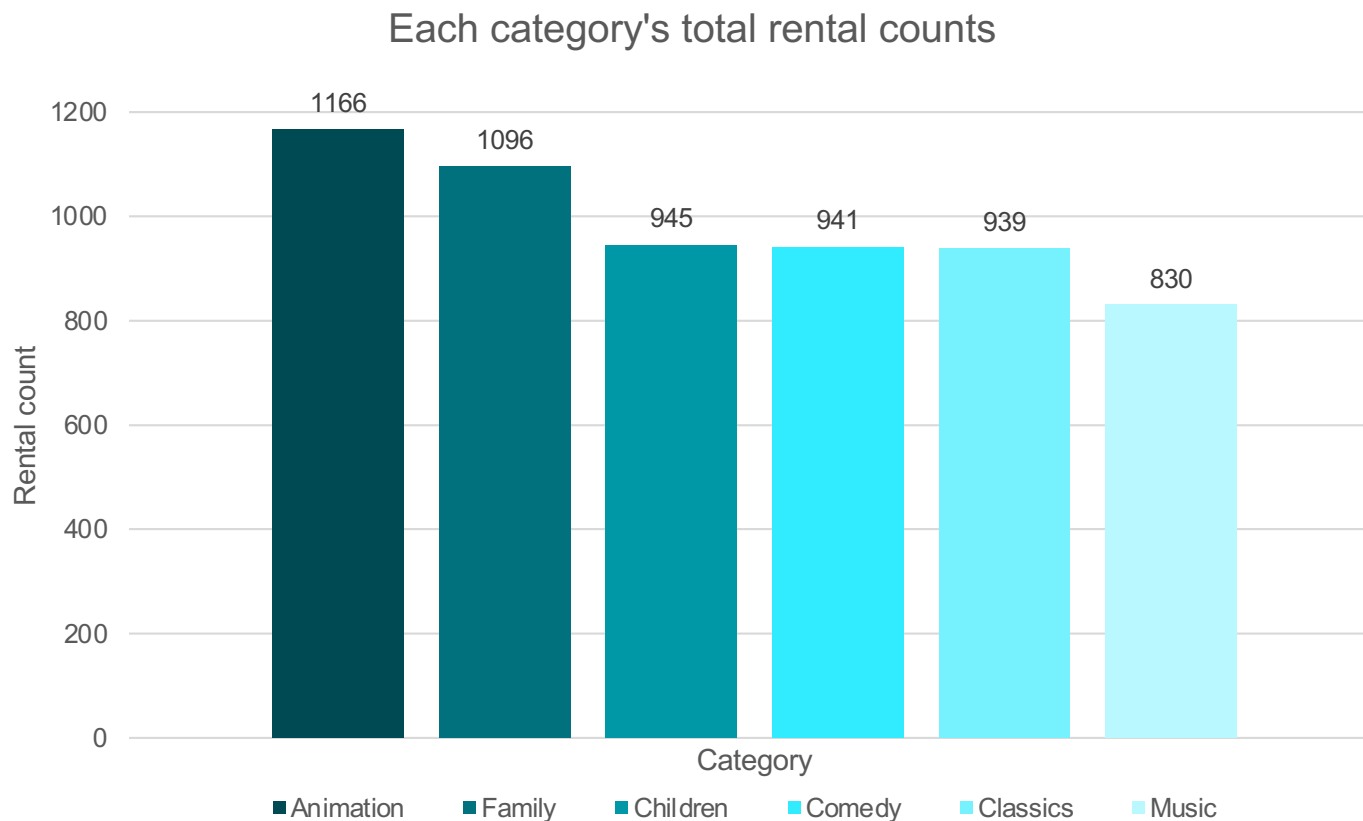


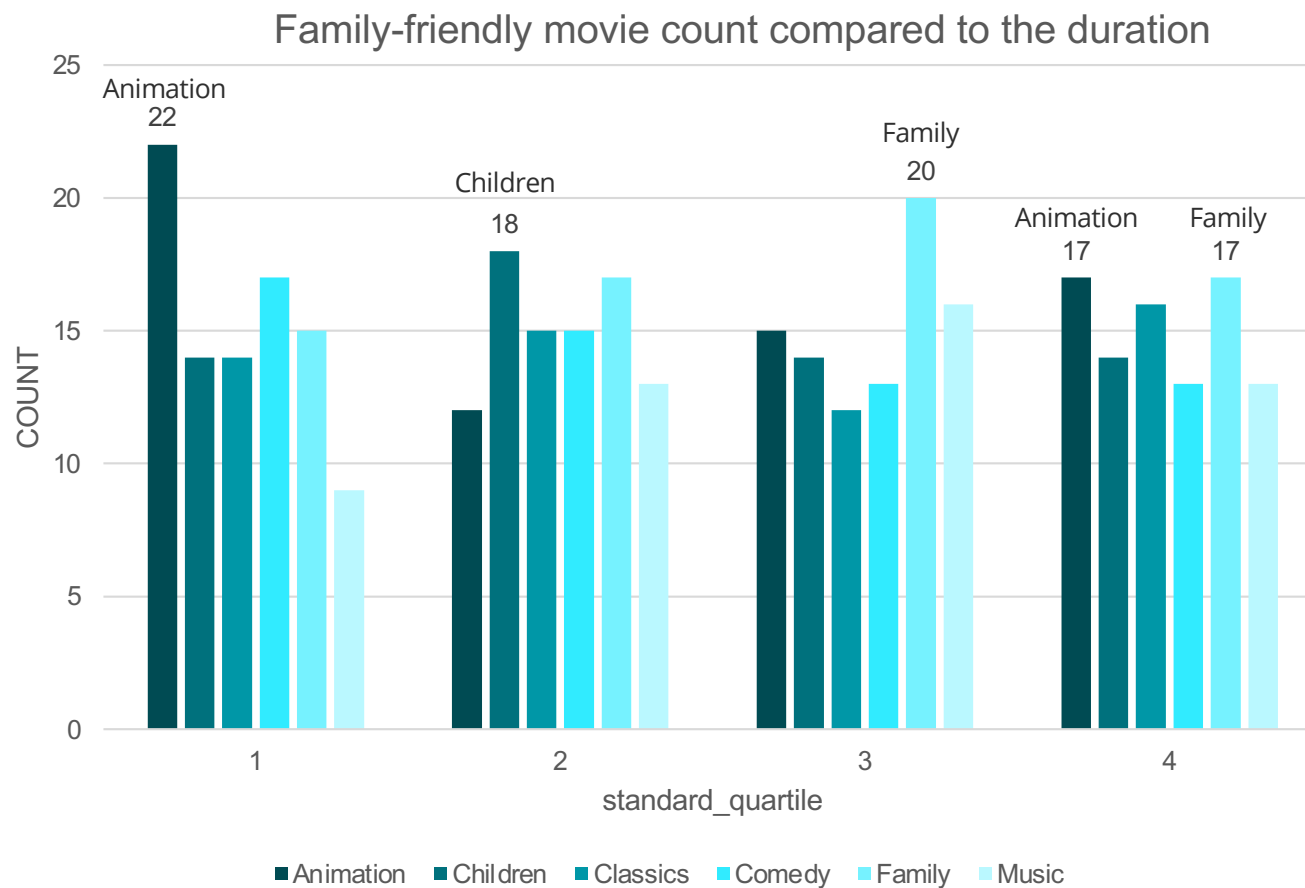
What are the total rental counts in each family-friendly category?



Animation is the most enormous rental count in the family-friendly category, followed by Family.

Children, Comedy, and Classics show no significant difference.

How does the length of rental duration of family-friendly movies compare to the duration?



We can see which category performs the best in each level of rental duration:

