Which Movie Categories Are Families Watching?
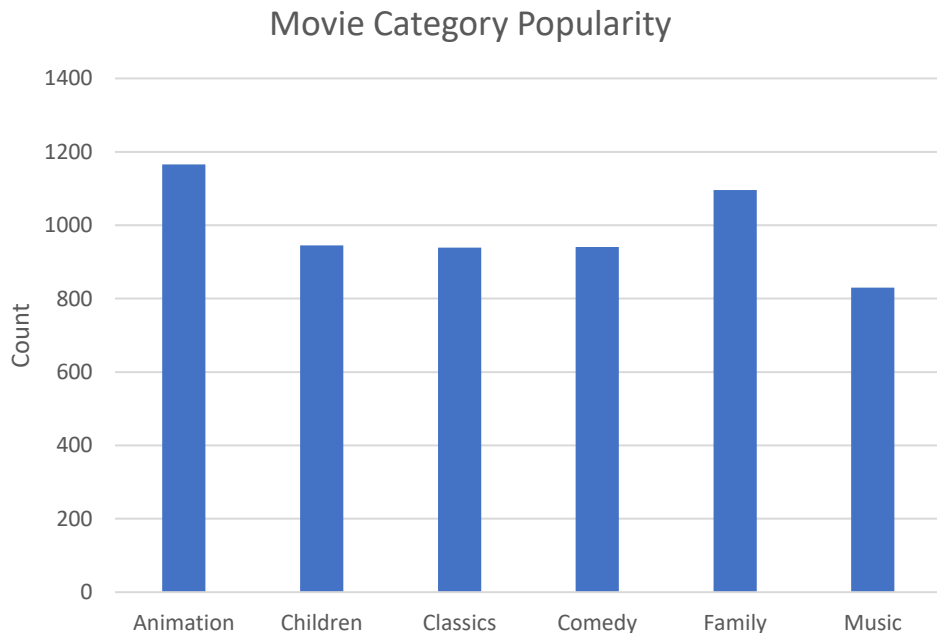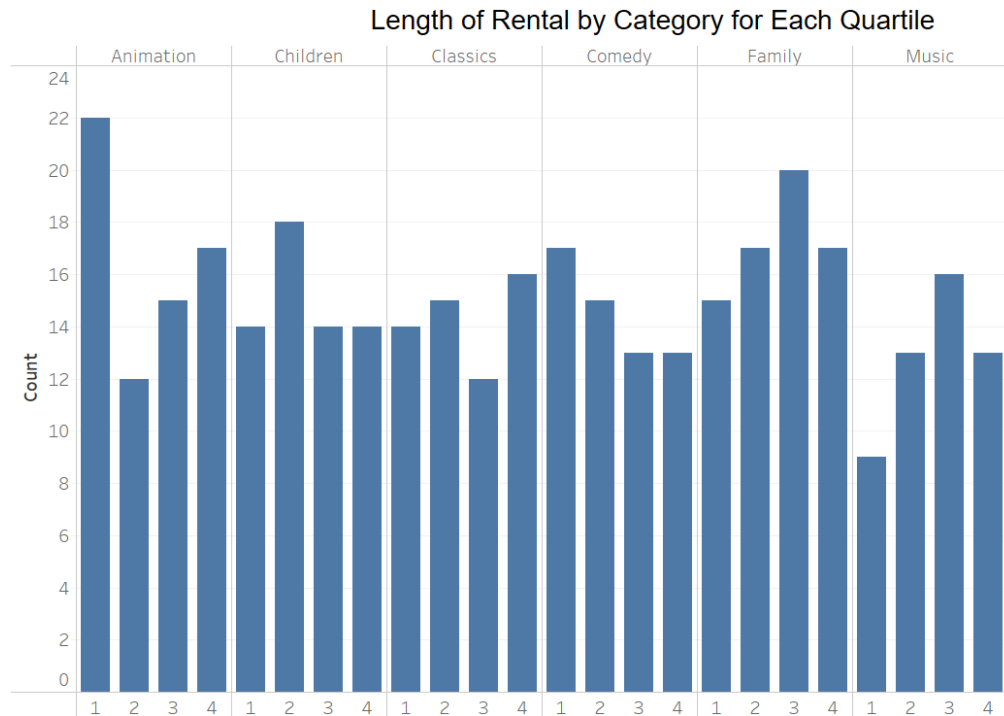

Movie Category Popularity

Animation leads in count, suggesting that it is the most popular category in the dataset.

Family films also have a significant count, showing that content suitable for family viewing is popular, potentially overlapping with both animation and children's genres.

Music has the lowest count.

Code: Query 1

How Does The Length of Rental Duration Compare Across Differernt Categories?

