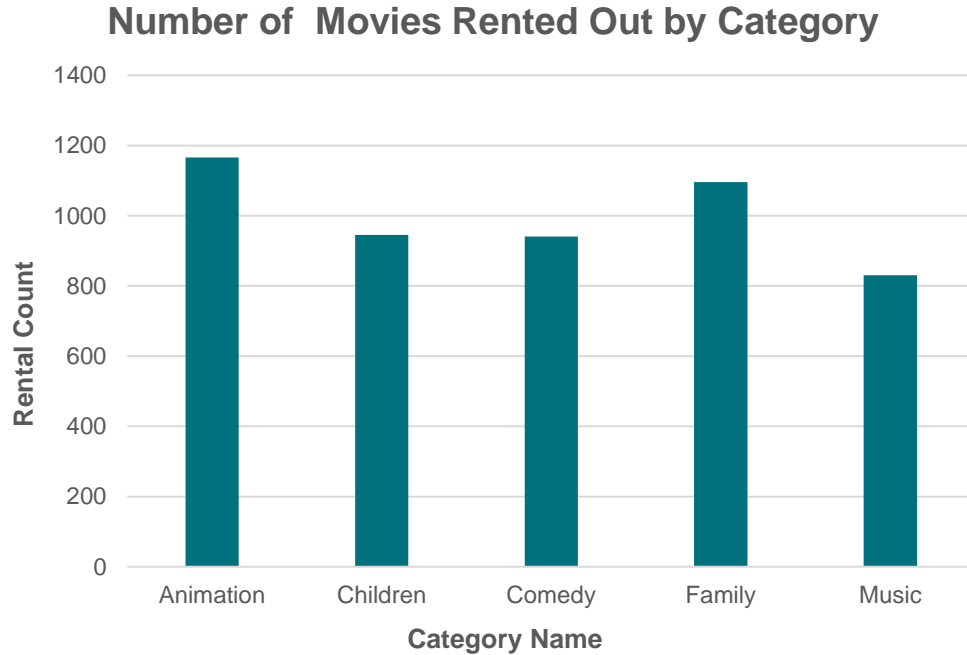
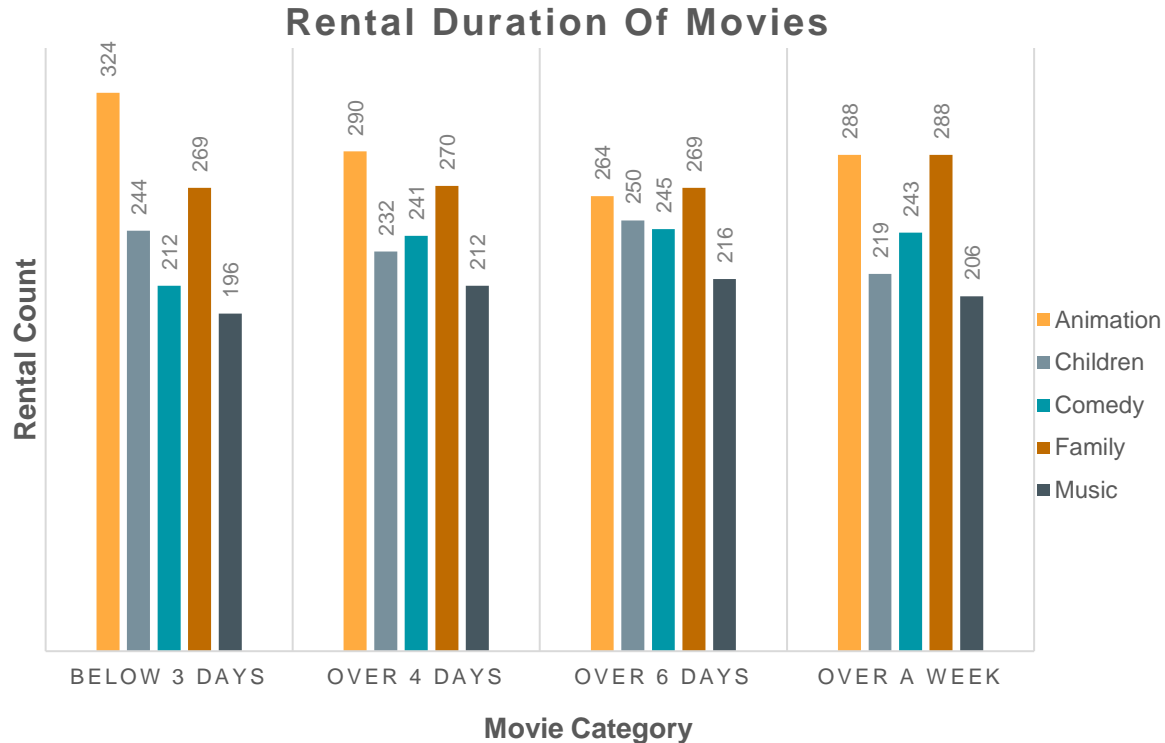


What movies are families watching?



