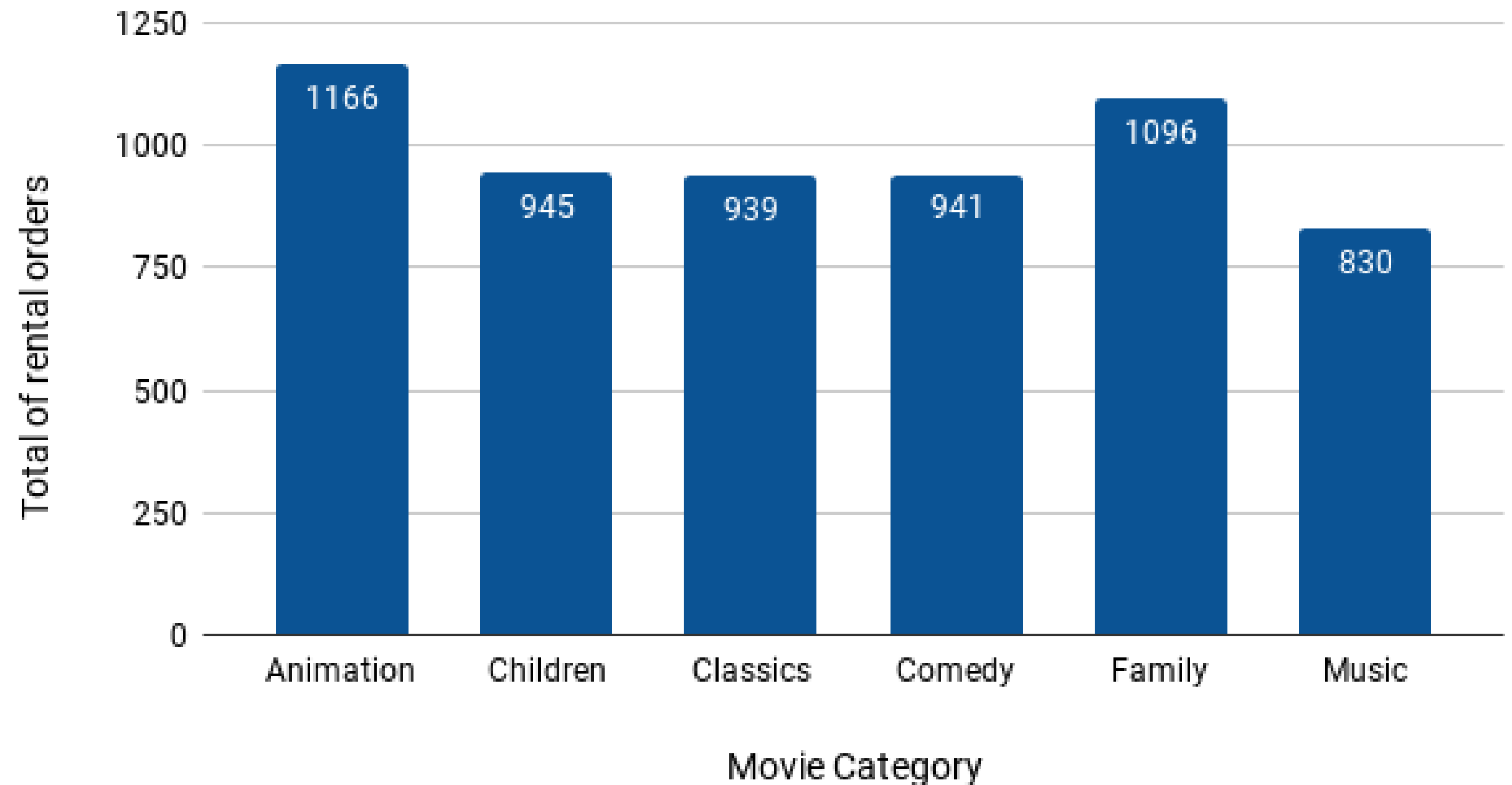


**01**

# HOW MANY RENTAL ORDERS WE HAVE FOR EACH CATEGORY OF FAMILY MOVIES?

As we can see, 'Animation' category is the favorite category among family-friendly movies, with a total of 1166 rentals orders. 'Music' is the least favorite one with only 830 orders.

