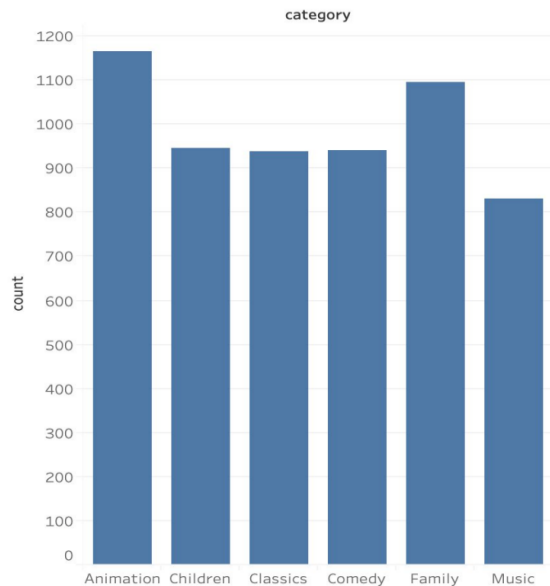
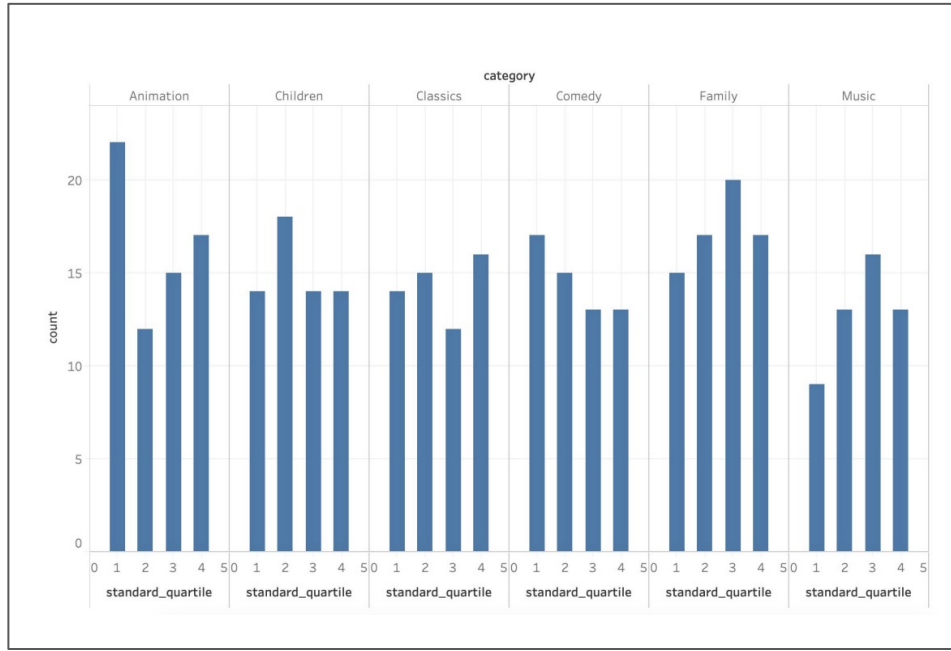


Which movies are families watching?



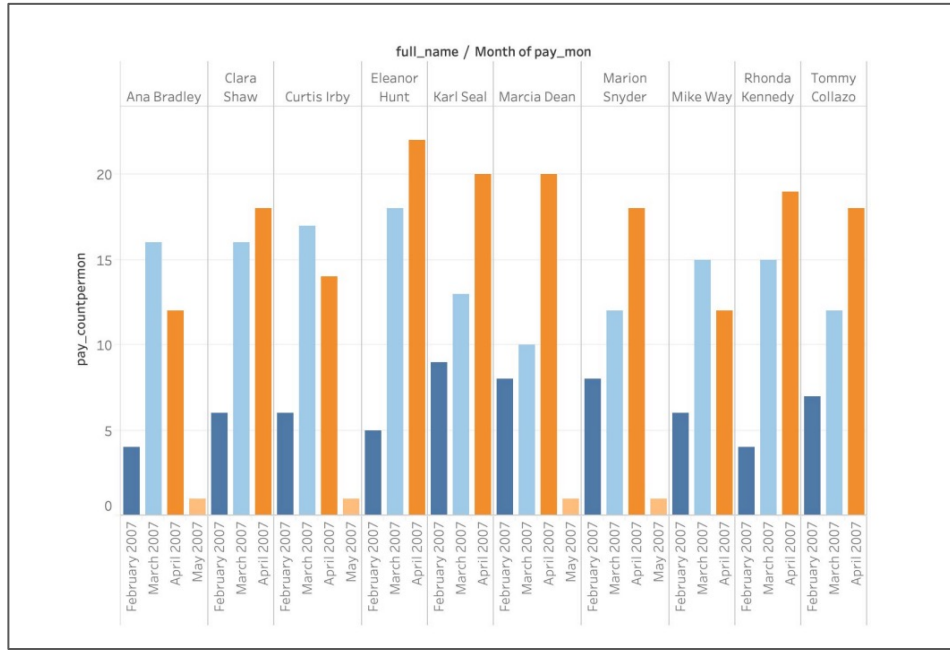
The most popular family category turns out to be Animation, followed by movies directly targeted to families. The least popular choice is music, although overall, there is not much preference for a single category in particular.

How does the length of rental duration of family-friendly movies compare?



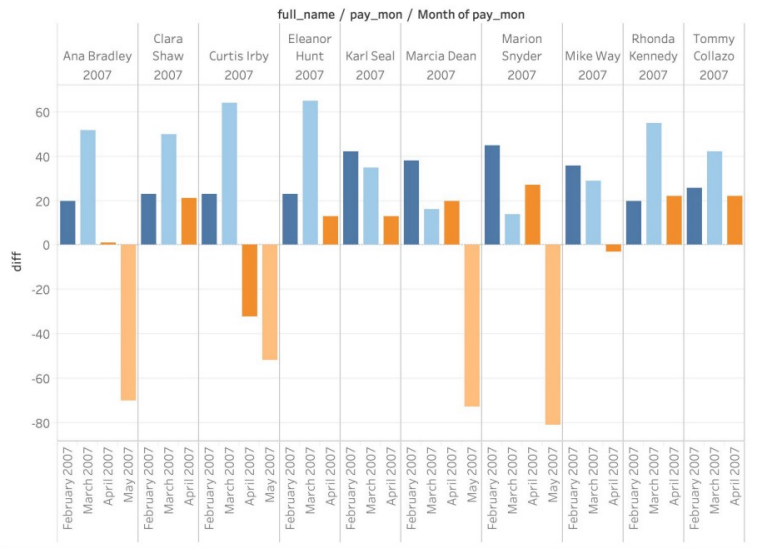
Animation movies tend to be rented for a shorter period of time than the other movies, while Family and Music movies usually have longer rental periods.

Which months had more purchases of rentals among the top 10 paying customers?



April turns out to be the month in which most of the rentals were made, followed by March and February, while May was the least popular month for rentals.

What's the difference across monthly payments?



March had the biggest spike in rental purchases, followed by February, March and finally May.