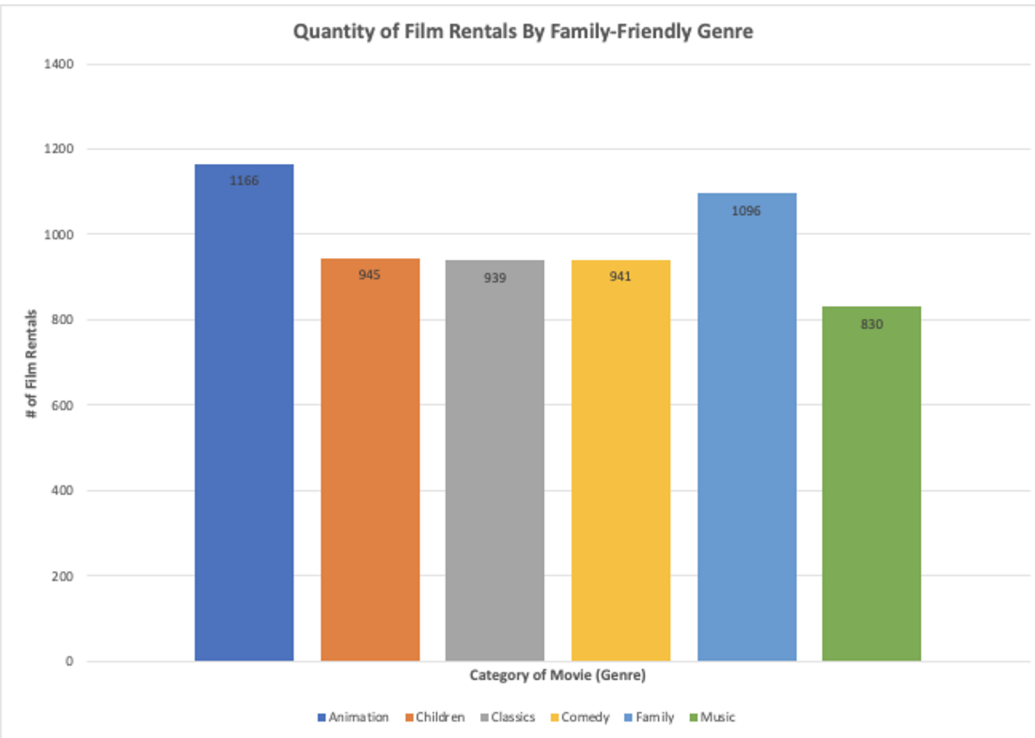
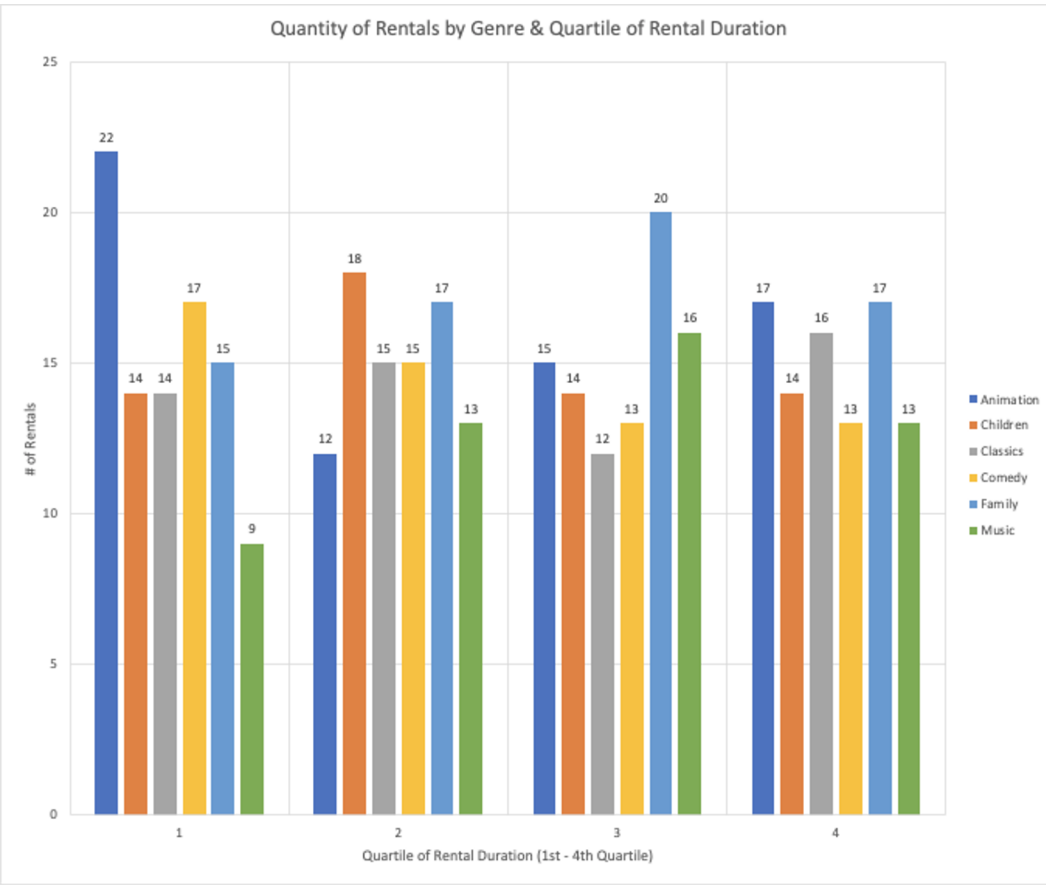


