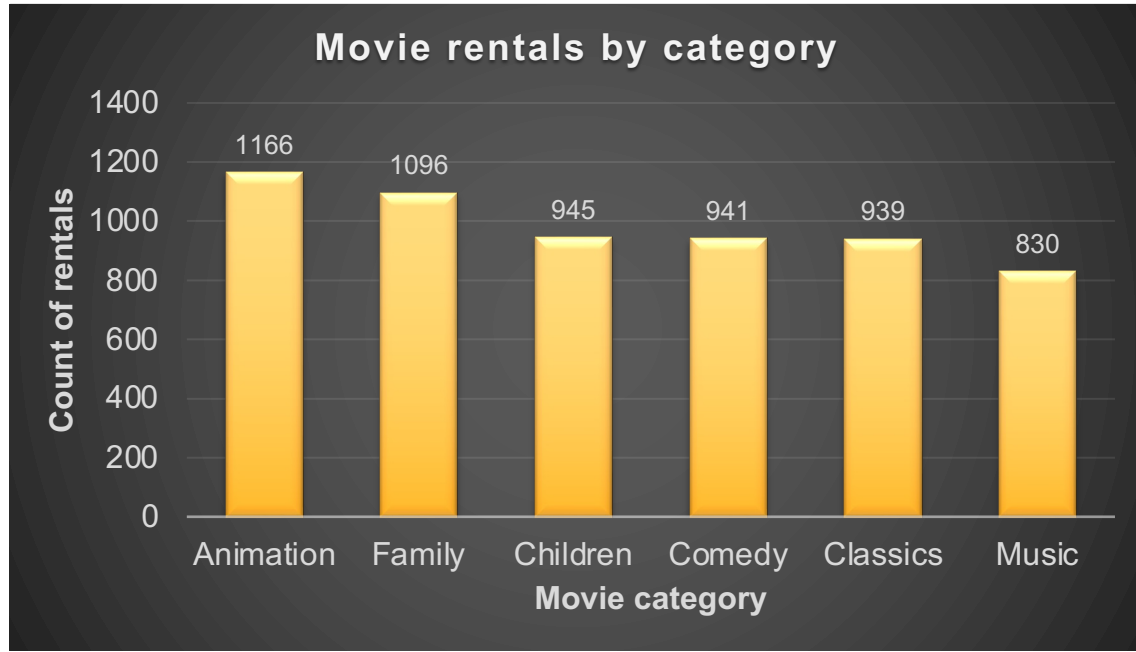
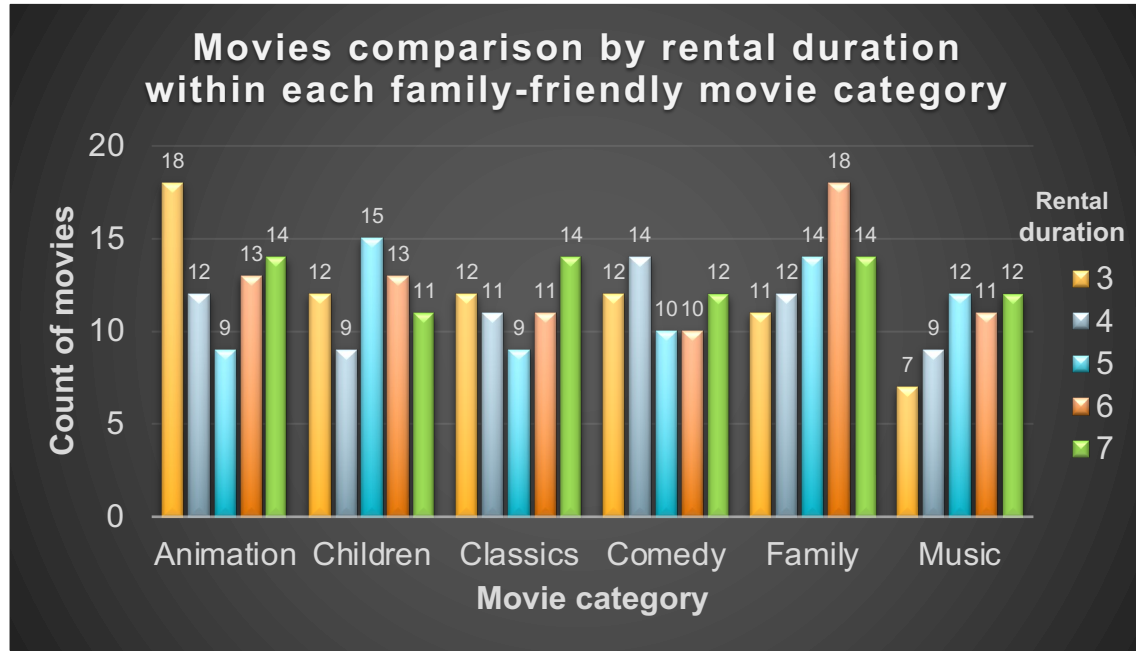


How many times have family movies been rented out categorized by category?



