What is the most popular family movie category?

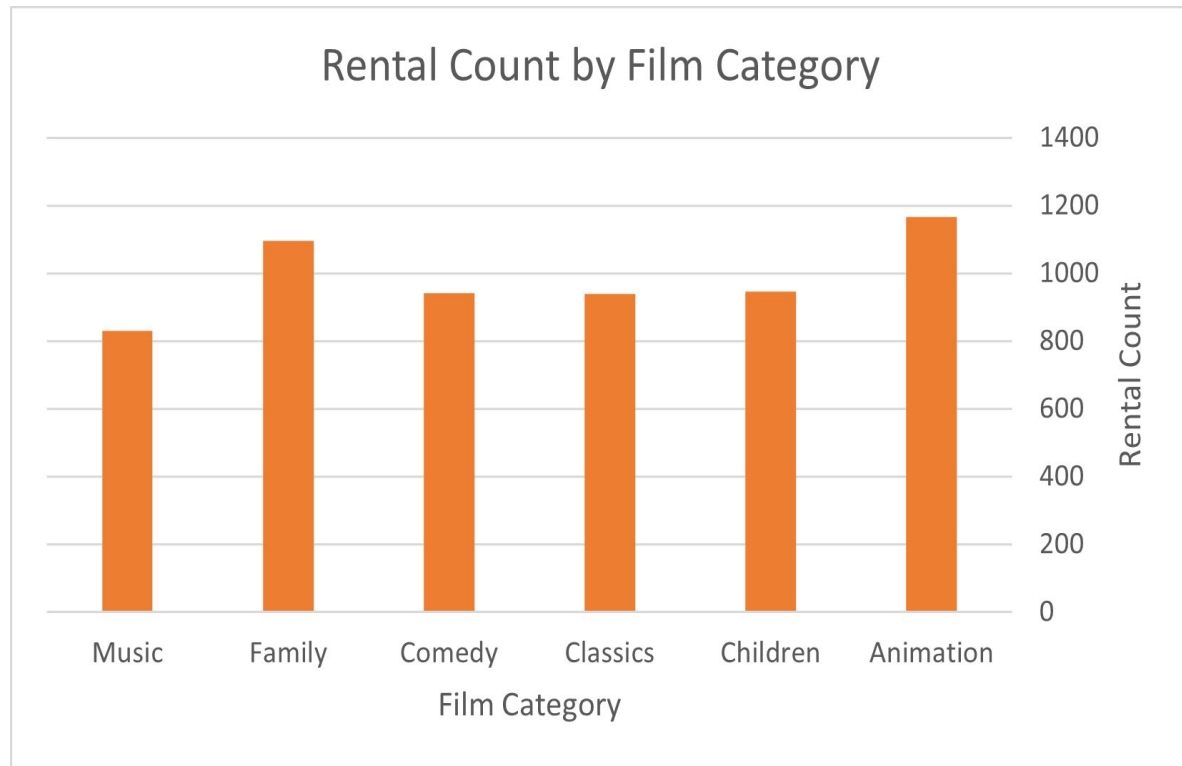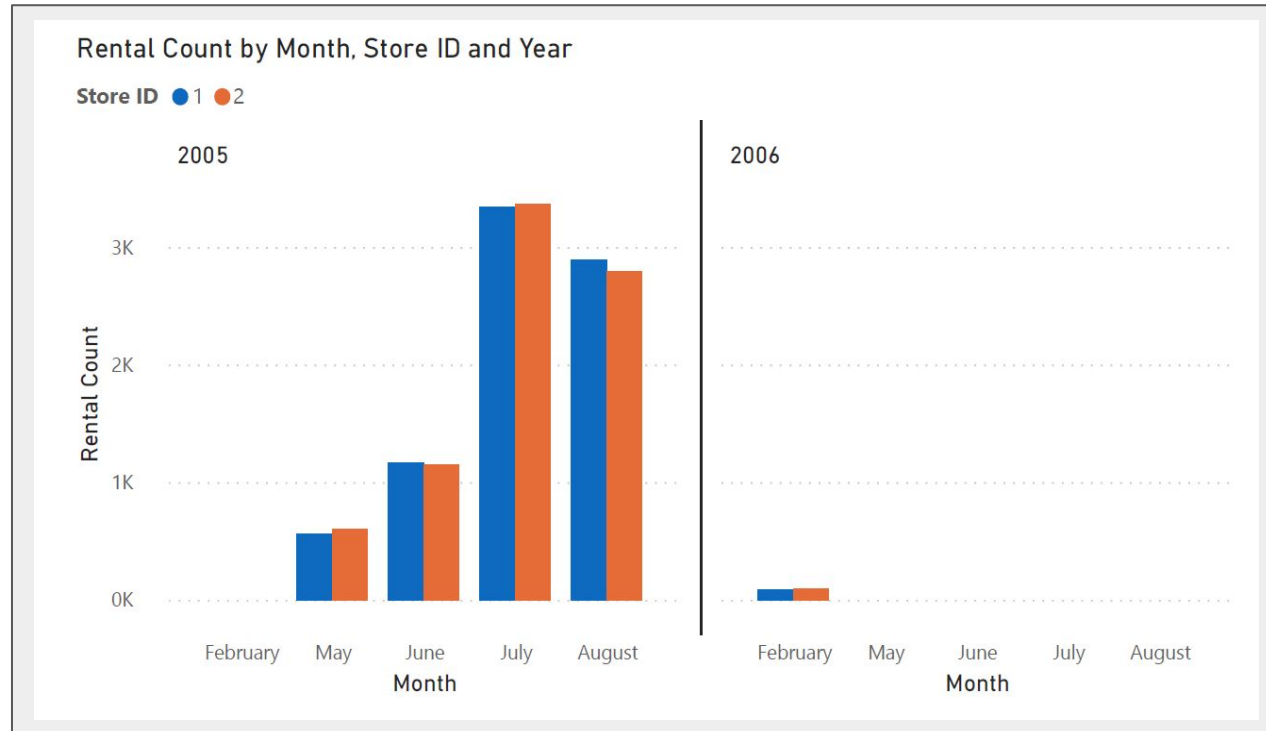Rental Count by Film Category

