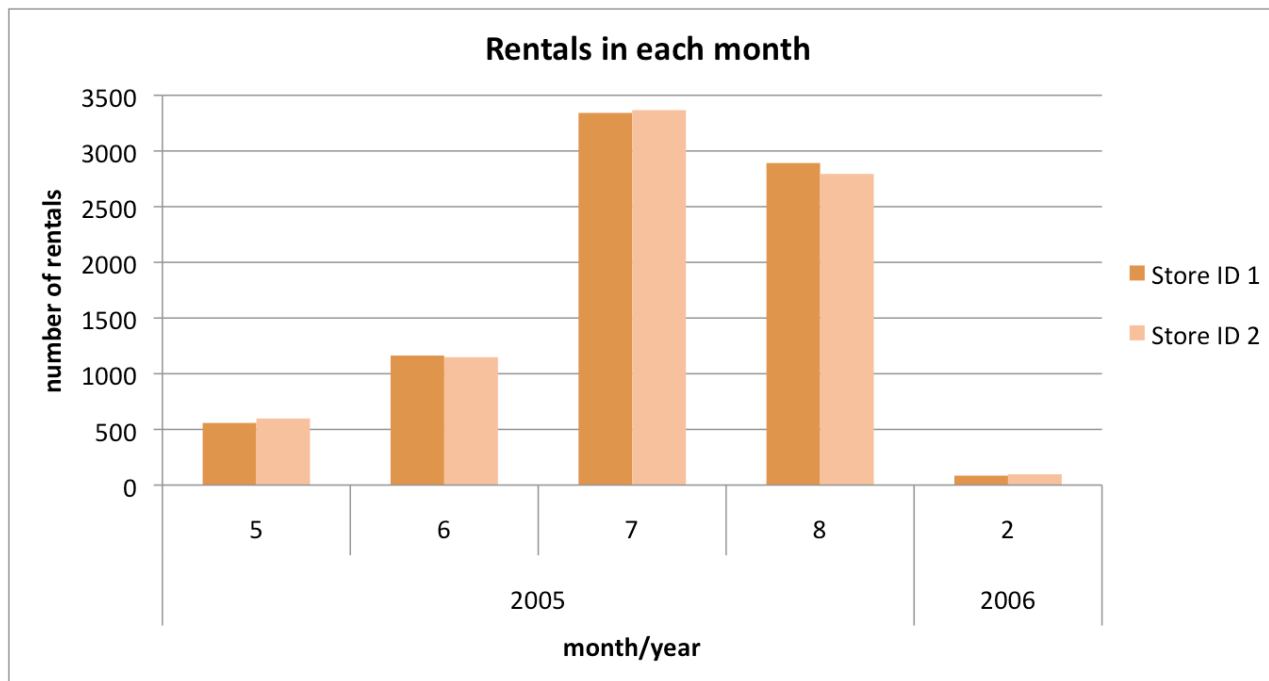


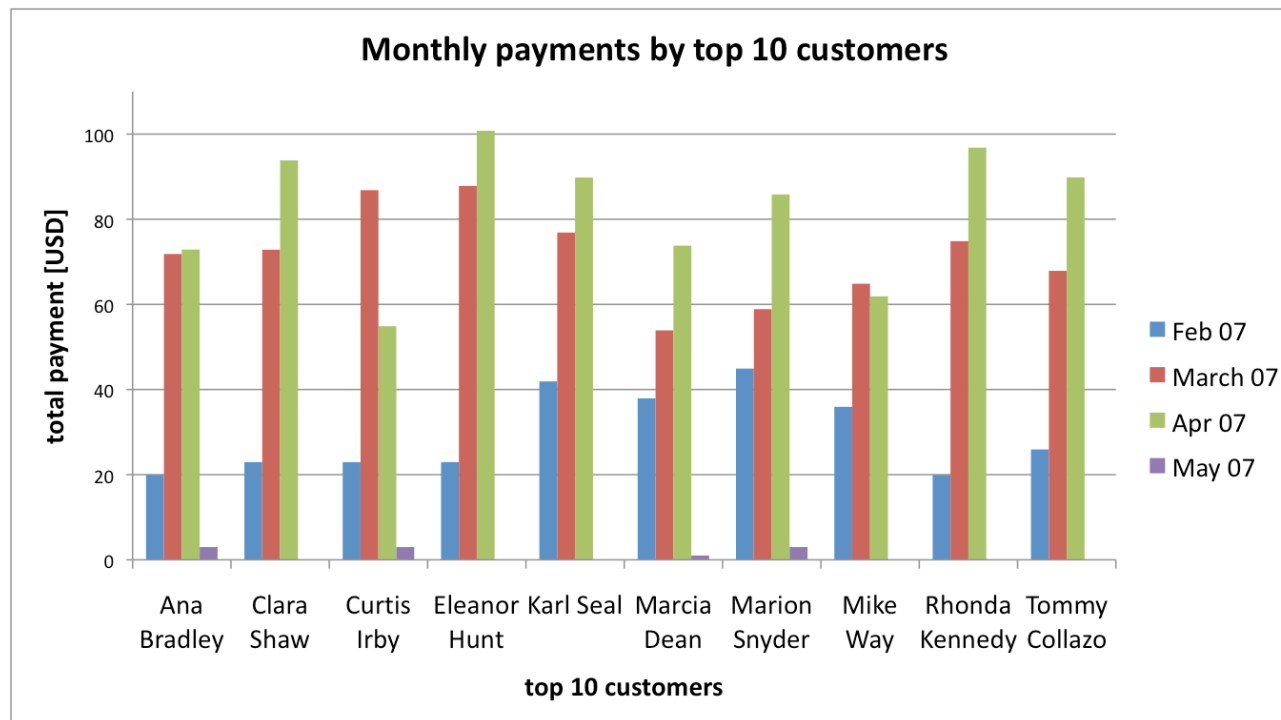
How many DVDs are rented in each store?



The figure shows that in each time unit the amount of rentals was almost the same for both stores.

Interestingly, there were noticeably more rentals in July and