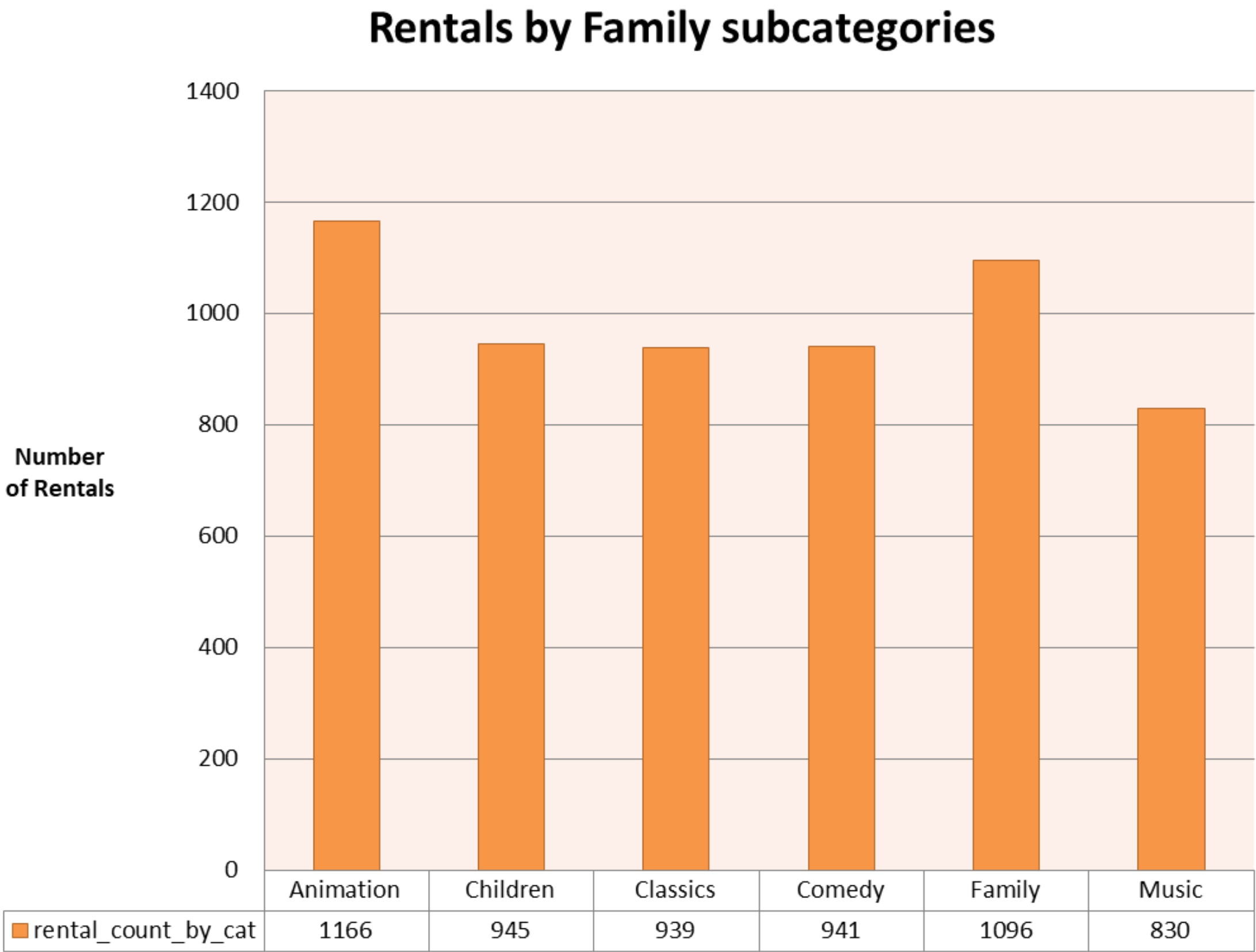


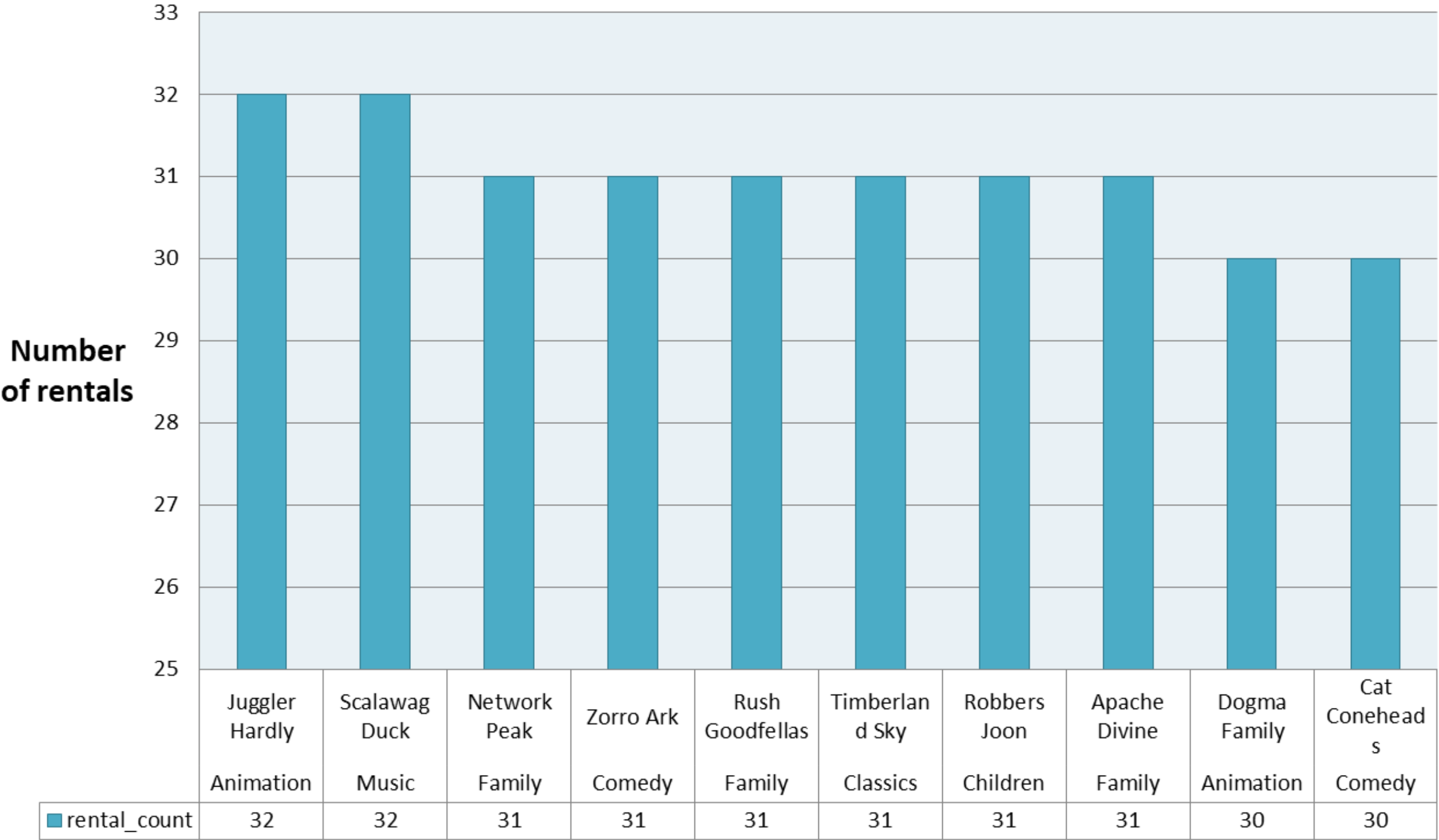
What are the rental numbers by Family-Friendly Movies subcategories?