How many rentals were there in each family-friendly movie genre?



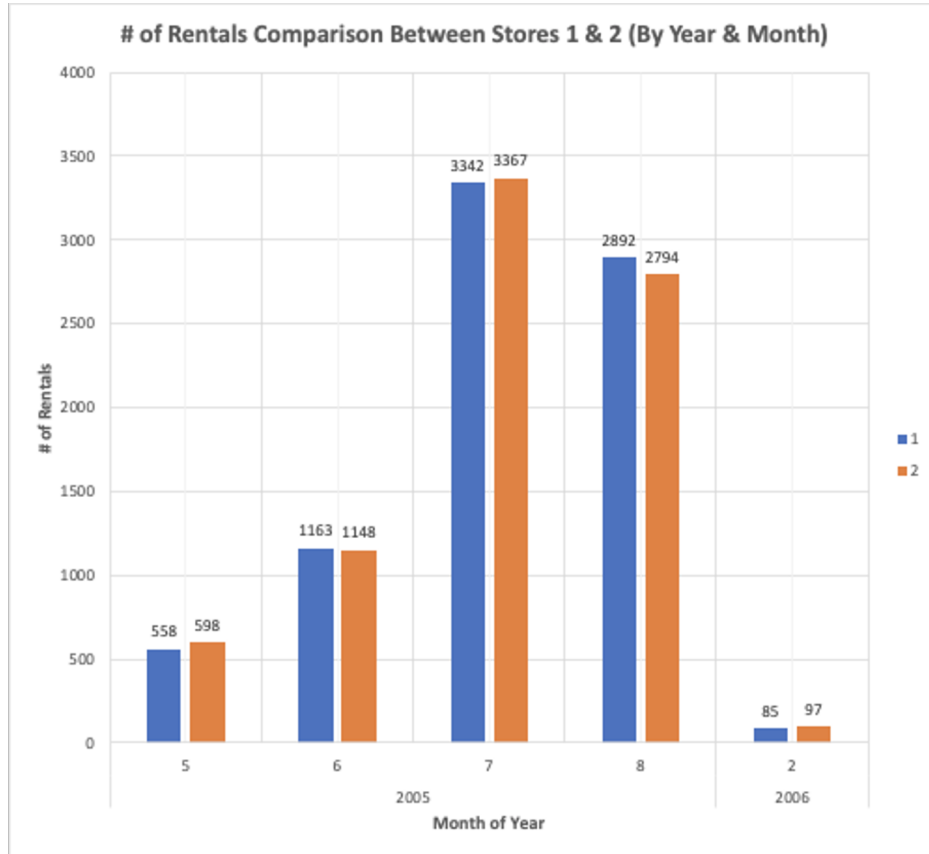
We can see from the graph that the two categories seeing the most film rentals are those movies belonging to the Animation and Family categories. The film category with the lowest number of rentals is the Music genre.

