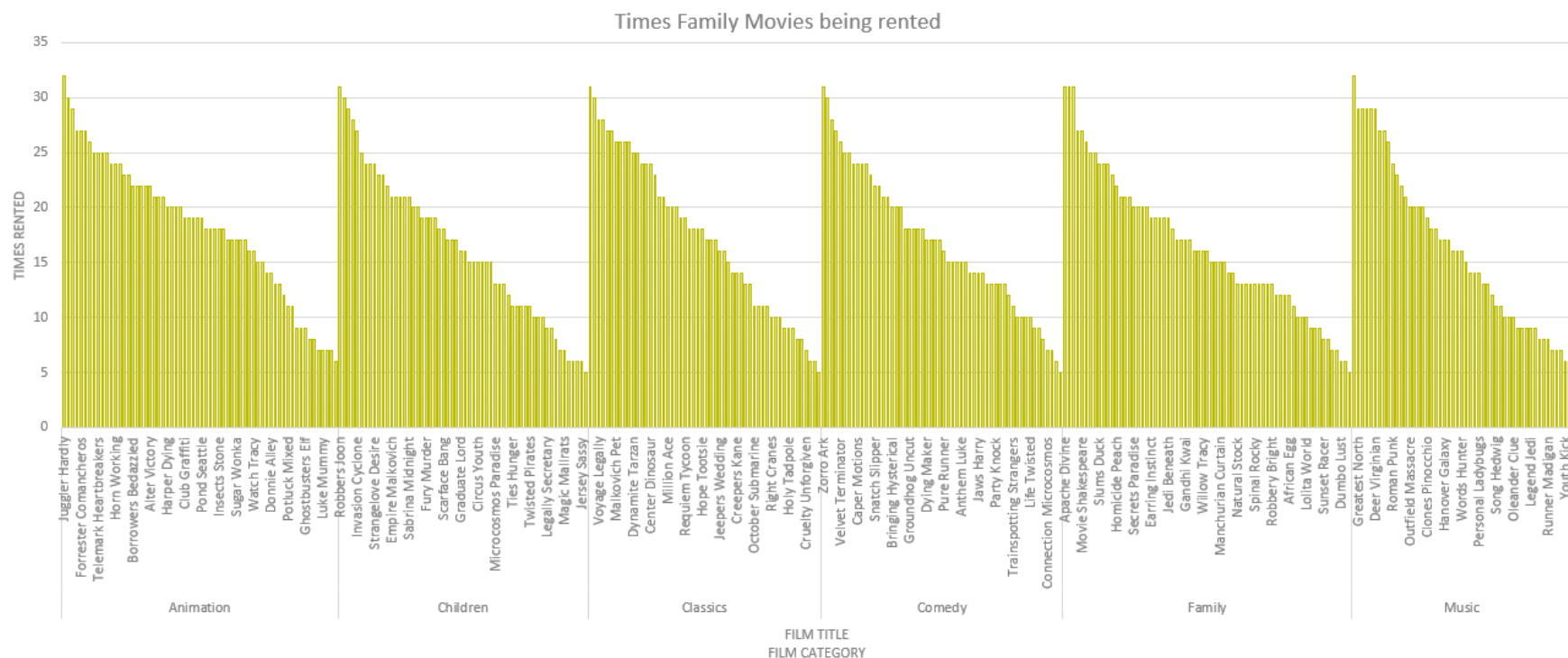
