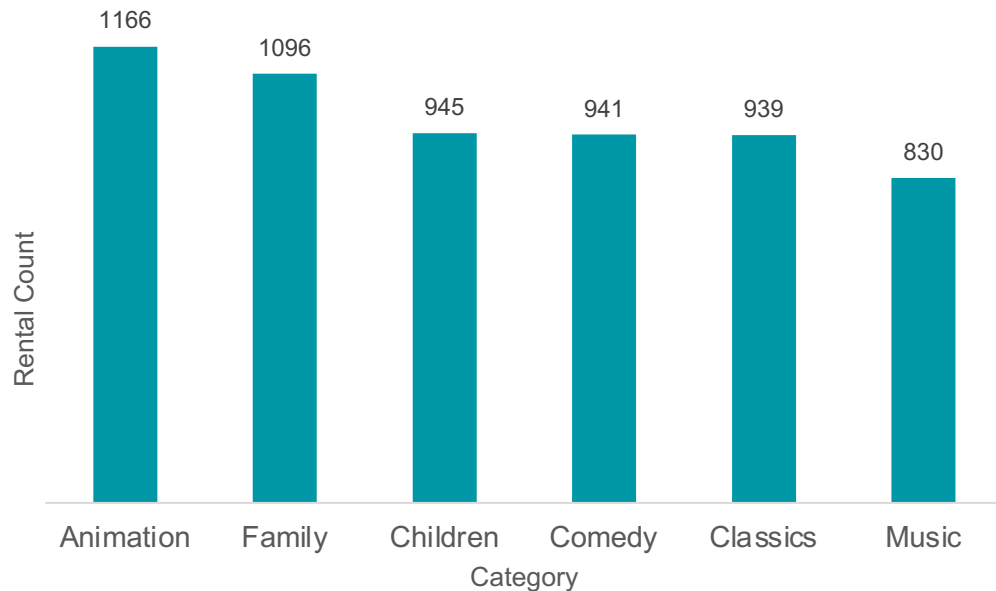


# What family-friendly movies had the most rentals?

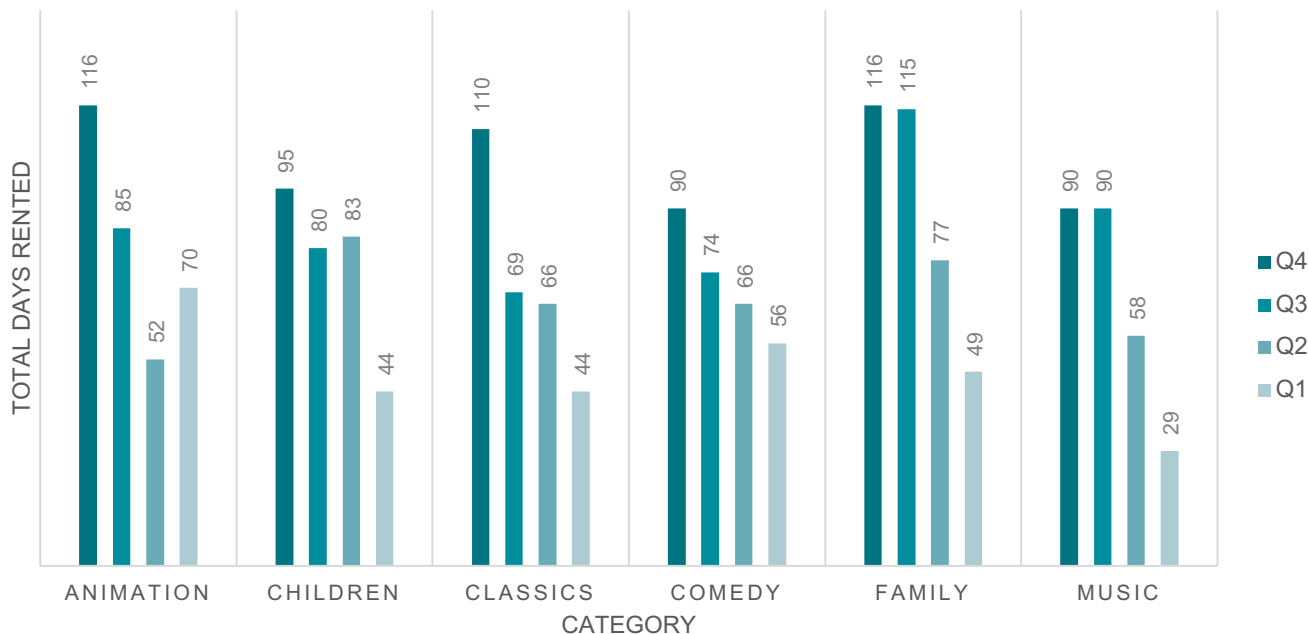
RENTAL TOTAL FOR FAMILY-FRIENDLY MOVIES



Not accounting for inventory levels, Animation was the most rented family-friendly movie category followed closely by the family category.

