

Animated movies were rented the most, with Family movies in a close second.

Children's, Classics, and Comedy films were all rented a similar number of times.

Music films were rented least often.

NOTE: See query 1 for details

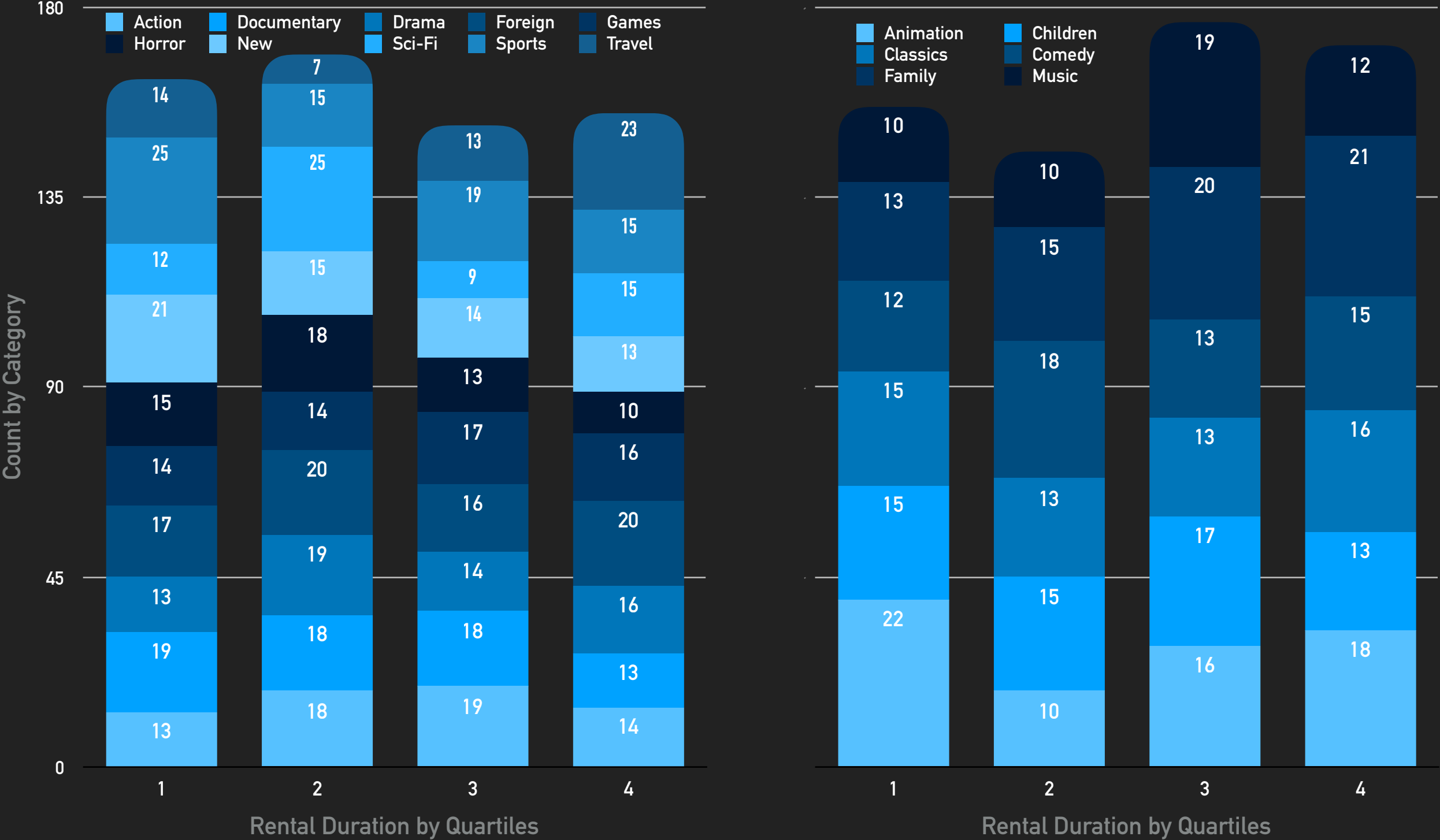
HOW MANY TIMES WAS EACH FAMILY-FRIENDLY MOVIE RENTED?

HOW DO FAMILY-FRIENDLY MOVIE TYPES RANK IN RENTAL DURATION?

Other than Animated films being rented for a much shorter period of time, family-friendly films' rental durations were roughly the same across categories.

The same can be said for all other films (i.e., not family-friendly), save for those categorized as New.