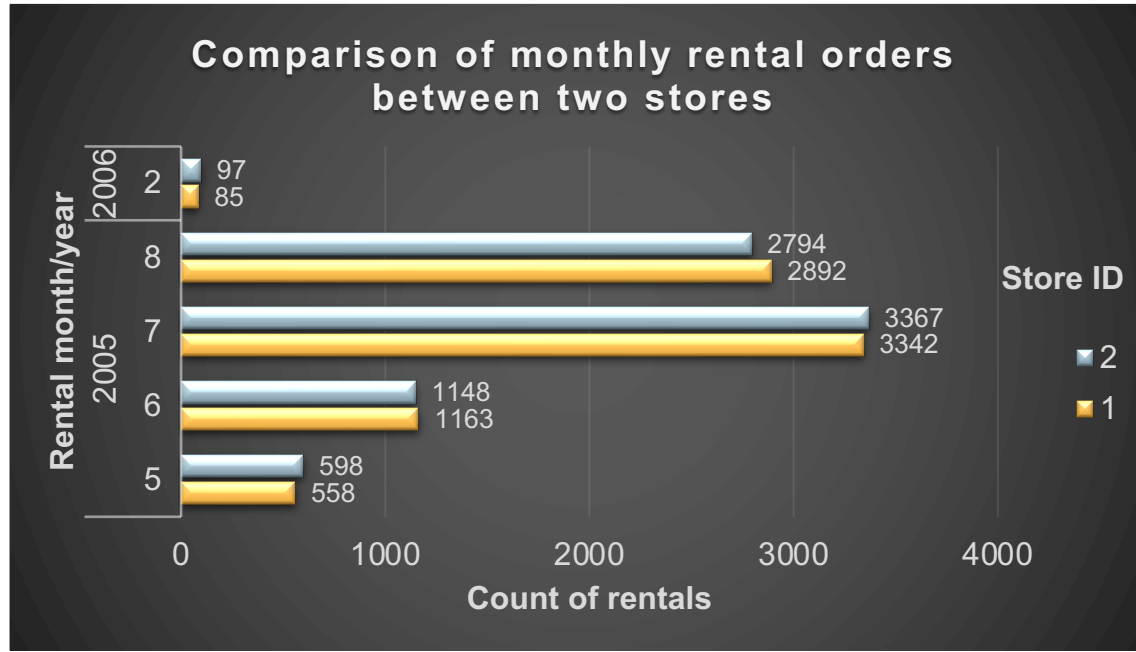
Based on the rental data the most popular movie categories were Animation and Family with 1166 and 1096 rentals, respectively. These two categories had the highest demand among customers. On the other hand, the Music genre had the lowest popularity with 830 rentals indicating it was the least preferred category.

How the length of rental duration compares to the duration that all movies are rented for within each family-friendly movie category?



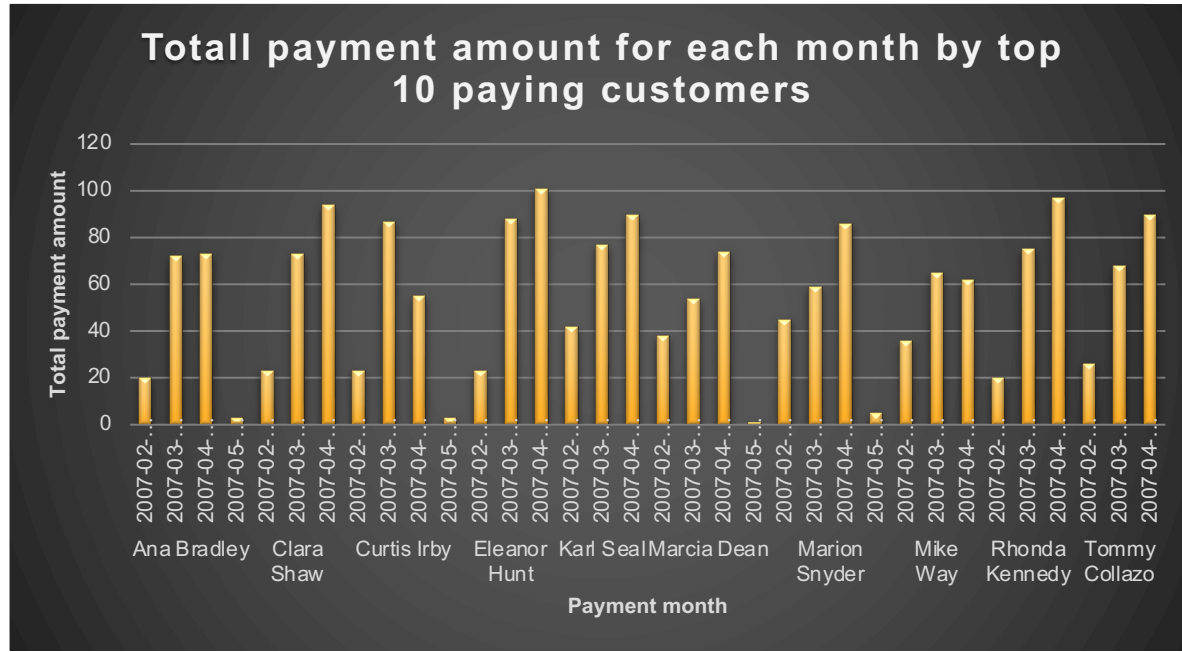
When comparing the two most popular genres (Animation and Family) we can see distinct rental duration pattern. Majority of movies in the Animation category are rented for a shorter duration of 3 days indicating a preference for short-term viewing. Conversely, in the Family category the prevailing trend is movies being rented for a longer duration of 6 days.

How do the two stores compare in terms of the count of rental orders they fulfilled during each month every year?



Based on the presented data we see that both stores experienced a significant increase in rentals during the summer months with July being the peak. Overall, these numbers suggest that both stores are competitive in terms of rental orders with minor fluctuations from month to month.

Who were top 10 paying customers and what was the amount of the monthly payments they made in 2007?



The highest total payment amount for a single month in 2007 among 10 paying customers was \$100.78, contributed by Eleanor Hunt in April 2007. The payments ranged from as low as \$0.99 to as high as \$100.78, demonstrating the diversity in payment amounts and frequencies among these top-paying customers.