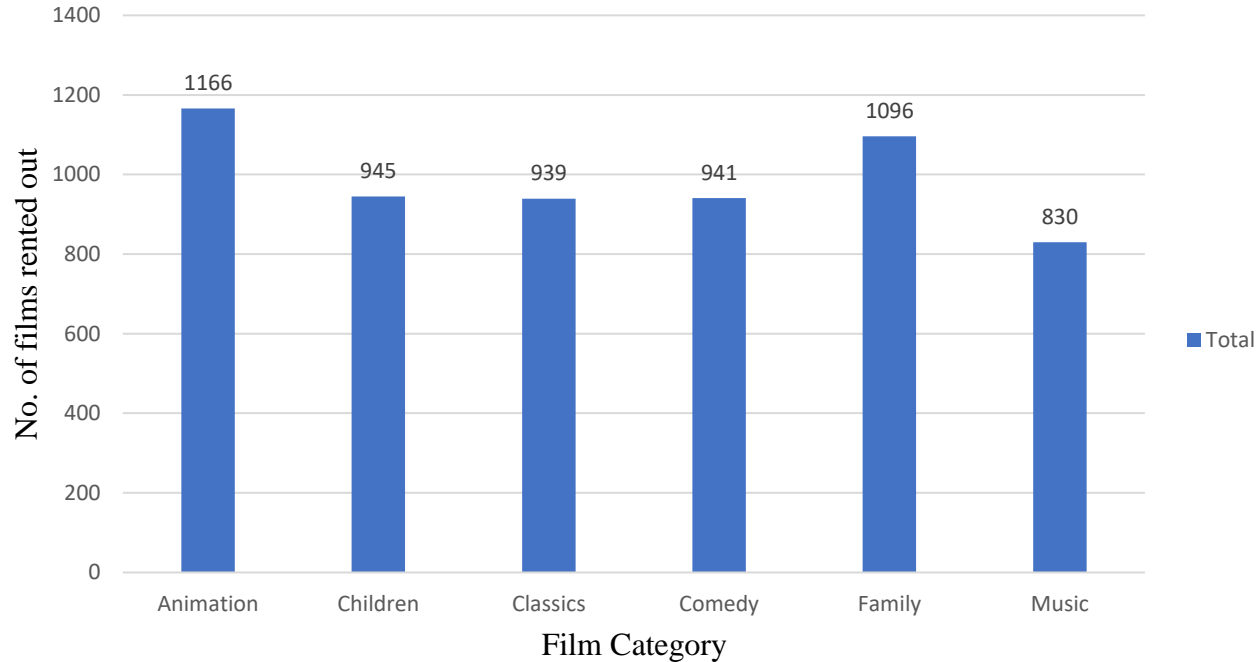


What film category is rented out most by families?

