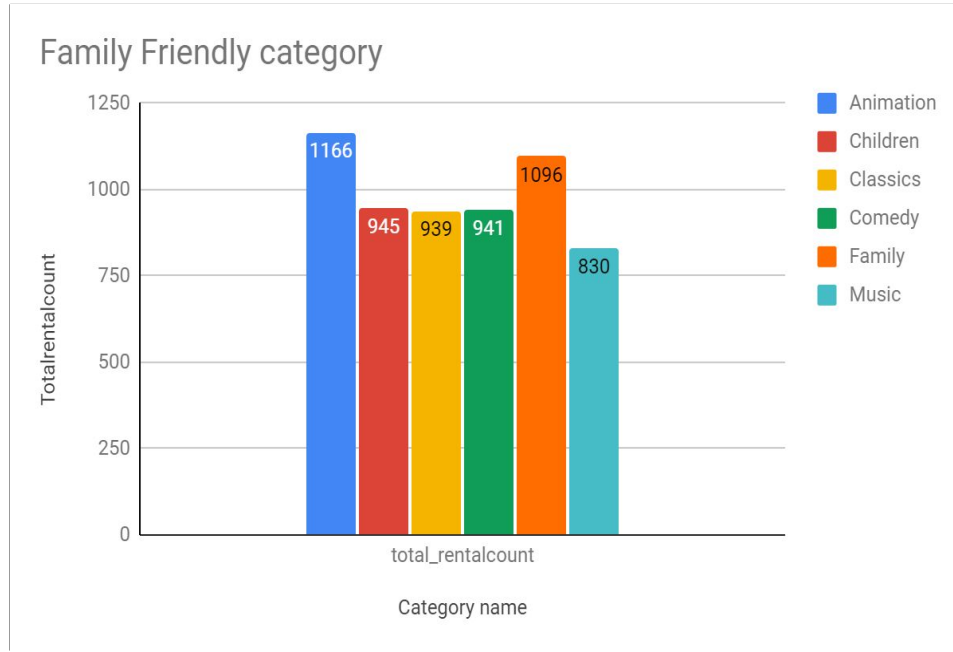


What is the most popular film category by number of rentals?



We can see the Total rental count for the family friendly movie categories Animation, Children, Classics, Comedy, Family and Music.

Animation is most popular family friendly category

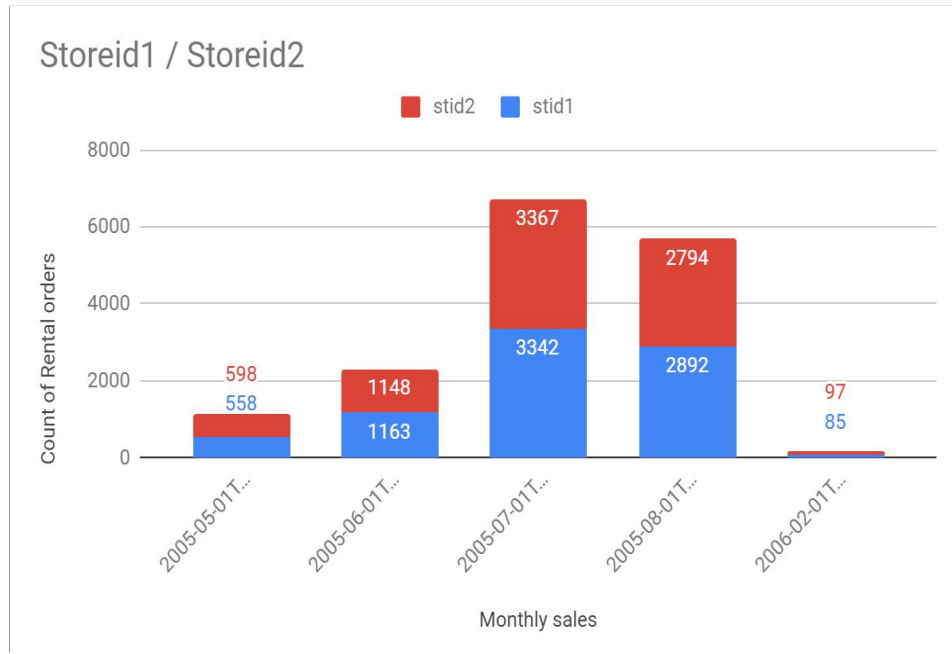
Analysis based on the Quartiles of the rental duration for the family friendly movie Categories



Most of the Animation movies has a rental duration of 3 days, it can be seen from q1.

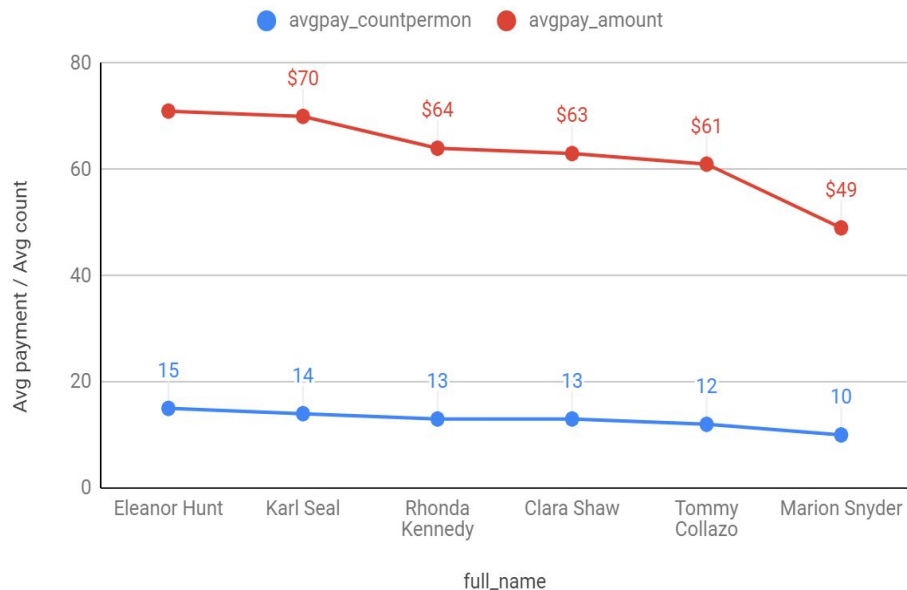
In overall , all the Family friendly Movie categories have an average of 15 movies based on every quartile range of the rental duration.

Analyse rental orders every month in both the Stores?



We could see that in the month of July 2005, both Stores had the most rental orders.

Analyse average payment amount per month paid by top 6 customers



We can see that Eleanor Hunt watches more movies from our DVD rental store, closely followed by Karl Seal.

This top 6 customers rent movies at least 10 times per month