List the Movie families are watching, the Film Category and the number of times it has been rented out.

Total Rentals by Families

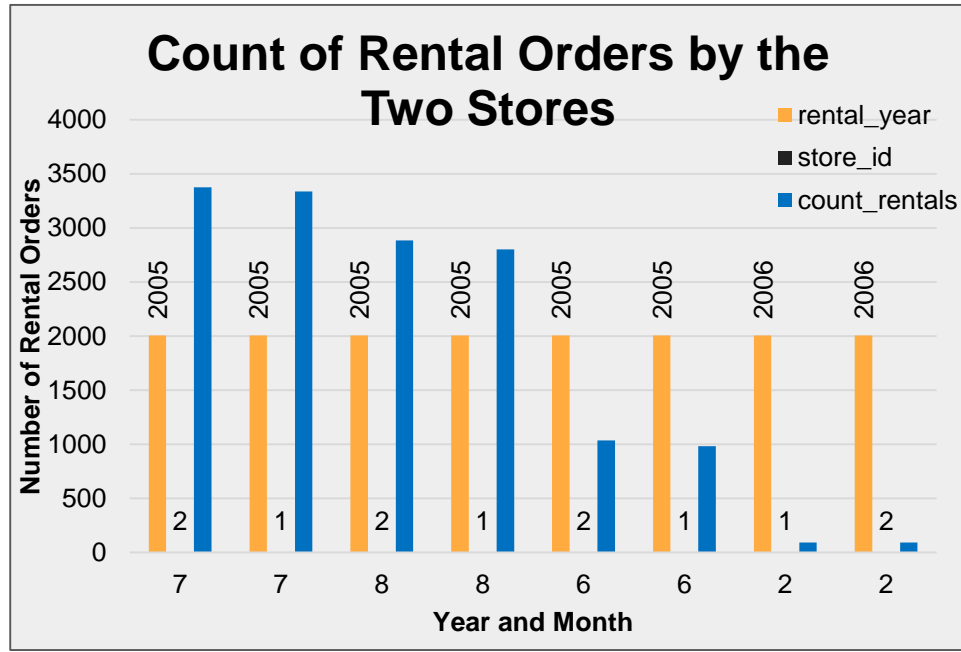Number of Rental Orders vs Movie Category (Animation, Children, Classics, Comedy, Family, Music)
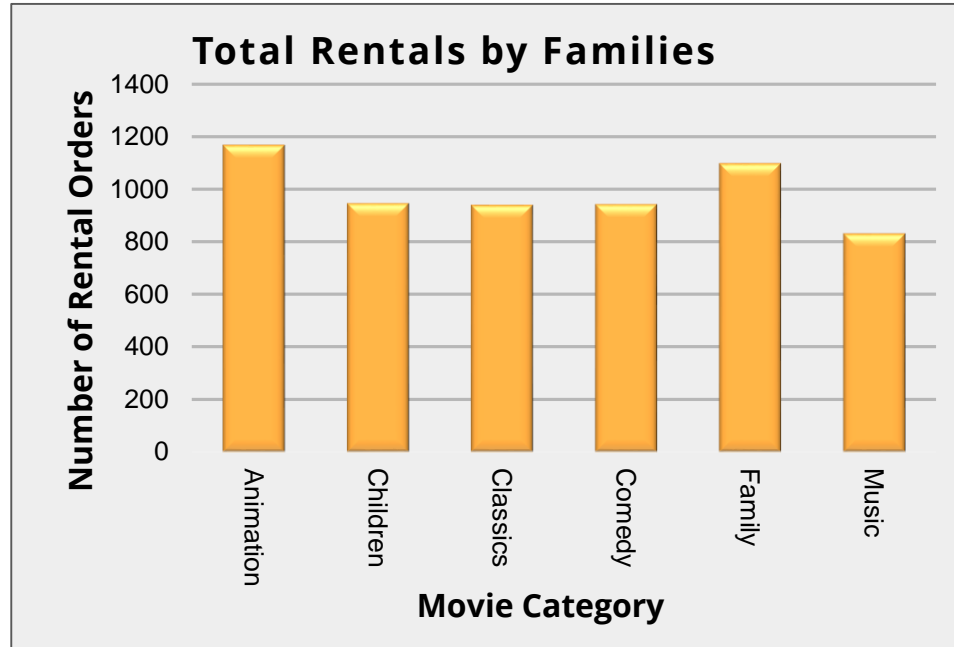
From the visualization, we can understand that the movies that fall under **Animation Category** are the most rented movies by families with **1166 rentals** followed by **Family Category** with **1096 rentals**. The least is **Music Category** with **830 rentals**.

How the length of rental duration of these family-friendly movies compares to the duration that all movies are rented for.

