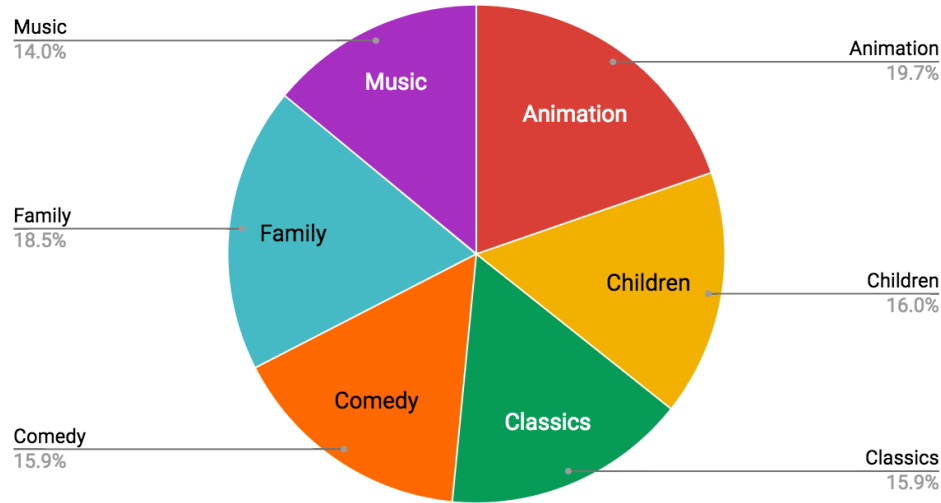


What is the most favorite category in family movie?

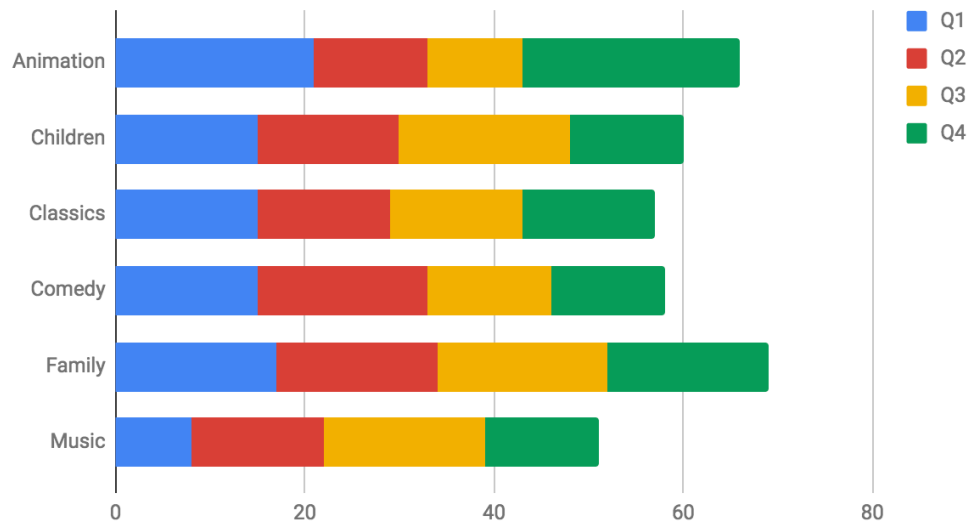
Favorite Type of Family Movie



We can see the most popular movie genre in family movie is animation, which has the highest number of rental.