# Which family-friendly movies are being rented the longest?

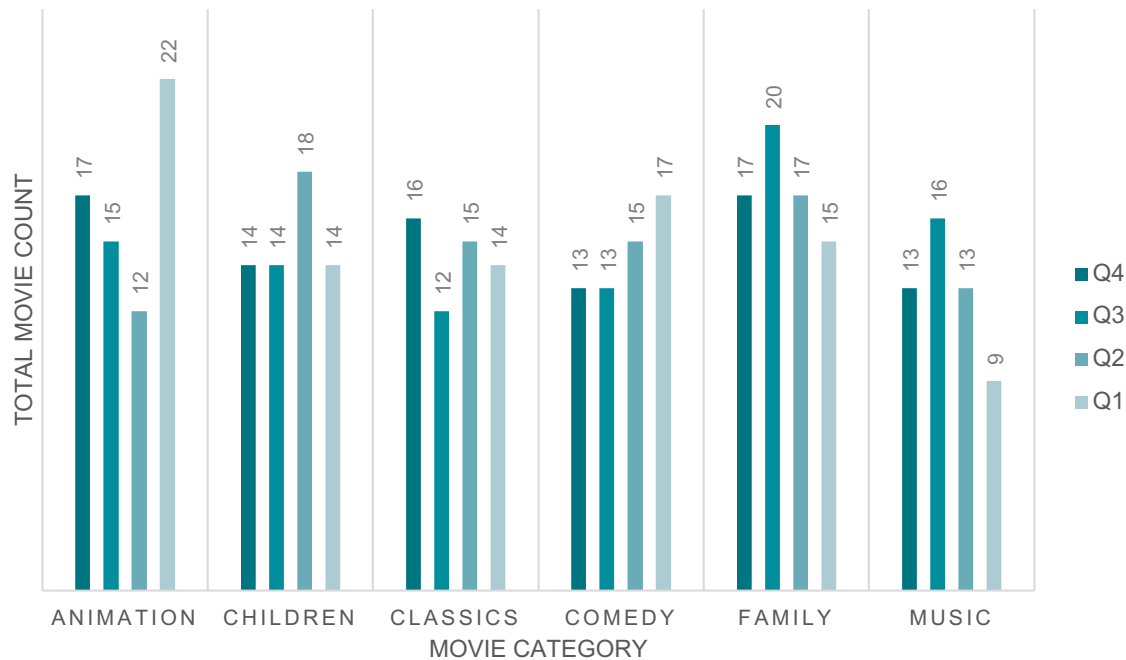
RENTAL DURATION BY QUARTILES FOR EACH FAMILY-FRIENDLY CATEGORY



Movies in the family category are being rented the longest, followed by animation and then classics.