Rental Duration of Family-Friendly Movies

Number of Rental Duration

| Animation | Children | Classics | Comedy | Family | Music |

Movie Category

■ sum_rental_duration   ■ sum_standard_quartile
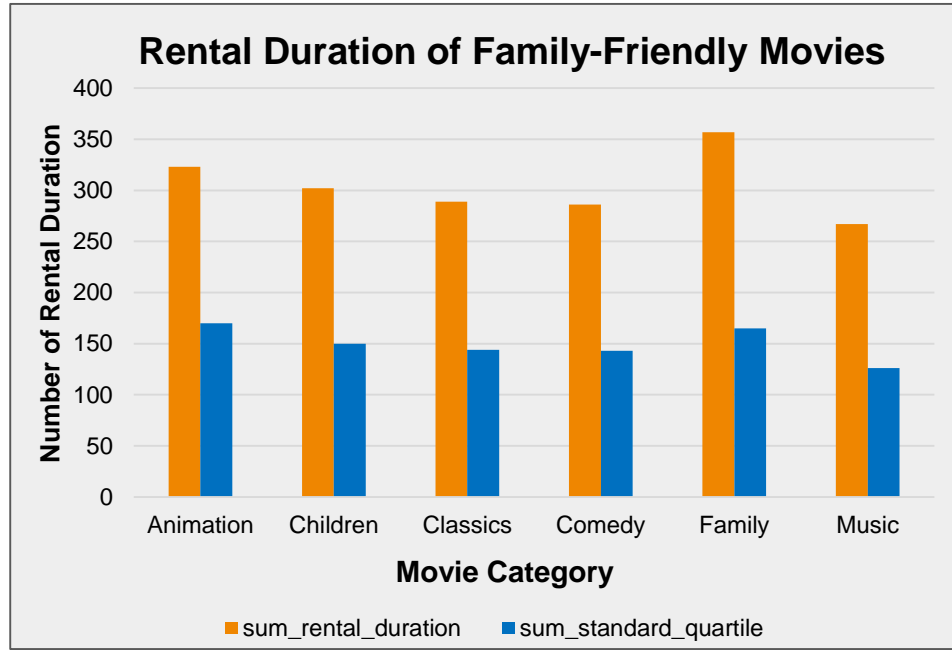
From the visualization, we can see that the **Family Category** has the **longest length** of rental duration in comparison to the duration of others and **Music Category** has the **least** rental duration length.

Count of Rental Orders by the Two Stores

From the visualization, we can see that both stores filled in almost the same number of rental orders during each time unit.

Who were the top 10 paying customers, how many payments they made on a monthly basis during 2007, and what was the amount of the monthly payments?

Top 10 Paying Customers
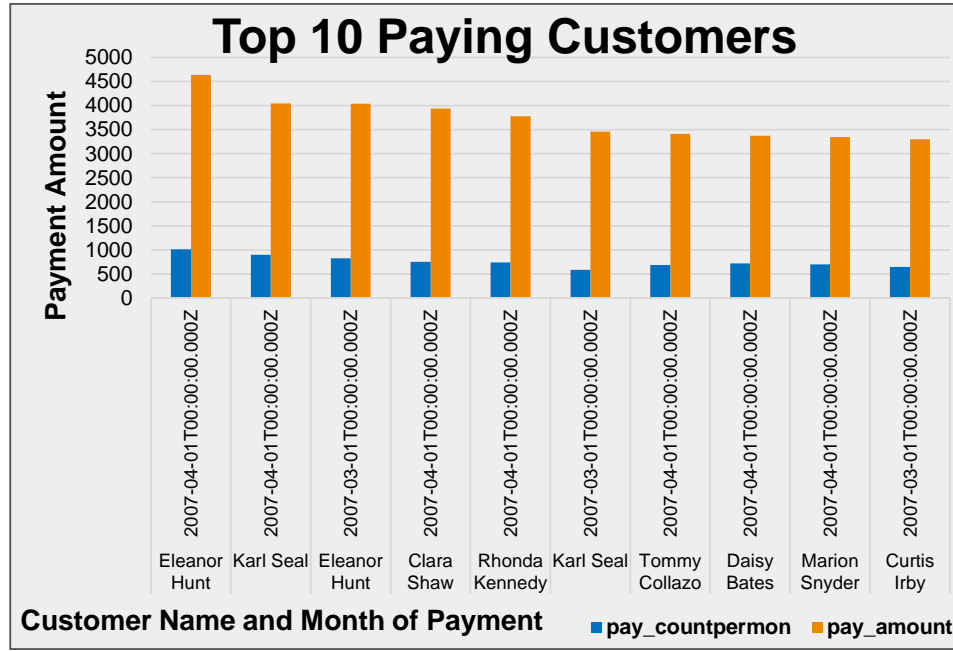
From the visualization, we can see the **Top 10 Paying Customers**, the number of times they made payment in a month and the **total amount** each paid in a month in the year 2007. The most paying customer is **Eleanor Hunt** followed by **Karl Seal**.