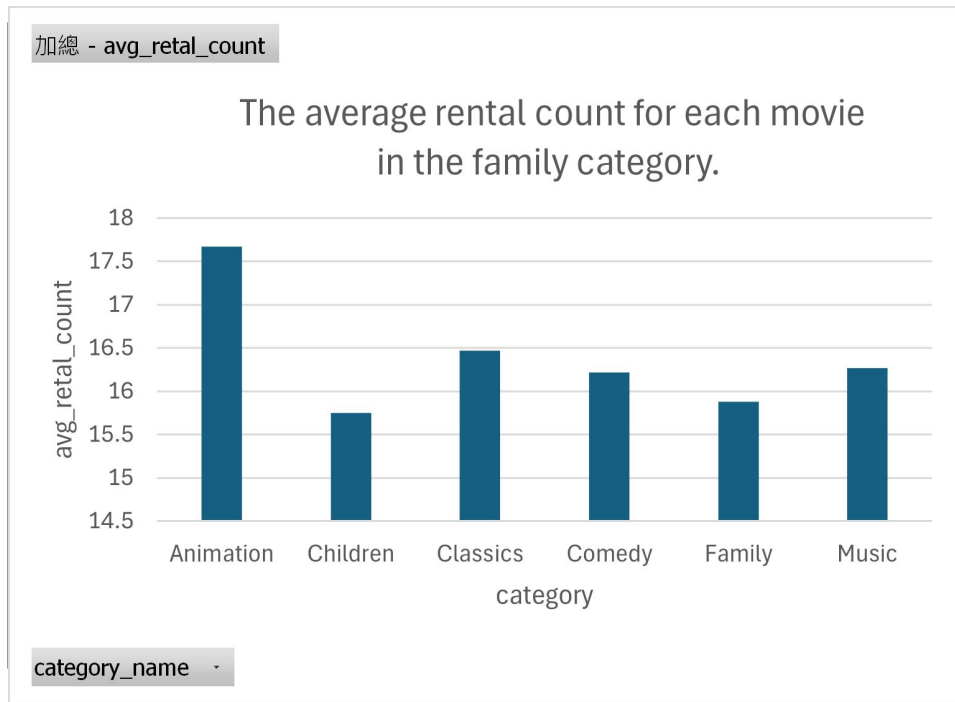
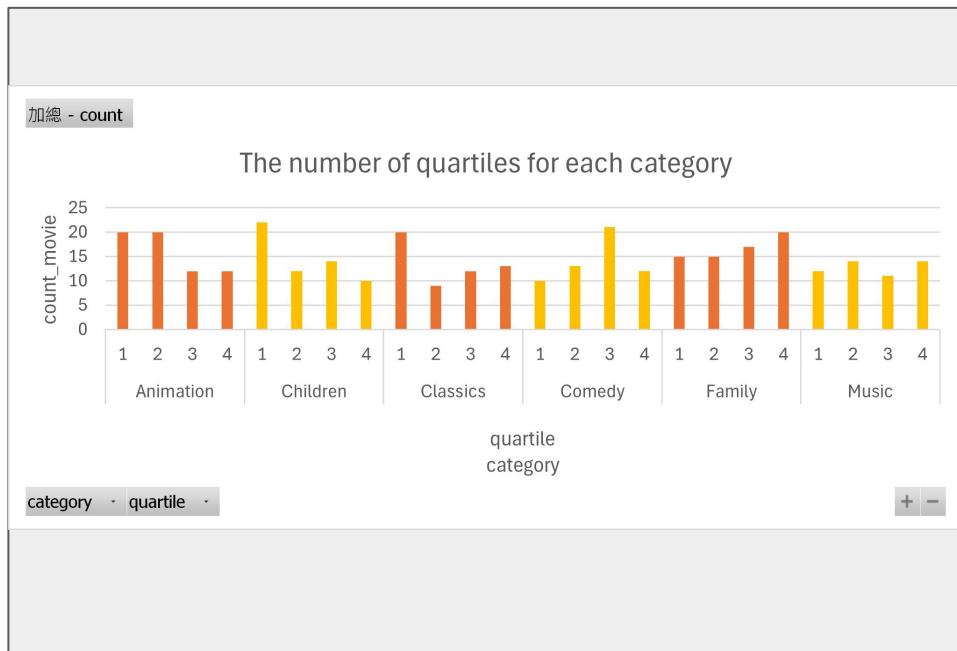


The average rental count for each movie in the family category.