August. This could imply that the stores are located in the southern hemisphere, where it is winter during these two months. People might tend to rent DVDs in the colder months of the year.

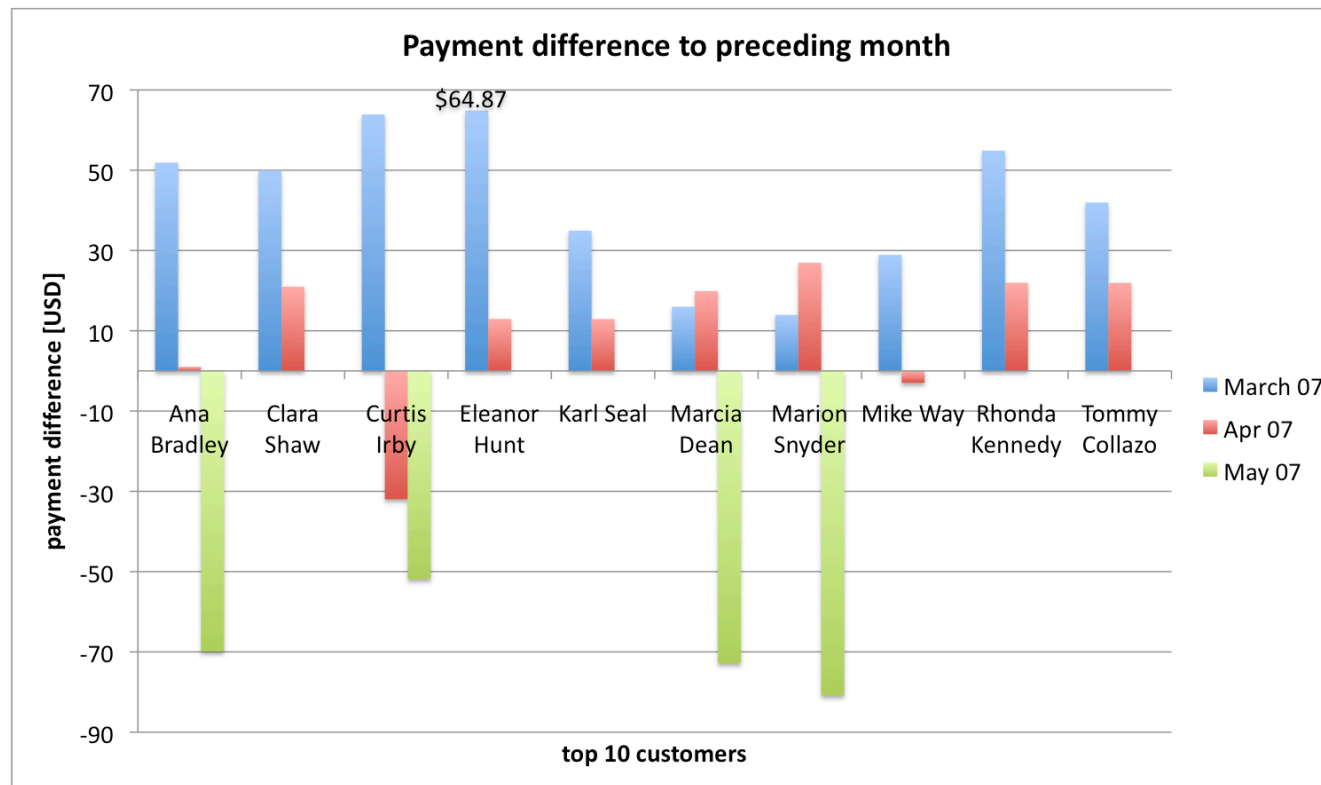
How high are the top 10 customers' monthly payments?