- Animation movies show the highest amount of rentals, within all five family-friendly subcategories

Which are the top 10 most rented movies from Family-Friendly category?

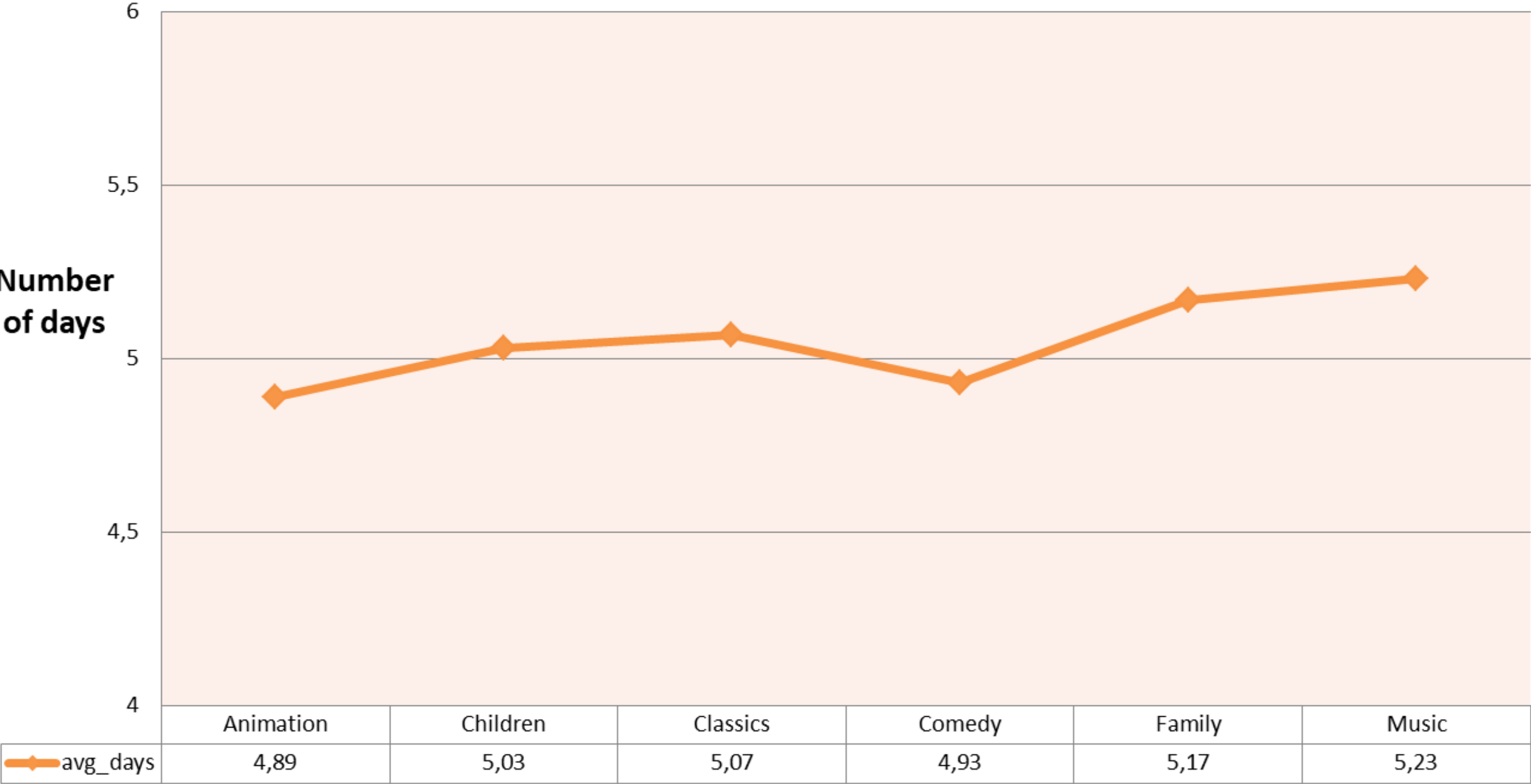
Top ten most rented out family movies



- *Juggler Hardy* and *Schlawag Duck* turned to be the two most rented movies whitin the Family-friendly category

