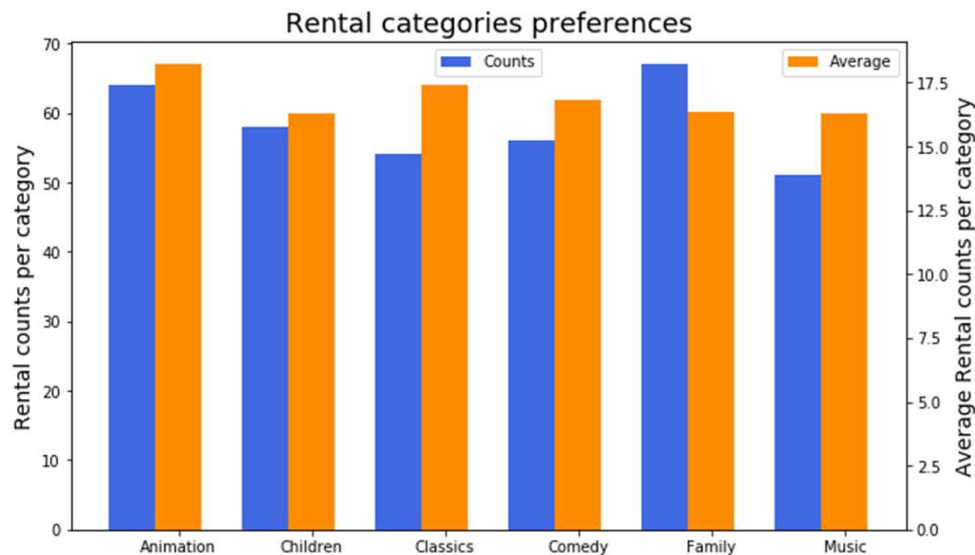


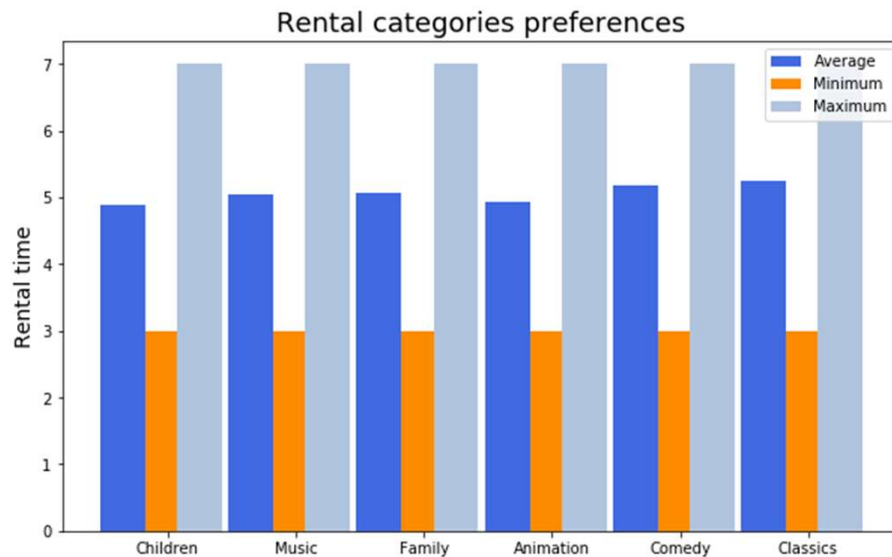
What are the rental categories preferences?



What are the rental categories preferences?

The results obtained show that there exist more movies related to the Family category, while, on average, movies from the Animation category are the most rented. It is interesting to note that, on average, movies related to the Classics category are more rented than categories that show a bigger presence, such as the Family, Children and Comedy categories.

