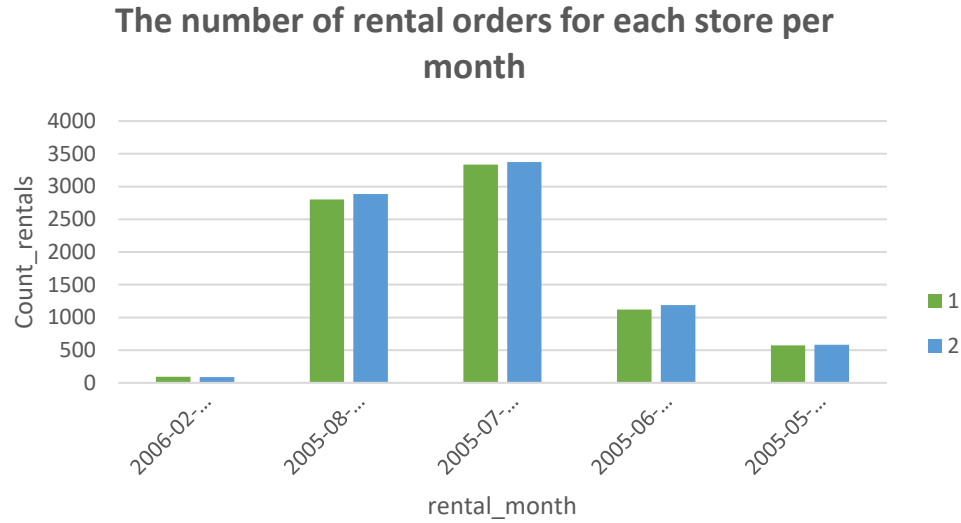
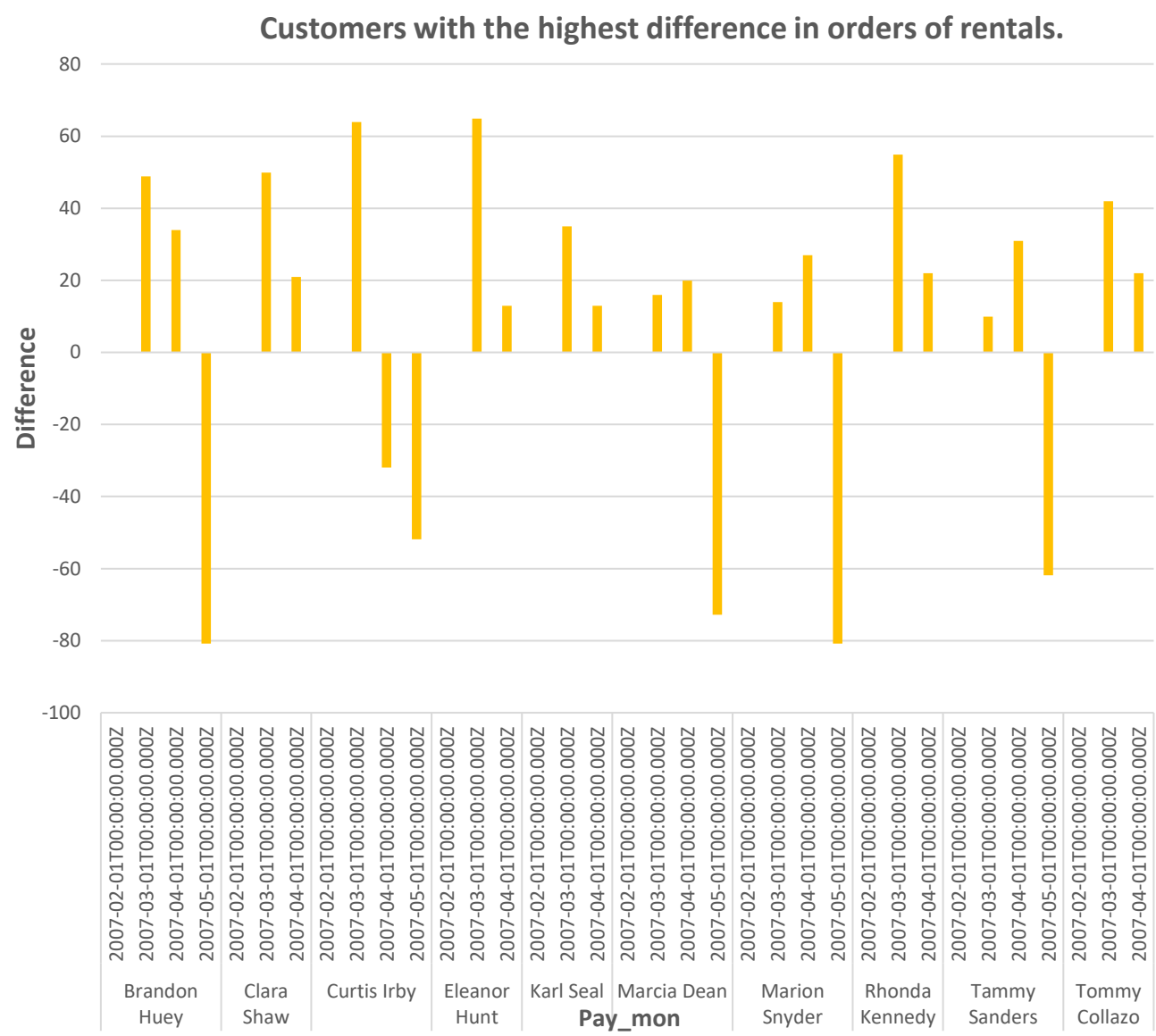


