Family Friendly Categories

Most Rented Family Friendly Category

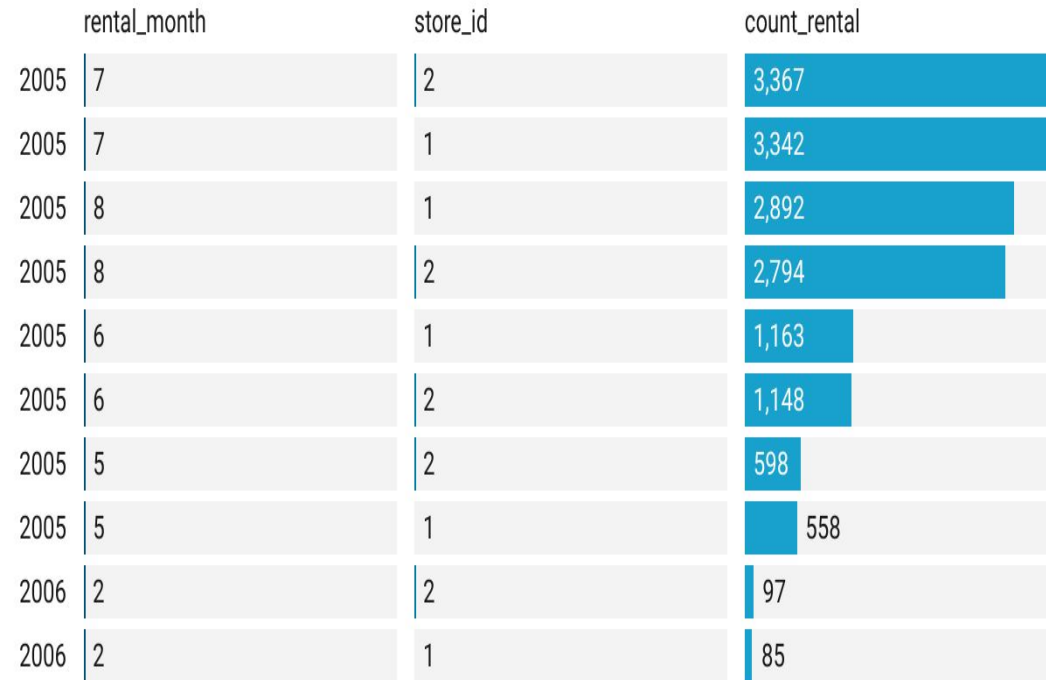| Category	Rentals
Animation	1,166
Family	1,096
Children	945
Comedy	941
Classics	939
Music	830

Created with Datawrapper

Question: Which is the most popular family friendly category based on number of rentals?

Insight: Based on the graph, we can see that Animation is the most popular category in family friendly films, while Music is the least popular.

