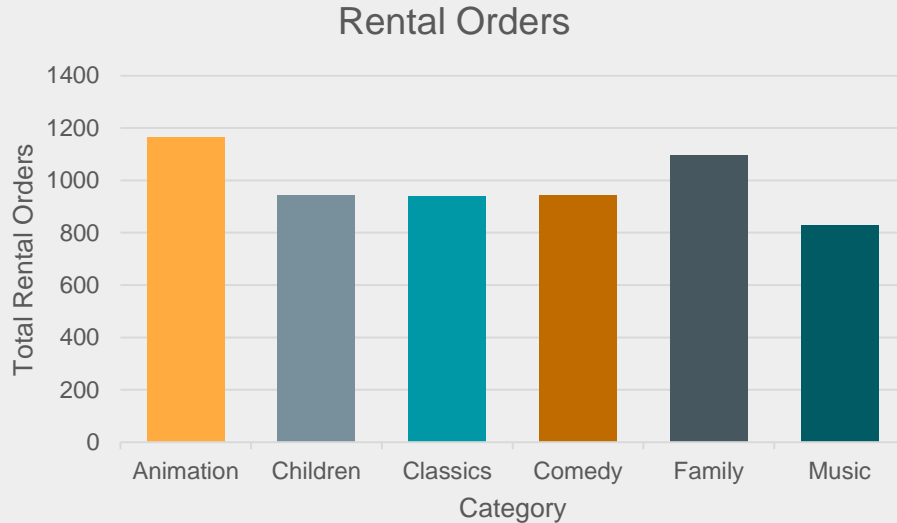
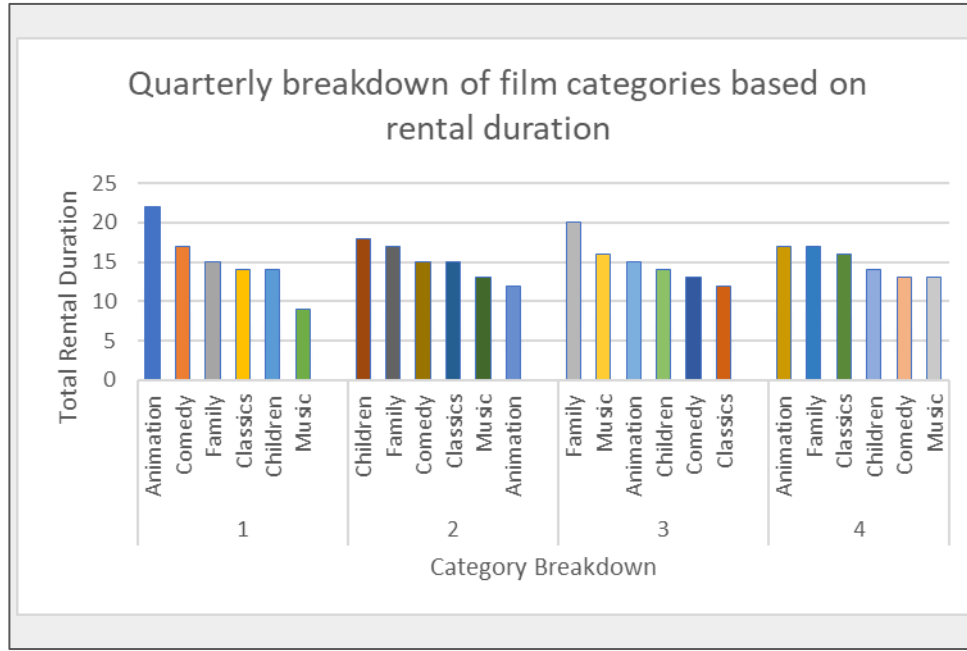


# What movies are families watching and how do they rank among each other?



Among the categories considered to be family movies, "Animation" category had the most orders placed thus ranking first in the family movies line.

What is the length of rental duration of family-friendly movies compared to the duration of all movies that are rented for?



Animation category seem to have the shortest and longest rental duration from then breakdown.

Who are the top 10 paying customers, how many payments they made on a monthly basis during 2007, and what was the amount of the monthly payments?



Among the top 10 paying customers, Eleanor Hunt placed the most rental orders and paid the most for movies.

For each of the top 10 paying customers, what is the difference across their monthly payments during 2007?

pay_mon	fullname	pay_count	permon	pay_amount	lag	diff
01/03/2007 03:00	Eleanor Hunt	18		87.82	22.95	64.87
01/03/2007 03:00	Curtis Irby	17		86.83	22.94	63.89
01/03/2007 03:00	Rhonda Kennedy	15		74.85	19.96	54.89
01/03/2007 03:00	Ana Bradley	16		71.84	19.96	51.88
01/03/2007 03:00	Clara Shaw	16		72.84	22.94	49.9
01/02/2007 03:00	Marion Snyder	8		44.92		44.92
01/03/2007 03:00	Tommy Collazo	12		67.88	25.93	41.95
01/02/2007 03:00	Karl Seal	9		41.91		41.91
01/02/2007 03:00	Marcia Dean	8		37.92		37.92
01/02/2007 03:00	Mike Way	6		35.94		35.94
01/03/2007 03:00	Karl Seal	13		76.87	41.91	34.96
01/03/2007 03:00	Mike Way	15		64.85	35.94	28.91
01/04/2007 03:00	Marion Snyder	18		85.82	58.88	26.94
01/02/2007 03:00	Tommy Collazo	7		25.93		25.93
01/02/2007 03:00	Eleanor Hunt	5		22.95		22.95
01/02/2007 03:00	Clara Shaw	6		22.94		22.94
01/02/2007 03:00	Curtis Irby	6		22.94		22.94
01/04/2007 03:00	Rhonda Kennedy	19		96.81	74.85	21.96
01/04/2007 03:00	Tommy Collazo	18		89.82	67.88	21.94
01/04/2007 03:00	Clara Shaw	18		93.82	72.84	20.98
01/02/2007 03:00	Ana Bradley	4		19.96		19.96
01/02/2007 03:00	Rhonda Kennedy	4		19.96		19.96
01/04/2007 03:00	Marcia Dean	20		73.8	53.9	19.9
01/03/2007 03:00	Marcia Dean	10		53.9	37.92	15.98
01/03/2007 03:00	Marion Snyder	12		58.88	44.92	13.96
01/04/2007 03:00	Eleanor Hunt	22		100.78	87.82	12.96
01/04/2007 03:00	Karl Seal	20		89.8	76.87	12.93
01/04/2007 03:00	Ana Bradley	12		72.88	71.84	1.04
01/04/2007 03:00	Mike Way	12		61.88	64.85	-2.97
01/04/2007 03:00	Curtis Irby	14		54.86	86.83	-31.97
01/05/2007 03:00	Curtis Irby	1		2.99	54.86	-51.87
01/05/2007 03:00	Ana Bradley	1		2.99	72.88	-69.89
01/05/2007 03:00	Marcia Dean	1		0.99	73.8	-72.81
01/05/2007 03:00	Marion Snyder	1		4.99	85.82	-80.83

The customer Eleanor Hunt paid the maximum difference of \$64.87 during March 2007 from \$22.95 in February of 2007.