**What is the total monthly number of rental orders for each store?**



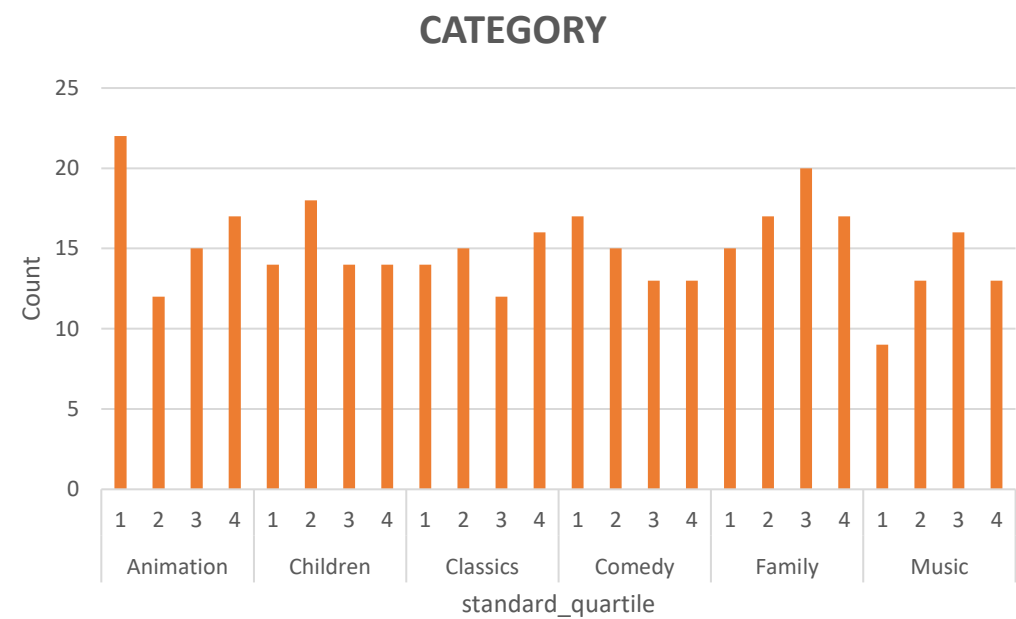
**The insight shows us the number of movies at each category in family friendly categories.**

Who are the customers with the highest difference in orders of rentals from one month to another?



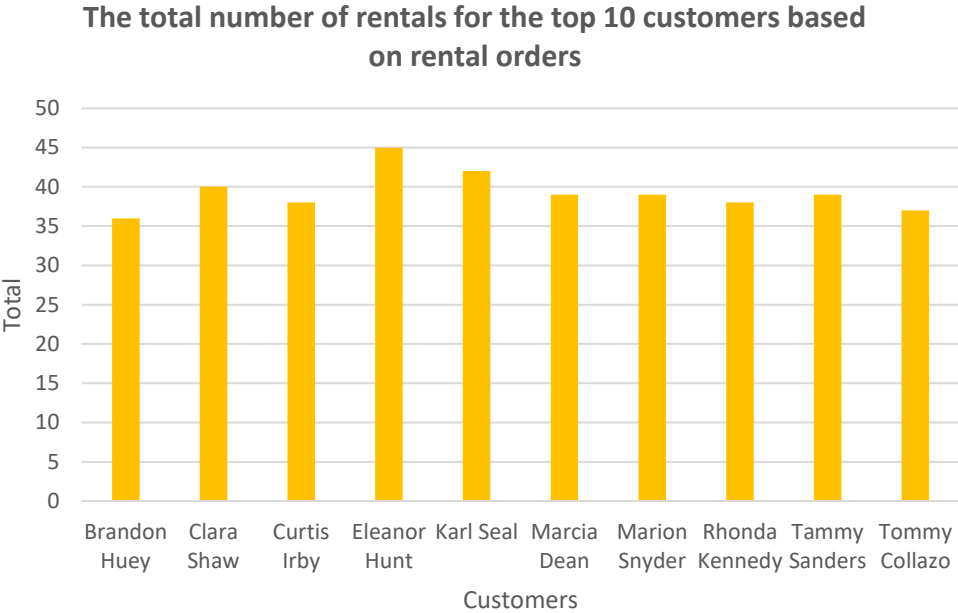
This insight displays the customer with the highest difference in orders between a month and the next month.

Is there a comparison between the length of rental duration of family-friendly movies?



**Movies with animations tend to be rented for a shorter period of time compared to other movies. Family and music based movies usually have longer rental period.**

**What is the total number of rentals for the top 10 customers based on the highest rental orders per month?**



**The insight shows the total number of rentals for the top ten customers based on the rental orders per month.**