Comparing Stores Monthly Rentals

Store Rentals Per Month

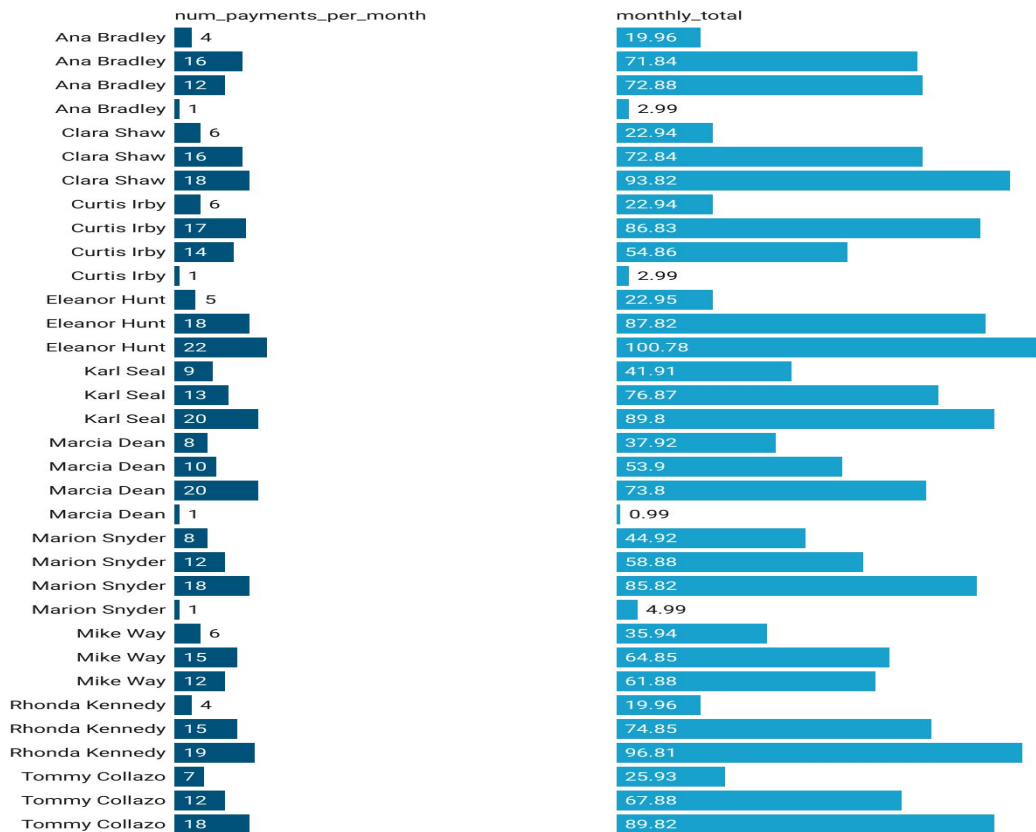| rental_month		store_id		count_rental
2005	7		2	3,367
2005	7		1	3,342
2005	8		1	2,892
2005	8		2	2,794
2005	6		1	1,163
2005	6		2	1,148
2005	5		2	598
2005	5		1	558
2006	2		2	97
2006	2		1	85

Created with Datawrapper

Question: Which store has the highest number of monthly rental?

Insight: Based on the graph, we can see that the second store has the highest number of rentals in the majority of months. We can also see that the vast majority of rentals were made in the months of July and August.

