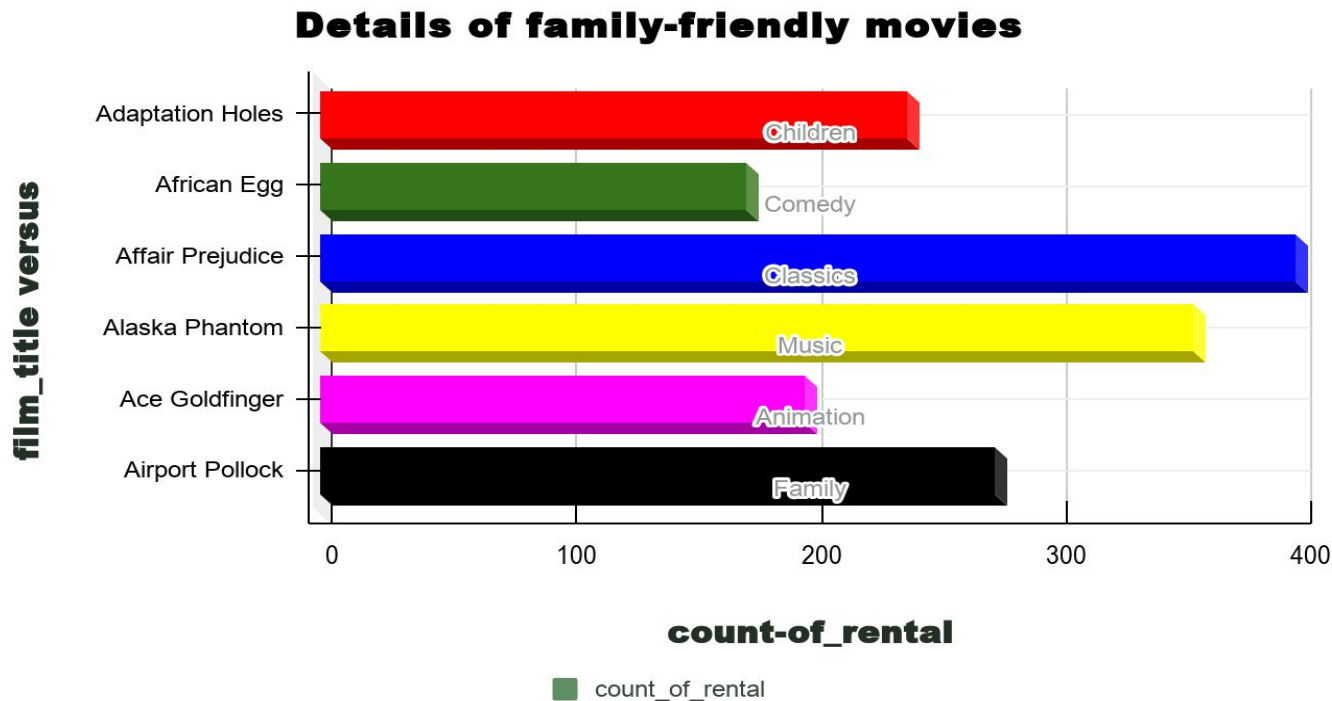


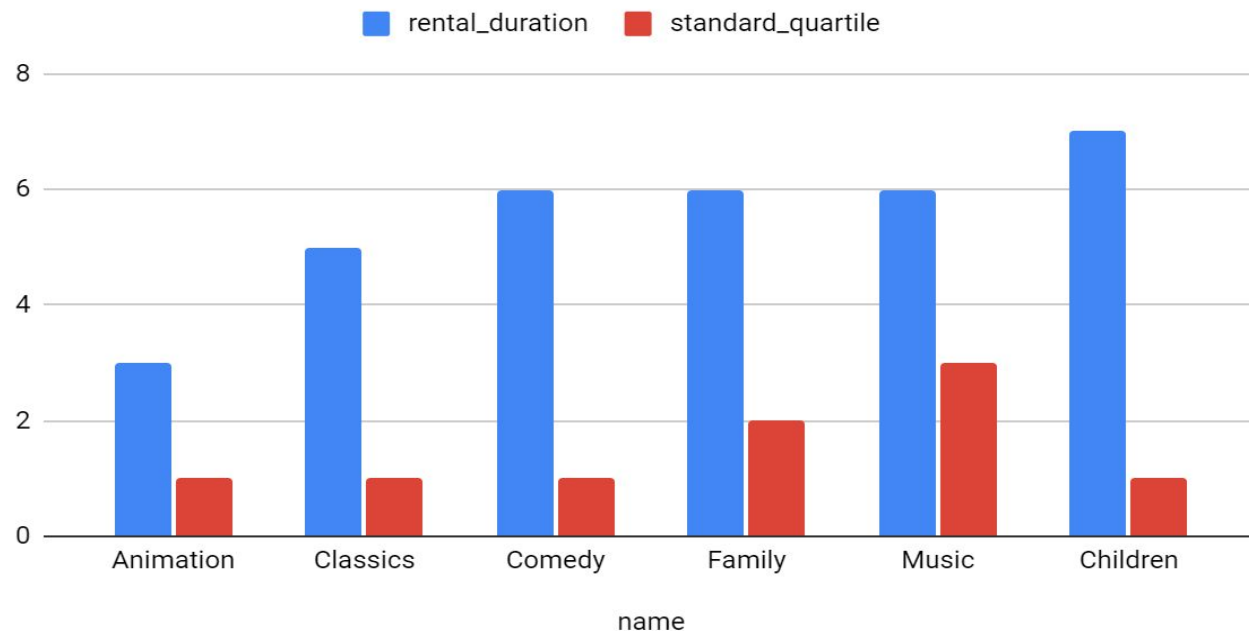
# How do we understand more about the movies that families are watching?



The movie; Affairs Prejudice in the Children category is the most watched, while African Egg in the comedy category is the least watched movie by families.

# How does the length of rental duration of family-friendly