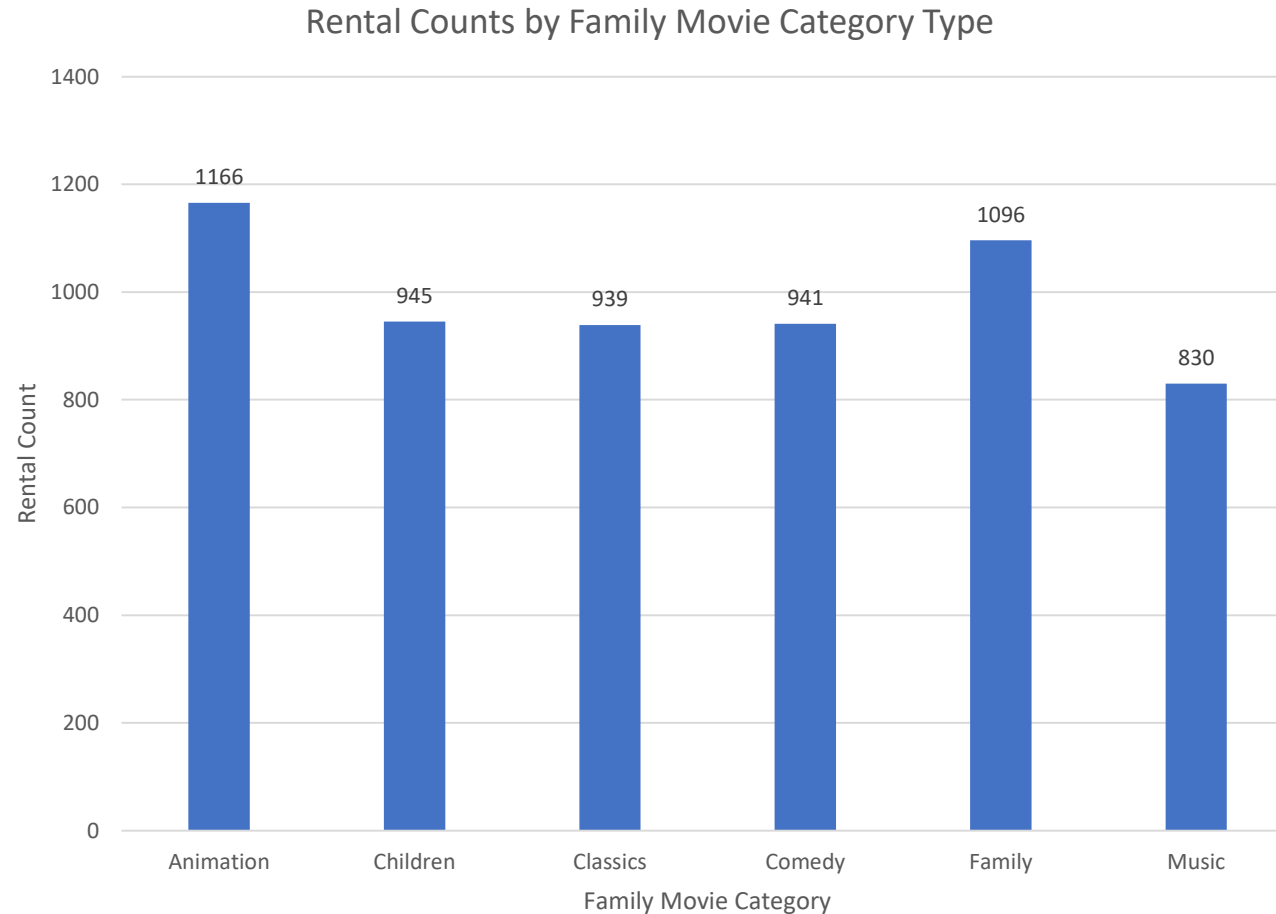


What is the most popular movie type watched by families?

