What family-friendly movie categories are families watching most?

Percentages of family-friendly movies watched by families

- Animation
- Children
- Classics
- Comedy
- Family
- Music

20%

16%

16%

16%

18%

14%
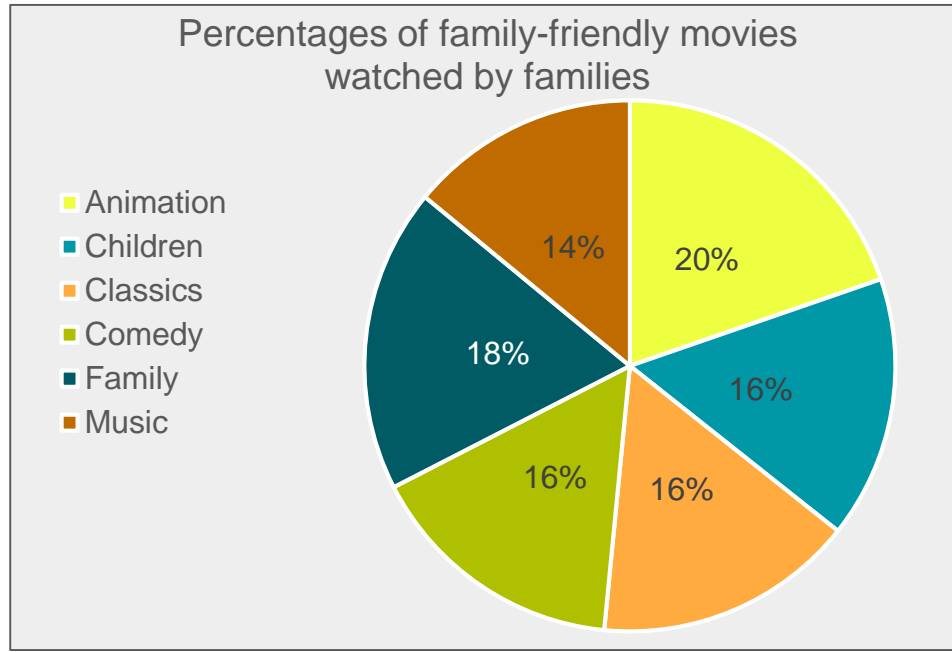
"Animation" movies are the most preferred movie category by families. And the second most preferable movie category is "Family".

What is the maximum, minimum and average rental duration of family-friendly movies?

Rental Duration Box Plot
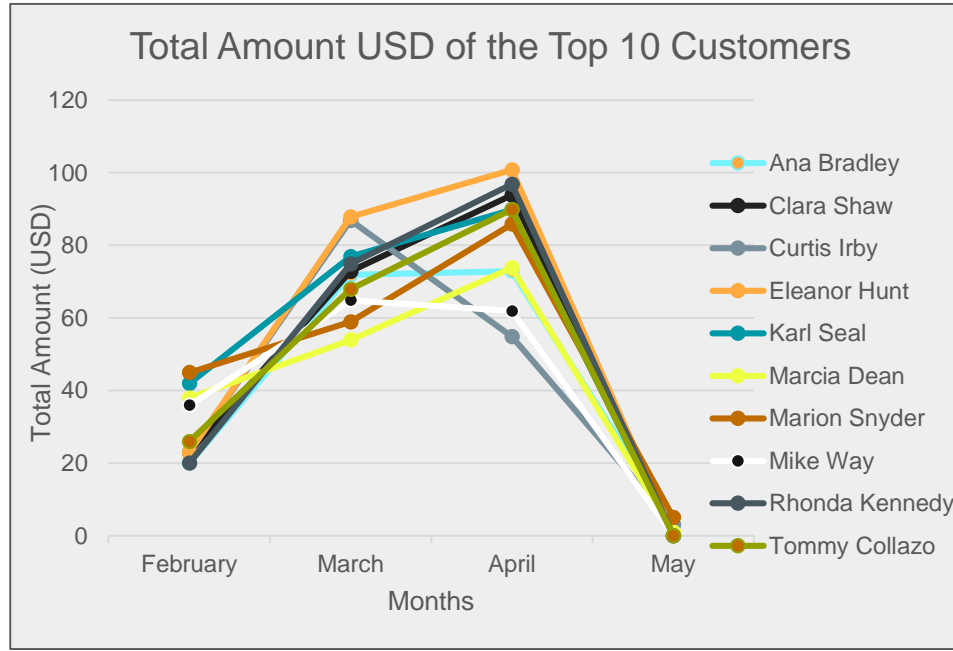
Rental Duration