How are different categories of family-friendly movies represented in different rental-duration quartiles?



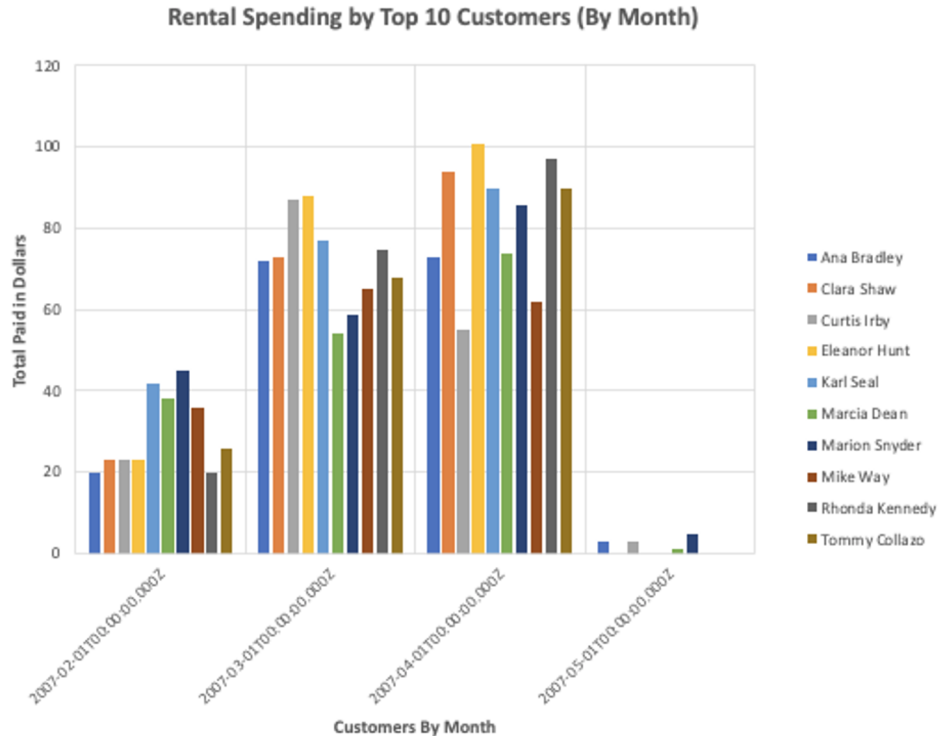
It's important to first understand that the quartiles are related to a movie's rental duration. The first quartile has the shortest rental durations, while the fourth has the longest. We can see in the chart that more Animation category movies have a shorter rental duration, while there are fewer "short" Music category films in the first quartile.

Which store has greater rentals each month?



This chart compares the quantity of rentals that stores 1 & 2 had for each month (months 5, 6, 7, and 8 from 2005, and month 2 from 2006). We can see from the graph that both stores have very similar rental numbers for each comparison month. If you sum each store's total quantities, they're within 36 rentals of one another!

How much did the top 10 customers spend each month?



This chart shows the top 10 customers (as determined by total spent) and then shows their totals spent on renting per month. We see an interesting pattern where April 2007 seems to have the greatest spending for many of our top 10. Also worth noting is that only 4 customers had rental charges for May of 2007.