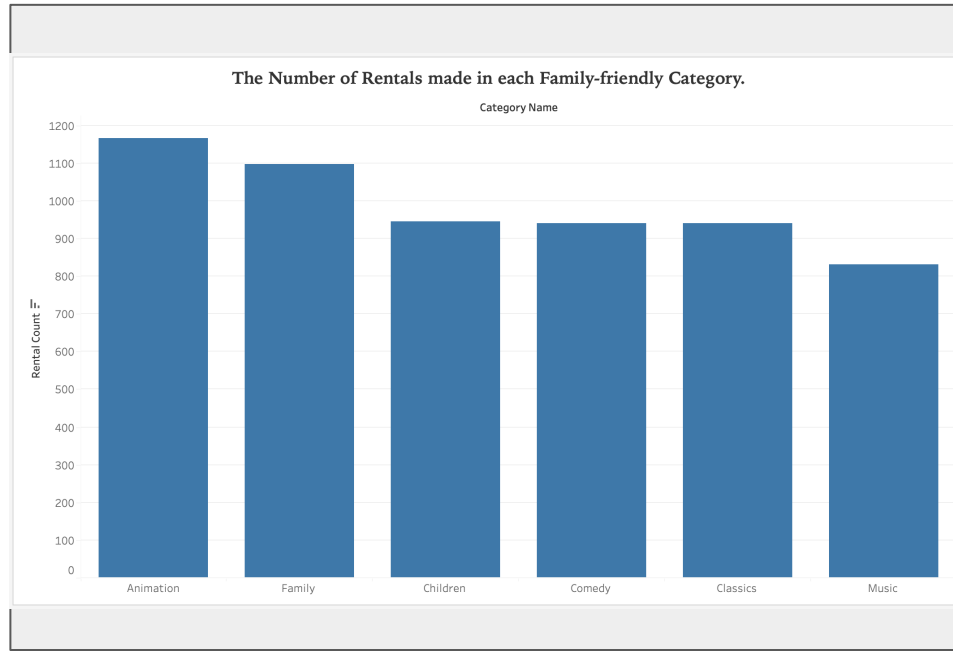


How many times have the movies in each family-friendly category been rented?

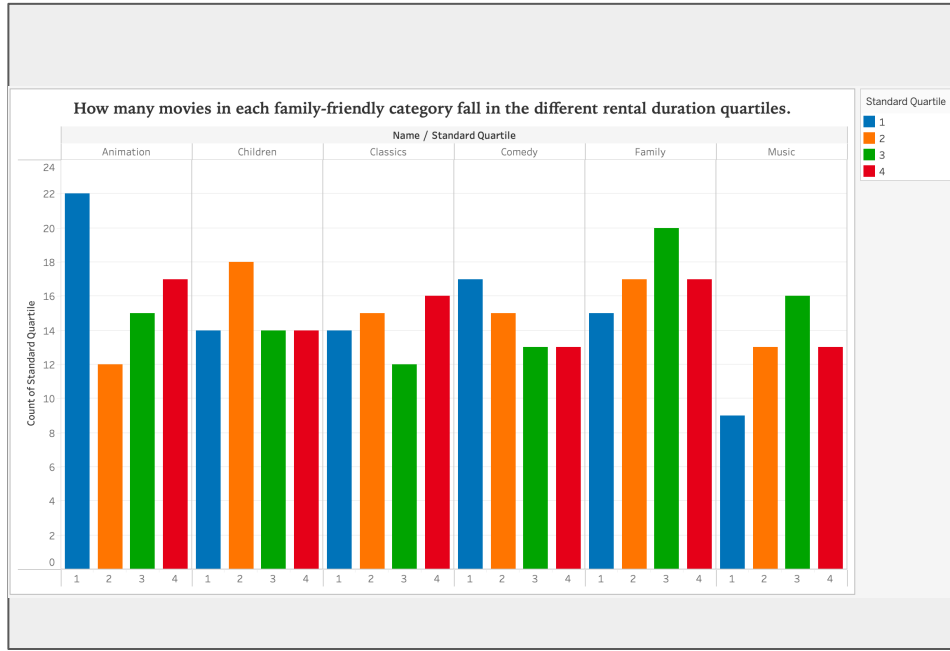


Sorted in descending order, it is evident that the Animation category had the highest number of rentals (1166) and music had the least number of rentals (830).

Children (945), comedy (941) and classics (939) had about the same number of rentals in the dataset provided.

Animation being the highest is not strange as this can be link with the love almost every child has for cartoons.

How many movies in the family-friendly categories fall in the different rental duration quartiles?

