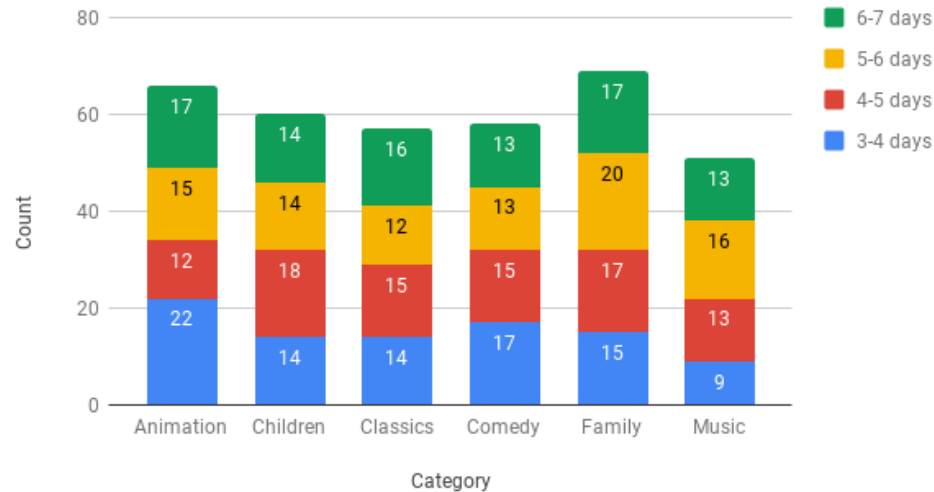


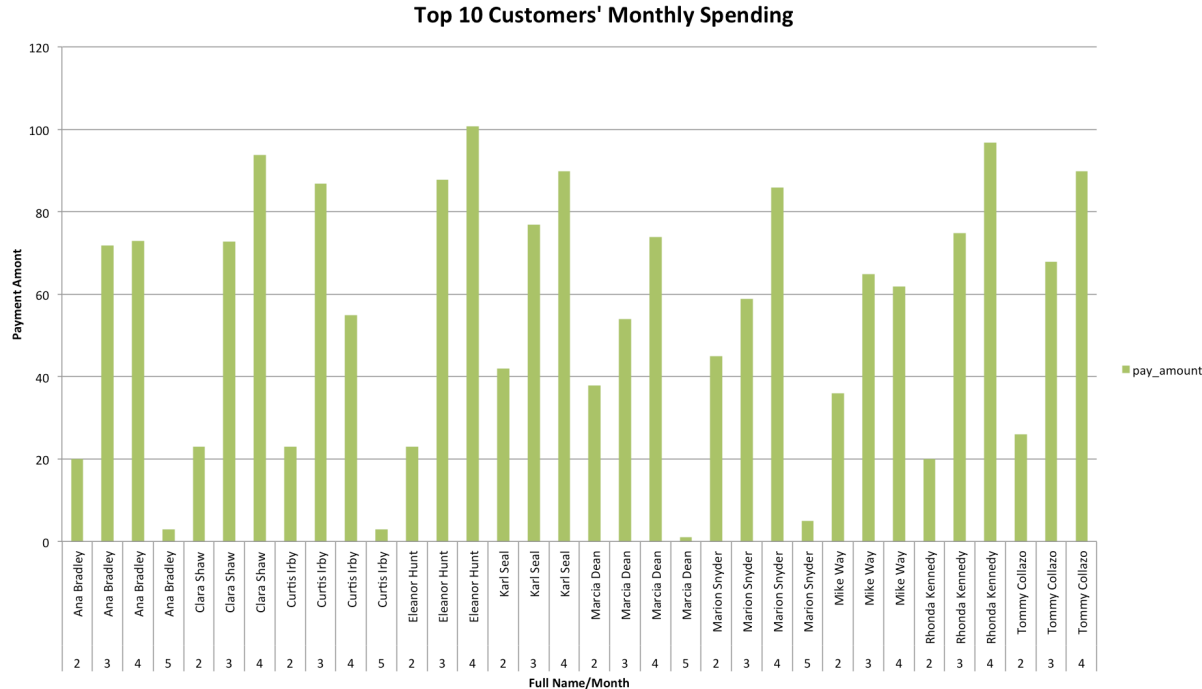
Family-Friendly Movies Rental Duration

Rental Duration for Family Friendly Category Movies



From the visual, we can conclude that the movies in the Family category is the most popular. Customers also tend to rent movies from this category the longest (5-7 days).

Top 10 Customer's Monthly Spending

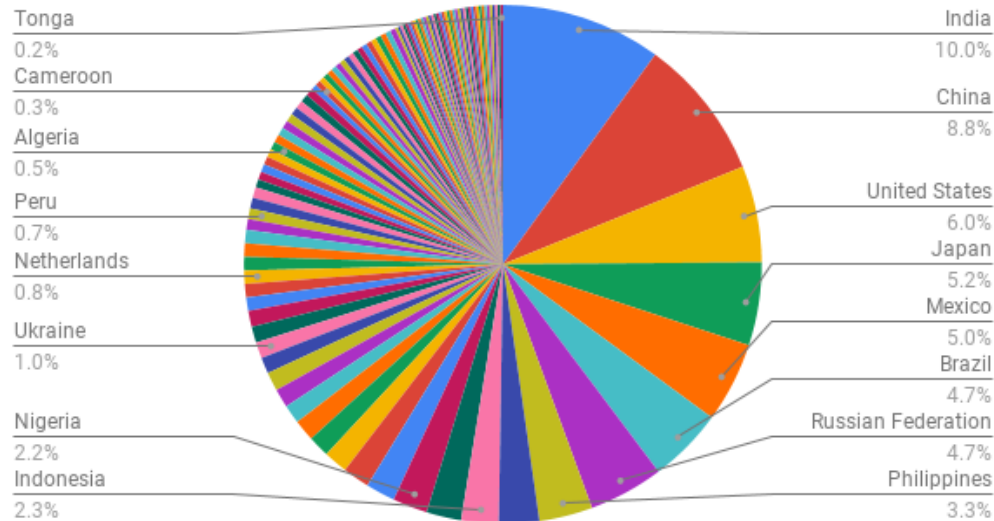


Based on the top 10 customers' monthly spending trend in 2017, May can be considered the off peak month with only 40% of customers renting. Besides that, the amount paid in May is also the lowest compared to all the other months.

Code file: Refer to Q2

Customer Base Distribution

Customer Distribution



India has the largest customer base. It could be due to the fact that India is one of the country with the largest population.

Code file: Refer to Q3

Popular Films for Most Popular Country

film_title	rent_count
Wife Turn	9
Innocent Usual	8
Sabrina Midnight	7
Fiction Christmas	7
Secret Groundhog	7
Torque Bound	6
Mockingbird Hollywood	6

From the previous query, we know that India has the largest customer base. The table on the left shows the films that are popular among the customers.

Code file: Refer to Q4