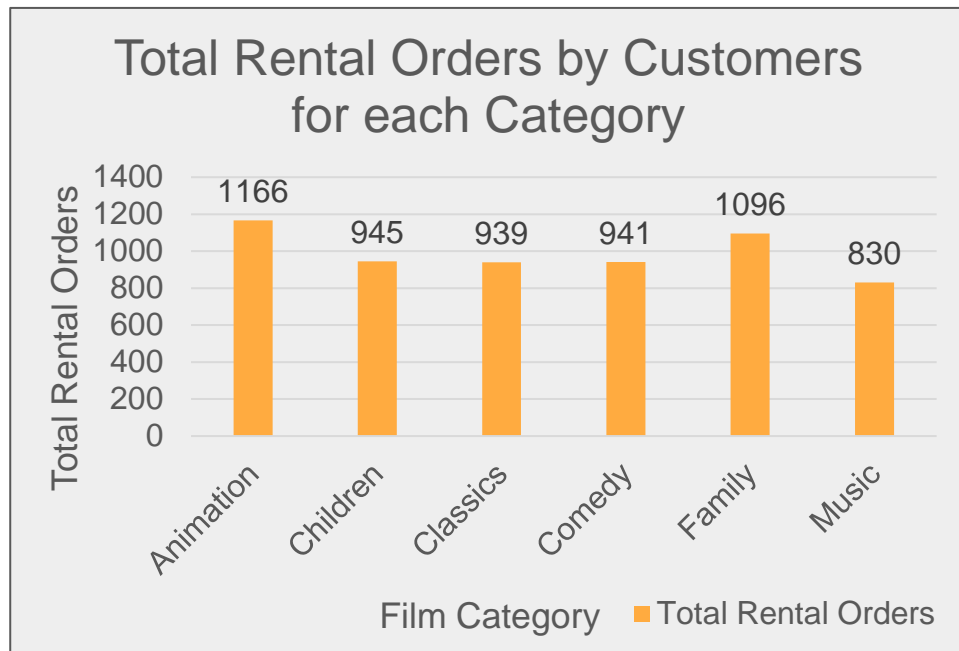


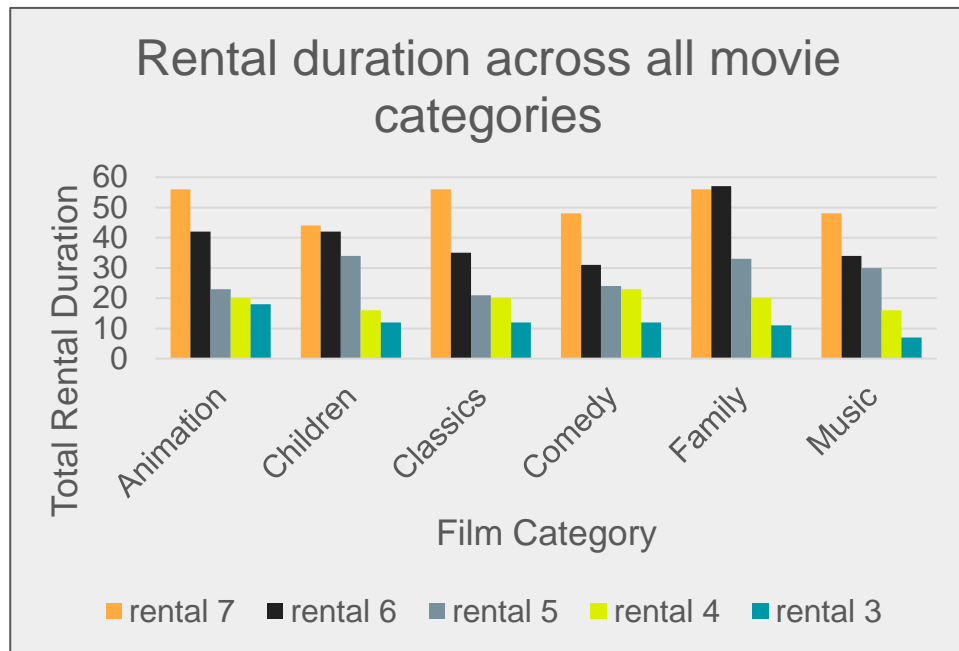
# Number of times rented movies by category



Here we get the total rental orders for each category.

We notice that the people like to watch category of Animation films.

