Q.1 What is the number of total rental orders for each category of movies ?

Total Rental Orders by Customers
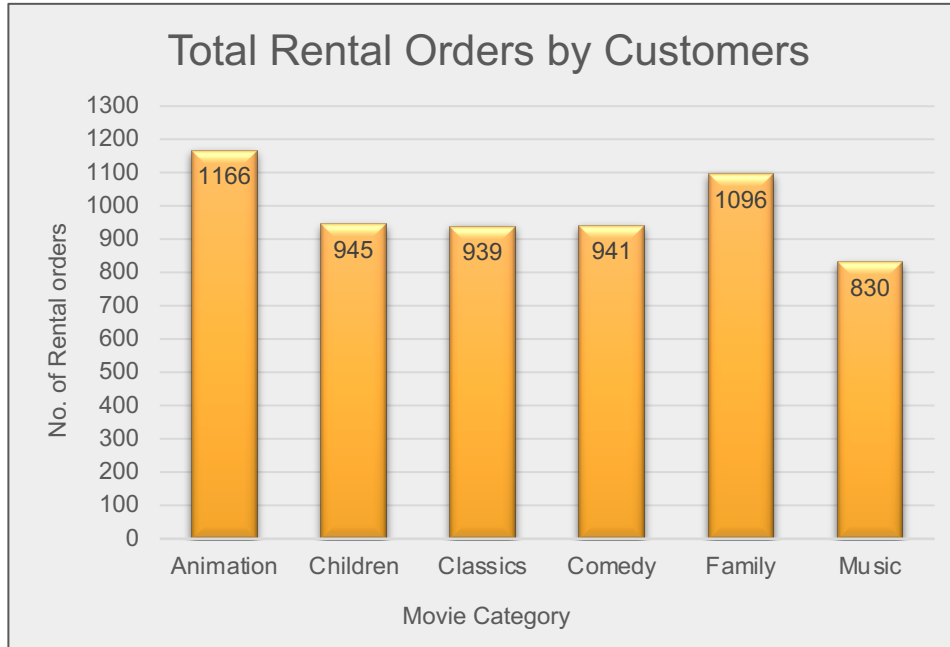
It is evident from the data that families are most likely to rent movies in the 'Animation' category followed by 'Family' category with almost the same interest for 'Children', 'Classics' and 'Comedy' categories and families show least interest to rent 'Music' category movies.

Q.2 How the length of rental duration specifically 'Family' movie compares to duration that all family movies trended for?



Movie distribution by Rental Duration for each category
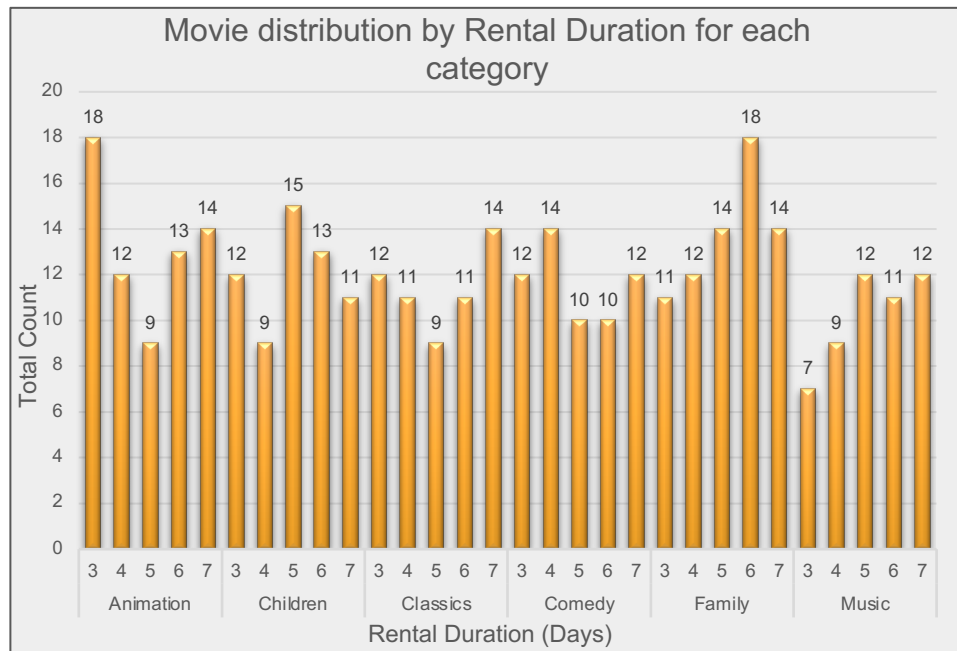
It shows in the data that maximum number of movies in Family category are rented for 6 days, followed by Animation which are rented out for 3 days.