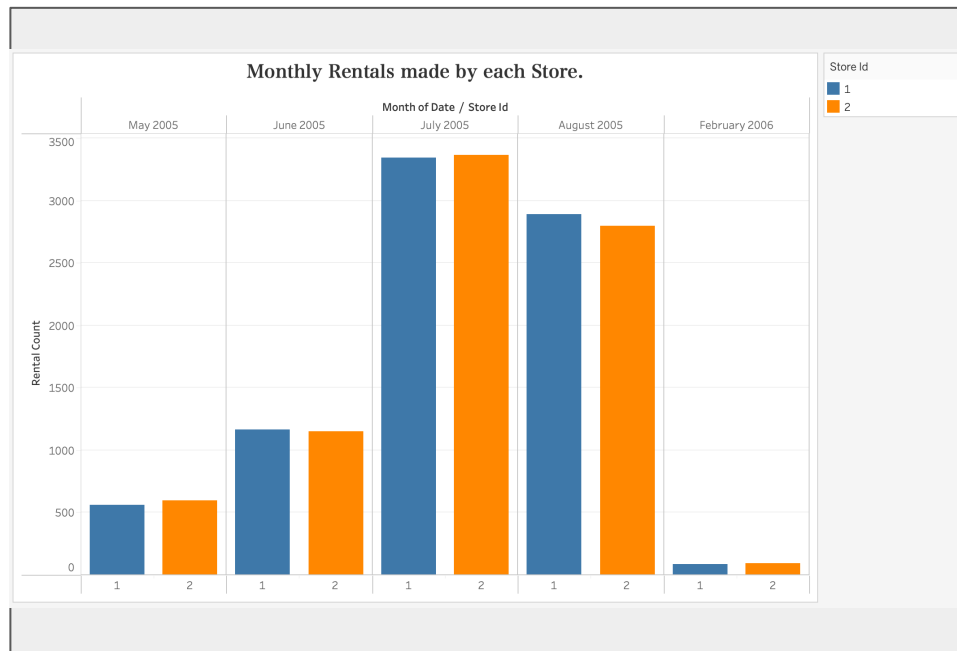


One very obvious thing about this plot is that in the animation category, most movies are rented out for a short duration.

One other thing noticeable on this graph is that fact that the music category has the least number of movies in the first quartile.

In two categories (children and comedy), we have the same number of movies with rental duration in the 3rd and 4th quartiles.

What is the total number of monthly rentals made by each store?

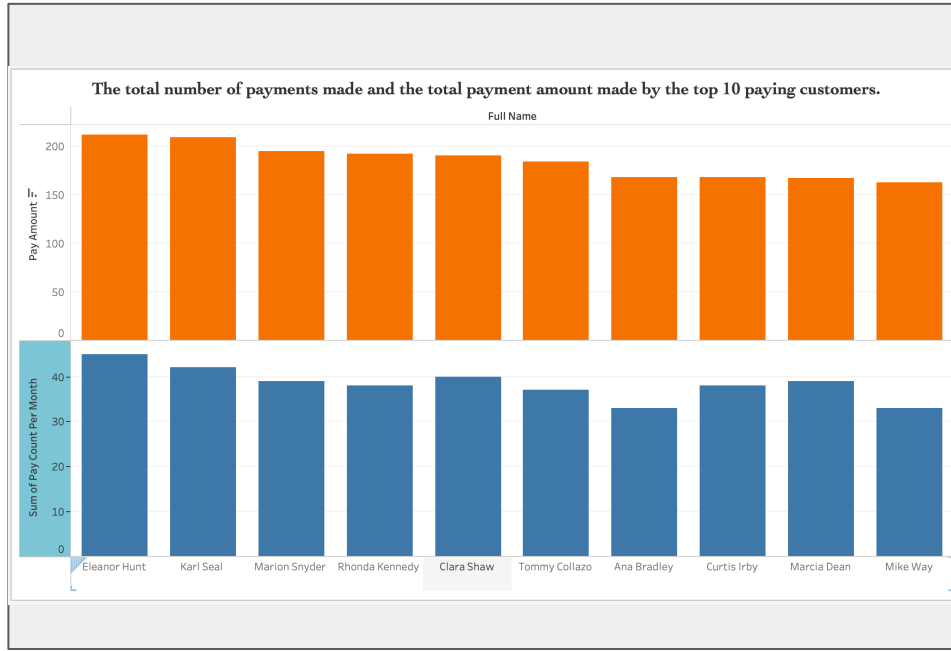


In July 2005, the two stores had the most number of rentals compared to other period represented in the data set and the least number of rentals in Feb, 2006. This is what the data says.

One very peculiar thing about the two stores is, for every month represented in the data set, the number of rentals is similar for both stores.

Is there a reason why the number of rentals shoot in July, August?

What was the total payment made by the top 10 paying customers?



Eleanor Hunt made the highest total number of payments and paid the most total amount. Mike Way made the least number of payments and the least amount. With this, one might be tempted to think that the number of payments translate to the amount paid. This is not the case when looking at Clara Shaw's data. She made a higher number of payments compared to Marion Snyder and Rhonda Kennedy but paid a lesser total amount compared to these two. This is same for Marcia Dean.

One thing that can be concluded is that the number of payments do not translate to the amount paid.