10 Highest Paying Customer's Monthly Rental Count

Top 10 Highest Paying Customers

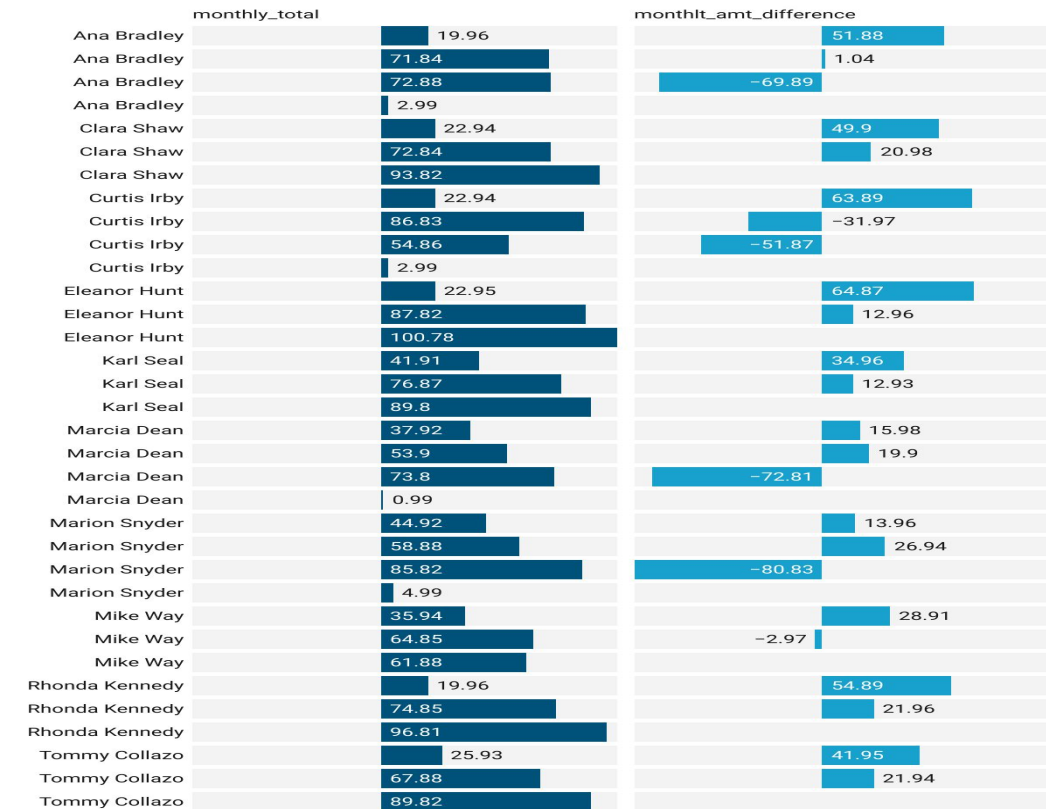| Customer	num_payments_per_month	monthly_total
Ana Bradley	4	19.96
Ana Bradley	16	71.84
Ana Bradley	12	72.88
Ana Bradley	1	2.99
Clara Shaw	6	22.94
Clara Shaw	16	72.84
Clara Shaw	18	93.82
Curtis Irby	6	22.94
Curtis Irby	17	86.83
Curtis Irby	14	54.86
Curtis Irby	1	2.99
Eleanor Hunt	5	22.95
Eleanor Hunt	18	87.82
Eleanor Hunt	22	100.78
Karl Seal	9	41.91
Karl Seal	13	76.87
Karl Seal	20	89.8
Marcia Dean	8	37.92
Marcia Dean	10	53.9
Marcia Dean	20	73.8
Marcia Dean	1	0.99
Marion Snyder	8	44.92
Marion Snyder	12	58.88
Marion Snyder	18	85.82
Marion Snyder	1	4.99
Mike Way	6	35.94
Mike Way	15	64.85
Mike Way	12	61.88
Rhonda Kennedy	4	19.96
Rhonda Kennedy	15	74.85
Rhonda Kennedy	19	96.81
Tommy Collazo	7	25.93
Tommy Collazo	12	67.88
Tommy Collazo	18	89.82

Created with Datawrapper

Question: What are the monthly spendings of the 10 highest paying customers?

Insight: Based on the graph, it seems that all of the customers in this bracket have 10 or more rentals made in at least two successive months.

Comparing Monthly Rentals of 10 Highest Paying Customers

Difference in Monthly Payments From 10 Highest Paying Customers

Customer	monthly_total	monthlt_amt_difference
Ana Bradley	19.96	51.88
Ana Bradley	71.84	1.04
Ana Bradley	72.88	−69.89
Ana Bradley	2.99	
Clara Shaw	22.94	49.9
Clara Shaw	72.84	20.98
Clara Shaw	93.82	
Curtis Irby	22.94	63.89
Curtis Irby	86.83	−31.97
Curtis Irby	54.86	−51.87
Curtis Irby	2.99	
Eleanor Hunt	22.95	64.87
Eleanor Hunt	87.82	12.96
Eleanor Hunt	100.78	
Karl Seal	41.91	34.96
Karl Seal	76.87	12.93
Karl Seal	89.8	
Marcia Dean	37.92	15.98
Marcia Dean	53.9	19.9
Marcia Dean	73.8	−72.81
Marcia Dean	0.99	
Marion Snyder	44.92	13.96
Marion Snyder	58.88	26.94
Marion Snyder	85.82	−80.83
Marion Snyder	4.99	
Mike Way	35.94	28.91
Mike Way	64.85	−2.97
Mike Way	61.88	
Rhonda Kennedy	19.96	54.89
Rhonda Kennedy	74.85	21.96
Rhonda Kennedy	96.81	
Tommy Collazo	25.93	41.95
Tommy Collazo	67.88	21.94
Tommy Collazo	89.82	

Created with Datawrapper

Question: How do the monthly spending of the 10 highest paying customer differ?

Insight: Based on the graph, we can see that the rentals made vary month to month. Some months there's little difference, whilst other months there is great difference.