# What categories of movies are families watching?
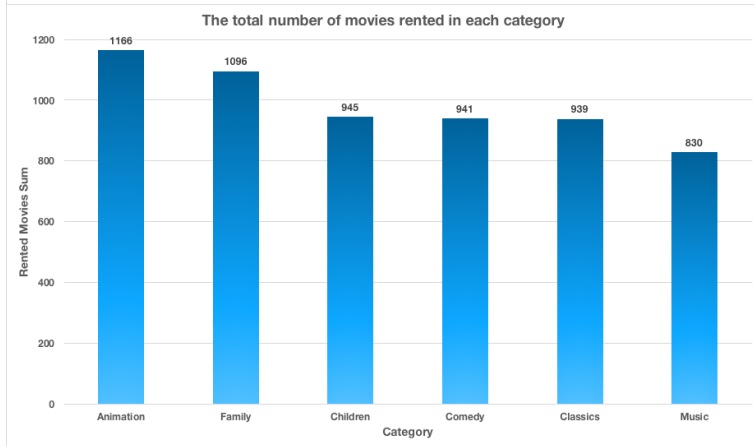

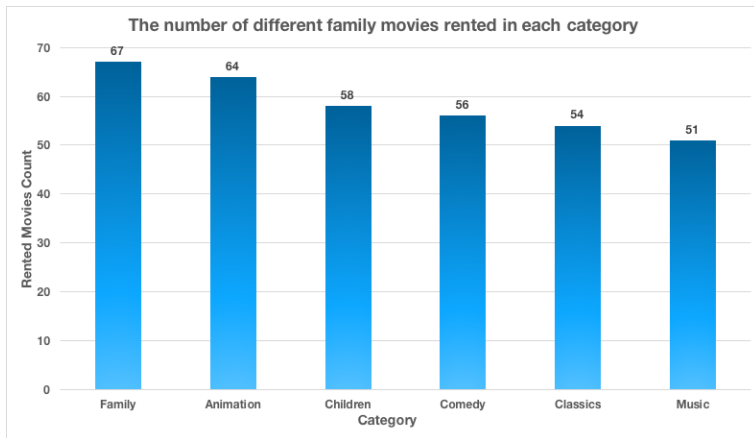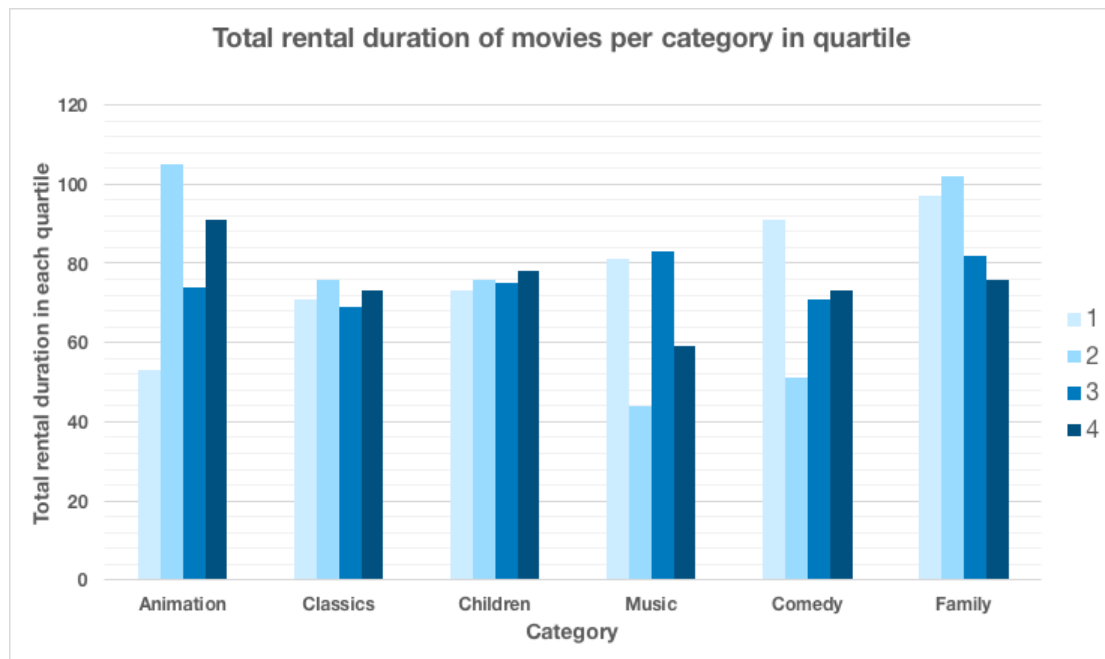The number of different family movies rented in each category


