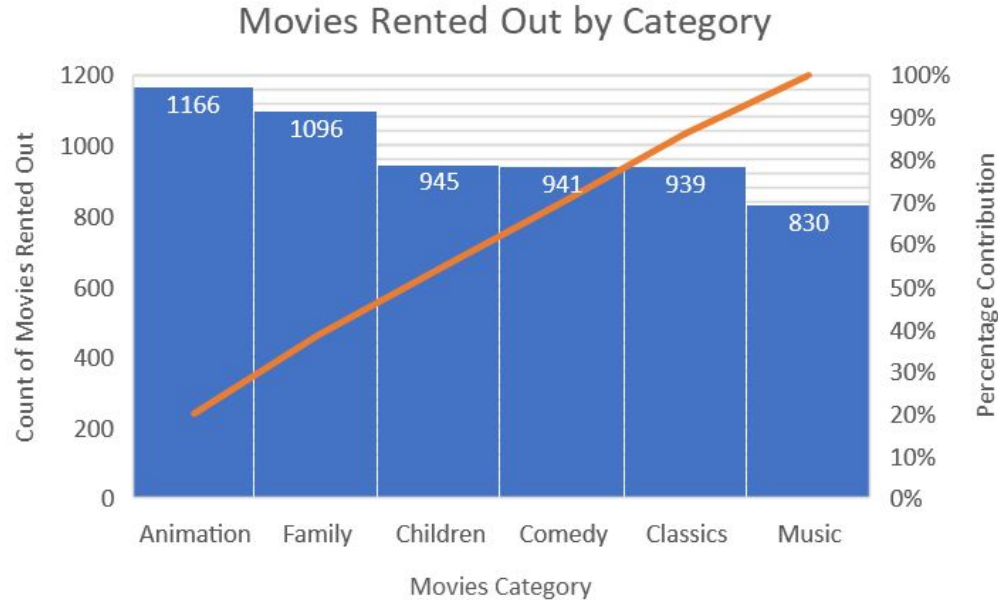
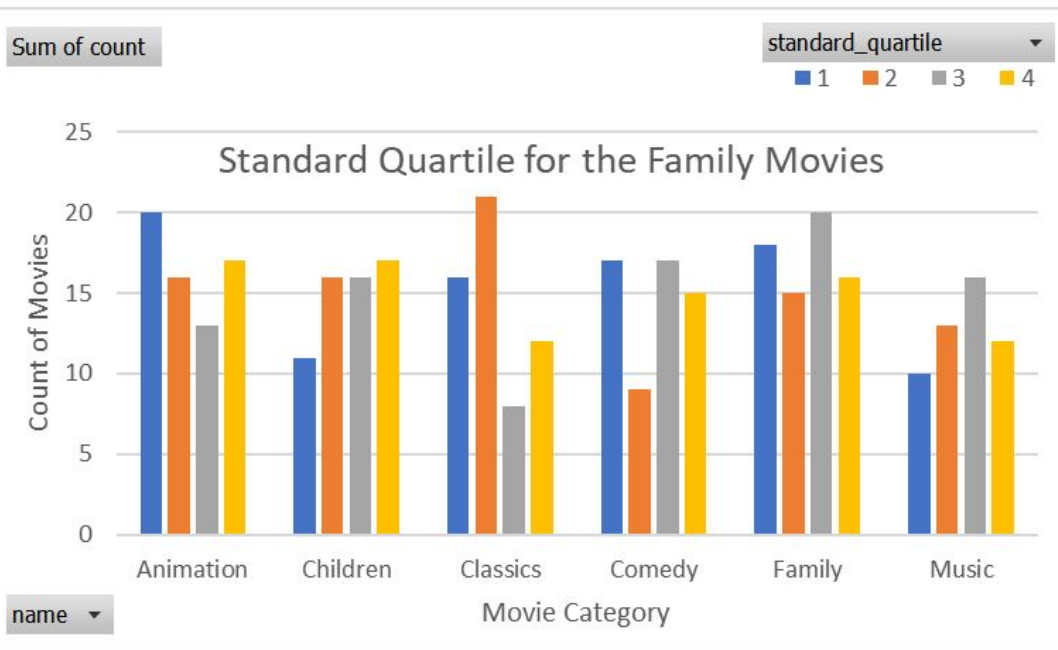


Which category of the family movies was mostly rented out?



