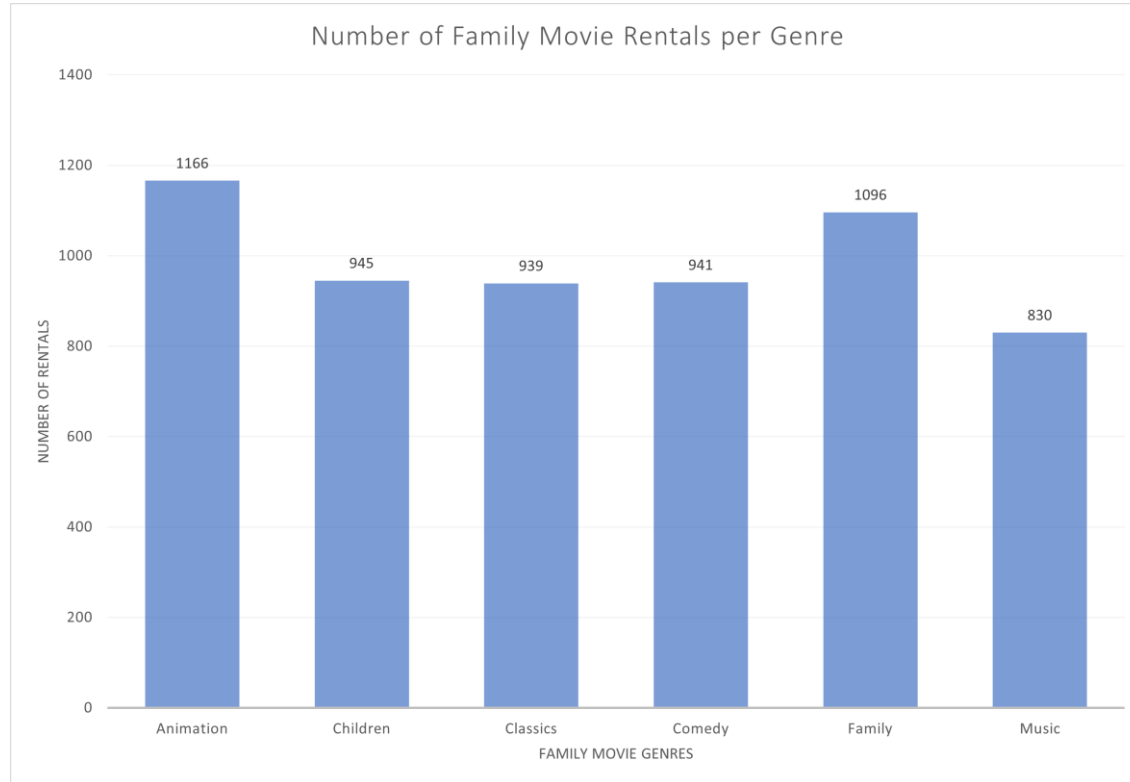
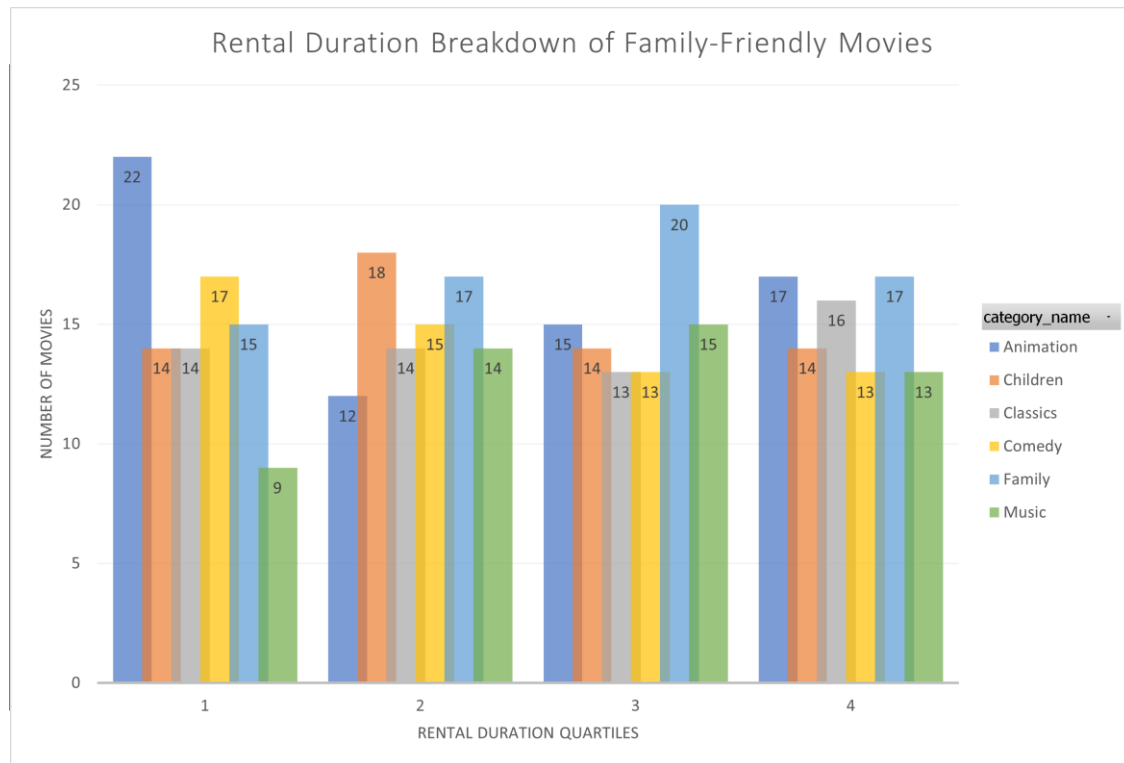