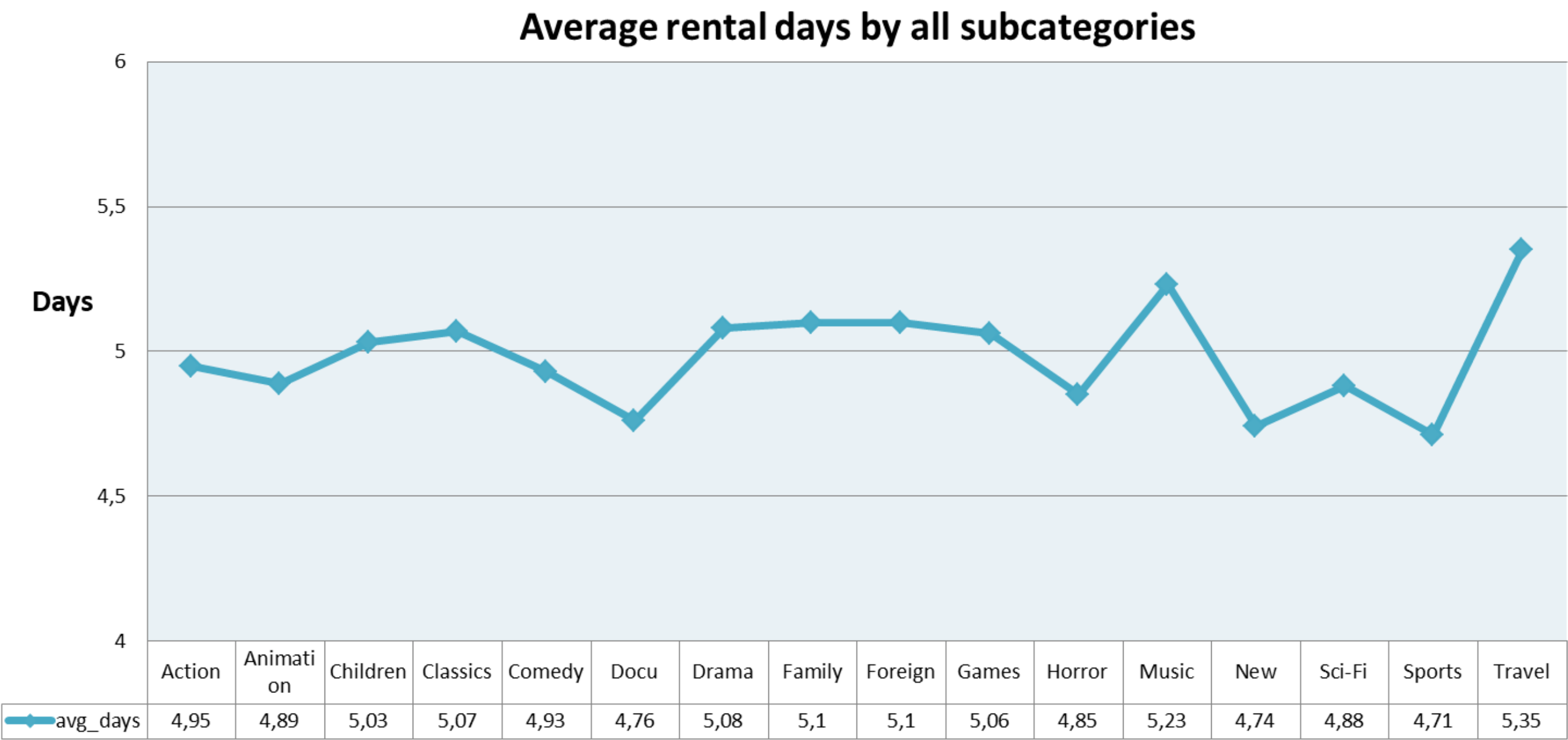
What is the average number of rental days by each Family-Friendly subcategory?