movies compares to the duration that all movies are rented for?

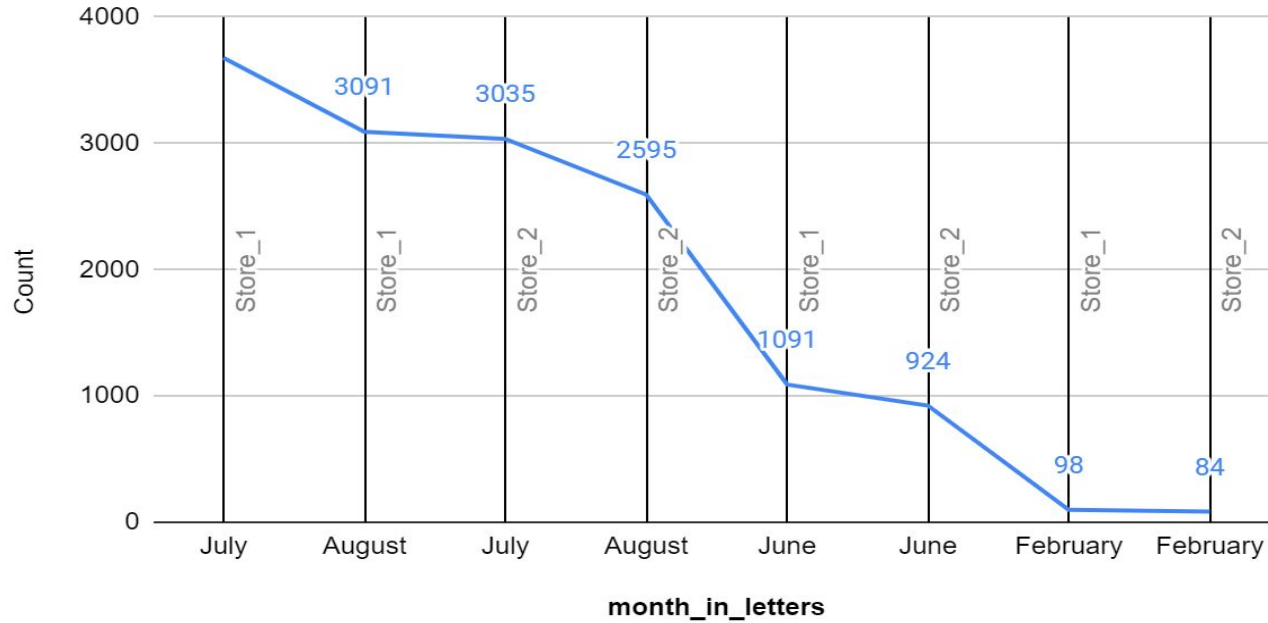
How the length of movies compares to the duration of all movies



About 70% of all family-friendly movies are in the 25% of the duration of all the movies that are rented, with the children and animation categories having the longest and shortest duration respectively.

