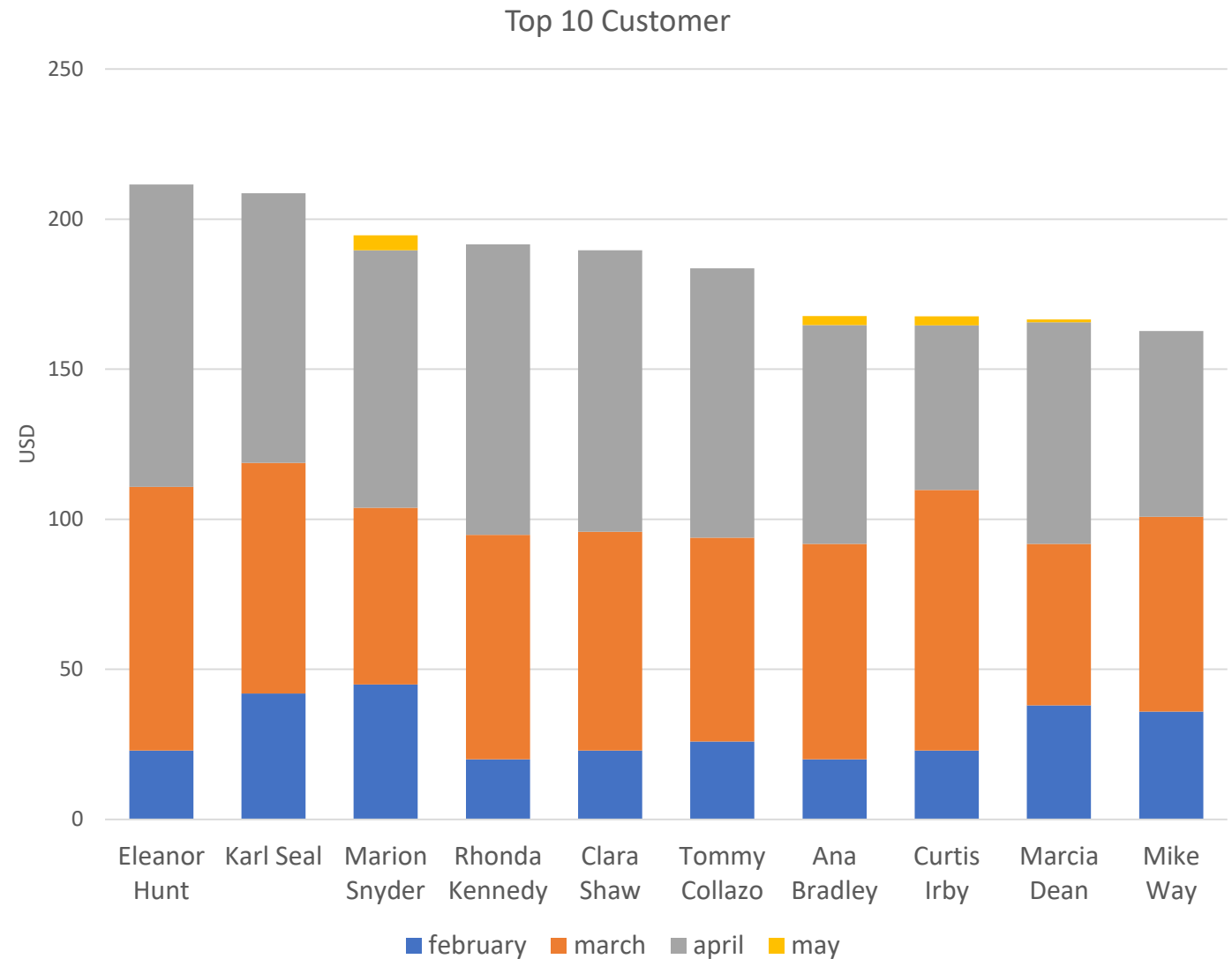


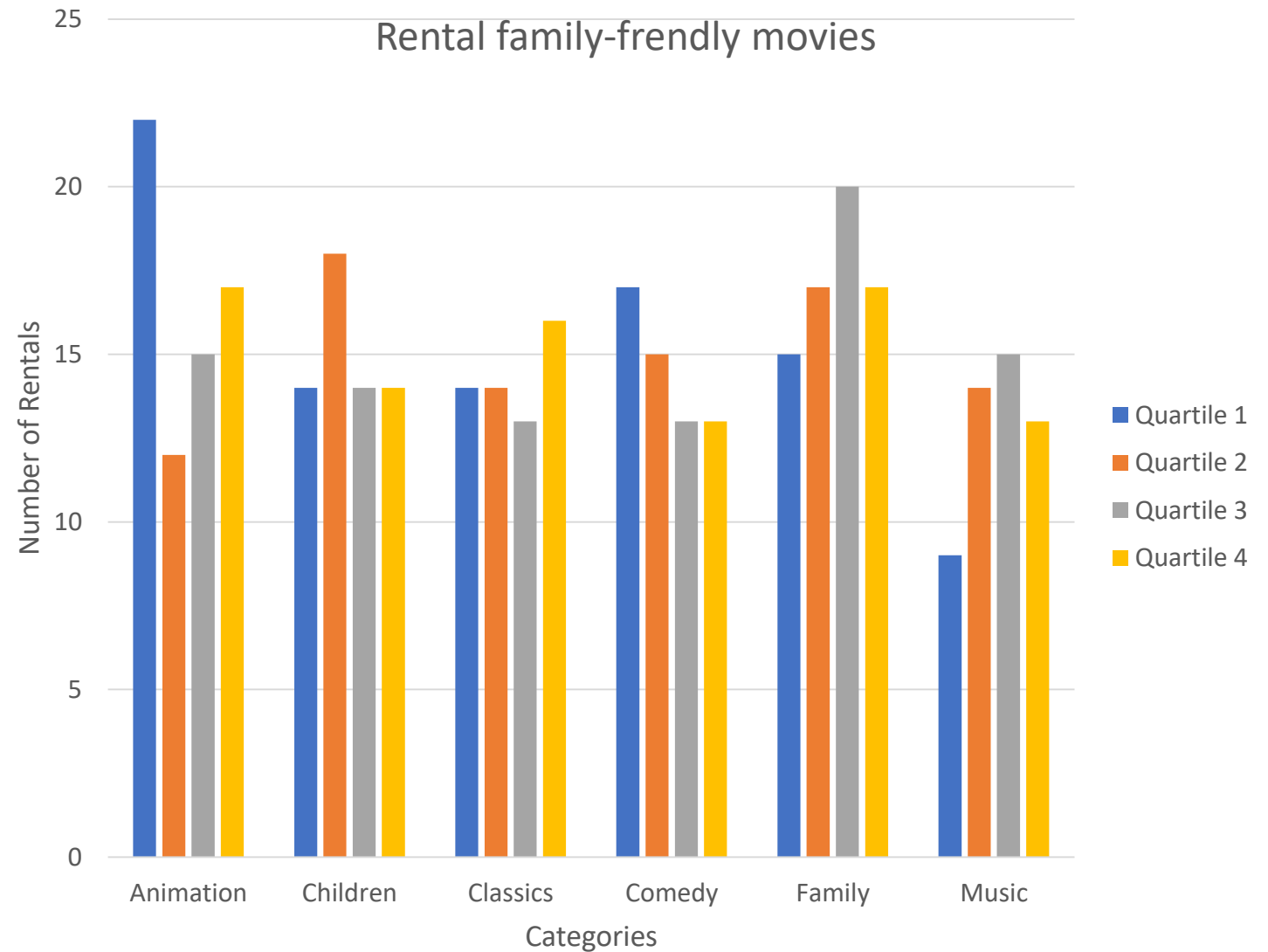
## Who were our top 10 paying customers during 2007?

- Eleanor Hunt and Karl Seal are the top paying customer with over 200 USD in three months.
- We can see in general that the payments increasing every month, so it's a good trend.

