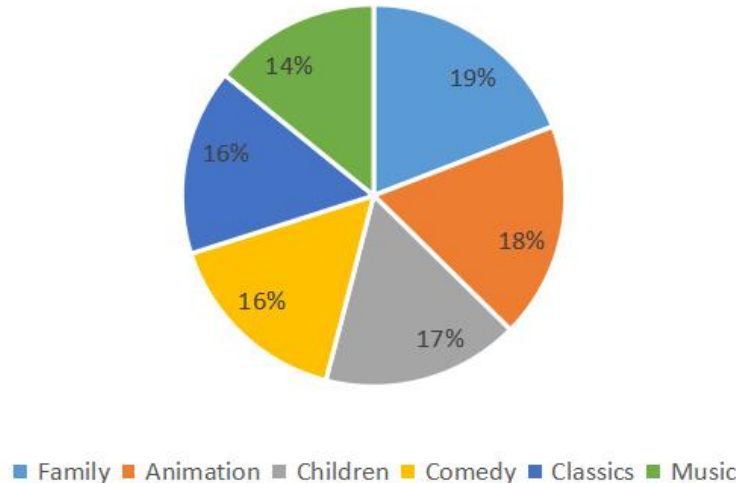


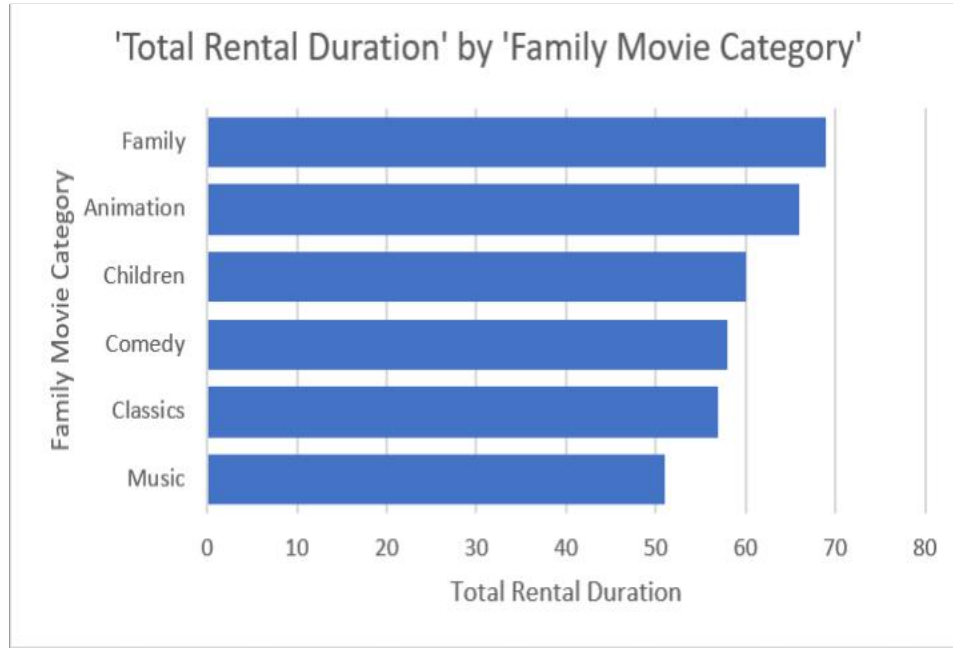
Does family have preference on family movie categories?

