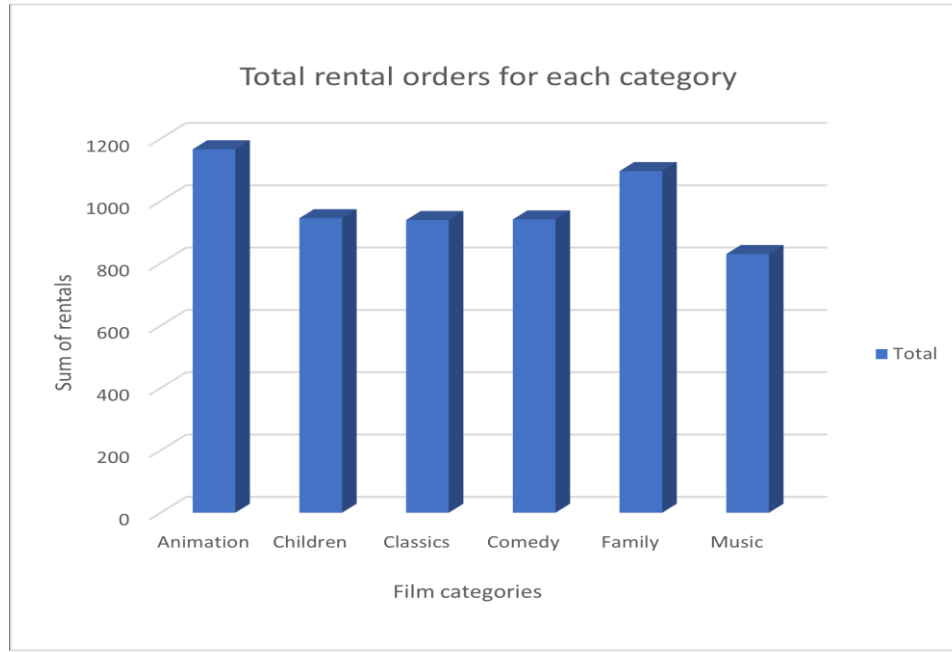
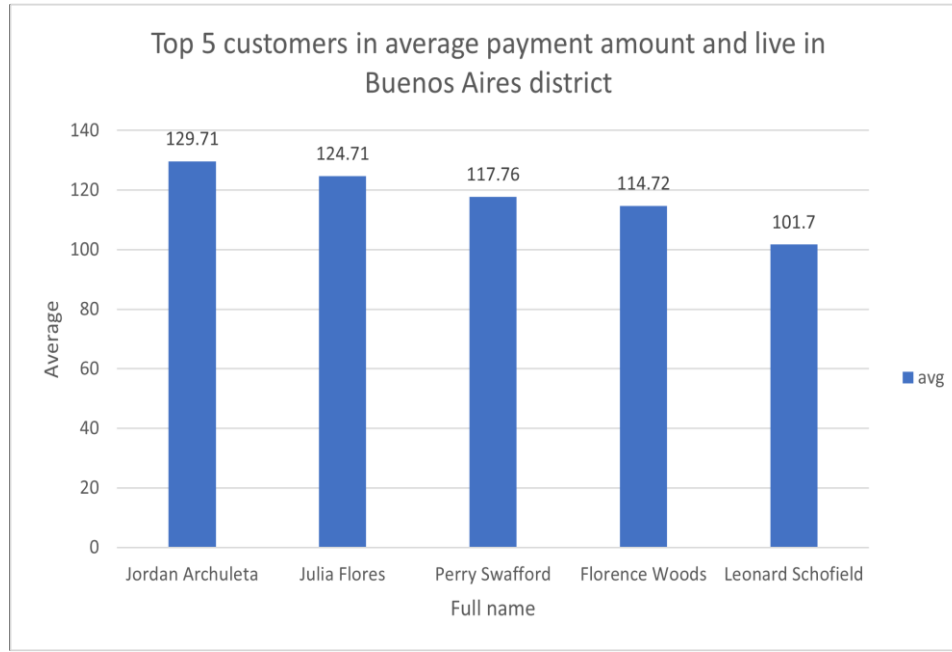


Q1/ Which film categorization has the highest rentals and which one has the lowest?



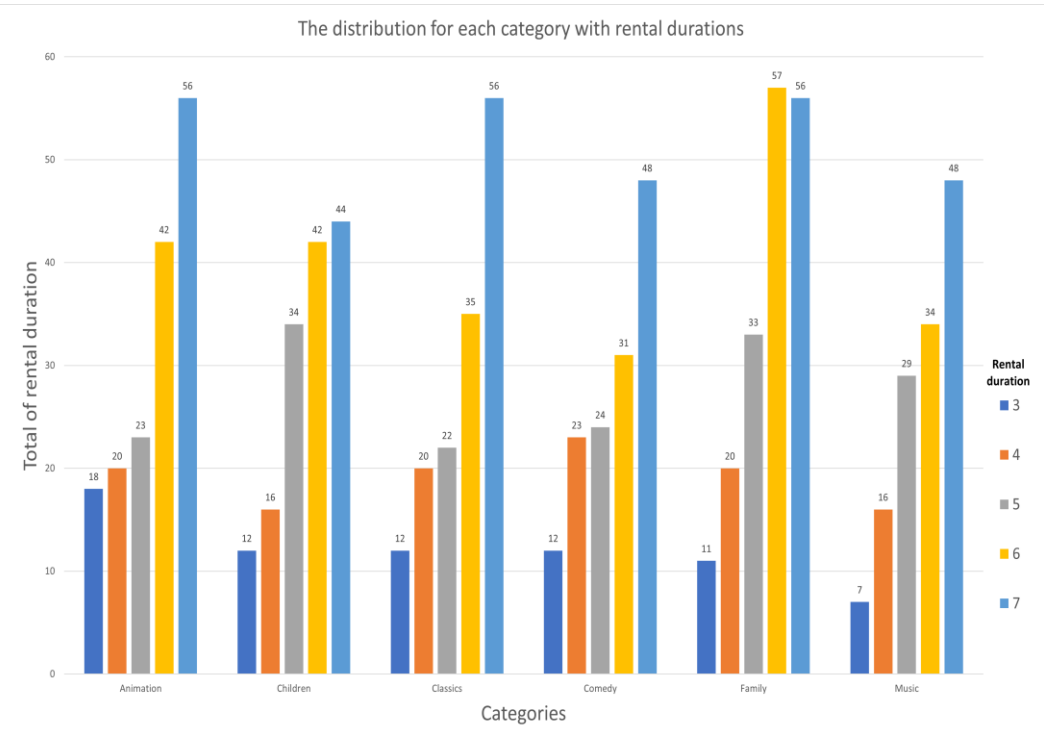
As we can see in our visualization we notice that "Animation" has more rentals than other categories. Also, "Music" has the lowest rate of rentals.

Q2/What is the first best customer that has the highest average amounts in payment and which one is the second best one? And both of them live in the Buenos Aires district



Jordan Archuleta has the highest average amounts in payment in the Buenos Aires district. Also, we notice Julia Flores is so closer than Jordan. We have to focus on these five customers and make some discounts to them to increase their satisfaction and keep them as possible.

Q3/ What is the minimum length of rental durations in Comedy movies?



This chart shows us the distribution for each category with rental durations. To answer our question we notice the lowest length of rental durations in the "Comedy" category is.

Q4/ Which month has the highest rentals?



We see month 7 (July) is the highest month in the number of rentals. Also, Month 2 (Feb) is the lowest by comparing.