Family -Friendly Movies
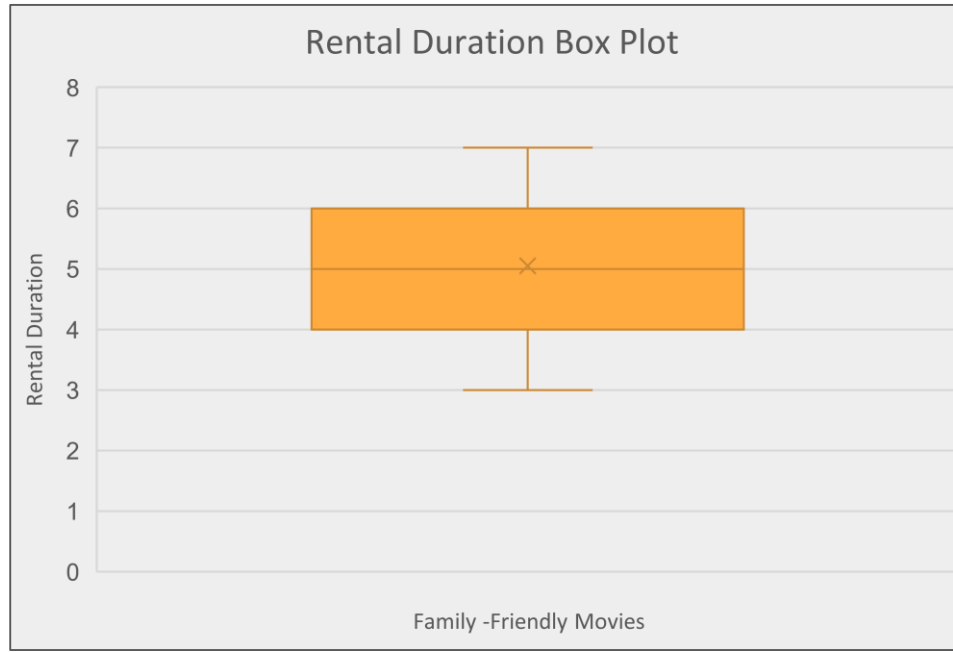
The maximum rental time of family-friendly movies is 7 days, the minimum is 3 days and the average is 5 days.

Which store has rented more movies in each month?

Number of rentals per month of each store
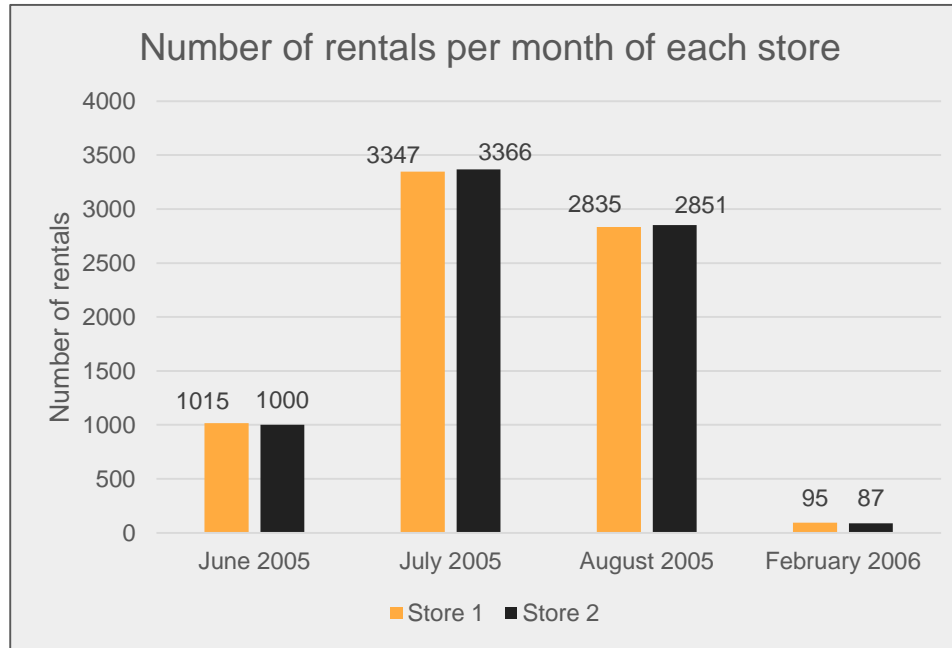
Store 1 has rented slightly more movies than store 2 in every month, except for August 2005.

What is the payment behavior of the top 10 customers?

Total Amount USD of the Top 10 Customers

Legend: Ana Bradley, Clara Shaw, Curtis Irby, Eleanor Hunt, Karl Seal, Marcia Dean, Marion Snyder, Mike Way, Rhonda Kennedy, Tommy Collazo

In general, April is the month where the top 10 customers have spent the most, except for Curtis Irby and Mike Way whose biggest spent was on March. Finally, May is the month where the top 10 customers have spent the least and then followed by the month of February.

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