What were the total rental orders for Family-Friendly Movies genres?



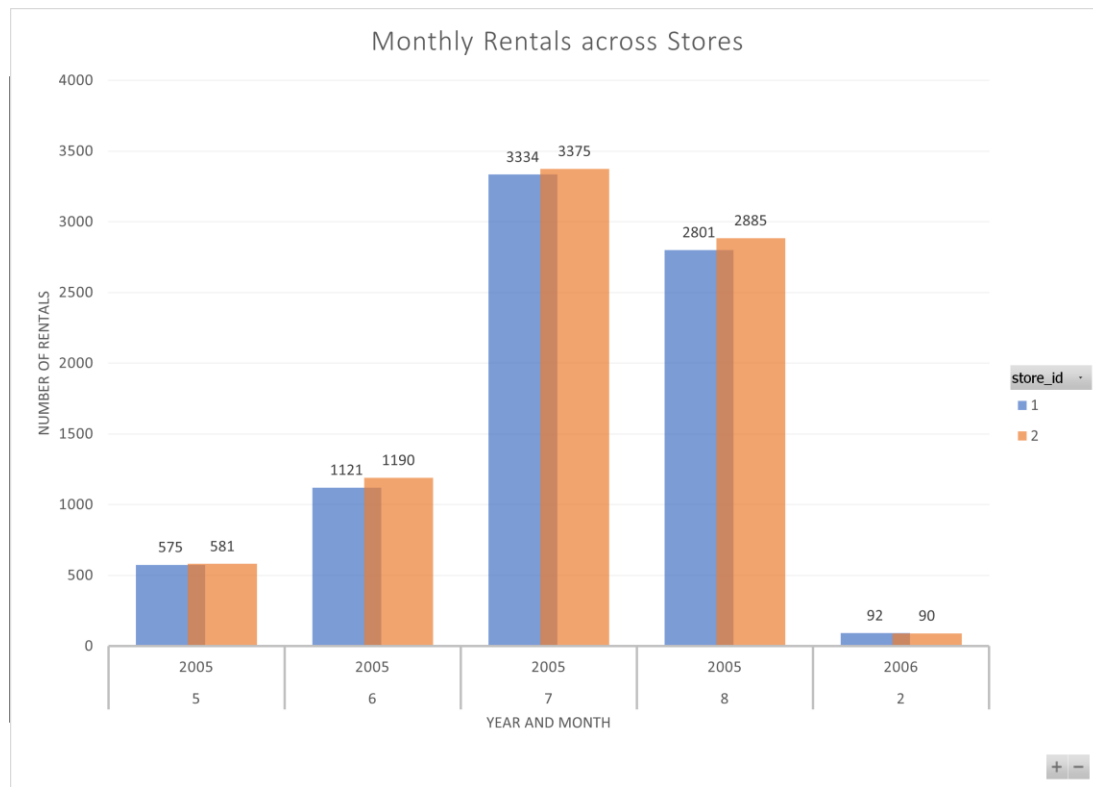
In the family-friendly movies we can see the Animation and Family genres are the most rentals, while music movies have the least number of rentals. However, on average family-friendly movies have similar rental numbers across genres.

