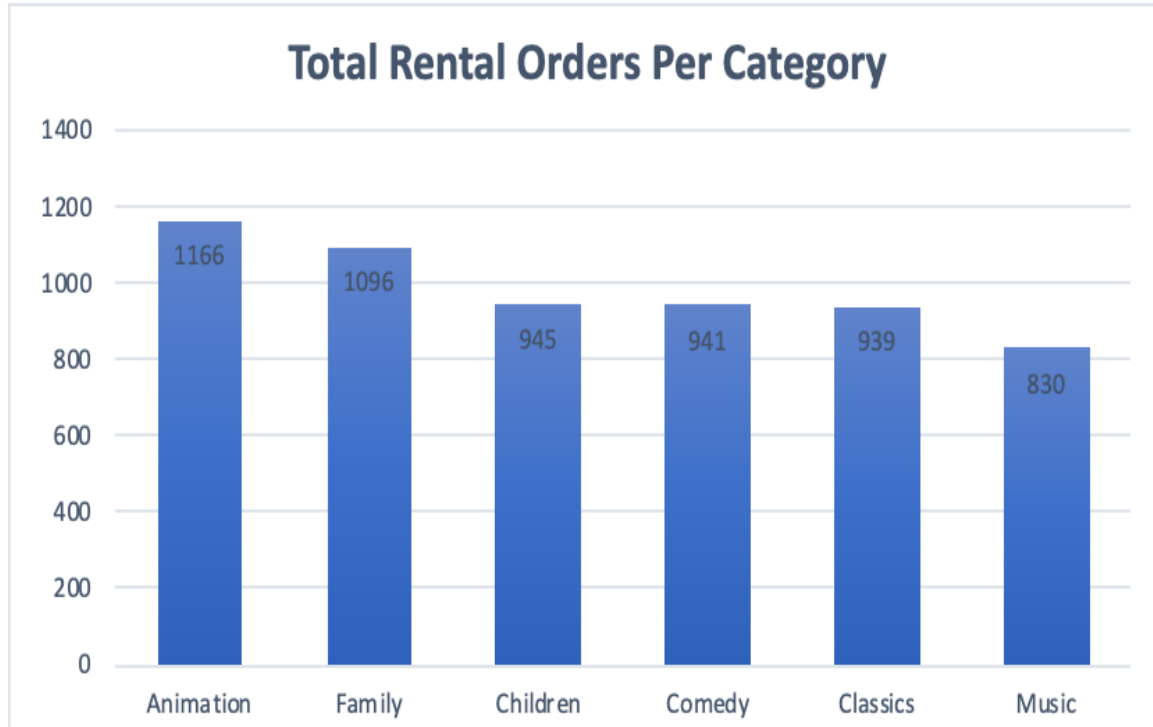
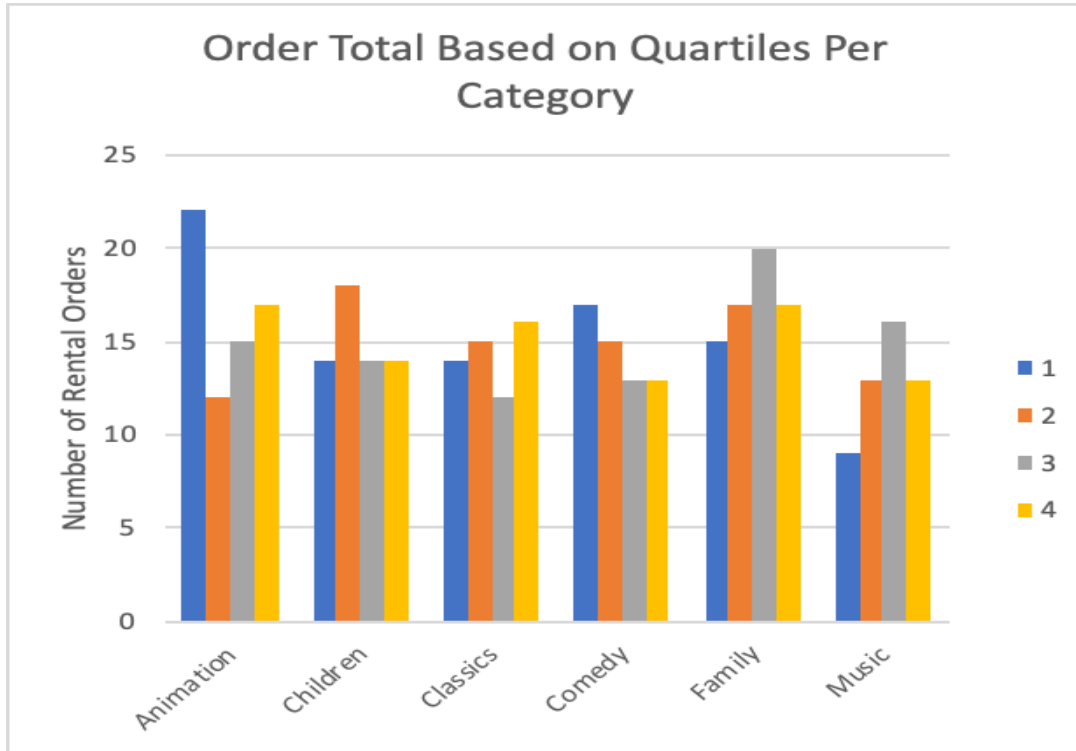


