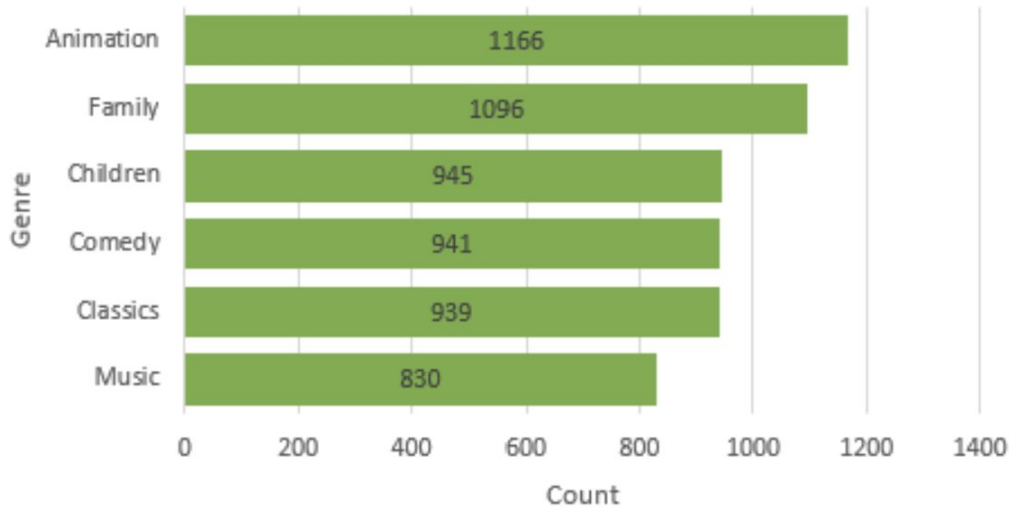


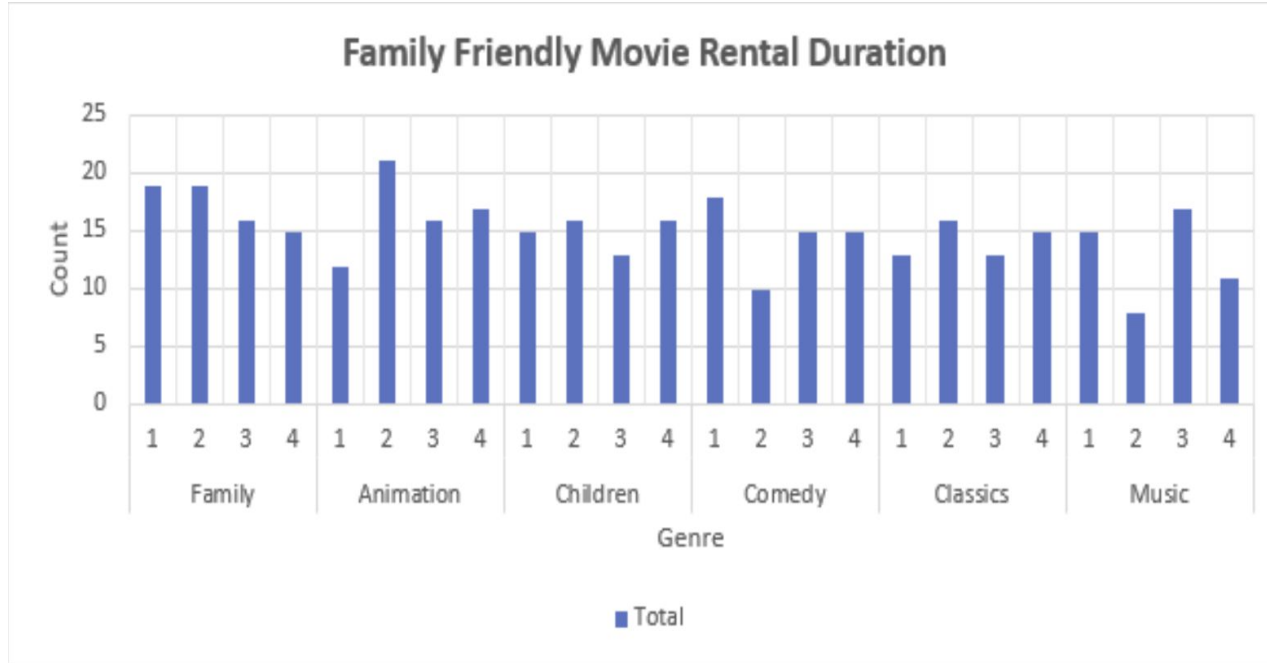
# Which Movie Genre Do Families Watch The Most?