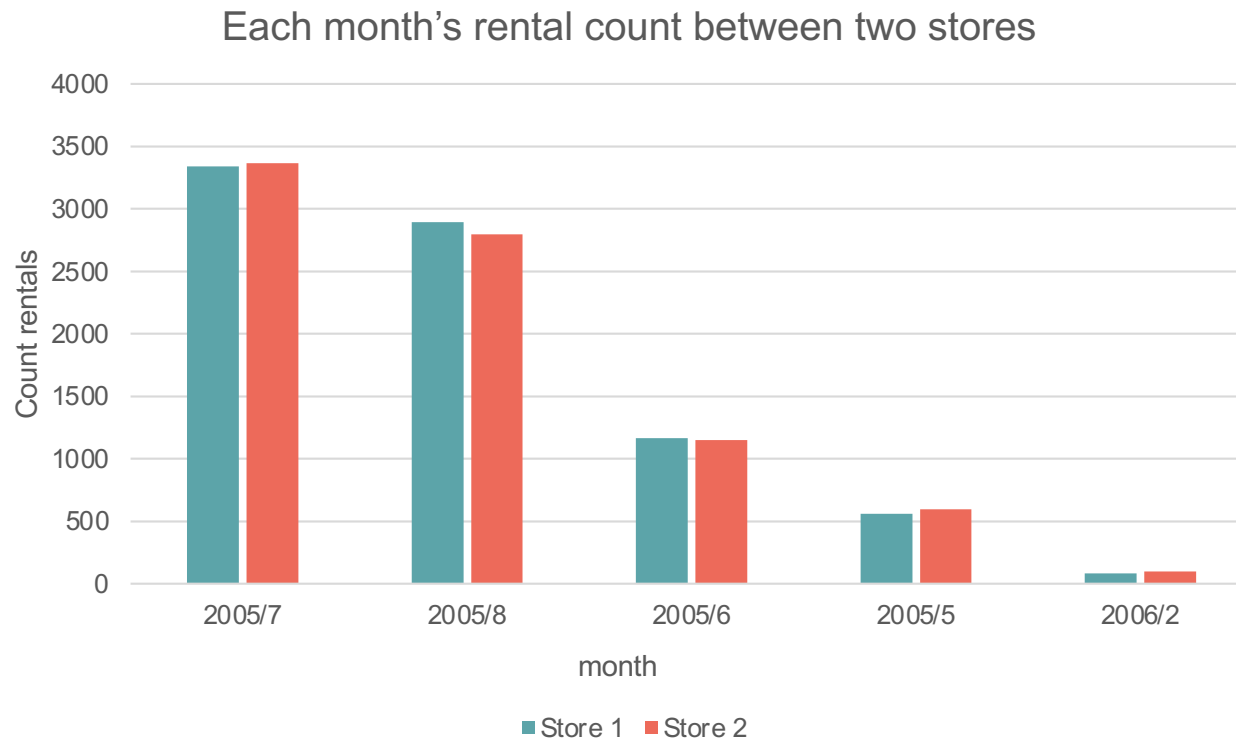
Quartile 1: Animation

Quartile 2: Children

Quartile 3: Family

Quartile 4: Animation &
Family

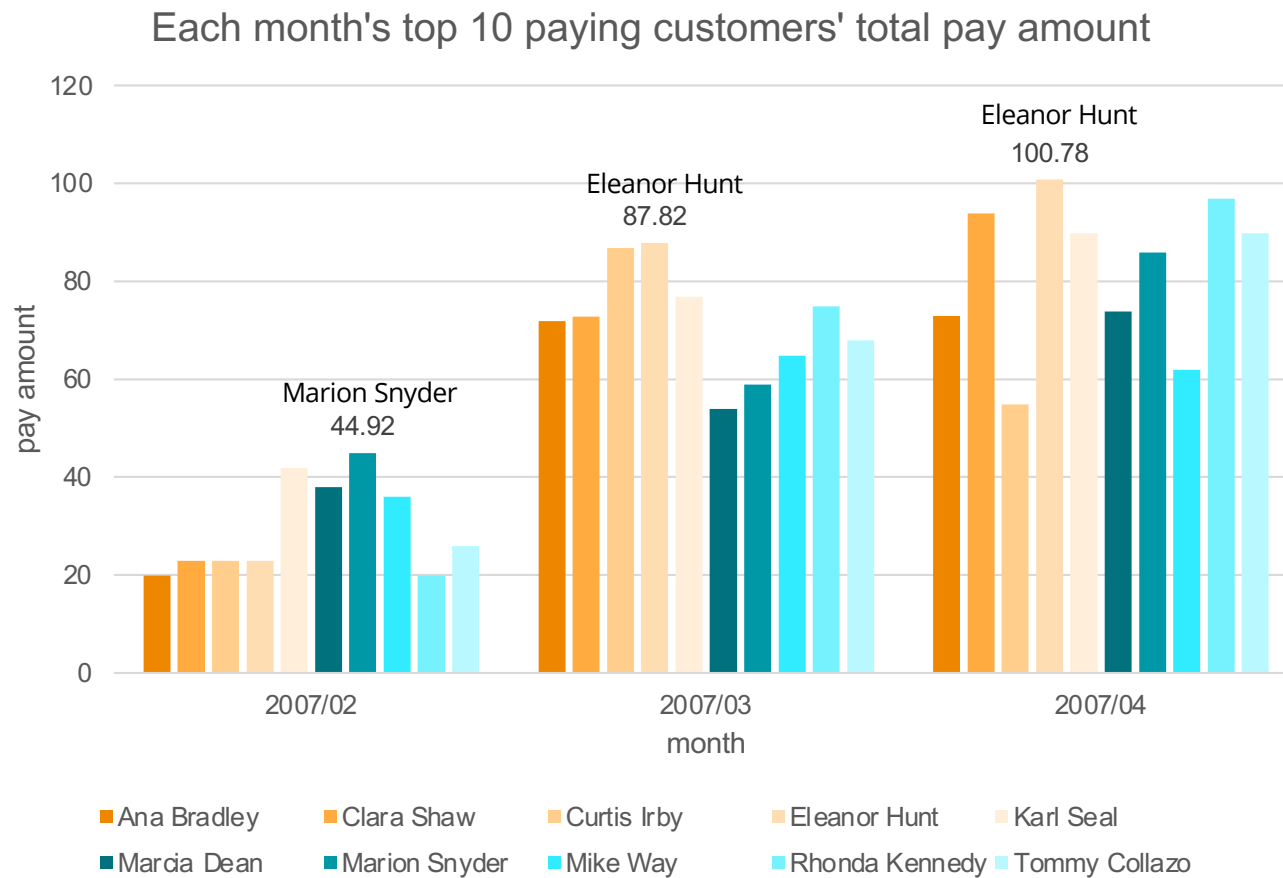
How did the two stores compare in their count of rental orders during every month for all the years?



Store 2 had the highest count of rentals in July.

However, the two stores are similar every month.

According to our top 10 paying customers, who spent the most monthly?



April has the best performance in each month.

Eleanor Hunt has been the top-spending customer for two consecutive months.

(Since the month of May lacked data, we didn't count into the chart.)