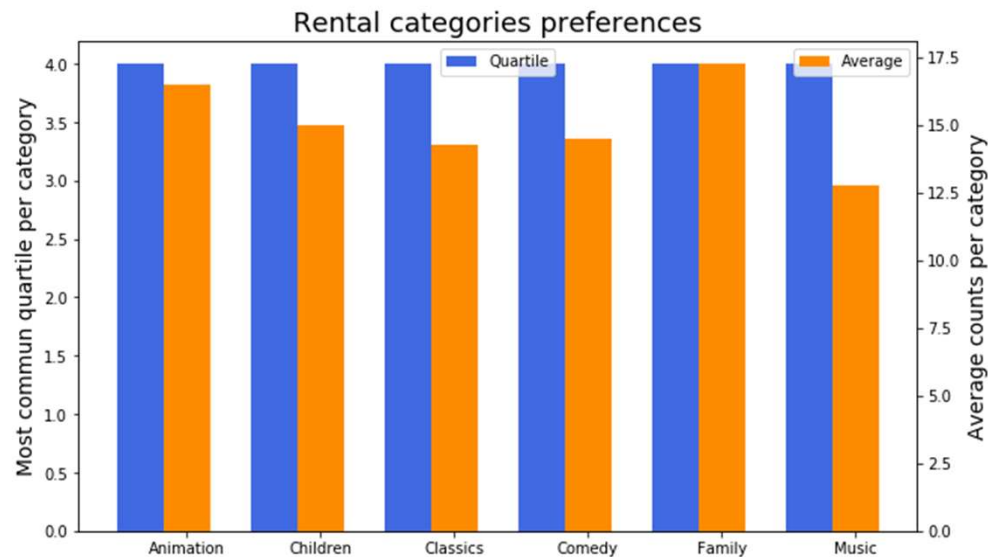
Which are the rental times per category?



Which are the rental times per category?

It can be seen that the rental times per category are very similar. It can be observed that the minimum and maximum rental times are the same for all categories. This is almost the case for the average rental time, which is not too different among all categories.

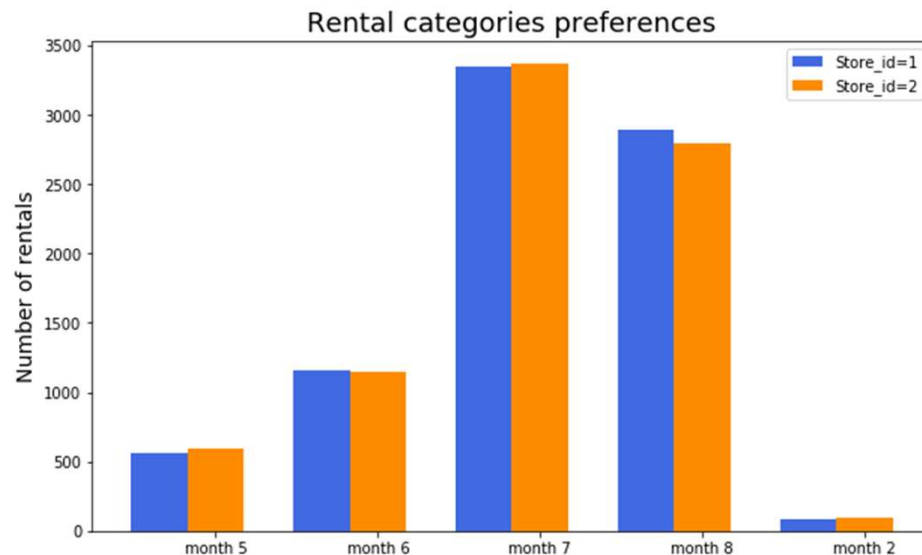
What are the rental time preferences?



What are the rental time preferences?

The figure presents the most common quartile in which can be classified movies accordingly with their rental times and the number of movies that exist, on average, in each of the quartiles, for each category of interest. It can be concluded that most movies fell into the last quartile, and that the amount of movies in each quartile is different for all categories.

