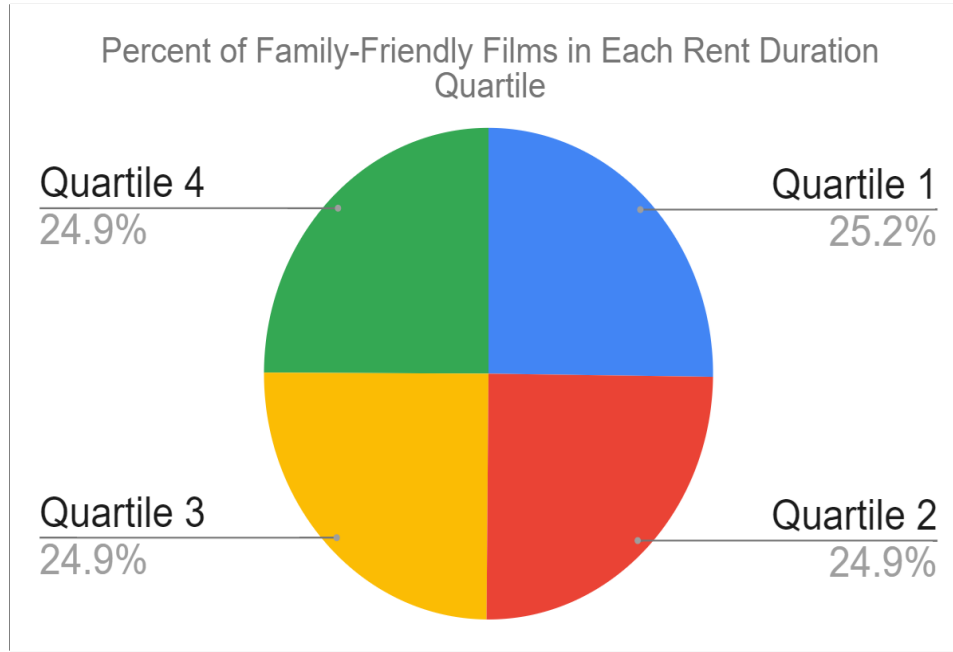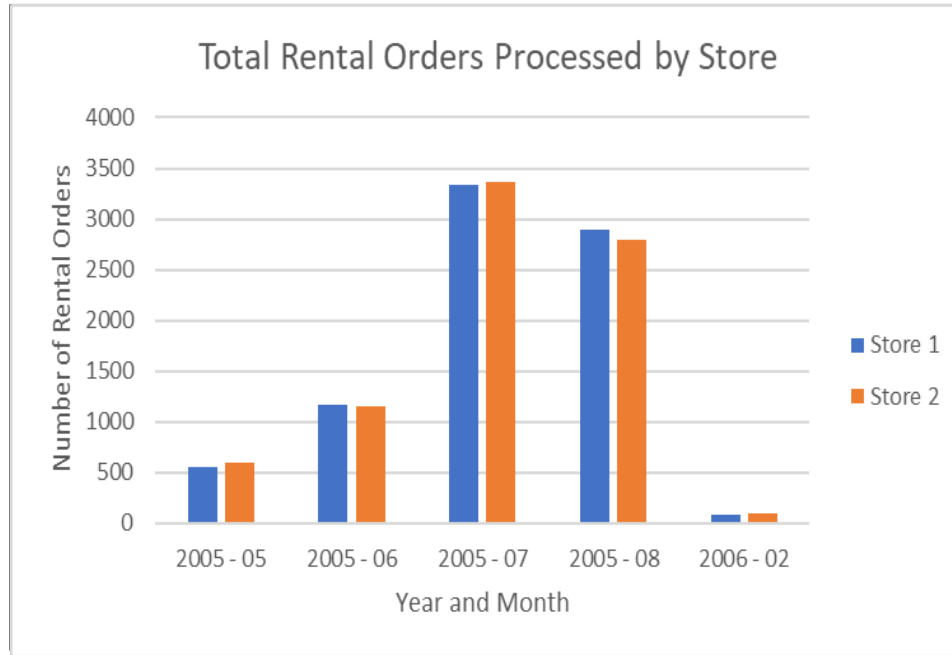# What is the distribution of family-friendly films through rental duration quartiles?

Percent of Family-Friendly Films in Each Rent Duration Quartile

Quartile 4
24.9%

Quartile 1
25.2%

Quartile 3
24.9%

Quartile 2
24.9%

We can see that family-friendly films are evenly spread out through the rental duration quartiles(relative to all films).

How many rental orders is each store fulfilling per month?

Total Rental Orders Processed by Store

We can see that both stores filled out an equal number of rental orders for each time period.

What do the monthly spending habits of our top ten customers look like?

fullname	avg_month_paycount	total_paycount	avg_month_pay	min_pay	max_pay
Eleanor Hunt	15.00	45.00	70.52	22.95	100.78
Karl Seal	14.00	42.00	69.53	41.91	89.80
Clara Shaw	13.33	40.00	63.20	22.94	93.82
Marcia Dean	9.75	39.00	41.65	0.99	73.80
Marion Snyder	9.75	39.00	48.65	4.99	85.82
Curtis Irby	9.50	38.00	41.91	2.99	86.83
Rhonda Kennedy	12.67	38.00	63.87	19.96	96.81
Tommy Collazo	12.33	37.00	61.21	25.93	89.82
Ana Bradley	8.25	33.00	41.92	2.99	72.88
Mike Way	11.00	33.00	54.22	35.94	64.85

We can see the AVG monthly payment count, total number of payments, AVG monthly payment amount, and monthly MIN/MAX payment amounts. Customers are ordered by avg_month_pay.

How do genres rank based on the number of rentals from the top 10 paying customers?

film_category	rent_count	rank
Family	42	1
Foreign	30	2
Horror	29	3
Sci-Fi	28	4
Games	27	5
Documentary	27	5
Action	26	6
Travel	26	6
Animation	25	7
Comedy	24	8
Classics	24	8
Sports	23	9
Drama	19	10
Music	18	11
Children	15	12
New	15	12

This table shows ranking of genres based on the number of times a genre was rented out by your top 10 paying customers.