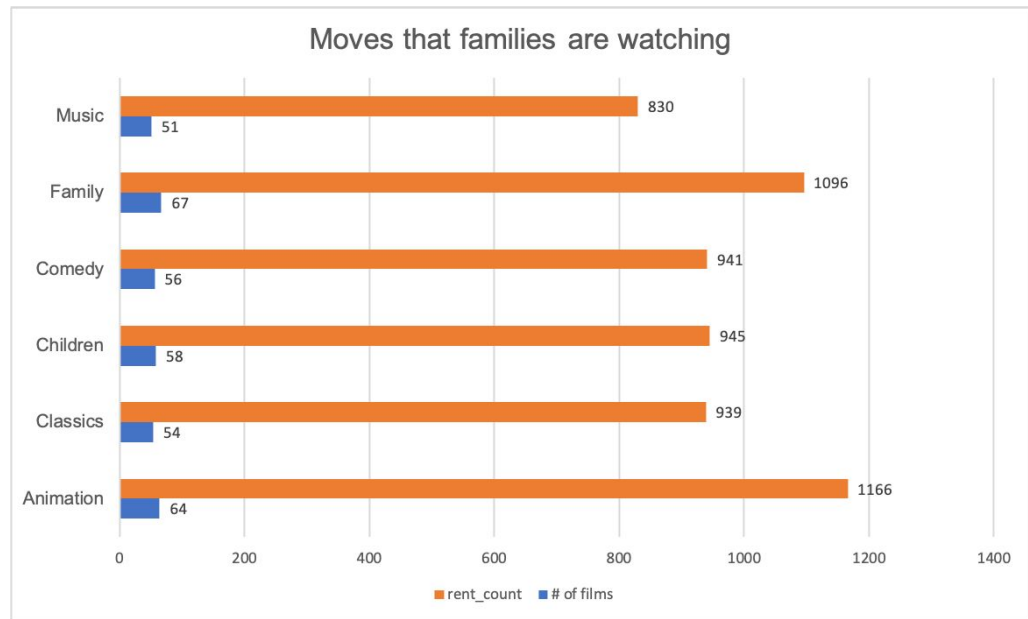
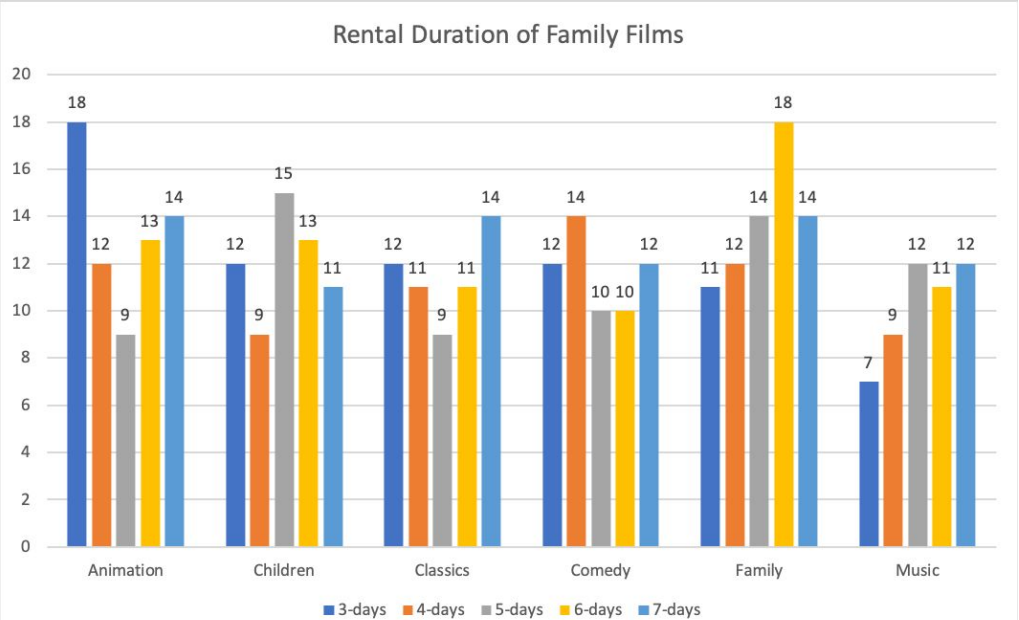


Movies that families are watching



In these 5 categories of family films, Animation got rented the most number of times of 1166 rent count.

