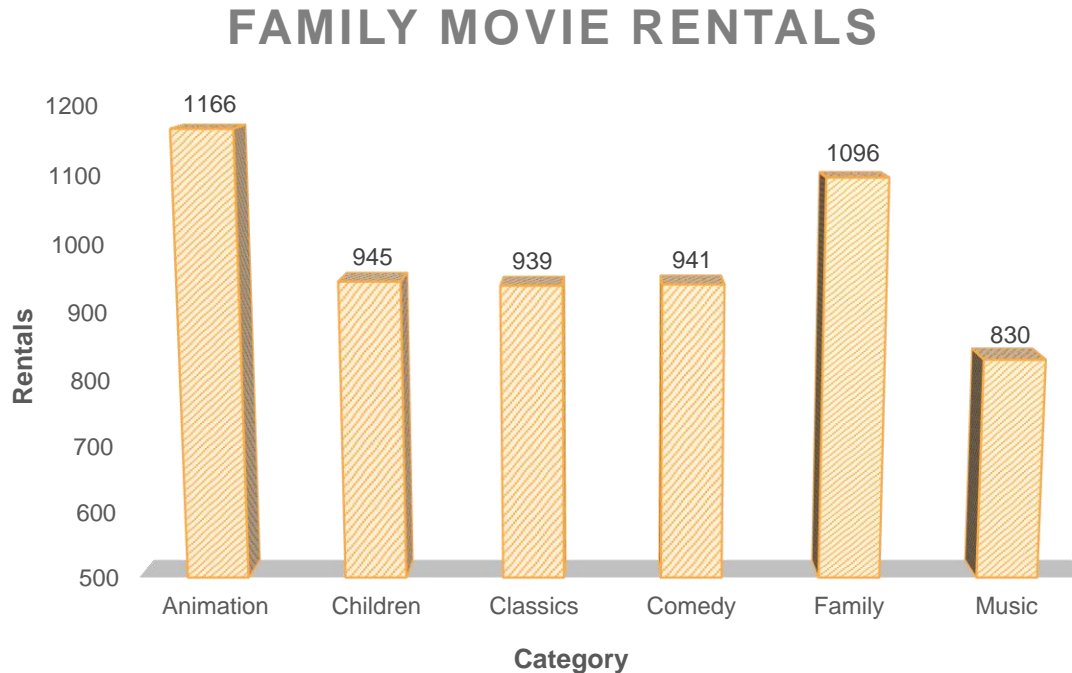


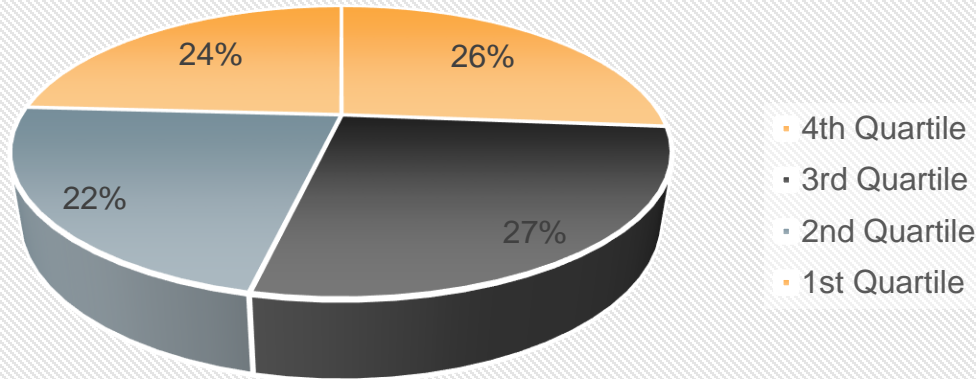
What are the most popular movie categories for families?



We can see that animation and family are the two most popular movie categories for family rentals. Children, classics, and comedies are all even, and music is the least popular.