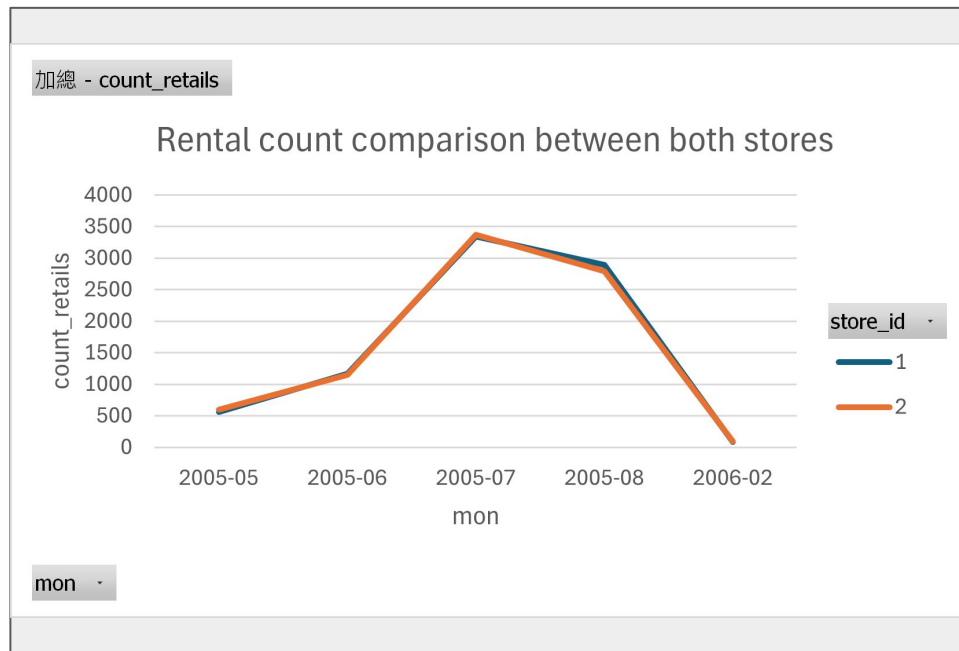
The data shows that animation category movies have a higher average rental frequency, while the children category has a lower one.

# Determine rental duration quartiles for all movies and display family category.



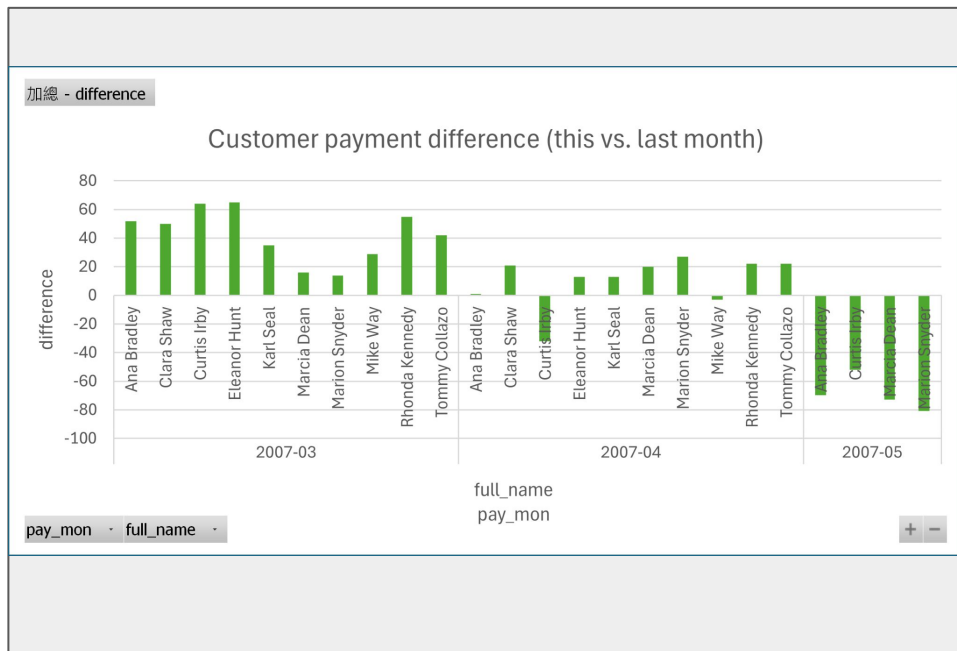
The animation, children, and classics categories are dominated by movies with shorter rental durations, while the comedy and family categories include a good number of longer-duration movies.

# Rental count comparison between both stores



From the chart, both stores show similar rental trends, with higher rentals observed in July and August 2005.

# Top 10 customers' payment difference in 2007



The chart indicates a decline in the growth rate of customer spending after April, reaching negative growth or no spending at all by May (only customers with spending are shown). This trend suggests that certain factors may be influencing customer spending patterns.