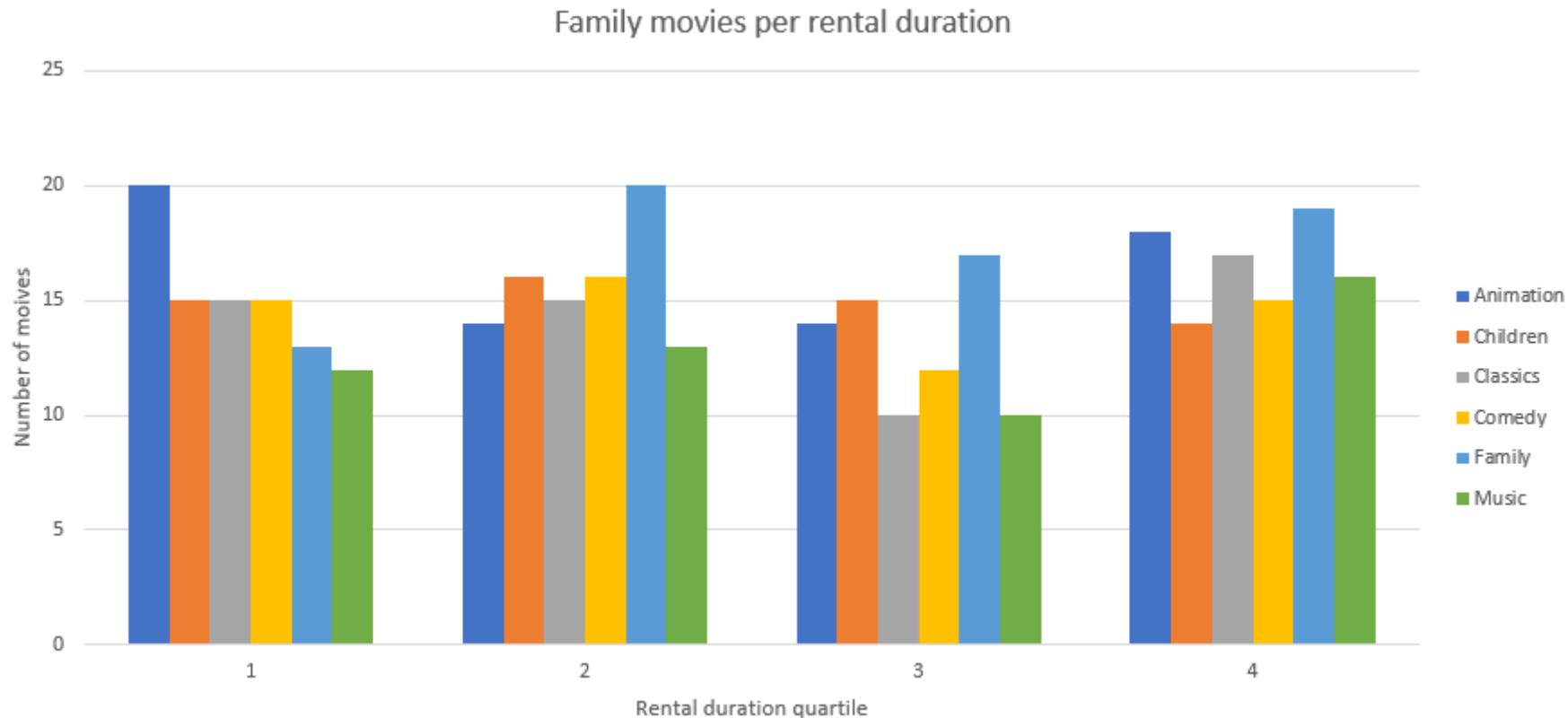