# What is the percentage of rentals per family category?



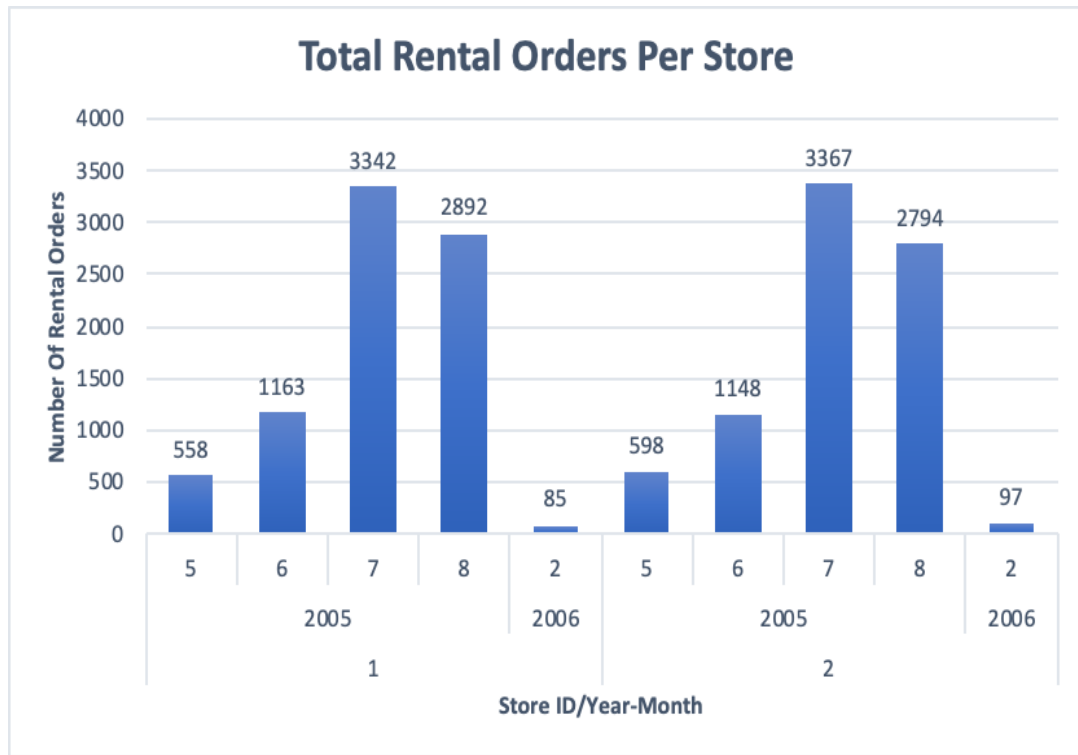
It appears that the number of rentals doesn't vary much depending on category, with Animation having the most rentals percentage at 20% and Music having the lowest at 14%

# How does rental duration vary for each film category?



Data shows that rental duration is almost uniform across all categories. However rental duration does vary a significant amount within each category based on its quartile.