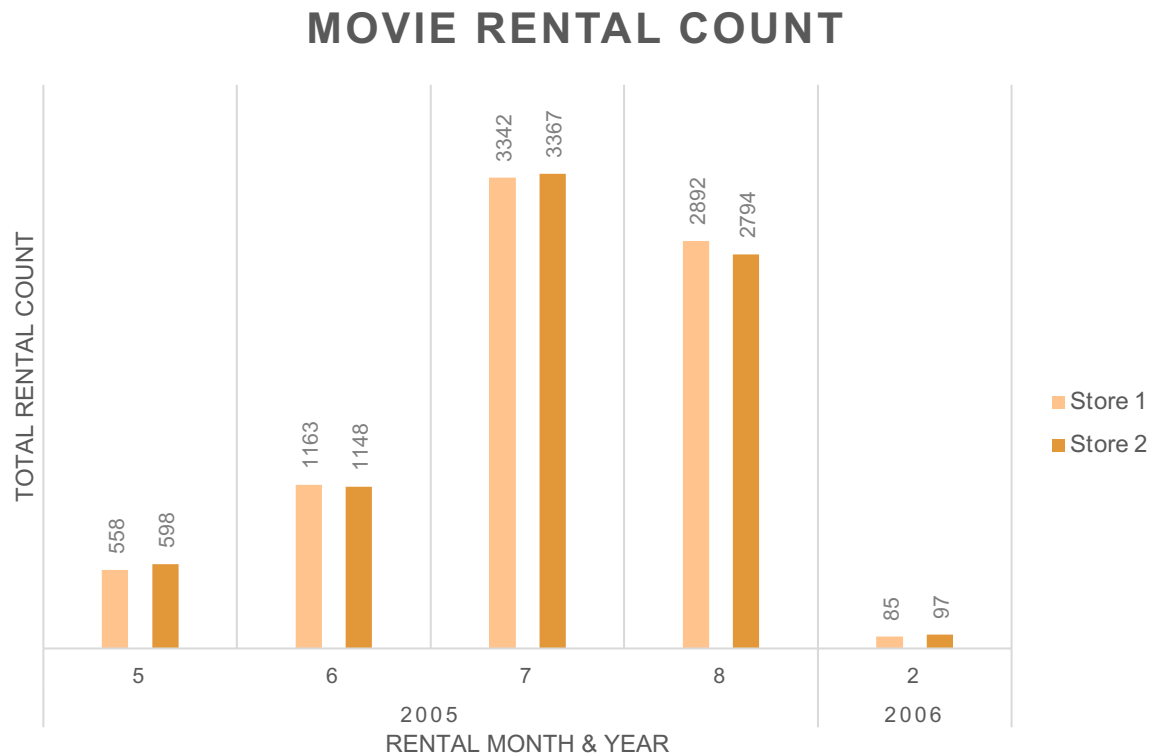
# What was the distribution of movie titles per rental duration quartiles?

## MOVIE TITLES PER QUARTILE



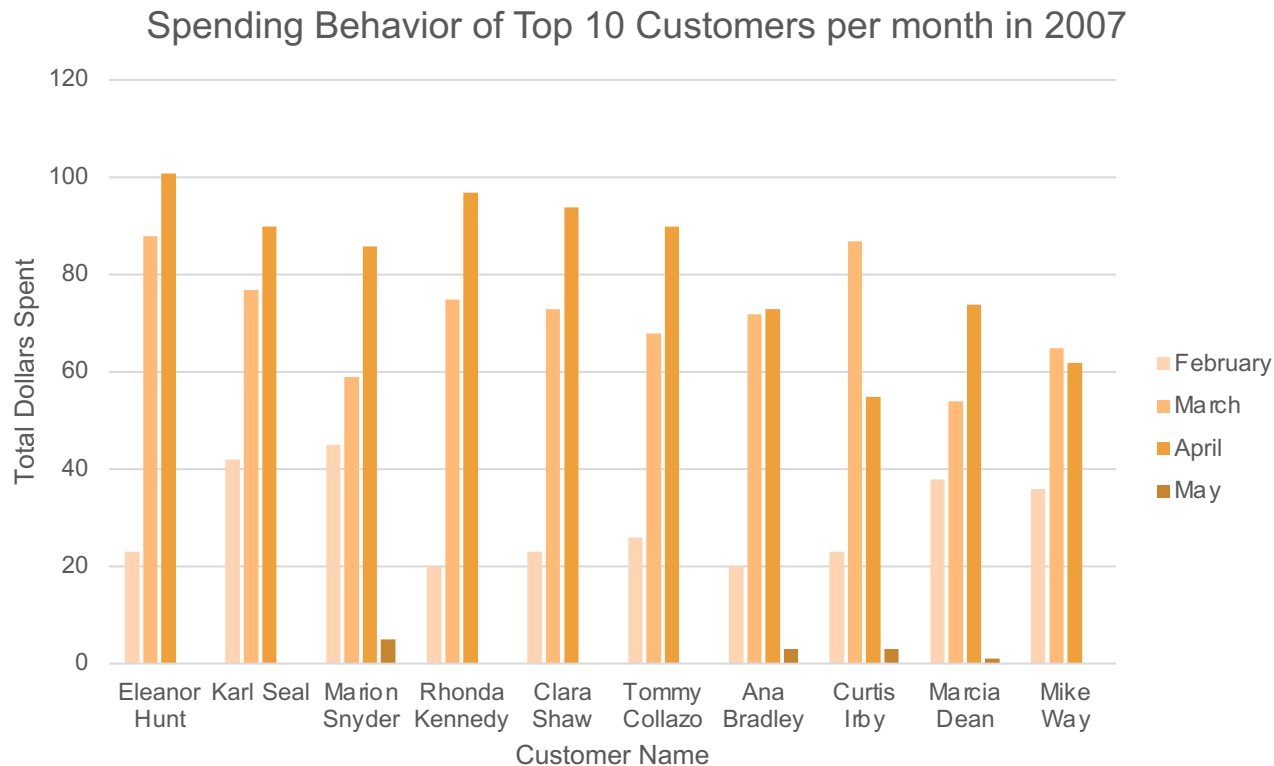
Family and animation categories had the most movie titles in the top two quartiles. However, animation also had the most movie titles in the bottom quartile suggesting the disparity of movie quality in the animation category.