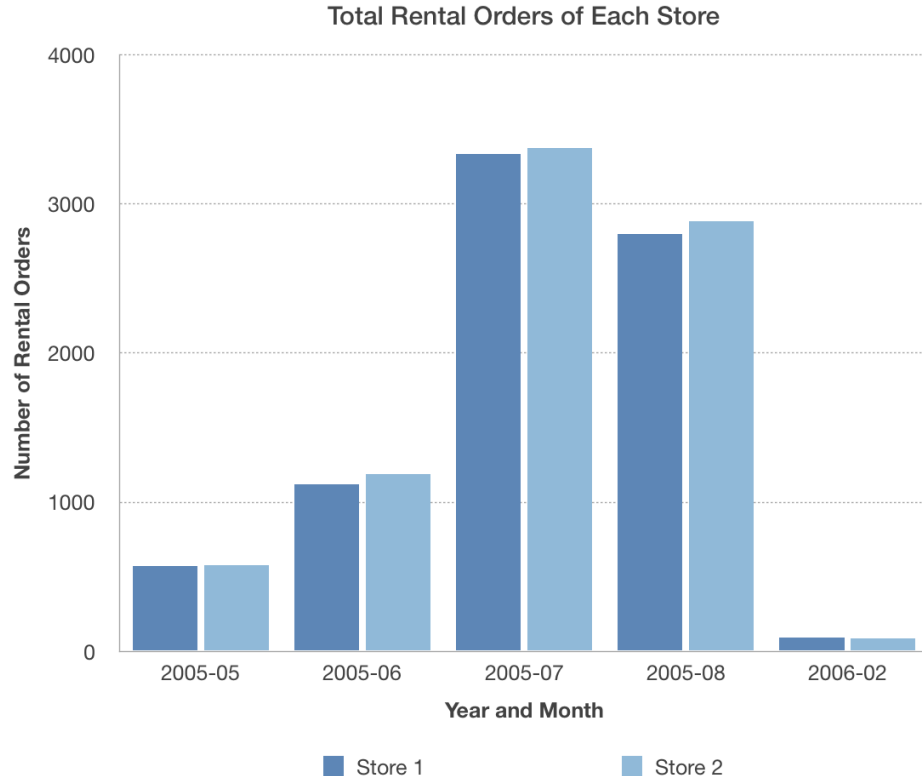
Which type of movies are customers less likely to rent for long time?

Rental Length Quartile for Each Family Film Category



We can see customers are less likely to rent comedy, children and music movies for long time.

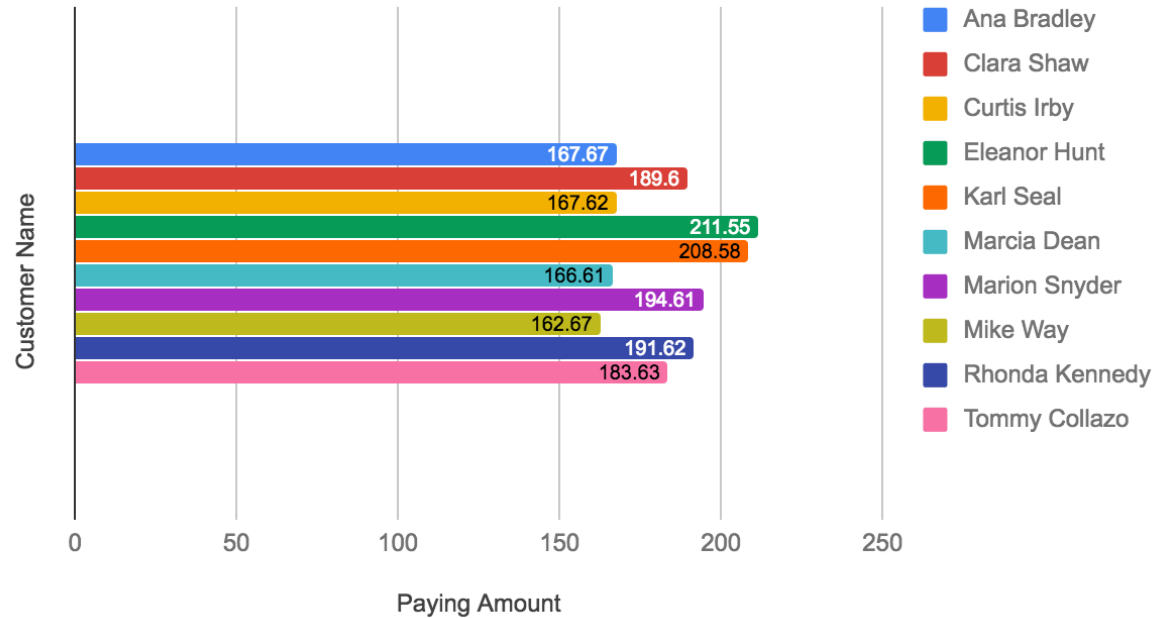
What were the total rental orders per store?



We can see both store got almost the same number of rental orders during each time unit.

Who were the top 10 paying customers?

Top 10 Paying Customers



We can see who were the top 10 paying customers and Eleanor Hunt is the top 1 paying customer with paying amount \$211.55.