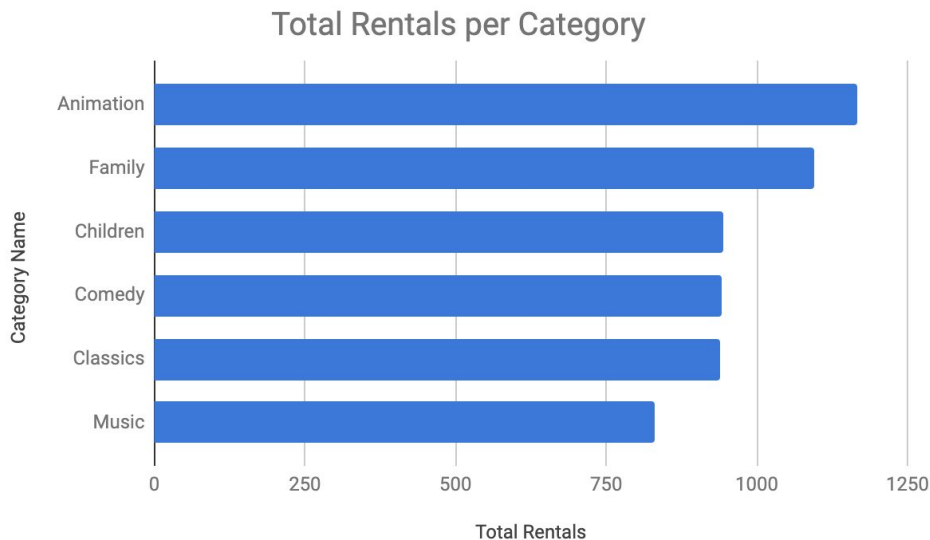
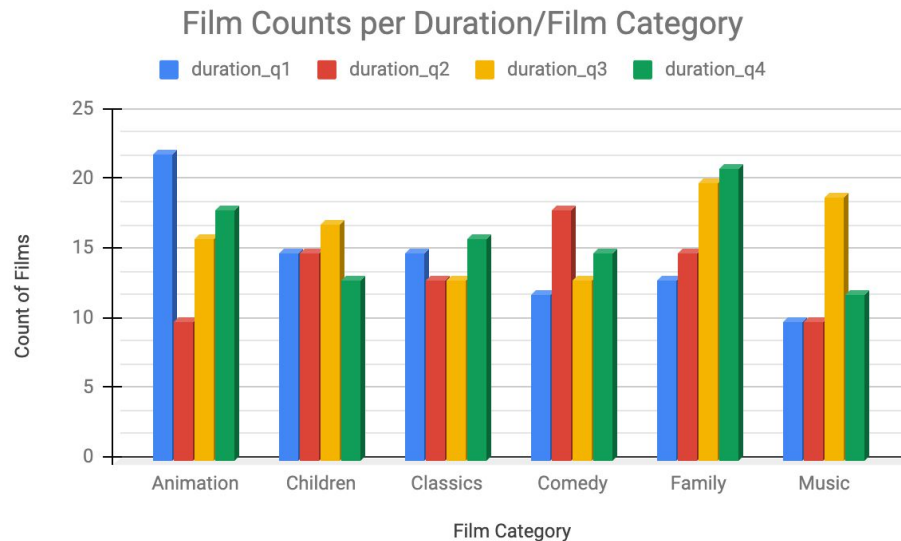


What movies are families watching?



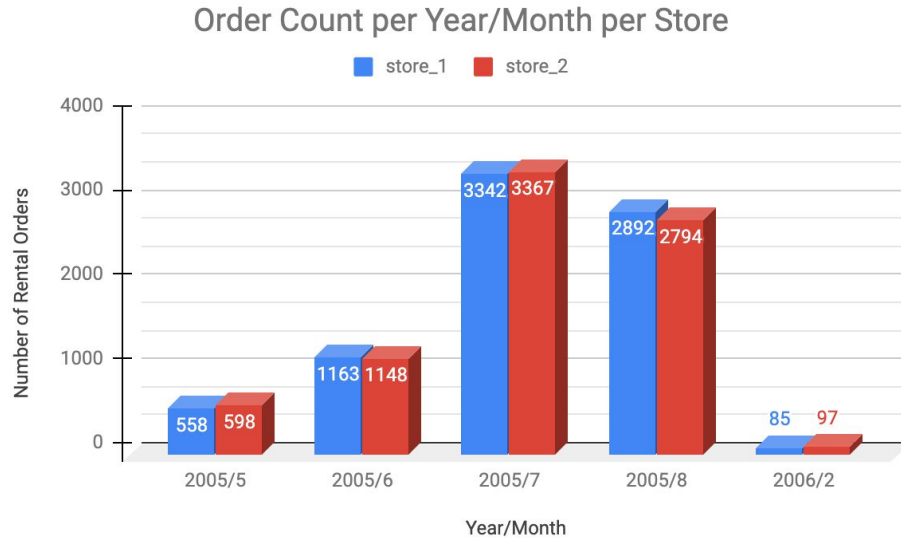
We can see the total number of times the movies have been rented out per category. There is no significant difference between the total rentals. However, families prefer to watch 'Animation' and 'Family' films the most.

What is the distribution of durations for family friendly films?



We can see the number of films per duration quartile (labeled as q1, q2, q3, q4) per film category in this chart. There isn't much common patterns across all film categories. However, there are more short movies(1st quartile) within 'Animation' category. The longer the films are, the more films there are within the 'Family' category.

How the stores compare in their count of rental orders?



We can see the count of rental orders per Year/Month per store in this chart. There isn't much difference between their count of rental orders.

How the monthly payments look like for our top 10 paying customers in year 2007?



We can see the monthly payments of our top 10 paying customers from 2007 Feb to 2007 May. Overall, their payments are increasing in a monthly basis with the exception for May 2007. This is because we don't have yet enough data for that month and beyond.