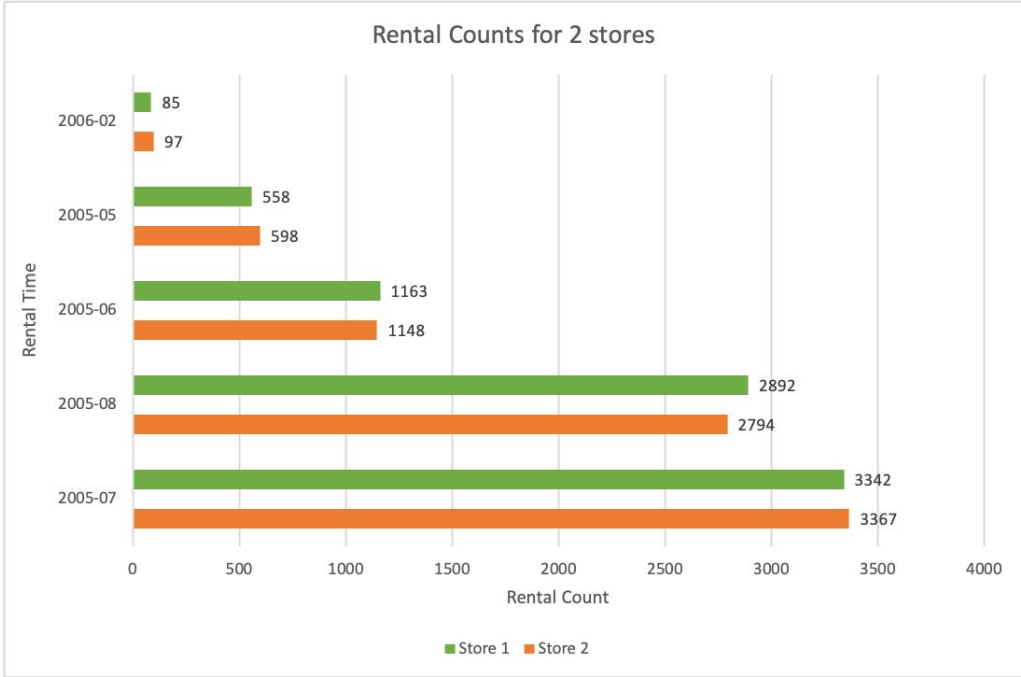
Rental duration for family movies



In these five categories of family films, I don't see a certain pattern of what's the customers' favorite rental duration of each category.

But comparing the top two rented categories: Animation and Family, customers tend to rent Animation for a shorter period of time.

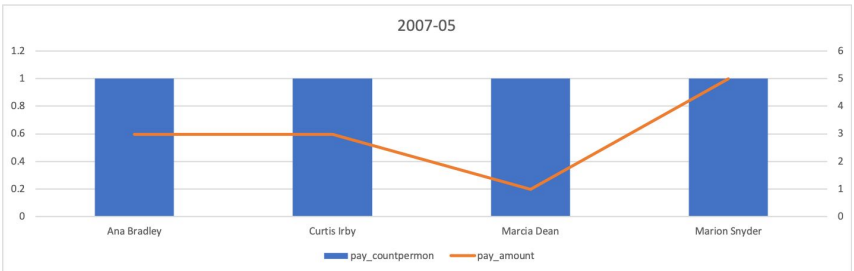
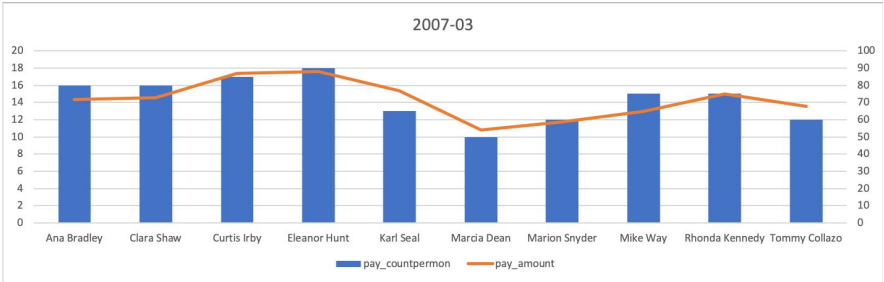
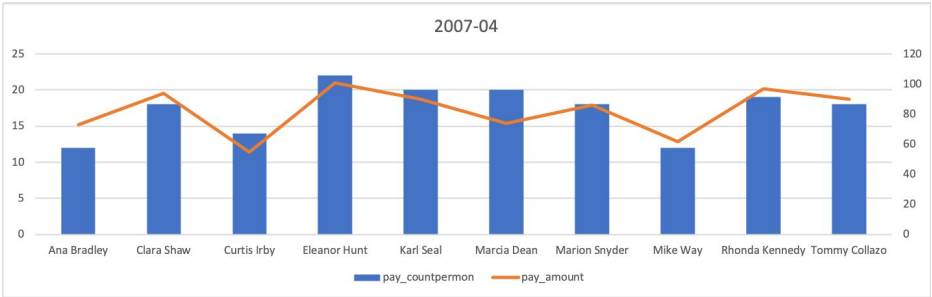
Rental counts for 2 stores



Store 2 has a better rental count in February 2006, May 2005, and July 2005. But the difference between store 1 and two is not a lot.

We have the best rental count in July and August 2005, because it's summer vacation so families have more time to watch movies together.

Top 10 paying customers



Top 10 paying customers rented more movies in April than other time of the year.