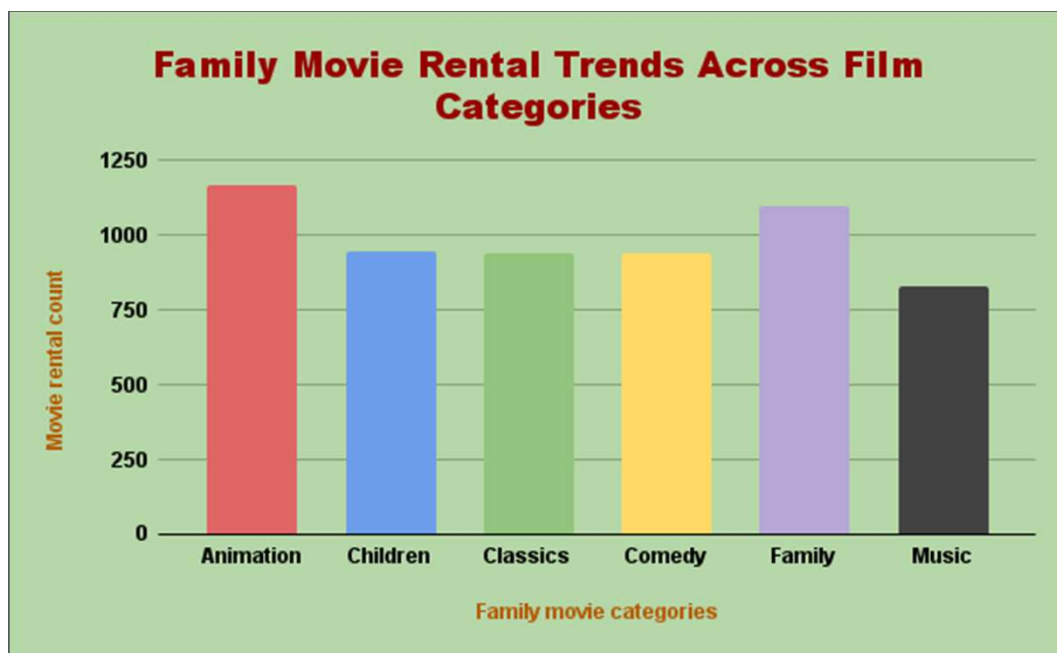
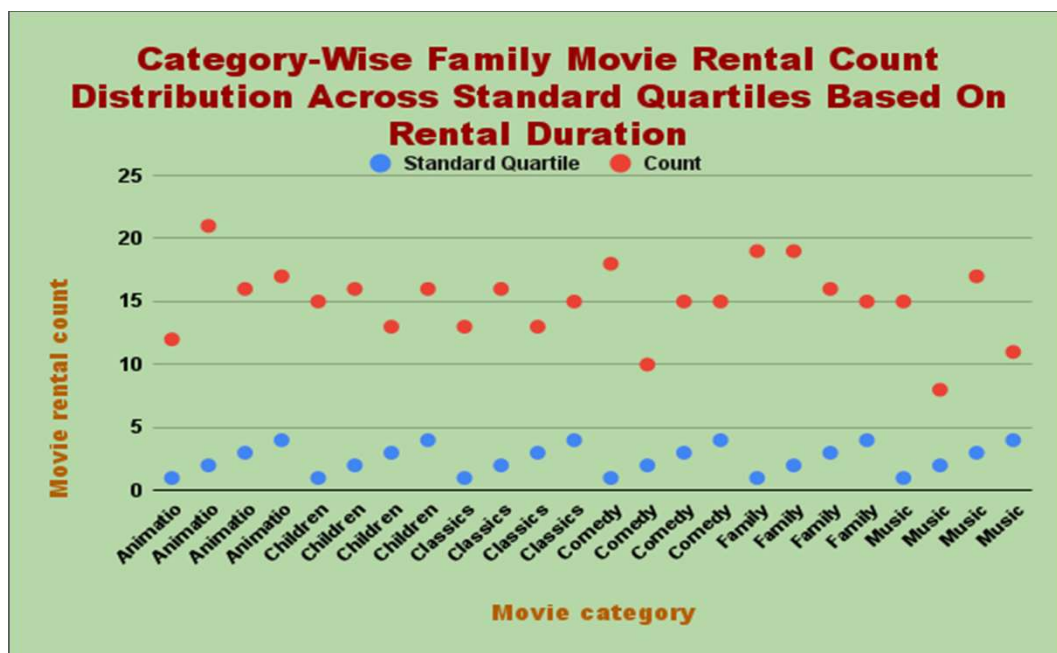


How many times has a family movie of a particular category been rented out?



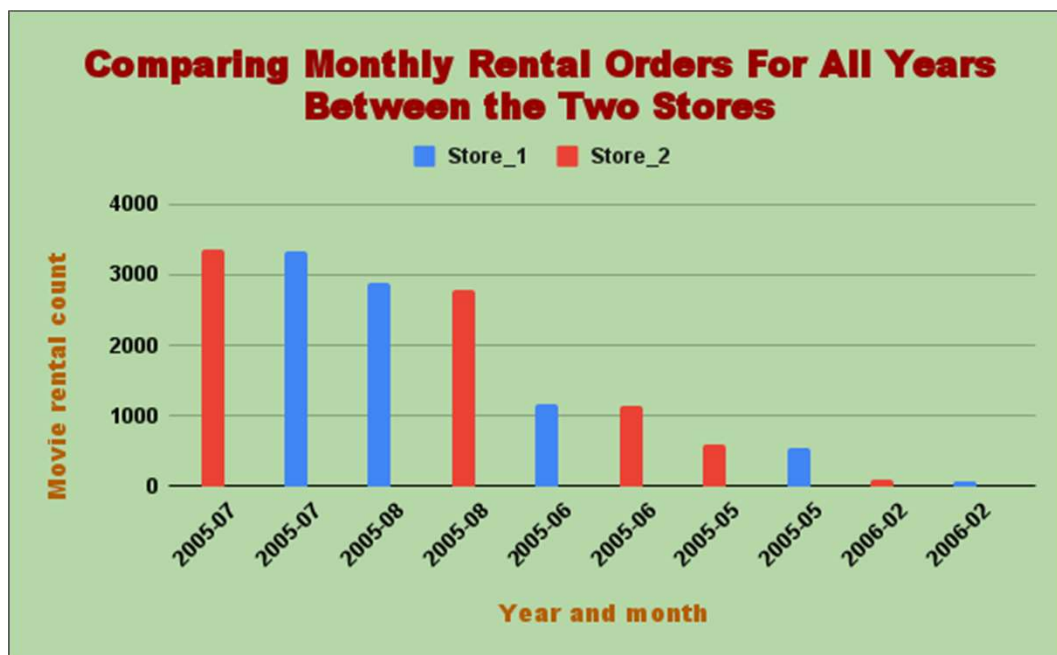
It is evident that family movies of different genres are more or less equally popular with “Animation” and “Family” category movies having a slight edge over others.

What does the family movies borrowing behavior of people suggest with respect to rental duration?



We can see that the longer the rental duration, the lower the number of movie rental count. Generally, people are borrowing all categories of family movies more frequently but for shorter durations.

How do the monthly rental orders for the two stores across all years compare?



We can see that both the stores recorded almost equal number of monthly rental orders during all years.

How do the top 10 paying customers compare in terms of their monthly payments?



Some of the payment trends as evident are:

1. All customers have started slow.
2. Payments from 40% customers have fizzled out before peaking.
3. Rest 60% seem to be peaking or have peaked.