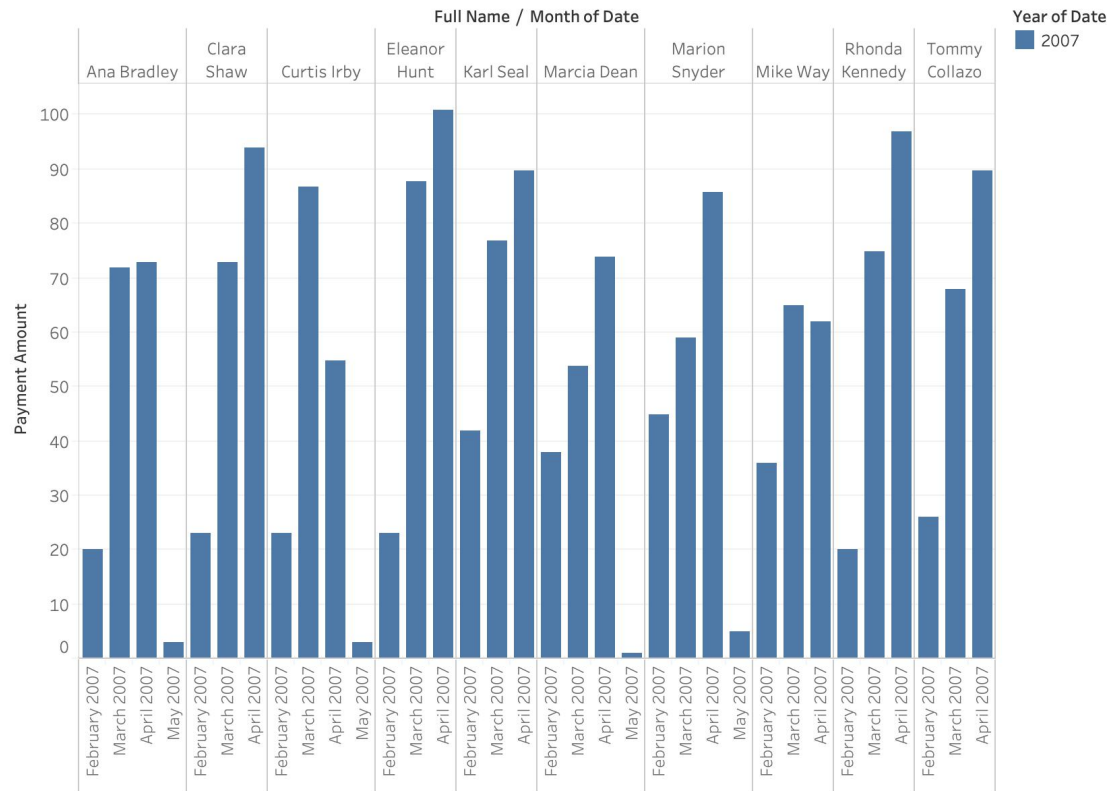
# How do the stores compare against each other in the amount of rental orders since their opening?



Both stores have performed about the same when it comes to the amount of rental orders they have accomplished. An interesting insight would be how both of them more than doubled their orders in July. Orders in 2006 diminish since we don't have enough data.

# Are customer payments increasing?

Sheet 1



Sum of Payment Amount for each Date Month broken down by Full Name. Color shows details about Date Year.

Customers payments are increasing each month, with the exception of 2007-05 since we are missing data from that date. The customer Eleanor Hunt paid the maximum difference of \$64.87 during March 2007 from \$22.95 in February of 2007.