The figure shows that all except two top 10 customers paid the most in April 2007, while they paid the least in May 2007.

The highest payment in the analysed time period was made by Eleanor Hunt in April 2007.

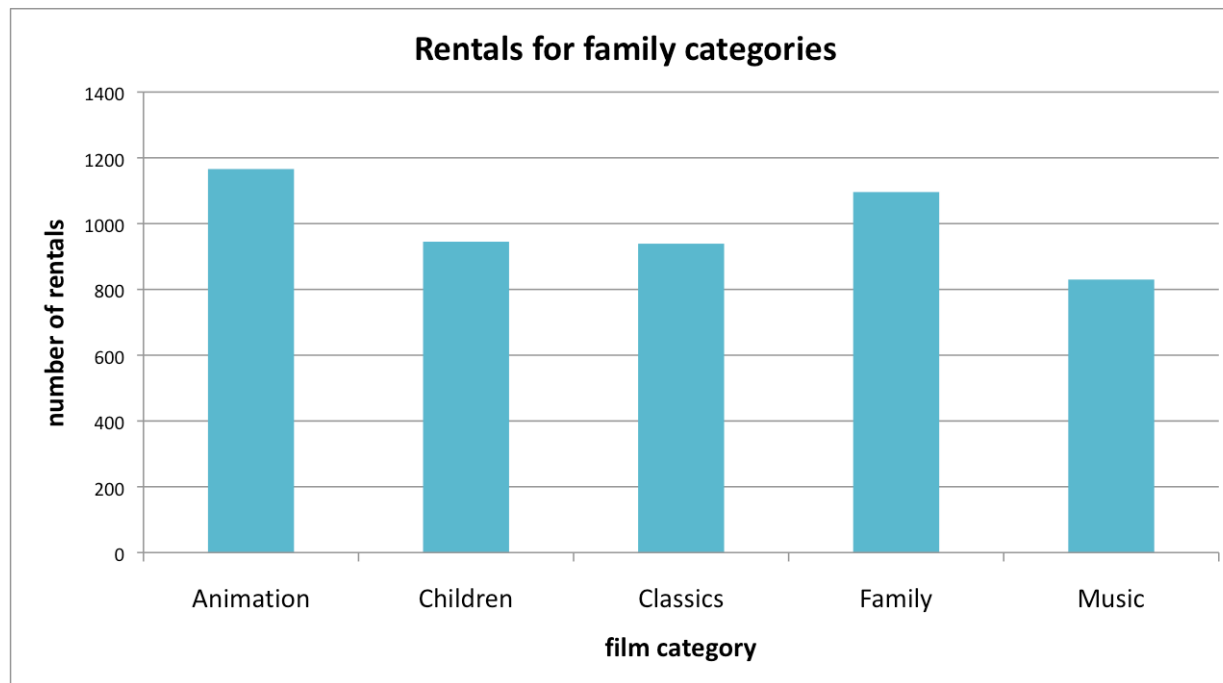
Which customer paid the largest difference?



Eleanor Hunt paid the largest difference to the preceding month in March 2007 (\$64.87).

Most customers made the largest payment increase between February and March, while quite a few customers decreased their payment noticeably between April and May.

What is the most popular movie category for families?



The most popular movie category for families is „Animation“, followed by „Family“.

The least popular category is „Music“.