We can see that animation is the most popular film category among families.

What were the total rental orders per store?

Rental Count by Month, Store ID and Year
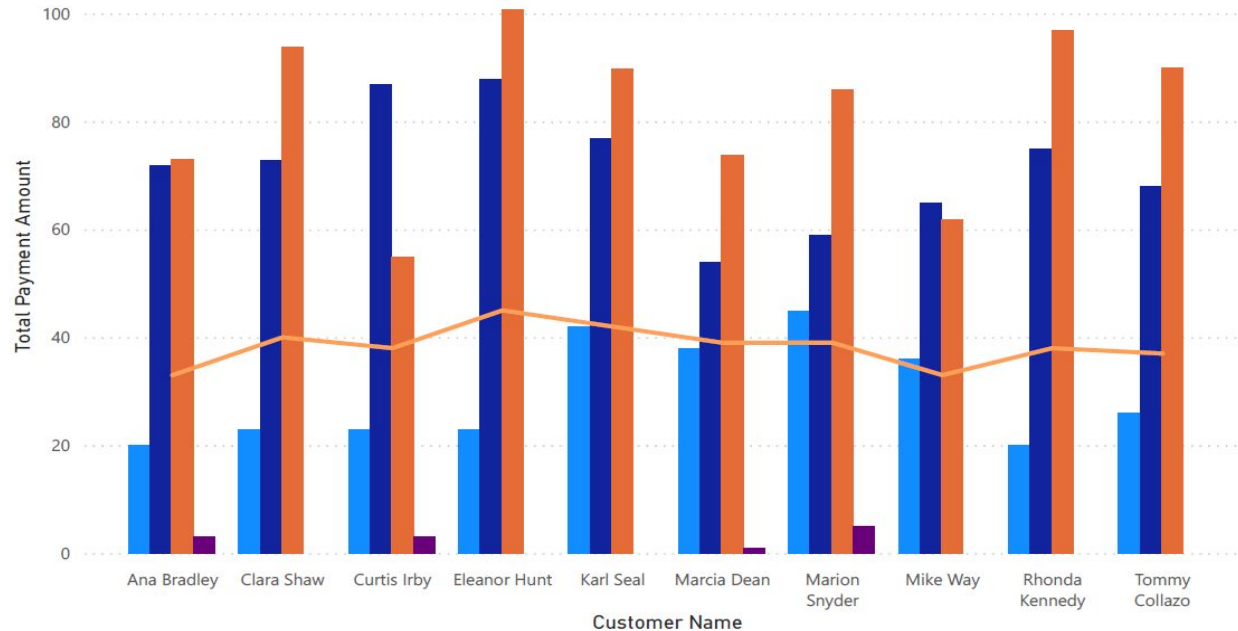
Store ID ● 1 ● 2

We can see both stores have almost the same number of rental orders during each time unit.