Q3.What is the total payments for top 10 customers per month ?

Top 10 Paying Customers in 2007
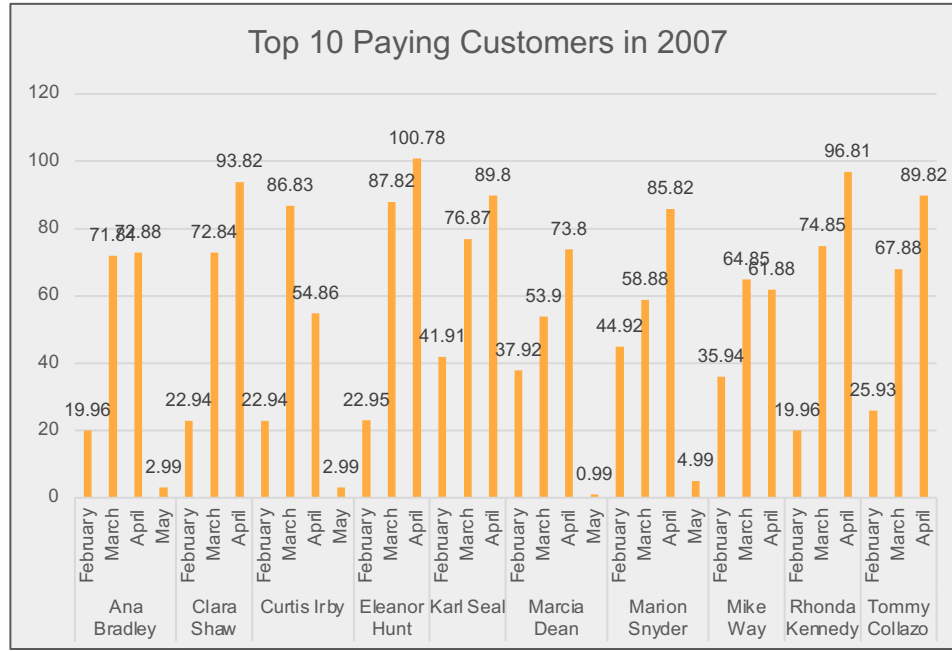
The plot is showing the top 10 paying customers in 2007. Eleanor Hunt has made the top monthly payment of 100.78$ in April 2007 and the lowest payment was made by Marcia Dean of 0.99$ in May 2007.

Q4. How two stores compare with their count of rental orders during every month for all the years?

Distribution of rental orders by store for each month
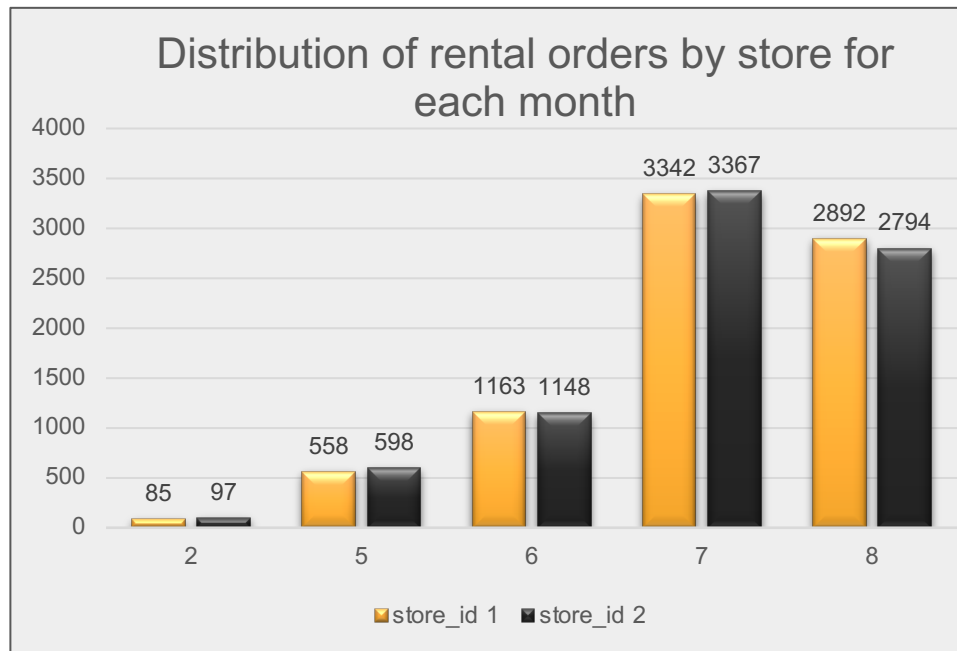
From the data, it shows that the 7th month has the highest count of rental orders for both stores and we can see both stores distributed with almost same count of rental orders each month.