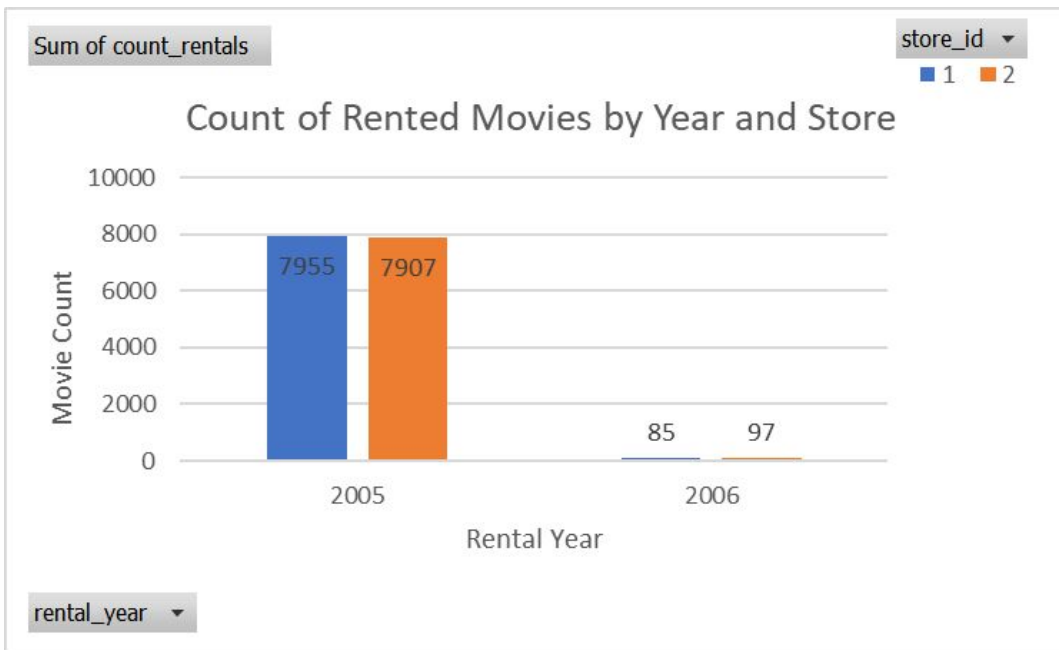
The pareto chart plot shows the count of movies rented out by category in descending order of frequency with the 'animation' category topping the list. The cumulative secondary line is shown as a percentage of the total count.

What is the distribution of the family movies by standard quartiles?



Animation has the highest count for the first quartile, Classics has the highest count for the the second quartile, Family has the highest count for the 3rd quartile while Animation and Comedy have equal cout for the 4th quartile.

What is the best performing store during the rental years?

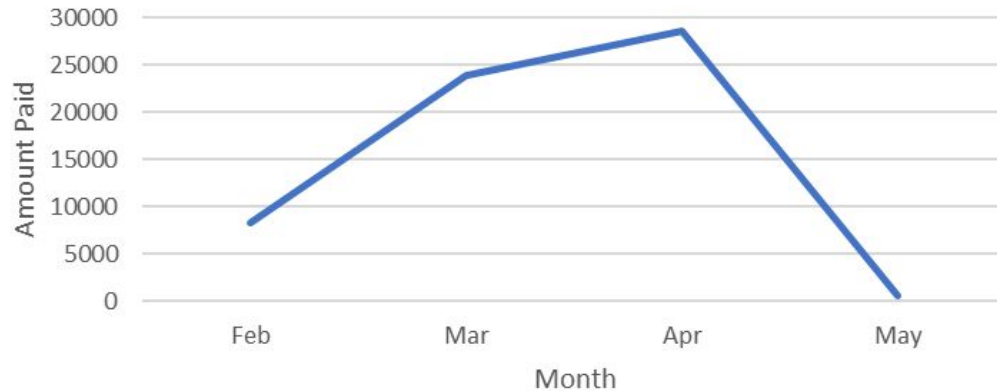


Both stores appear to be on an equal count with store 1 having an edge in 2005 and store 2 having an edge in 2006.

What is the monthly payment trend in the year 2007?

Sum of pay_amount

Total Amount Paid by Customers



pay_month (Month) ▾

pay_month ▾

+ -

In 2007, the total amount paid by customers increased rapidly from Feb to Mar, the increasing rate became slow till April which later dropped (decreased) suddenly from April till May. The highest amount was made in Apr, followed by March, then Feb.