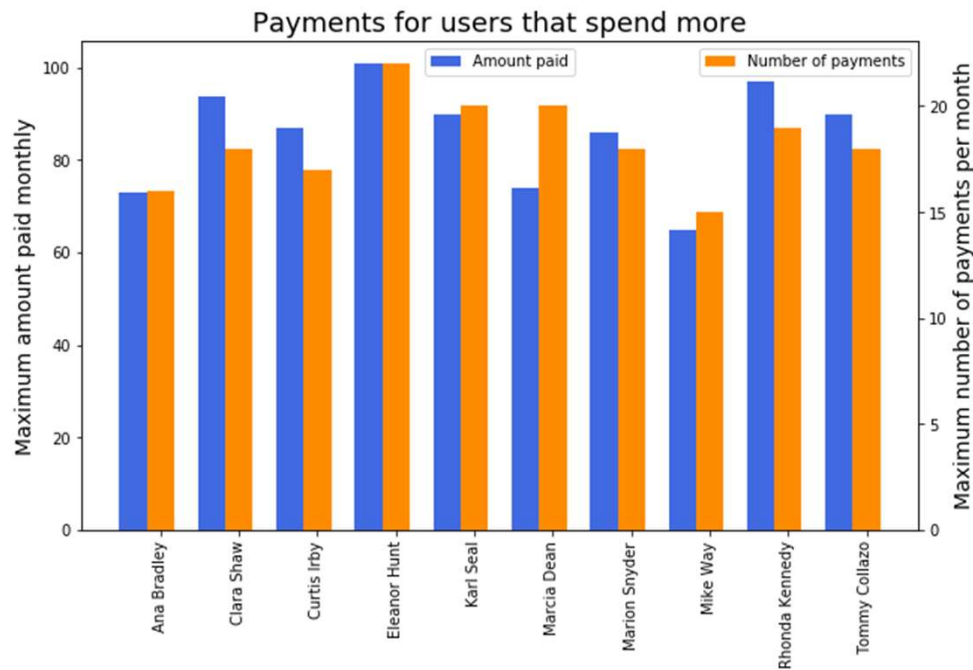
What are the number of rentals per store?



What are the number of rental per store?

This query let us know the difference in rentals for both stores analyzed. In the next figure can be observed that, even when the number of rentals is different, it can be said that is almost the same for both stores. The data is missing several important months for the analysis, which limit our understanding of the pattern of rentals in both stores.

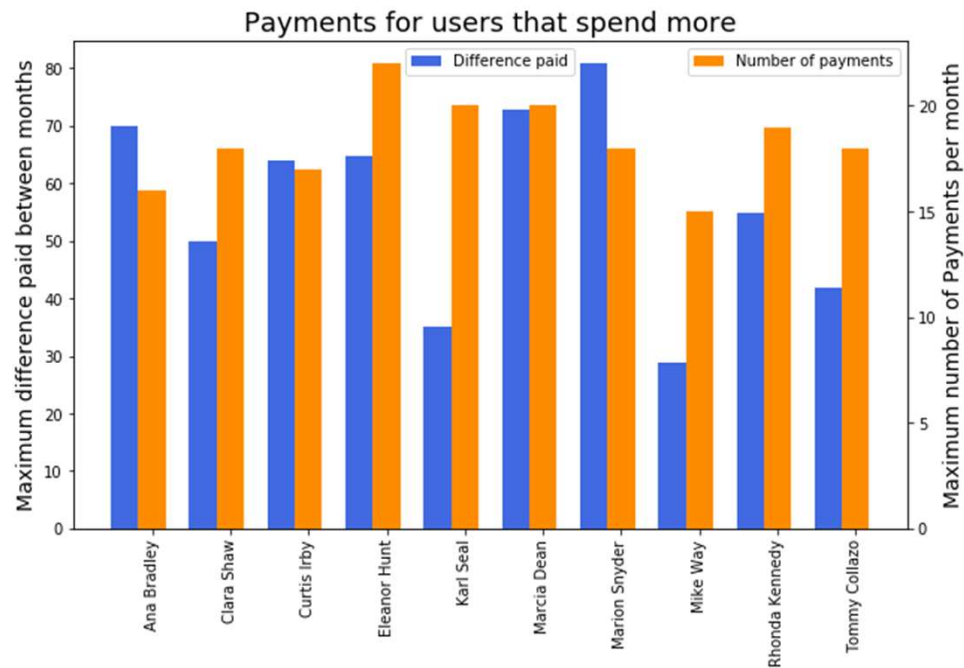
What are the Preferences for customers that spend more?



What are the preferences for customers that spend more?

The figure shows the payments for the 10 costumers that spend more renting movies. To be more specific, it shows the maximum amount paid and the maximum number of payments, monthly, for each of the mentioned customers. There is not a clear relationship among those features, considering all costumers.

What are the differences for customers that spend more?



What are the differences for customers that spend more?

The figure shows payments for the 10 costumers that spend more renting movies, focused on the difference between monthly payments. The figure shows the maximum difference between monthly payments and the maximum number of payments by month, for each of the customers. It can be observed that the variance among monthly payments is considerable. This means that costumers presents different monthly payment patterns.