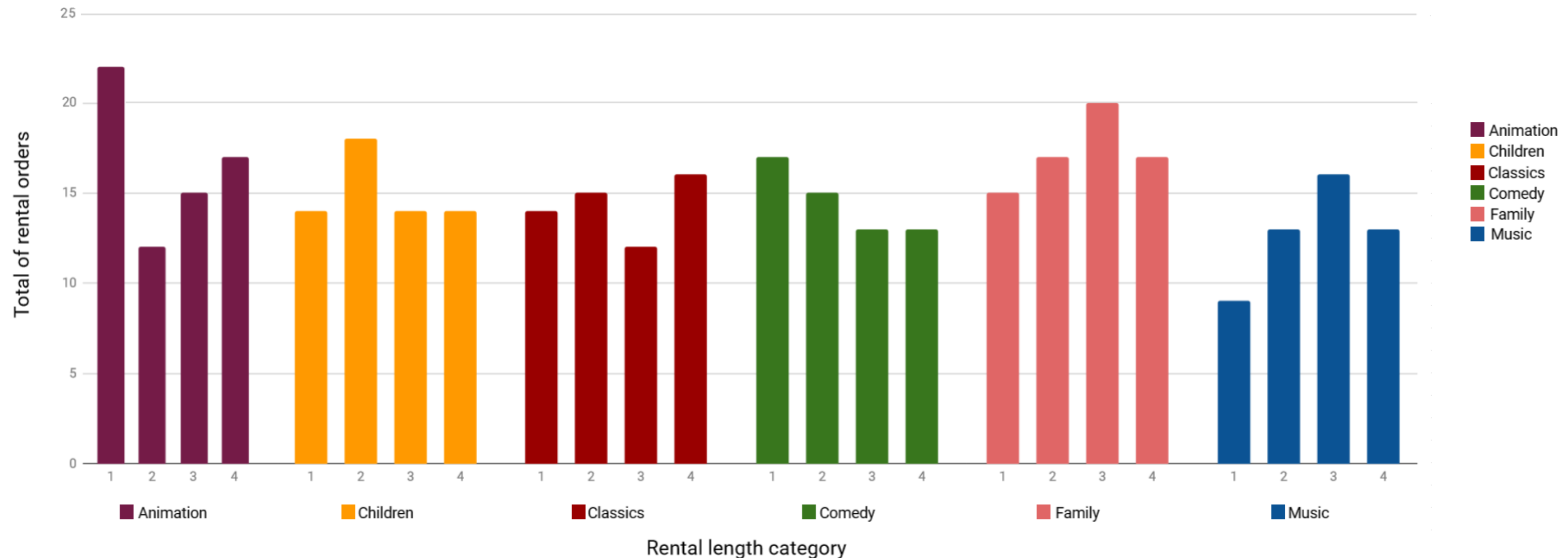
Total of rental orders for each family-friendly movie category



# 02

## WHAT IS THE RENTAL COUNT GIVEN THE RENTAL LENGTH FOR EACH FAMILY-FRIENDLY CATEGORY?

Count of movies given the combination of film category and corresponding rental duration category

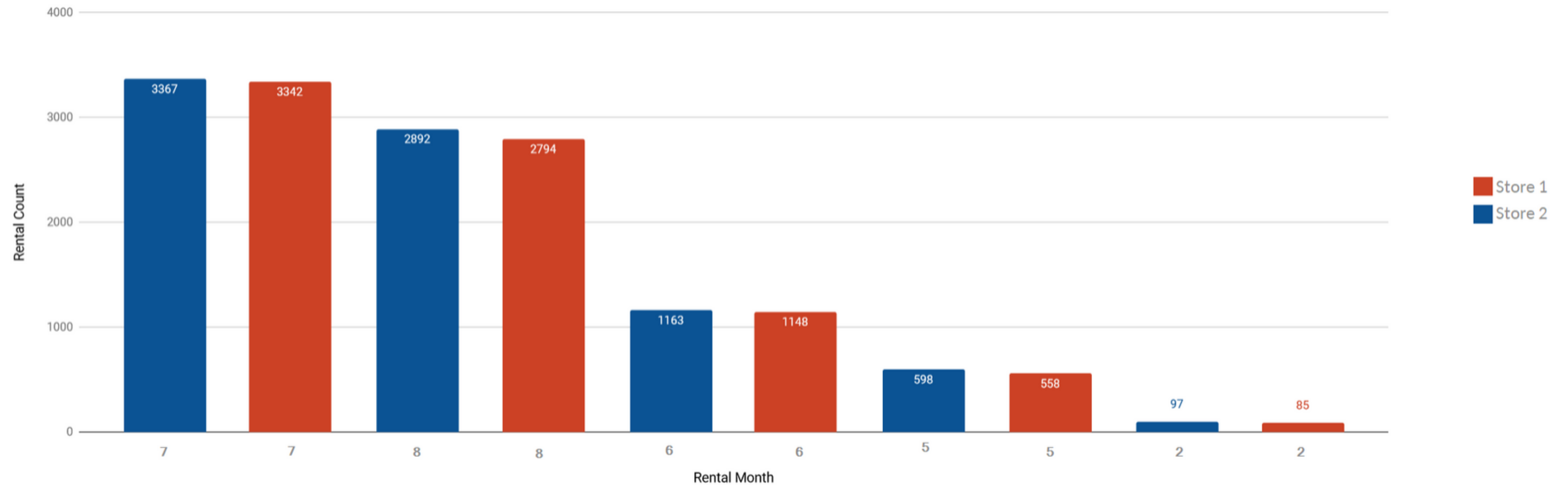


The rental length was divided into 4 levels (1, 2, 3, 4) based on the quartiles (25%, 50%, 75%) of the rental duration for movies across all categories. From the graph, we notice a high amount of shorter length rental among 'Animation' movies, while both 'Family' and 'Music' categories tends to have longer rental duration.

