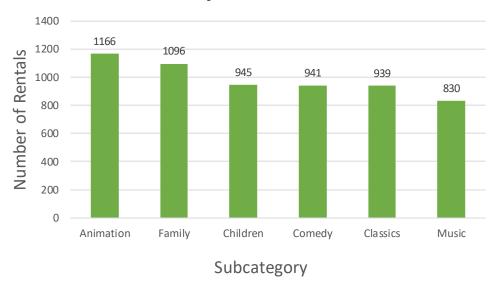
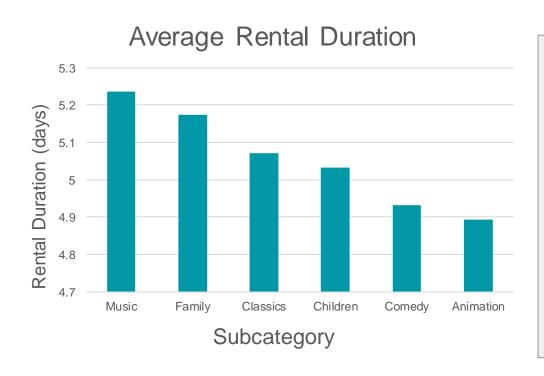
Which Category of Family movies has the most rentals

Subcategory Rental Distribution of Family Movies



This graph shows the distribution of the number of rentals in each subcategory of Family movies. We can see that the most popular subcategory is Animation with 1166 rentals over the business lifetime.

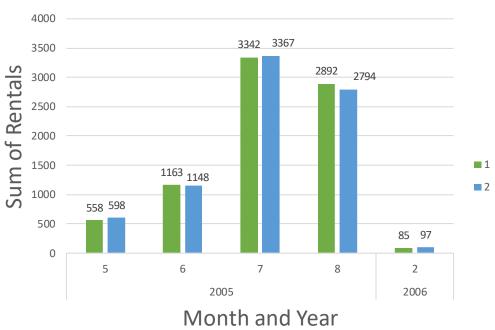
Average duration of rental



This graph shows the average rental time in days per subcategory of Family movies. We can see that the Music Subcategory rents out for the longest time and Animation movies on average have the shortest rental time

Store Comparison Of Movie rentals per Month

Comparison Of Rentals Per Store

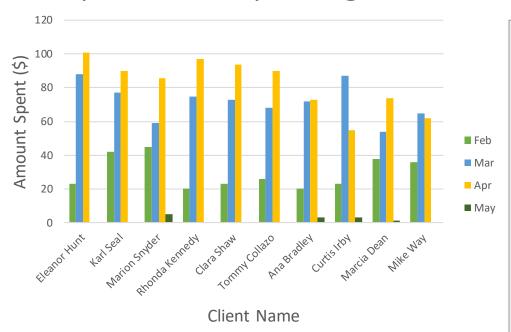


This chart represents a comparison of the total rentals per month for each store. Store 1 is in green and Store 2 is in blue.

We see that generally both stores have relativley the same amount of rentals per month and that the most active month is July 2005

Top 10 Paying Clients Habits

Top 10 Clients Spending Habits



This graph shows the top 10 spending clients, and breaks down their individual spending per month.

We can see that amongst all our clients, they spend the most during March and April. Elanor Hunt is the highest paying client.