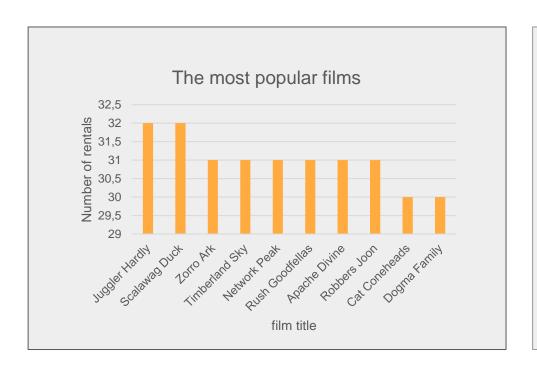
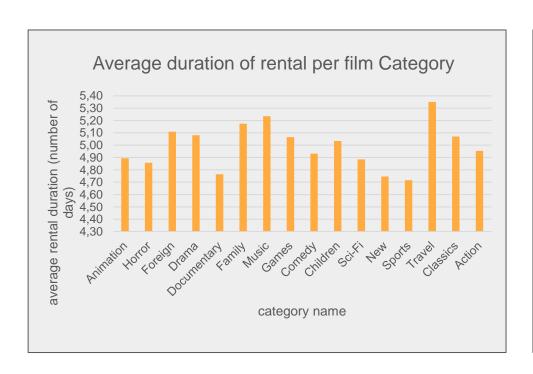
Which ten family movies were rented the most?



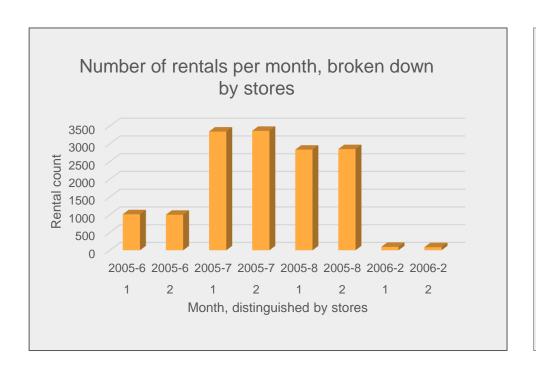
The ten most rented films which are considered "family movies" are similarly popular. All ten of the most popular family films were rented between 32 and 30 times.

What is the average length of time that films are rented, broken down by category?



The average duration of rental ranges from 4.72 to 5.35 days. It is surprising that customers rent the movies no matter what category for approximate 5 days. The differences between the individual categories are not great.

How many films were rented in each month, broken down by stores?



The months of July and August in 2005 were very successful in terms of renting films, compared to the months June 2005 and February 2006. The number of rented films is about the same in each period in both stores.

What are the top ten customers in terms of revenue?



The most sales were achieved with the customer Eleanor Hunt. Overall, the total amount of revenue is slightly reduced from customer to customer. Mr. Hunt comes to an amount of 211,55. In contrast the tenth best customer comes to an amount of 162,67.