How does the genre of Family-Friendly movies influence Rental Duration?



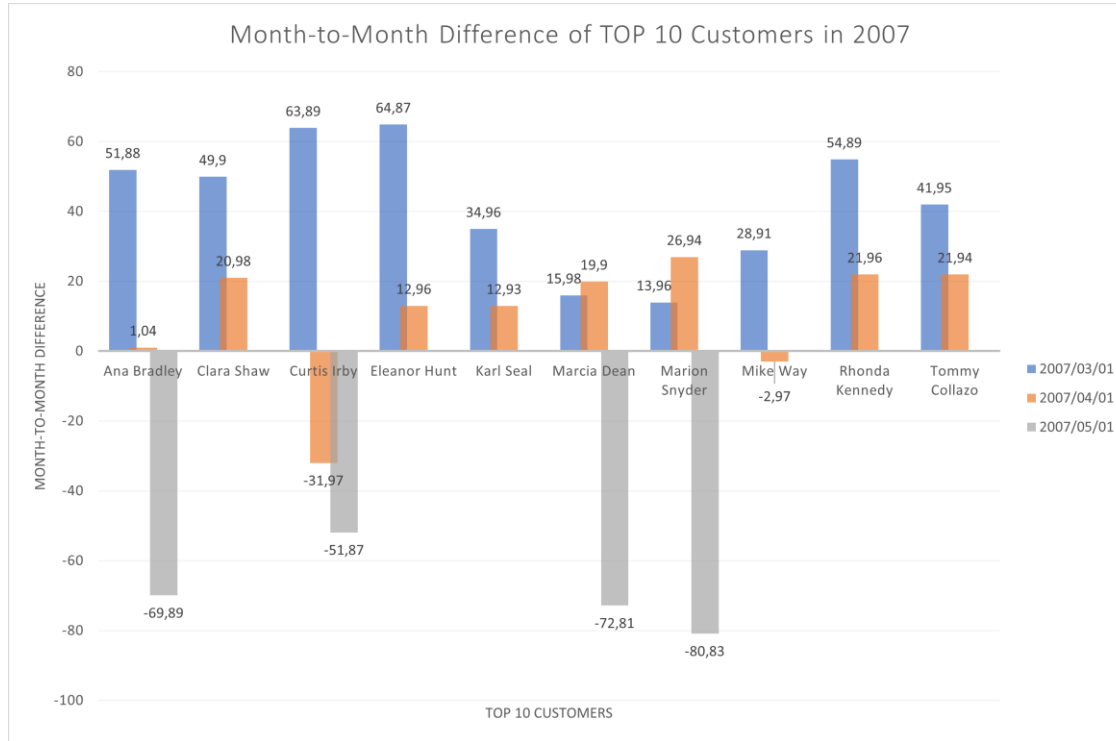
On average the genres do not influence the rental duration, with the number of movies across the rental duration groups being similar. Movies of the Animation genre has the most short rental durations, the Family genre having the most mid-range rental duration, and both Animation and Family having the most long rental durations.

How many rentals were made across the stores?



Both store managed to generate similar number of rental across the months. There was a gradual increase in rental from May to August 2005, peaking in July with 3334 and 3375 rentals for store 1 and 2, respectively. The rentals saw a massive drop between August 2005 and February 2006, which have the lowest number of rental for both stores.

What is the month-to-month difference in payments from the TOP 10 customers?



There was high variability in monthly payments by the TOP 10 customers in the year 2007. The diff between Feb and Mar was positive for all 10 customer. Between Mar and Apr, the difference was positive for 8 of the customer with an exception for Curtis Irby and Mike Way. Between Apr and May, we saw the largest diff and it was negative by Marion Snyder, they were all negative with most not making rental payments.