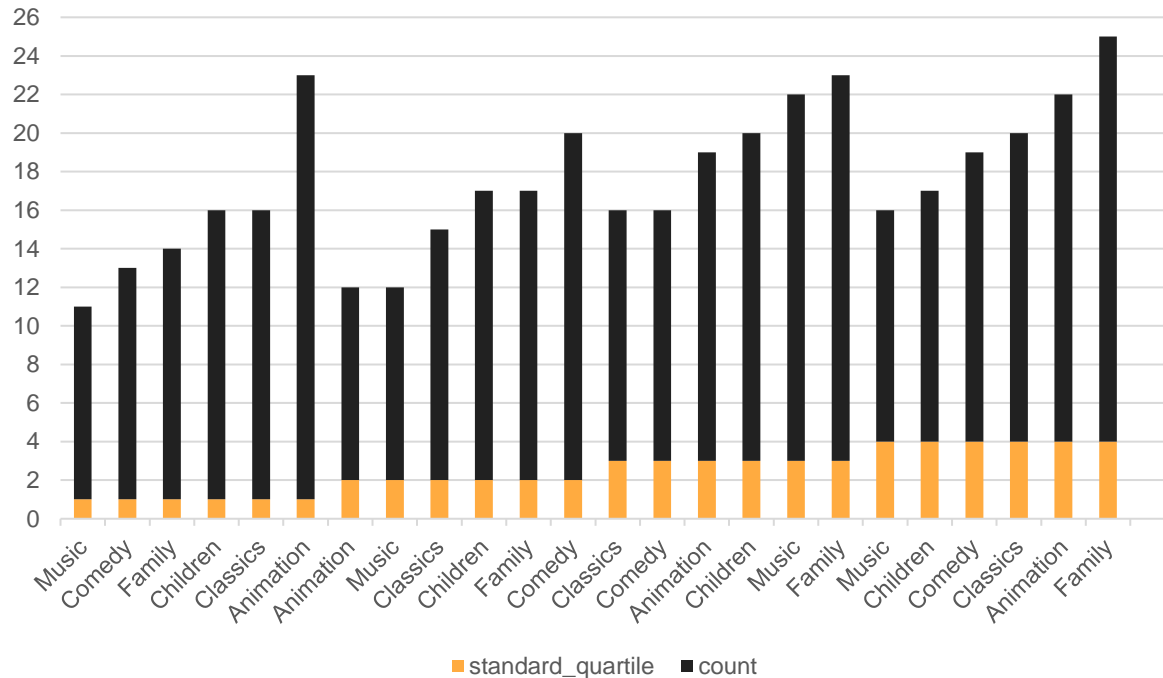
How does the duration of family rentals compare to all other rentals?