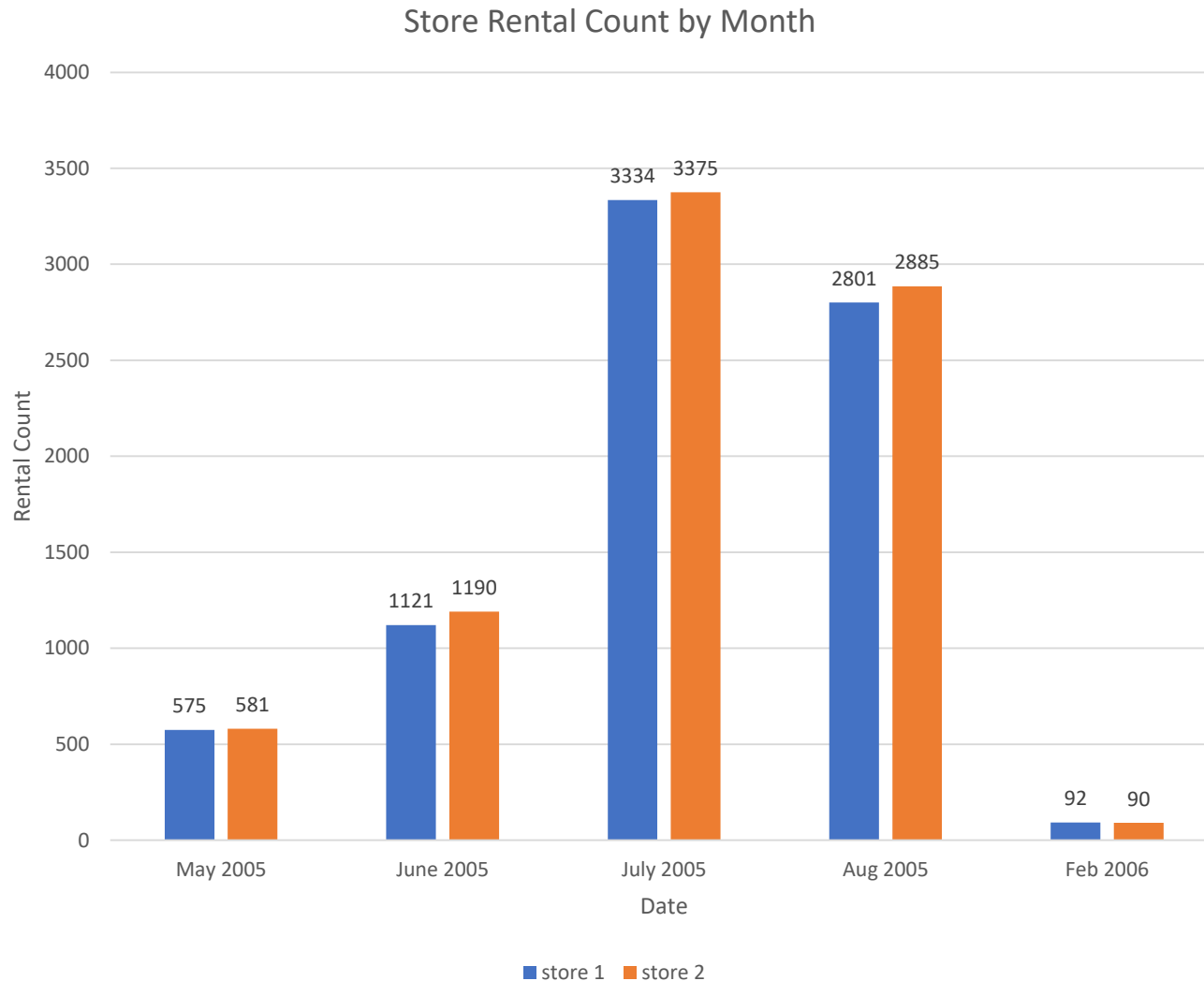


‘Animation’ movies are most popular, followed closely by ‘family’ movies as indicated by the number of rentals.

Children, Classic, and Comedy movie categories have about as many rentals as each other with 945, 939, and 941 rentals per category, respectively.

Music film category is the least popular category among families.

Which store performed better each month by having more rentals?