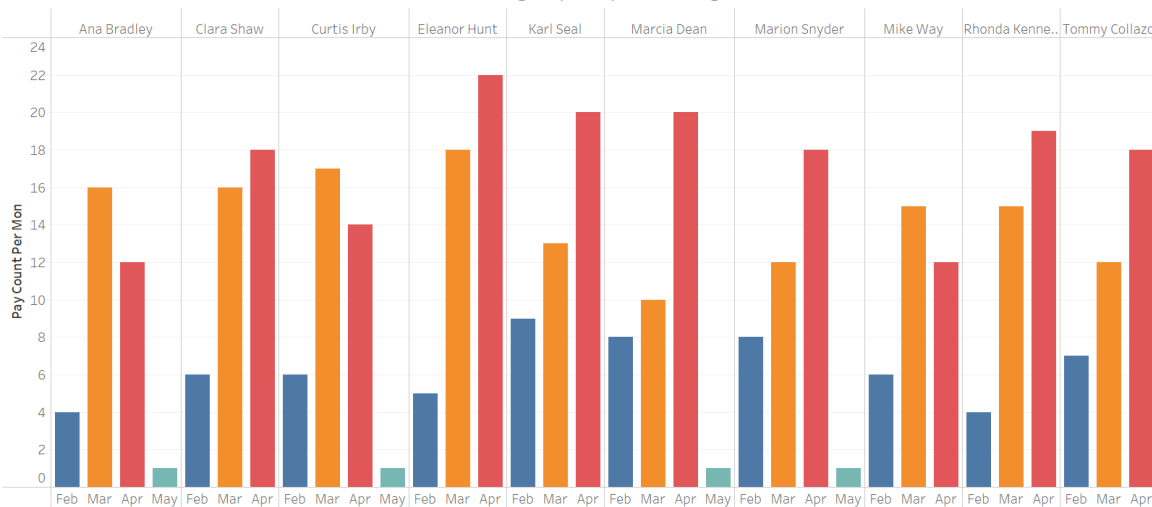Length of Rental by Category for Each Quartile

The Family category has the highest total rental duration, followed closely by Animation.

The Music category has the lowest total rental duration.

Code: Query 2

Which Month Had the Most Purchases of Rentals Among Top 10 purchasing Customers?

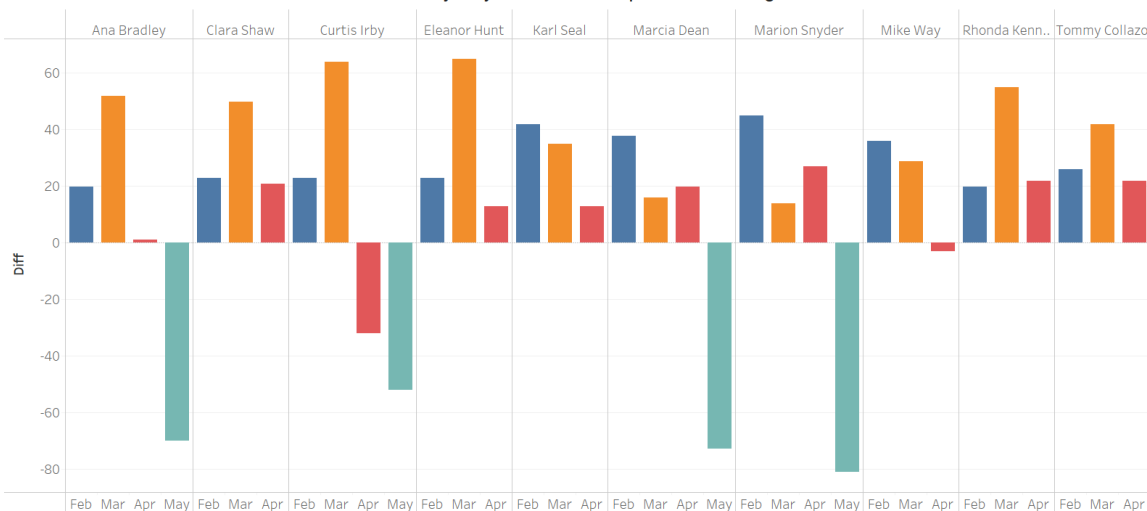Purchases of Rentals Among Top 10 purchasing Customers in 2007

In April, payment counts remain high for most individuals.

May shows a drastic drop in payment activity for most individuals.

Code: Query 5

What is the Difference Across Monthly Payment for the Top 10 Purchasing Customers?

Difference Across Monthly Payment for the Top 10 Purchasing Customers in 2007

March had the biggest spike in purchases followed by February.

Code: Query 6