How many times have Family Friendly Movies been rented?



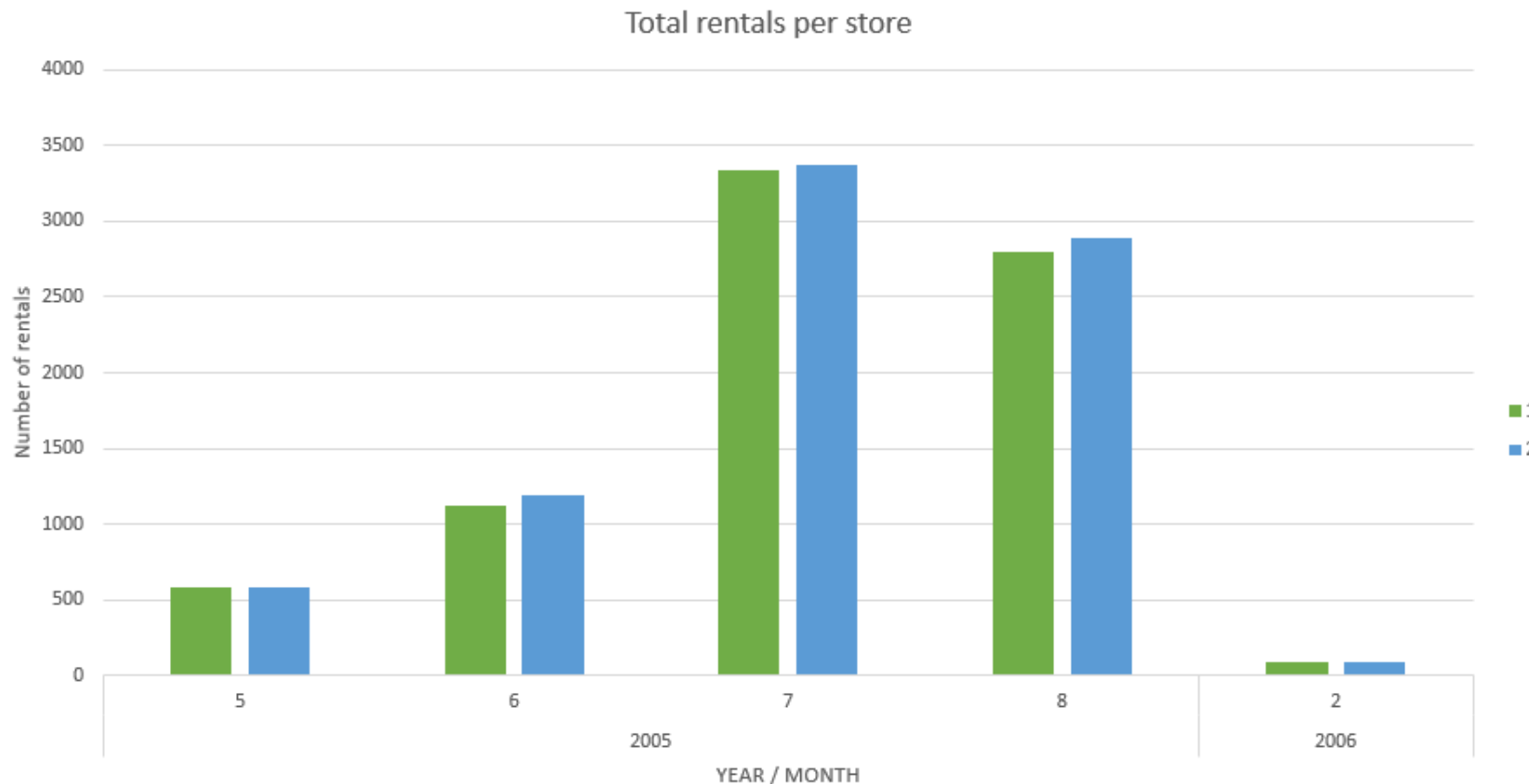
- We can see different categories behaves in a similar way, so some titles reach similar times rented both minimum and maximum.
- Family friendly movies have been rented between 5 and over 30 times.

How many family friendly movies in each category are there in each quartile of rental duration?