# How do movie rentals compare across both stores?



Movie rentals were fairly close for each of the two stores. Store 2 had more rentals in 3 of the 5 months in our sample, but store 1 had slightly more in total rentals across all months.

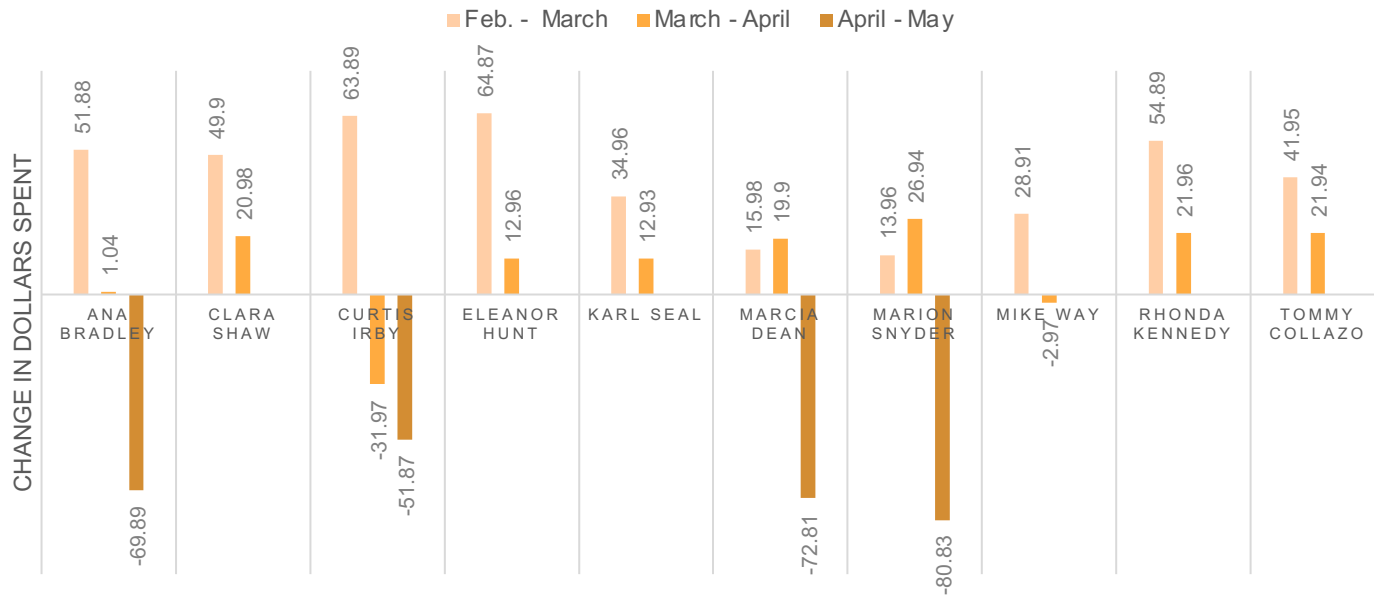
# Who are the top 10 customers by total dollars spent?



Eleanor spent the most, followed by Karl, Marion, Rhonda, Clara, etc. All customers except two spent the most in April.

# What were the monthly spending trends for our top 10 customers?

## MONTH OVER MONTH SPENDING BY TOP 10 CUSTOMERS IN 2007



March was a great month where all customers raised spending MoM. May was problematic with large declines for four customers and no spending for 6 customers.