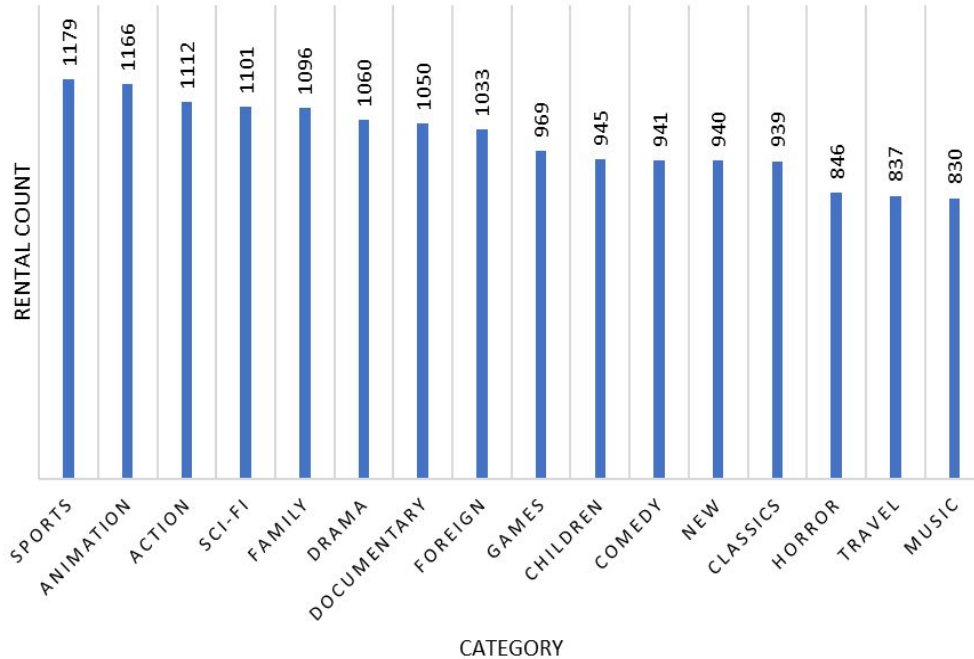


What is the Sum of Rental Count by Film Category?

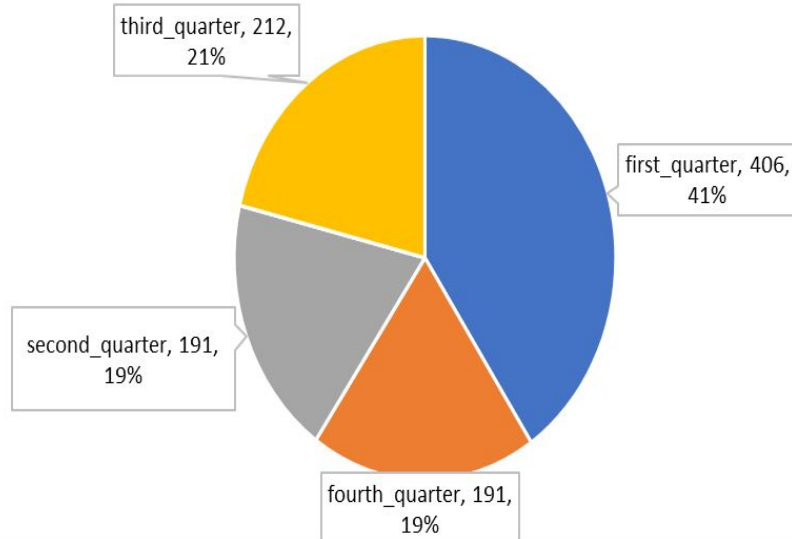
SUM OF RENTAL COUNT BY FILM CATEGORY



From the visual, it is observed that the sports category was the most highly rented film category by families, with 1179 rents, while music was the least rented category and was rented out only 830 times.

What is the Average Rental Duration of Films?

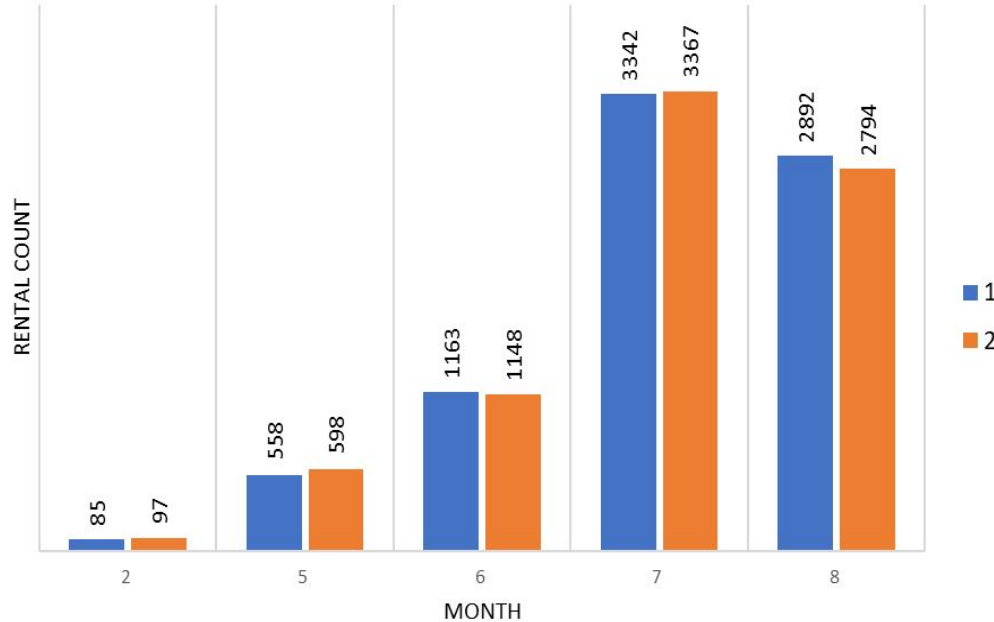
STANDARD QUARTILE BY AVERAGE RENTAL DURATION



After grouping the given films in the dataset into a standard quartile based on their average rental duration, it is observed that most of the films fall in the first quarter of the grouping. That is, most of the movies were typically returned within a relatively short period.

What is the Rental Count by Store and Month?

RENTAL COUNT BY STORE AND MONTH



From the visual, it is observed that there is no significant difference in the total number of rentals recorded in both stores. Also, the 7th month - July recorded the highest count of rentals in both stores while the second month - February recorded the least count of rentals.

Who are the Top 10 Paying Customers?

TOP 10 PAYING CUSTOMERS



The visual presented shows the top 10 paying customers in the dvd rental stores data. Eleanor Hunt comes up as the highest-value customer to the store.