Store 2 outperformed Store 1 with more rentals in every month besides February 2006.

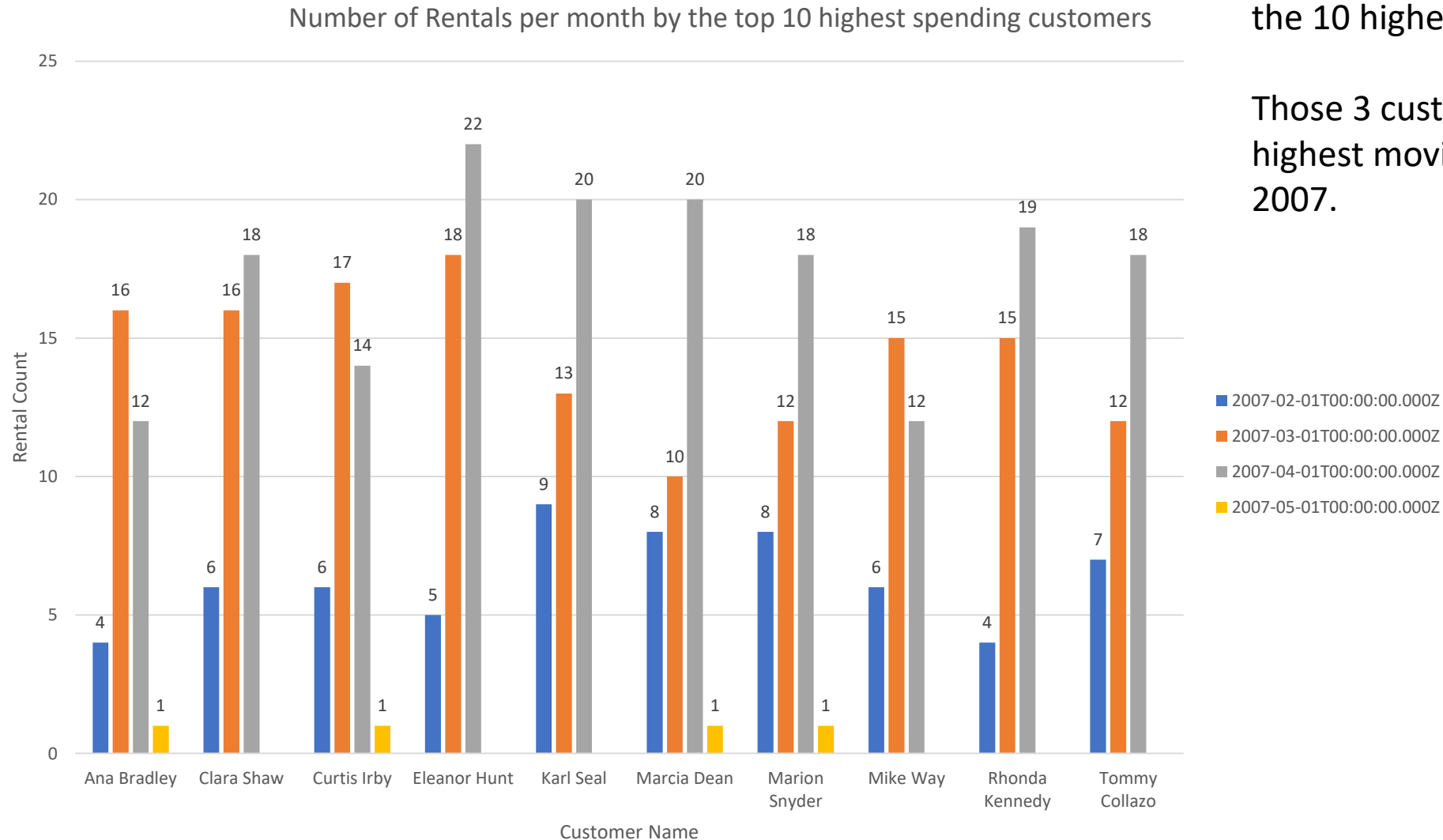
The stores had very similar rental counts each month, with the largest difference between occurring in August 2005 where store 2 rented 84 more movies than store 1.