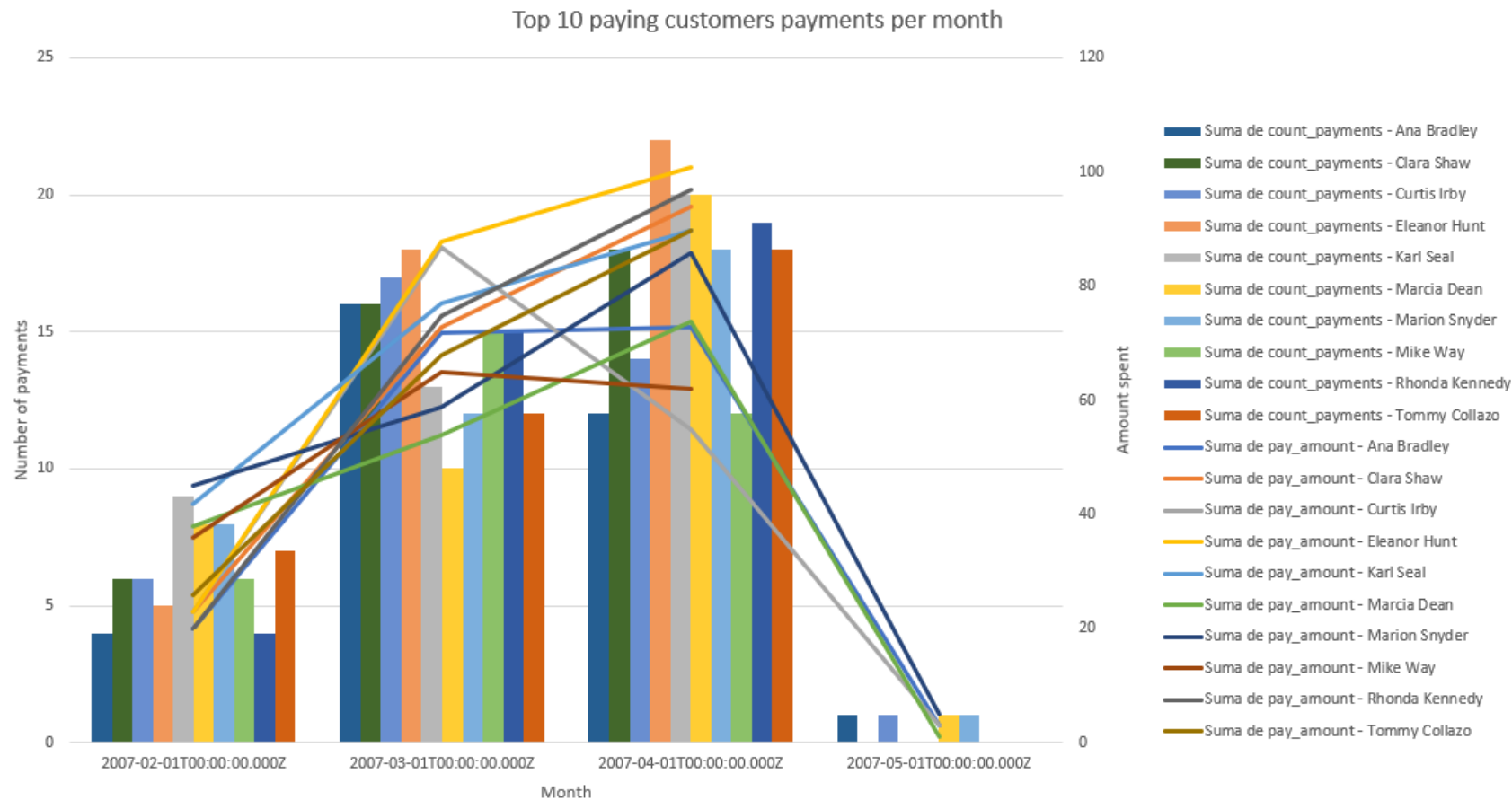
- There are more "Animation" movies (20) rented for less duration (first quartile) than other categories.
- In general, "Family" movies are rented for more duration than other categories.
- "Music" and "Classic" movies are not rented as much as other categories.

What were the total rental orders per store through time?



- ▶ We can see that July is the best month in terms of rental orders, reaching more than 3000 rental orders.
- ▶ Both stores have similar count of rental orders during every month and year, being store 2 slightly superior.

How many monthly payments and of what amount made top 10 paying customers?



- We can see that April is the month with more payments in terms of number (more than 20) and amount (more than 100).
- Even between top 10 paying customers there are big differences regarding number of payments and amount.