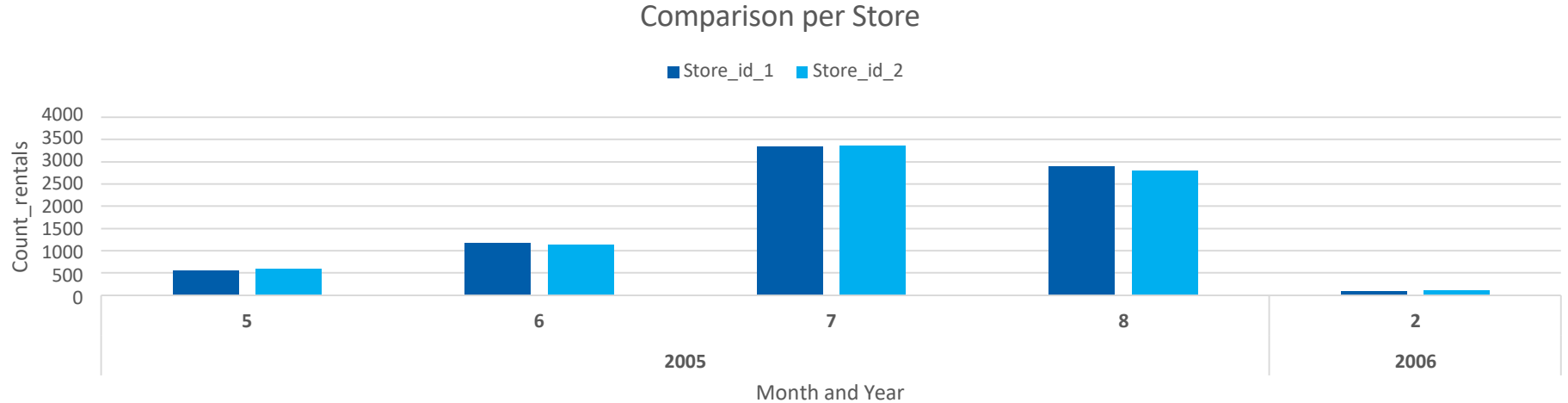
We want to understand more about the movies that families are watching. The following categories are considered family movies: Animation, Children, Classics, Comedy, Family and Music.



In most categories, the higher the number of movies in a category, the greater is the amount of rental, except for the animation category, which is in the 1st position of movie rentals.

Q2

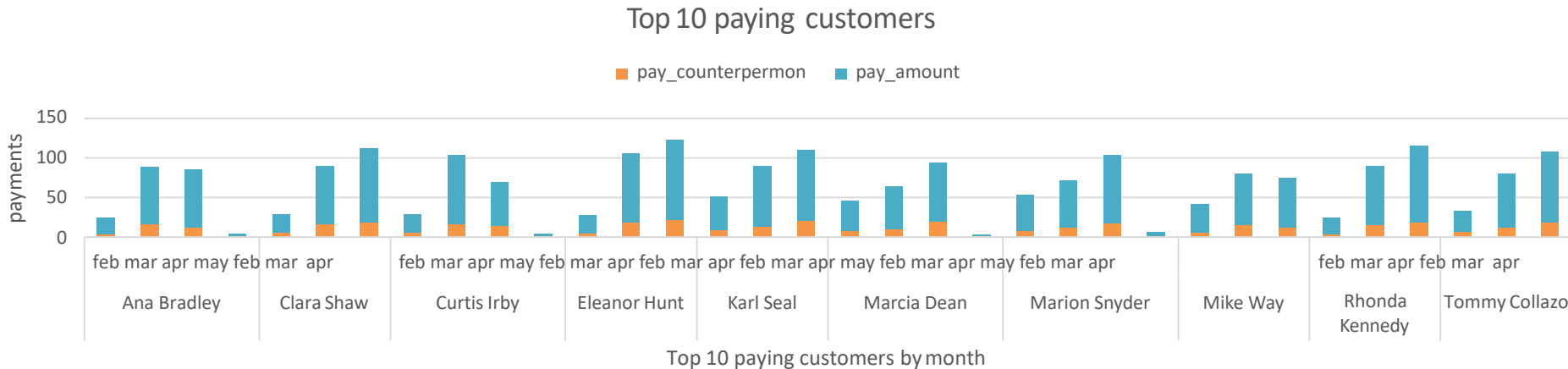
We want to find out how the two stores compare in their count of rental orders during every month for all the years we have data for



The stores have very close rental numbers every month in the database, with change of leadership between the two stores every month of the two years.

Q3

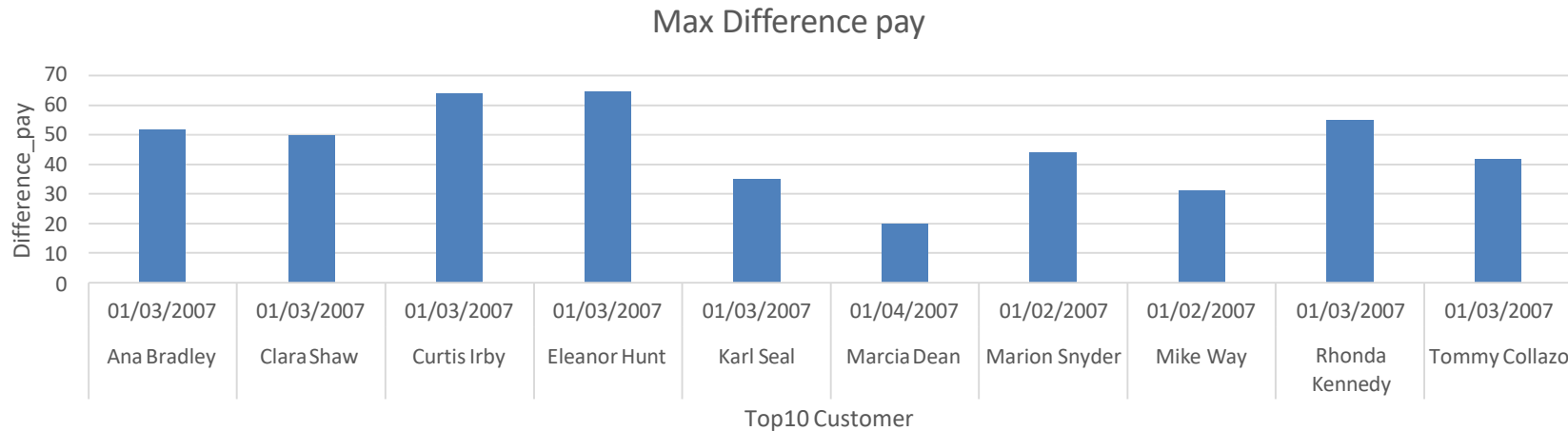
We would like to know who were our top 10 paying customers, how many payments they made on a monthly basis during 2007, and what was the amount of the monthly payments.



April and May months are the months with the highest amount of payments for the top 10 paying customers.

Q4

For each of these top 10 paying customers, I would like to find out the difference across their monthly payments during 2007. Identify the customer name who paid the most difference in terms of payments.



The month of March is the month with the biggest difference paid by almost all top 10 customers