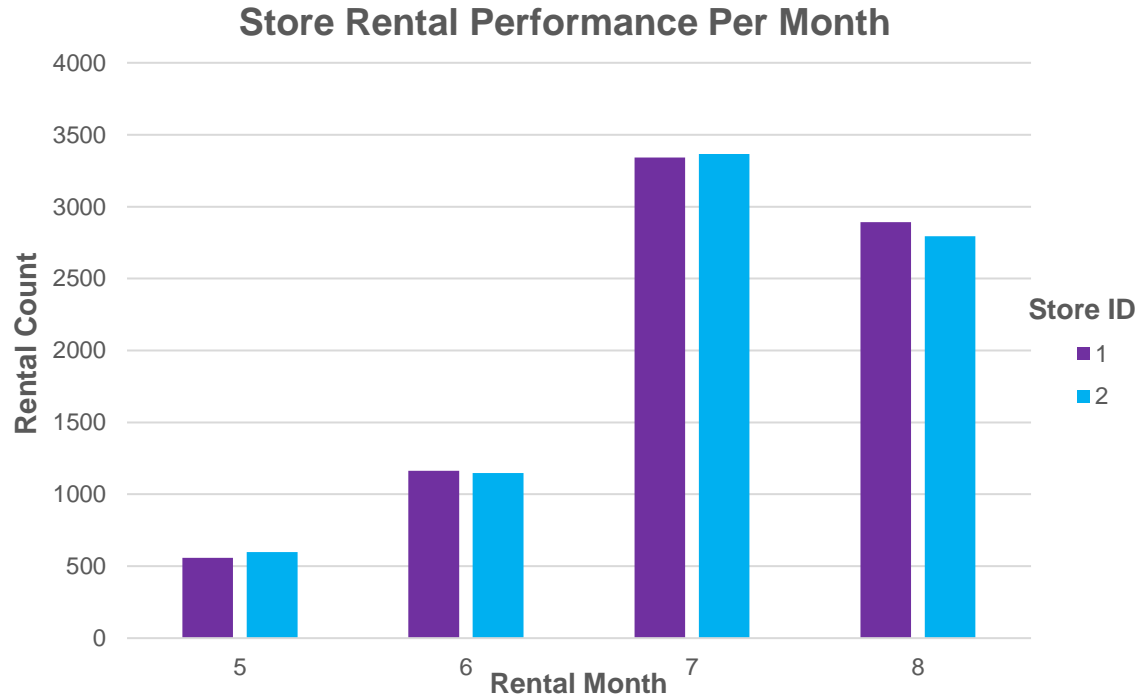
We can see that the Animation category had the most rental orders, almost at par with Family while Children and Comedy was neck and neck. The Music category received the least rental orders.

How long are customers keeping family movies?



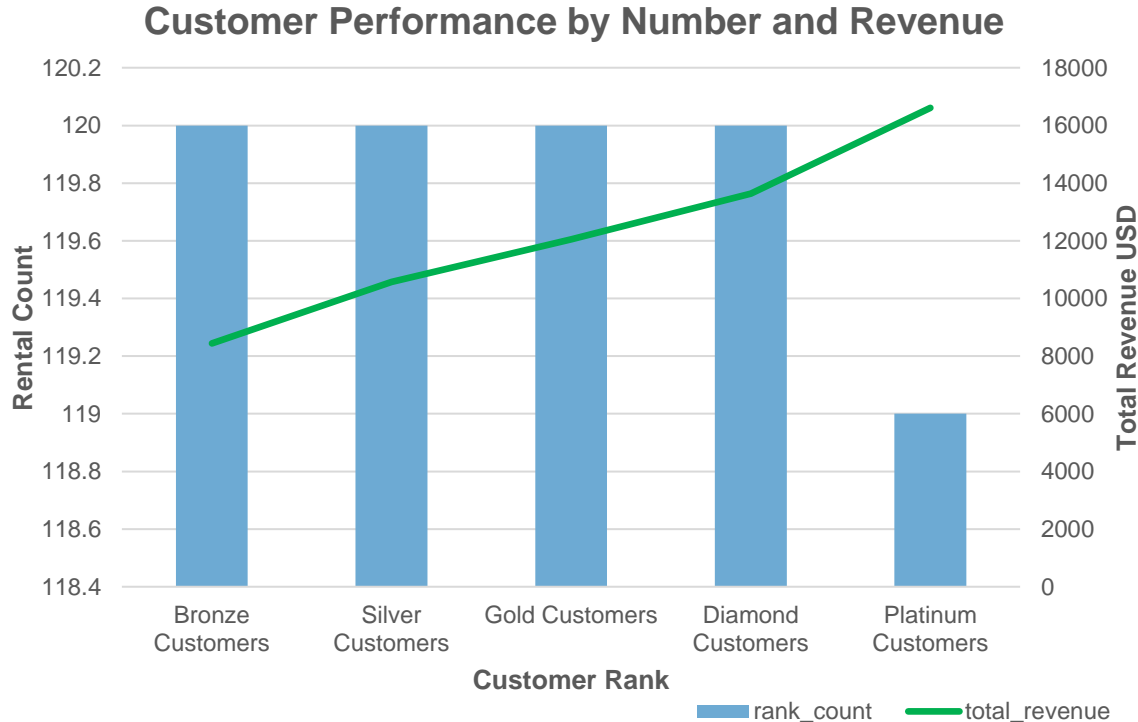
Animation was consistently kept longer by customers compared to other categories while Music was kept less.

How are stores performing in 2005?



The number of DVD rented per month for each store is relatively the same throughout the year. It can be seen that the number of rent increased through the year except for the last month Aug.

How are cutomers performing ?



We can see that the top performing group Platinum is the least populated yet the top revenue generating group. Other groups have the same number of customer but varying revenue performances.