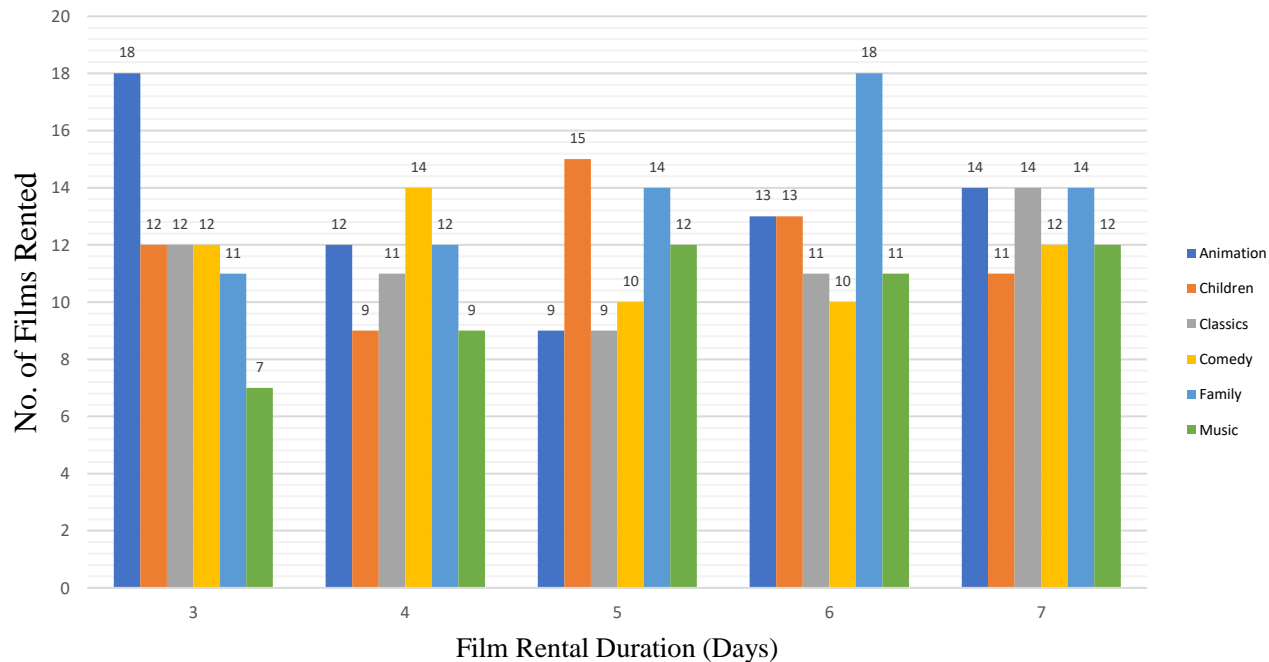
Count of Films Rented Out by Category



The graph shows the category of films rented out by families; from it we can see that the Animation category is most preferred among families followed by the Family category.

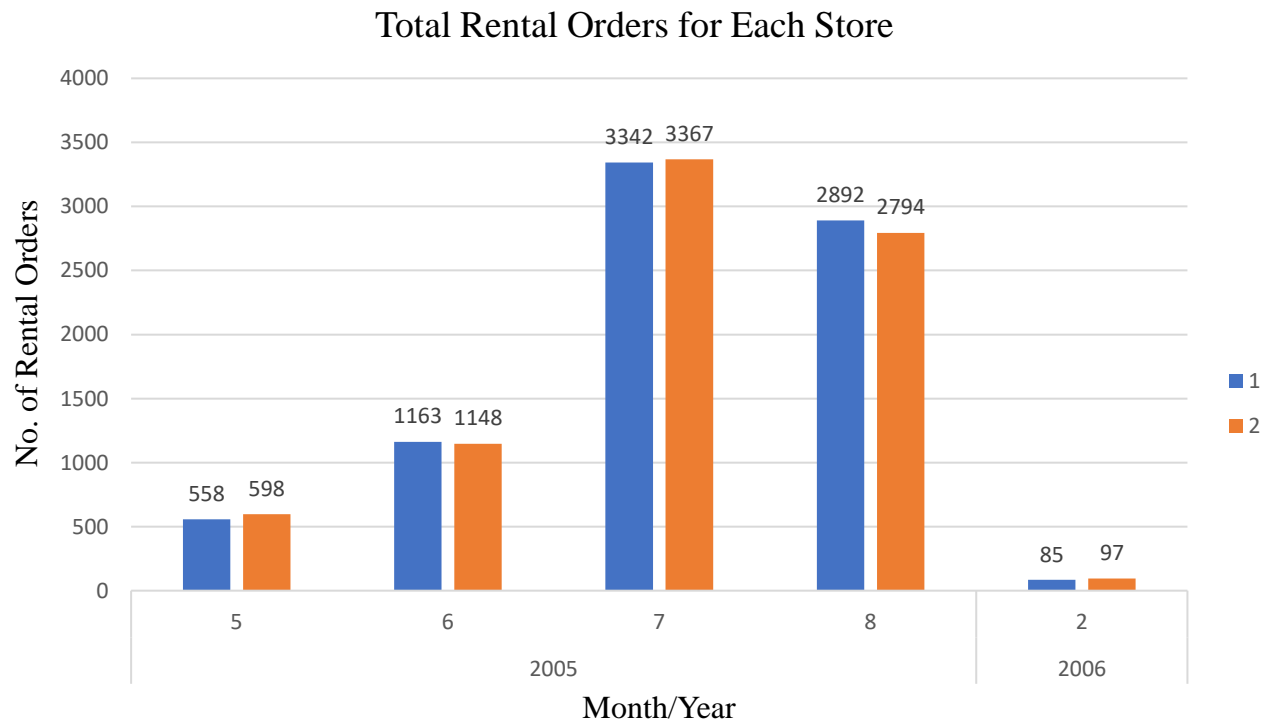
What is the rental duration for the Animation, Children, and Family categories?