NOTE: See query 2 for details



CUSTOMER_NAME	MONTHYEAR	PAYMENT	RANKING
Eleanor Hunt	2007-02-01 0:00:00	\$22.95	1
Eleanor Hunt	2007-03-01 0:00:00	\$87.82	1
Eleanor Hunt	2007-04-01 0:00:00	\$100.78	1
Karl Seal	2007-02-01 0:00:00	\$41.91	2
Karl Seal	2007-03-01 0:00:00	\$76.87	2
Karl Seal	2007-04-01 0:00:00	\$89.80	2
Marion Snyder	2007-02-01 0:00:00	\$44.92	3
Marion Snyder	2007-03-01 0:00:00	\$58.88	3
Marion Snyder	2007-04-01 0:00:00	\$85.82	3
Marion Snyder	2007-05-01 0:00:00	\$4.99	3
Rhonda Kennedy	2007-02-01 0:00:00	\$19.96	4
Rhonda Kennedy	2007-03-01 0:00:00	\$74.85	4
Rhonda Kennedy	2007-04-01 0:00:00	\$96.81	4
Clara Shaw	2007-02-01 0:00:00	\$22.94	5
Clara Shaw	2007-03-01 0:00:00	\$72.84	5
Clara Shaw	2007-04-01 0:00:00	\$93.82	5
Tommy Collazo	2007-02-01 0:00:00	\$25.93	6
Tommy Collazo	2007-03-01 0:00:00	\$67.88	6
Tommy Collazo	2007-04-01 0:00:00	\$89.82	6
Ana Bradley	2007-02-01 0:00:00	\$19.96	7
Ana Bradley	2007-03-01 0:00:00	\$71.84	7
Ana Bradley	2007-04-01 0:00:00	\$72.88	7
Ana Bradley	2007-05-01 0:00:00	\$2.99	7
Curtis Irby	2007-02-01 0:00:00	\$22.94	8
Curtis Irby	2007-03-01 0:00:00	\$86.83	8
Curtis Irby	2007-04-01 0:00:00	\$54.86	8
Curtis Irby	2007-05-01 0:00:00	\$2.99	8
Marcia Dean	2007-02-01 0:00:00	\$37.92	9
Marcia Dean	2007-03-01 0:00:00	\$53.90	9
Marcia Dean	2007-04-01 0:00:00	\$73.80	9
Marcia Dean	2007-05-01 0:00:00	\$0.99	9
Mike Way	2007-02-01 0:00:00	\$35.94	10
Mike Way	2007-03-01 0:00:00	\$64.85	10
Mike Way	2007-04-01 0:00:00	\$61.88	10

Not every top spender had a registered spend for May 2007, and those who did had a relatively small amount. This elucidates where the data collection may have been cut off.

Overall, it seems that almost every top 10 spender spent increasingly more each month over time.

Only one (Curtis Irby) decreased their spend over time by a notable amount, and the other whose spend decreased (Mike Way) did not see a similarly significant decrease.

WHAT DID THE TOP 10 CUSTOMERS SPEND EACH MONTH?

RANKING	CUSTOMER_NAME	MONTHYEAR	CURRENT_PAYMENT	PRIOR_PAYMENT	DIFFERENCE
1	Eleanor Hunt	2007-02-01 0:00:00	\$22.95		
1	Eleanor Hunt	2007-03-01 0:00:00	\$87.82	\$22.95	\$64.87
1	Eleanor Hunt	2007-04-01 0:00:00	\$100.78	\$87.82	\$12.96
2	Karl Seal	2007-02-01 0:00:00	\$41.91		
2	Karl Seal	2007-03-01 0:00:00	\$76.87	\$41.91	\$34.96
2	Karl Seal	2007-04-01 0:00:00	\$89.80	\$76.87	\$12.93
3	Marion Snyder	2007-02-01 0:00:00	\$44.92		
3	Marion Snyder	2007-03-01 0:00:00	\$58.88	\$44.92	\$13.96
3	Marion Snyder	2007-04-01 0:00:00	\$85.82	\$58.88	\$26.94
3	Marion Snyder	2007-05-01 0:00:00	\$4.99	\$85.82	-\$80.83
4	Rhonda Kennedy	2007-02-01 0:00:00	\$19.96		
4	Rhonda Kennedy	2007-03-01 0:00:00	\$74.85	\$19.96	\$54.89
4	Rhonda Kennedy	2007-04-01 0:00:00	\$96.81	\$74.85	\$21.96
5	Clara Shaw	2007-02-01 0:00:00	\$22.94		
5	Clara Shaw	2007-03-01 0:00:00	\$72.84	\$22.94	\$49.90
5	Clara Shaw	2007-04-01 0:00:00	\$93.82	\$72.84	\$20.98
6	Tommy Collazo	2007-02-01 0:00:00	\$25.93		
6	Tommy Collazo	2007-03-01 0:00:00	\$67.88	\$25.93	\$41.95
6	Tommy Collazo	2007-04-01 0:00:00	\$89.82	\$67.88	\$21.94
7	Ana Bradley	2007-02-01 0:00:00	\$19.96		
7	Ana Bradley	2007-03-01 0:00:00	\$71.84	\$19.96	\$51.88
7	Ana Bradley	2007-04-01 0:00:00	\$72.88	\$71.84	\$1.04
7	Ana Bradley	2007-05-01 0:00:00	\$2.99	\$72.88	-\$69.89
8	Curtis Irby	2007-02-01 0:00:00	\$22.94		
8	Curtis Irby	2007-03-01 0:00:00	\$86.83	\$22.94	\$63.89
8	Curtis Irby	2007-04-01 0:00:00	\$54.86	\$86.83	-\$31.97
8	Curtis Irby	2007-05-01 0:00:00	\$2.99	\$54.86	-\$51.87
9	Marcia Dean	2007-02-01 0:00:00	\$37.92		
9	Marcia Dean	2007-03-01 0:00:00	\$53.90	\$37.92	\$15.98
9	Marcia Dean	2007-04-01 0:00:00	\$73.80	\$53.90	\$19.90
9	Marcia Dean	2007-05-01 0:00:00	\$0.99	\$73.80	-\$72.81
10	Mike Way	2007-02-01 0:00:00	\$35.94		
10	Mike Way	2007-03-01 0:00:00	\$64.85	\$35.94	\$28.91
10	Mike Way	2007-04-01 0:00:00	\$61.88	\$64.85	-\$2.97

Not every top spender had increased their spending over time. For instance, Curtis Irby consistently decreased their spend over time, and a number of others decreased in their last month on record. This almost makes one wonder if they stopped renting altogether.

The highest difference was, indeed, a negative one—Marion Snyder’s spend dropped by \$80.83 between April and May 2007. The largest net positive was short of that absolute value by about 18.75%; this was Eleanor Hunt’s (top spender overall) increase of \$64.87 from March to April.

HOW DID THE TOP 10 CUSTOMERS’ SPENDS DIFFER MONTH-TO-MONTH?