Average rental days by Family-Friendly subcategories



- Family-friendly movies tend to be rented by an average number of 5 days.

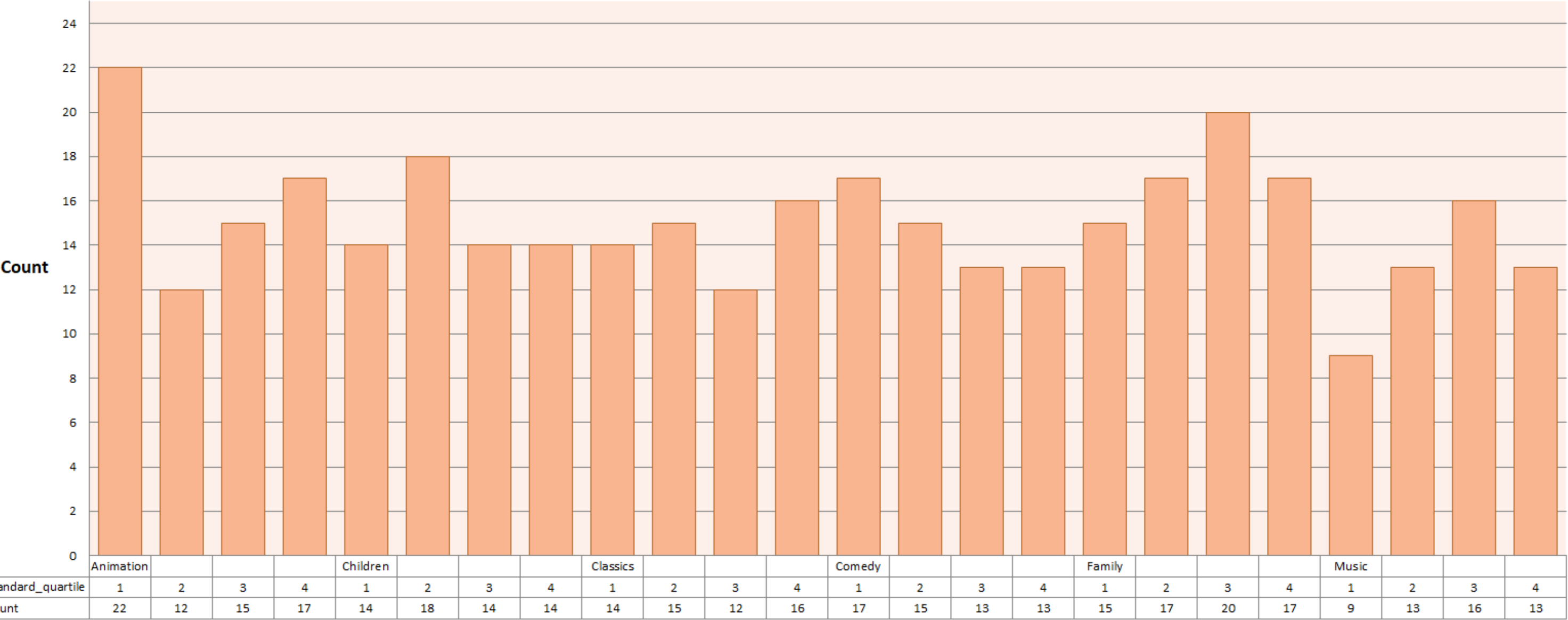
What is the average number of rental days by all categories?



- Sports turned to be the category with a lowest average rental time. Travel shows the highest rental average time.

How does the length of rental time gets distributed across family-friendly movies?

Family Movie Subcategories by quartile rentals



- Data indicates that animation movies tend to be rented by shorter periods of time; 3 days. family subcategory shows a longer rental duration time.

How many mothly payments did the top 10 customers during 2007?



- Each customer concentrated their rentals during the last month. For all customers last month was April