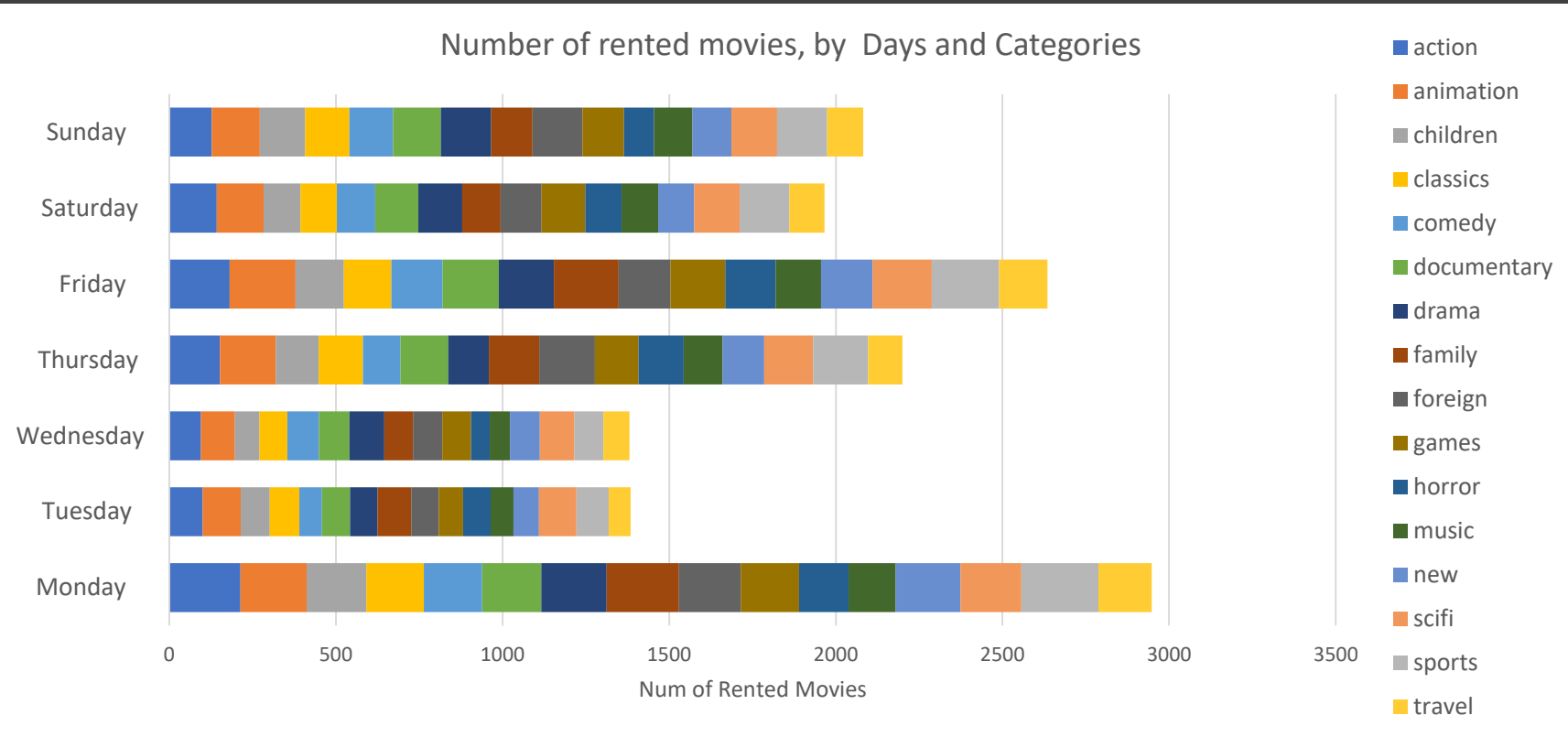


What is the distribution of family-friendly movies among the film categories and rental duration categories?

- Animations movies are often rented a short Period of time(22), compare to Music movies who is often rented a longer time.



# How does the number of rented movies and the distribution between the categories look by day?



- We can clearly see that Mondays are the most popular day to rent movies, along with Fridays.
- People also seems to enjoy Sports movies these days.
- Wednesdays and Tuesdays looks really low by rentals.
- This graph and table can help the company to optimize their advertising by days.

## HEATMAP

days	action	animation	children	classics	comedy	documentary	drama	family	foreign	games	horror	music	new	scifi	sports	travel
Monday	214	198	180	172	175	177	196	217	186	175	148	142	194	183	231	160
Tuesday	100	115	87	88	68	84	83	101	83	73	82	69	76	113	96	66
Wednesday	95	102	74	83	95	92	104	86	88	86	57	60	90	104	87	78
Thursday	152	168	128	133	113	143	122	151	167	131	135	117	125	147	165	103
Friday	181	198	145	142	154	169	165	194	156	164	151	137	154	178	202	145
Saturday	143	140	111	109	115	129	132	115	123	131	109	110	108	136	150	105
Sunday	128	144	136	133	131	143	151	124	150	124	91	115	117	137	150	108

## What were the total Rental Orders Per Month and Store during 2007?

- The Stores has almost filled in the same number of rentals during 2007.