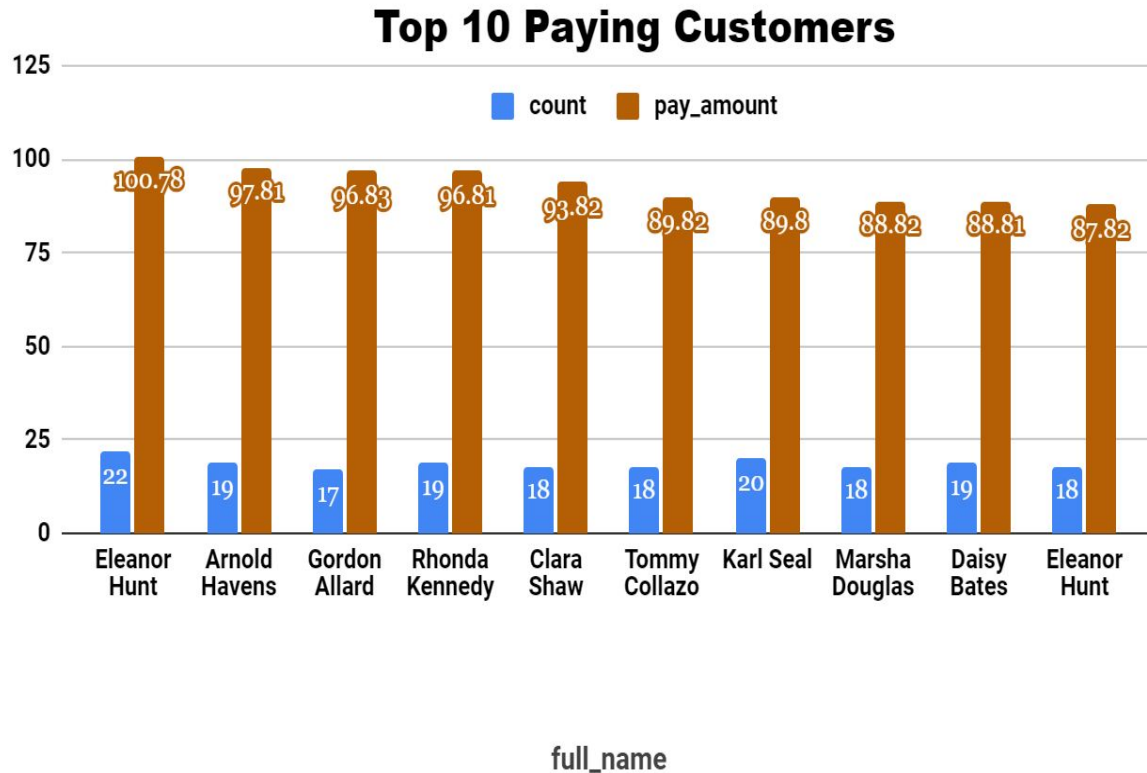
# What is the performance of the two stores based on how they compare in their count of rental orders during every month for all the years we have data for?

## How two stores compare in their monthly count of rentals



While the count of rental orders between store\_1 and store\_2 seem slightly consistent in the month of February, the rental orders increased dramatically in the month of June between store\_1 and store\_2 respectively. Thereafter, the rental count in store\_1 increased exponentially in the subsequent month of July, store\_2 showed similar trend but not in the same magnitude.

# Who were our top 10 paying customers, how many payments did they make on a monthly basis during 2007, and what was the amount of the monthly payments?



Out of the top 10 highest paying customers, Eleanor Hunt had the highest number of monthly payments leading to a corresponding highest amount of payment. While they seems to be a slight difference in the payments made on a monthly basis and the number of payments made across all top 10 customers, Gordon Allard hd the highest payment amount to number of payment ratio.