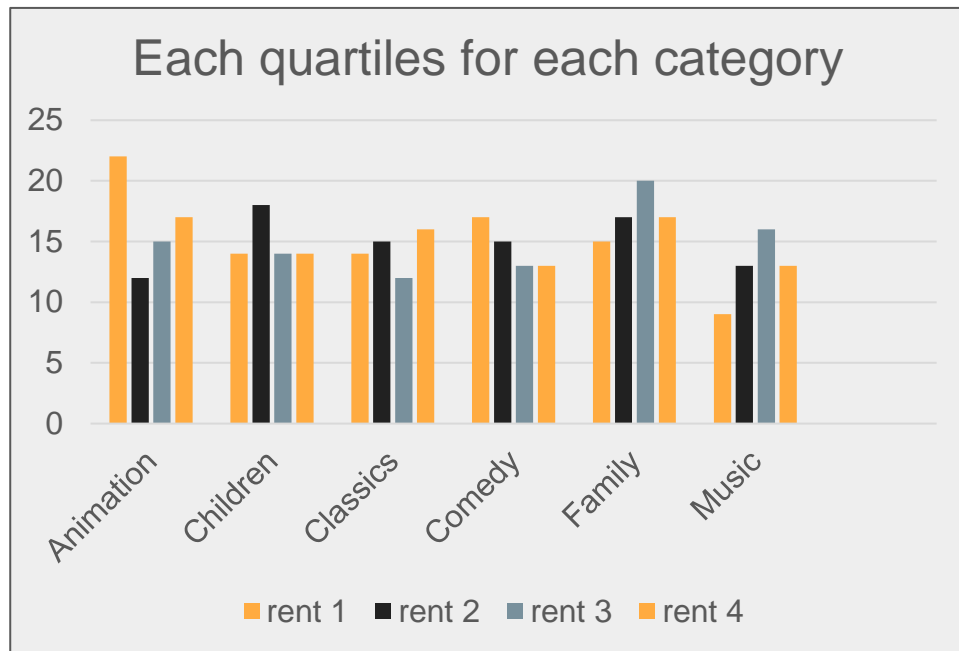
# Rental duration for movies across all categories



Here we divide the films by the duration of the rent for each family category.

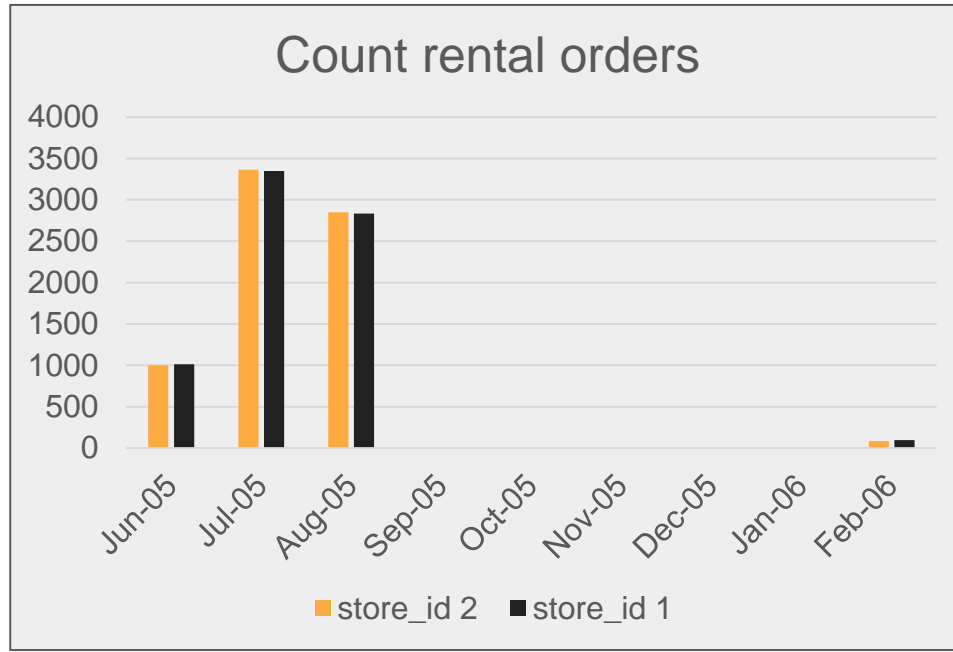
Note that the largest number of films are rented for 7 days except movies family category is rented 6 days often.

# Number of times rented movies by category



Now we divide the films by the quarter for each category. We notice that the family and music categories have a leading rent 3, followed by rent 2 and rent 4, which are have the same rent.

# Stores compare in their count of rental orders during every month for all years



We notice that increase in buying rates in July and August, and lower purchases in in June and February.