Family Movie Rental Duration



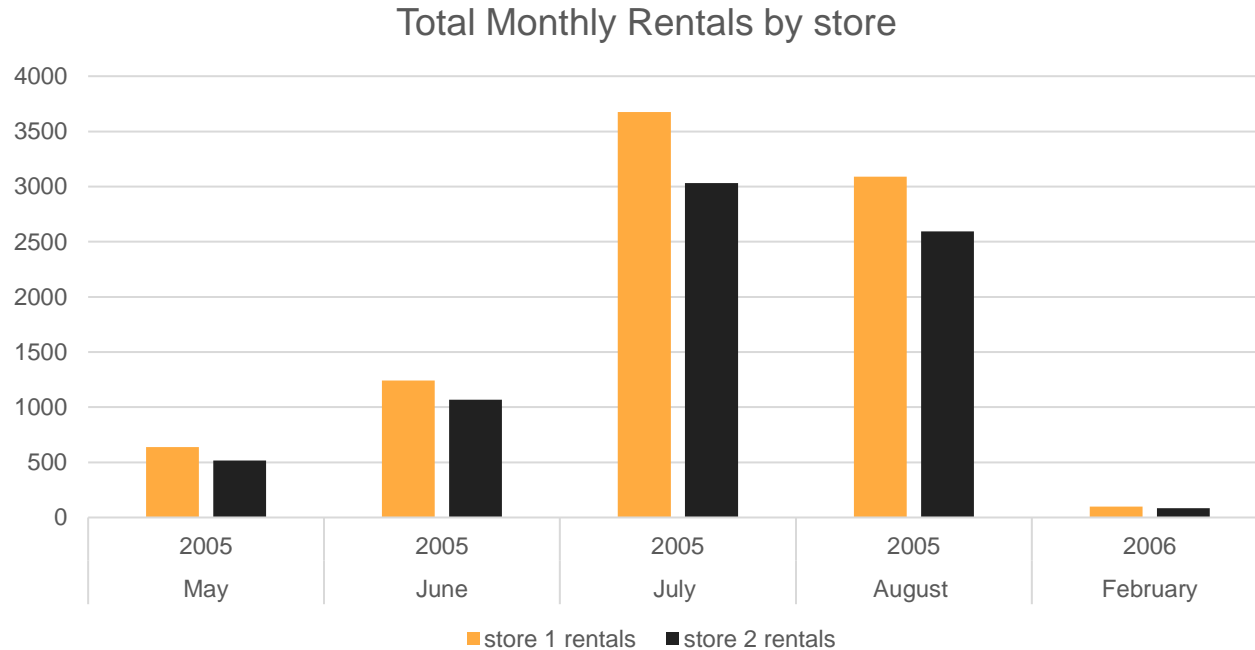
We can see that 53% of all family categorized rentals fall within the top rental duration quartiles. This means, families are keeping movies longer than other “non-family” rentals.

Which movie category has the highest amount of rental days?



We can see that Family rentals have the highest number of movies in the third and fourth quartiles. Meaning, family rentals have the highest rental durations. Animations appear to be a close second.

Which store experienced the highest number of rentals? And in which month?