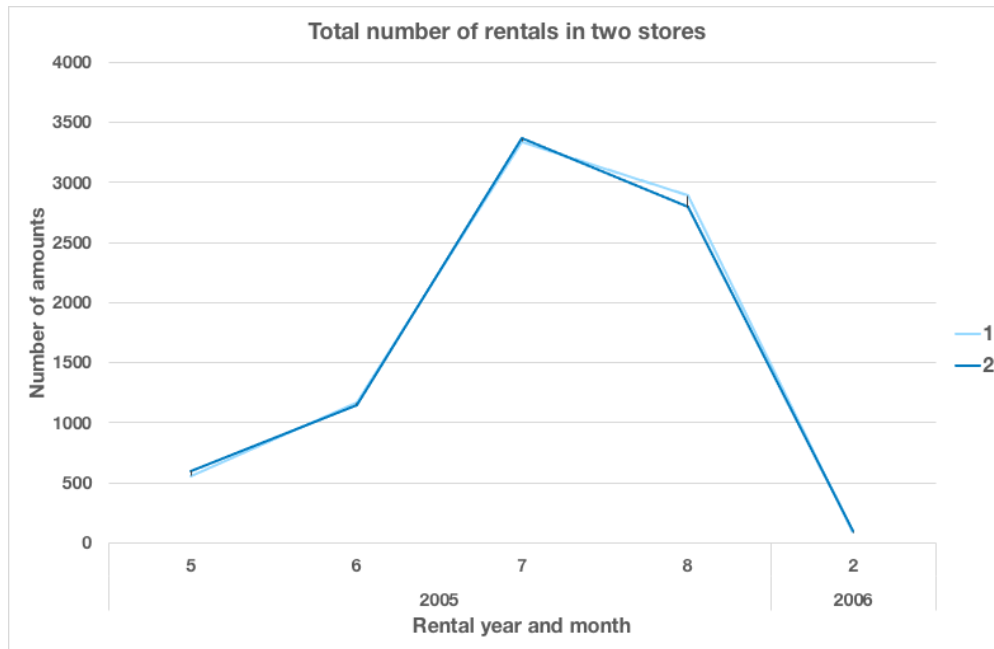The total number of movies rented in each category

- When we count the different movies rented in each category, the difference between them is 2-16 movies; We can see that the most popular category is **Families** movies: people rented [67 movies](#) in this category;

- However, when we compare the total number of movies rented in each category, we see the **Animation** movies is the most popular one, people rented [1166 movies](#) in total;

# What is the difference in the rental duration of families movie in 4 quartiles?



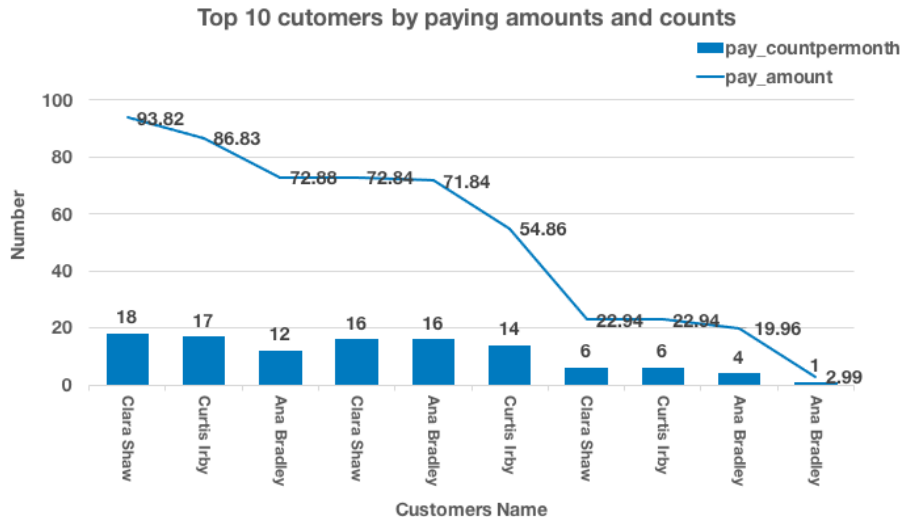Total rental duration of movies per category in quartile

- interestingly, in the 2nd quartile, people keep the **Animation** movies longer than other categories of movies but **Music** movies least duration;

- People keep the **Children** movies averagely same time in the whole 4 quartiles probably because children watch them every day;

# What is the difference in rental numbers in the two stores?
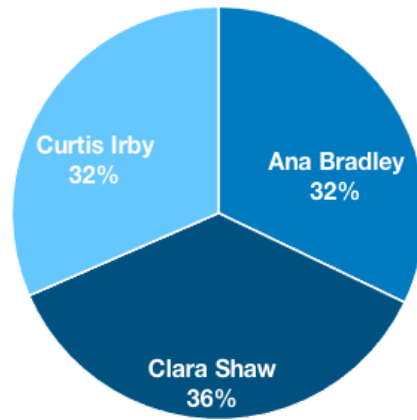


Total number of rentals in two stores

- when we compare the rental numbers of **2 stores** in our database, we find the difference is less than 100;

- It looks like people watch movies more in the summer of **July** and least in winter of **February**;

# Who were top 10 paying customers during 2007?



Top 10 cutomers by paying amounts and counts



Customer payment amount proportion

- The top 10 paying customers actually consistent of only **3 customers;**

- **Curtis Irby** and **Ana Bradley** have the same payment amounts proportion, which is **32%**; **Clara Shaw** made the highest paying counts and paying amounts;