**Amount of Movies Rented by Families by Genre**



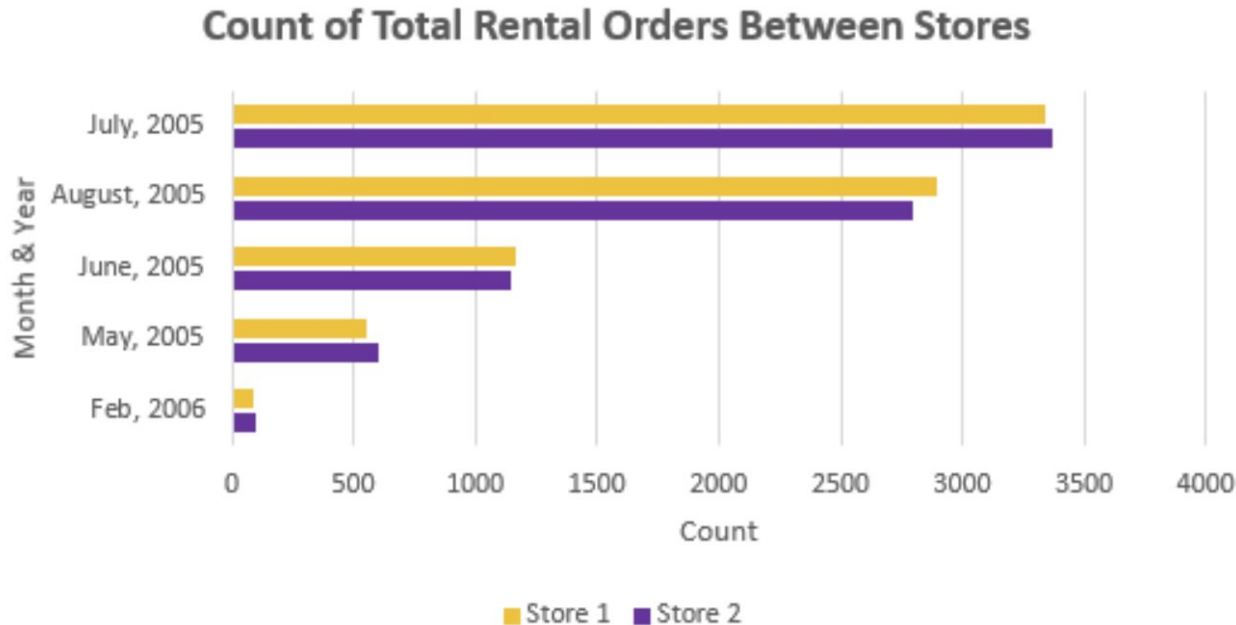
Animation is the most popular family friendly genre, followed by the Family genre. The Music genre appears to be the least liked, though the margins between genres is fairly thin.

# Do Certain Family Friendly Genres Elicit Different Rental Durations?



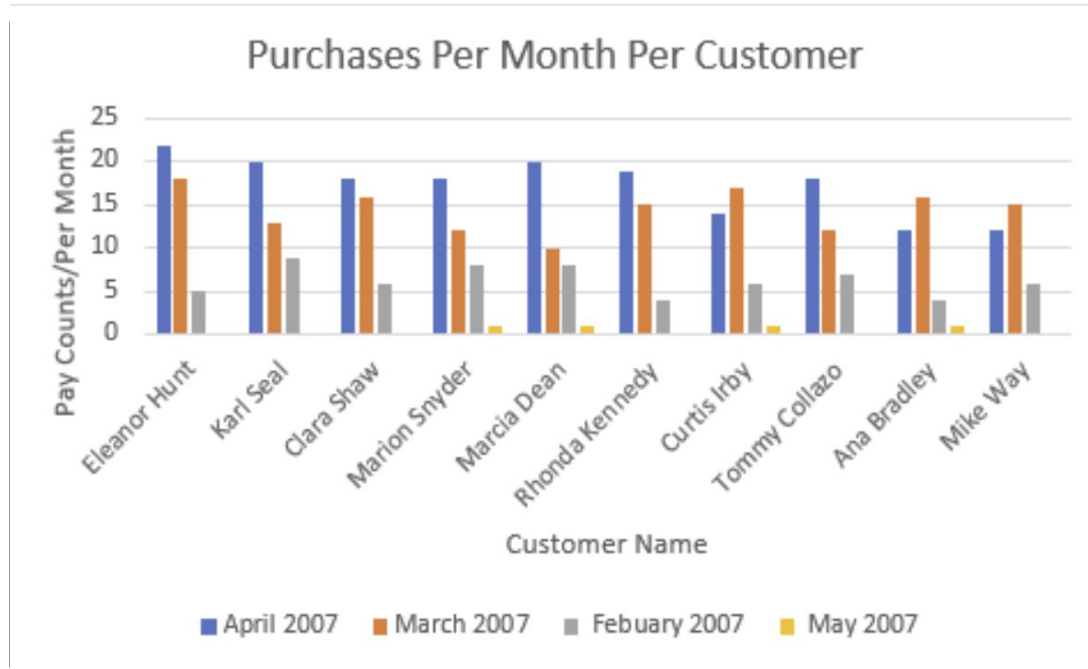
Family movies tend to have short rental durations. Animation and Comedy rental duration is somewhat high, though most genres do not have a clear correlation throughout the standard quartiles.

# Which Store Has More Rental Orders Per Month?



Stores 1 and 2 have a similar amount of rental orders per month, with Store 1 having a slightly (0.2%) higher amount of overall sales than Store 2.

# Which Month Saw More Purchases Between The 10 Highest Paying Customers?



April appears to be the month where the most rentals were made, followed by March. February and May saw a steep decline in purchases.