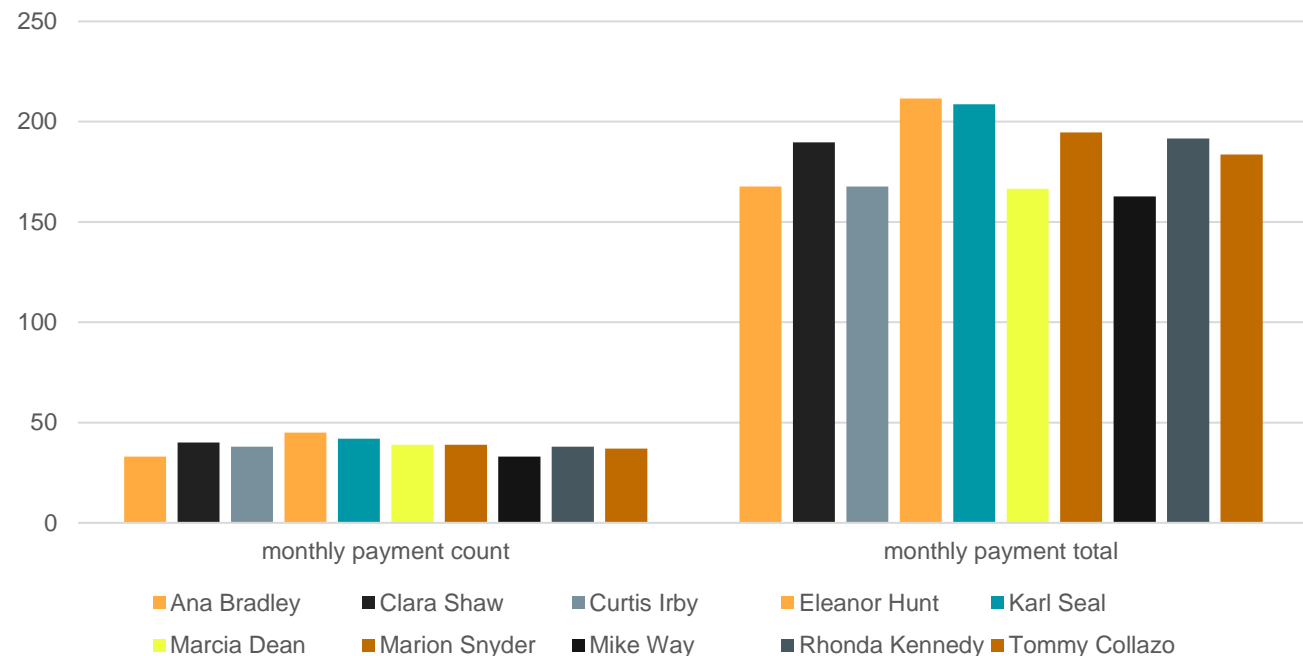


We can see that Store 1 outperformed Store 2 every month in 2005. We can disregard February 2006, because we didn't have a full month worth of data.

We can also see that August and July are the two most popular months for movie rentals.

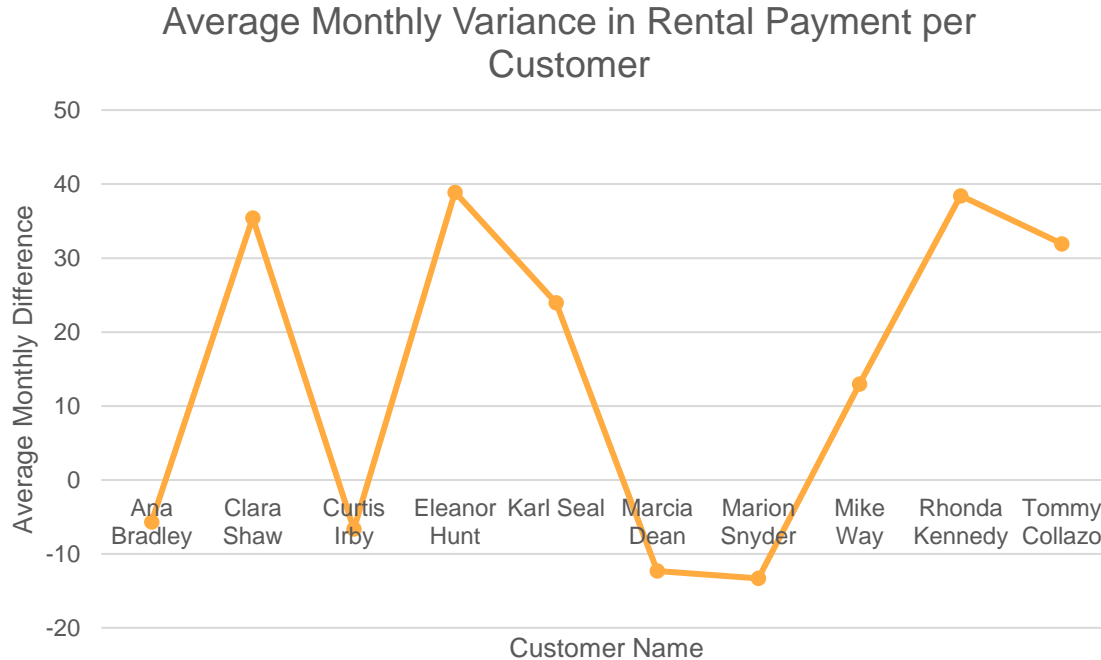
Which customer spent the most in 2007?

Top 10 Customers - Monthly Payments 2007



We can see that Eleanor Hunt spent the most in 2007, followed by Karl Seal, then Marion Snyder.

What is the average monthly difference in rental payments for our top 10 customers in 2007?



We can see the highest average difference is Eleanor Hunt. On average, she spent a difference of \$40 monthly. The lowest is Marion Snyder, spending an average of -\$10 monthly.