# 03

## HOW MANY RENTAL ORDERS EACH STORE HAS PER MONTH?

Total of rental orders for each store per month

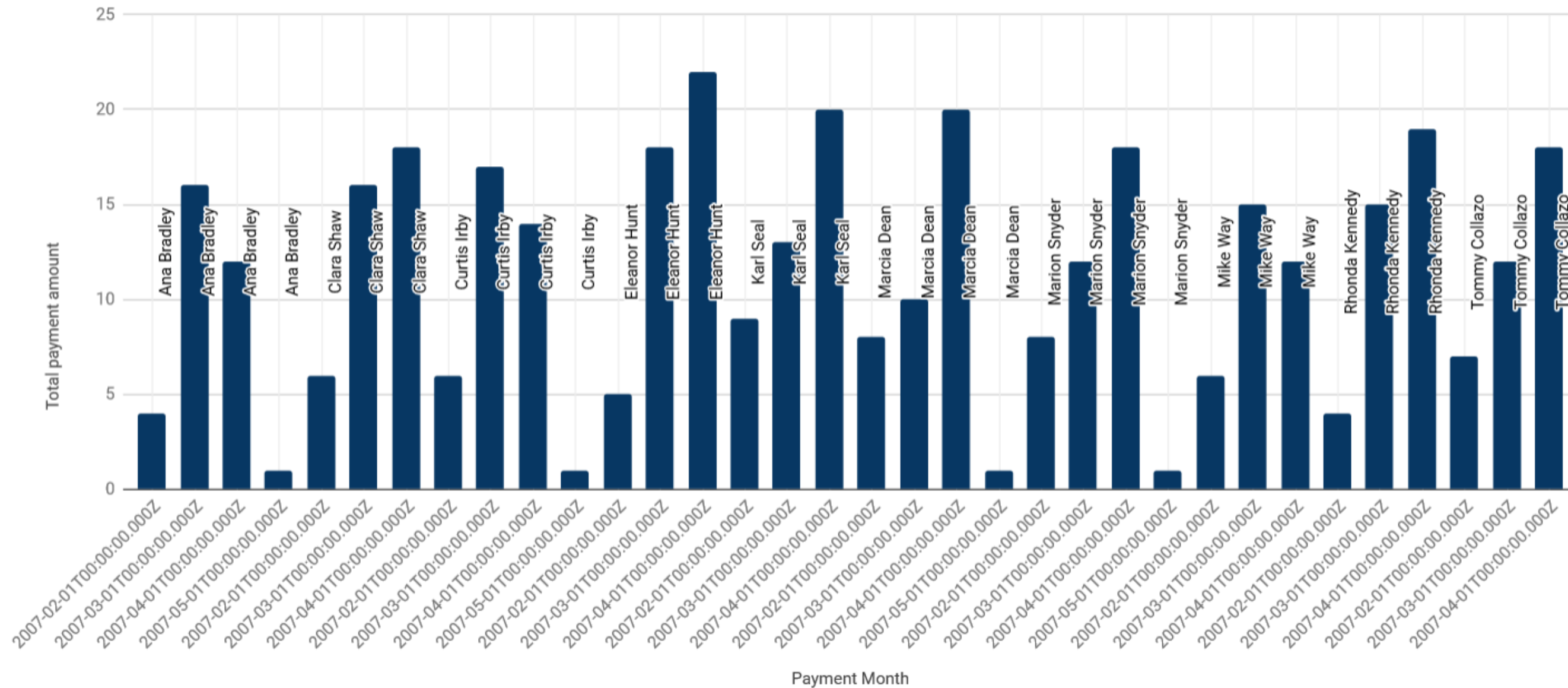


Both of them (Store 1 and Store 2) have almost the same amount of rental orders per month. We can notice that summer season (July, August) have higher movie rental demand in comparison to the rest of the year.

# 04

## WHO WERE OUR TOP 10 PAYING CUSTOMERS, HOW MANY MONTHLY PAYMENTS THEY MADE IN 2007?

Total payment amount for each month by the top 10 paying customers



The highest amount of payments in 2007 was made by Eleanor Hunt in April. For almost every top 10 customer the payment amount was really low in May, when compared to other months.