family movie categories and popularity



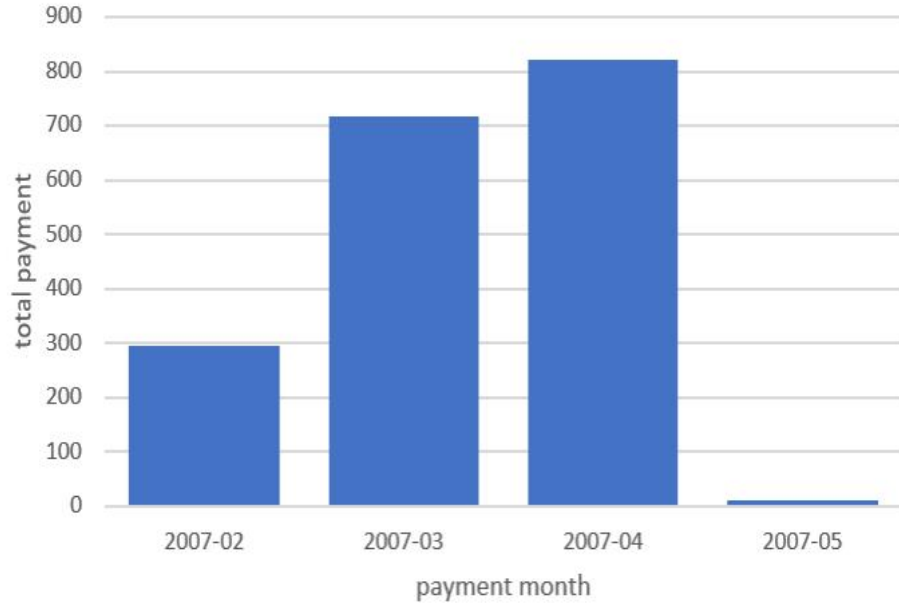
It is interesting that different categories of family movies have a quite average popularity among people. There is no obvious difference between any two family movie categories.

Is there any relationship between rental duration and standard quartile?



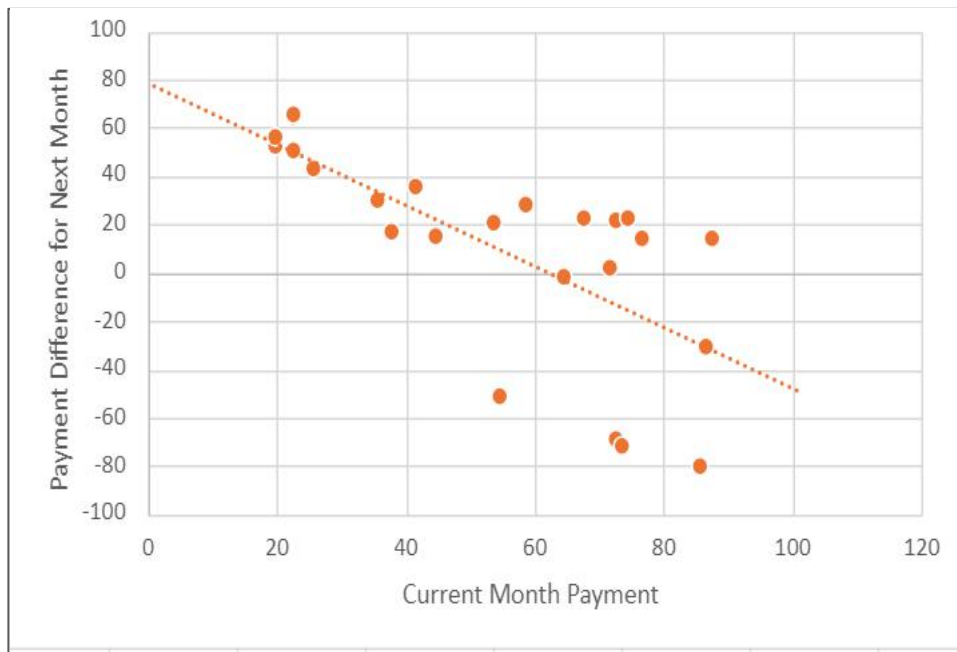
People seems to prefer renting Family and Animation Categories' movies for longer time. Maybe these movies can make them repeatedly watch for joy.

Is there a month driving payer crazy?



These 10 top paying customer payed most in current year's April and spent almost zero dollar for renting films in May.

Do people raise self Control on payment amount month after month?



These 10 buyers tend to control their cost in successor month when they spend a lot in current month.