Rental Duration of Family-friendly Films



We can see that most films in the Animation category rented out for three days, Children films are rented out for five days, and Family films are mostly rented out for six days.

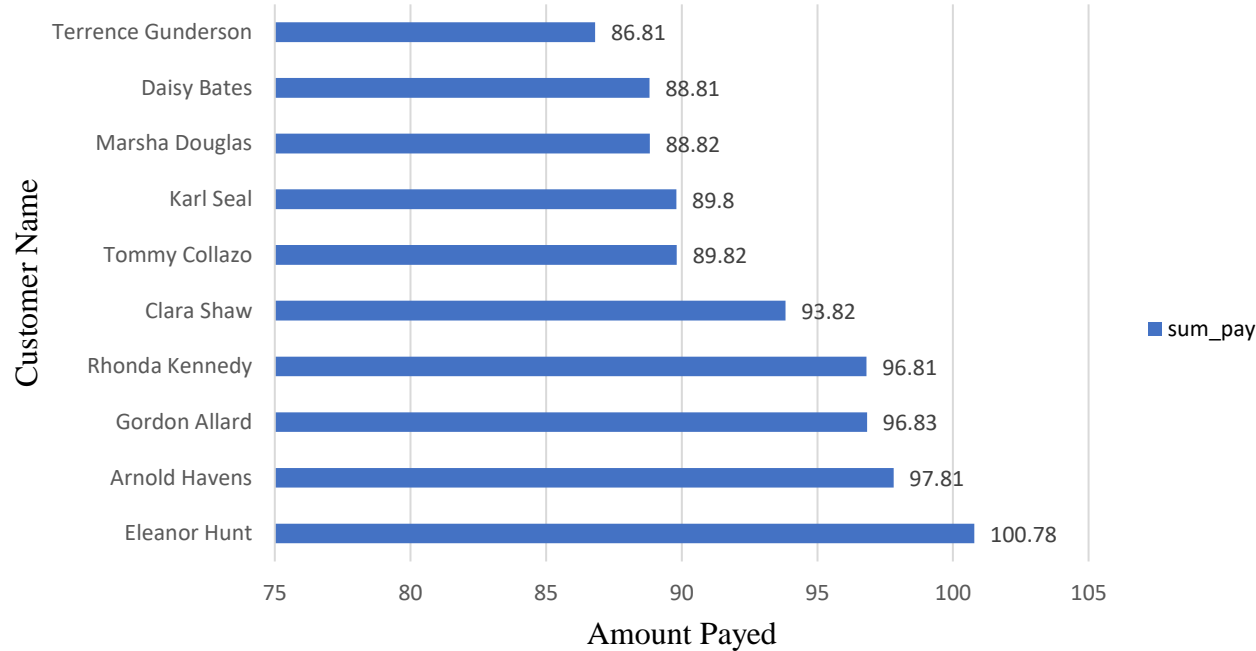
Which store had higher rental orders?



The data shows no big difference in the performance of both stores. Store #1 had a slightly higher rental rate during months six and eight, meanwhile Store #2 had a slightly higher rate during months five and seven.

Who were the top 10 paying customers in the second quarter of 2007?

Top 10 Paying Customers in Second Quarter of 2007



The graph shows the top 10 paying customers in the second quarter of 2007 ordered by the total amount they have paid. We can see that customer Eleanor Hunt is the number one paying customer.