What were the monthly payment amounts and number of payments made by the top ten paying customers?
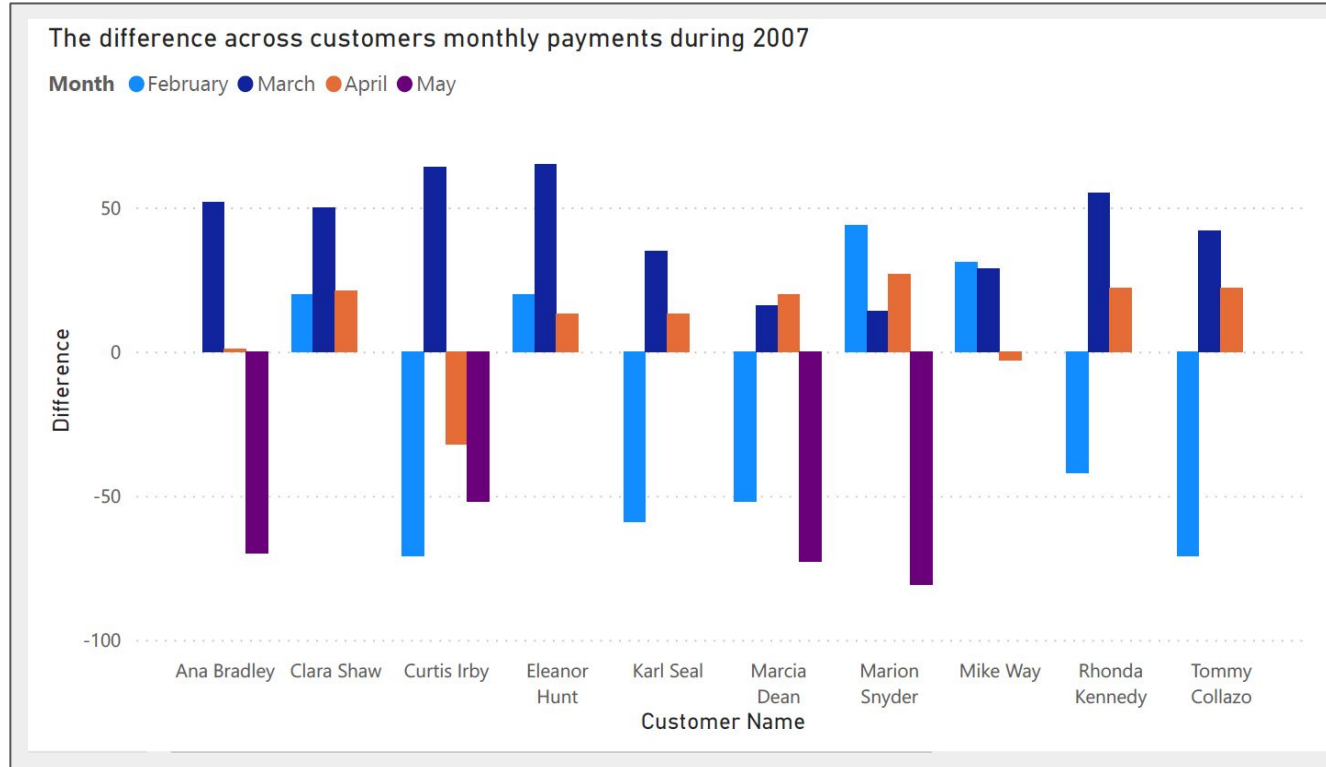

Total Payment Amount and Payment Count by Customer Name and Month

Month ● February ● March ● April ● May —— Payment Count

we can see, for all the top 10 paying customers the highest payment amount occurs in April, whereas the least amount occurs in February. The number of payments between the 10 customers does not differ significantly.

What was the difference across the monthly payments during 2007 for the top ten paying customers ?

The difference across customers monthly payments during 2007

We can see that March has the largest differences, while May has the largest negative differences. The customer with the maximum difference is Eleanor Hunt during March.