The smallest difference occurred in February 2006, where store 1 rented 2 more films than store 2.

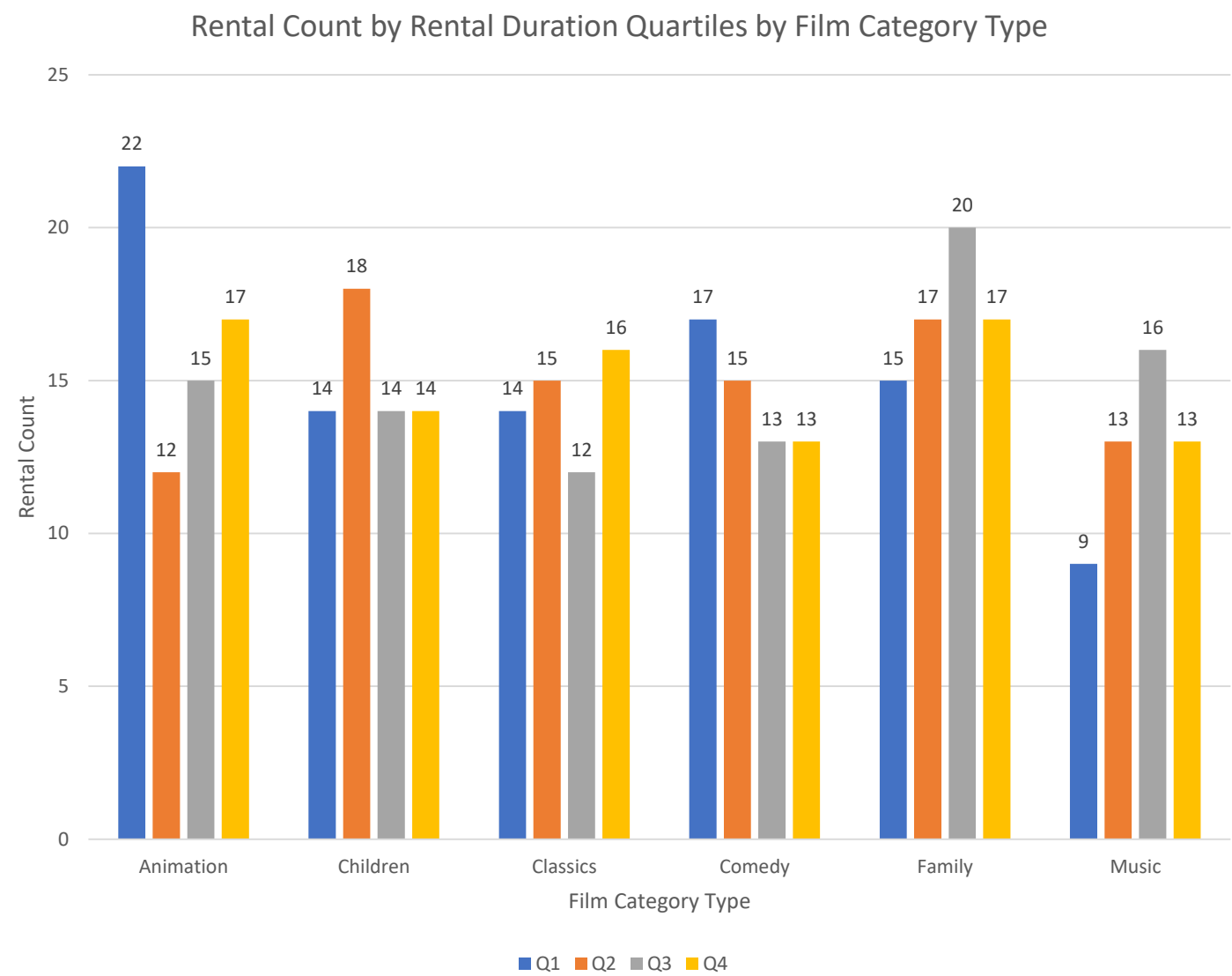
Which month had the highest rental count for the top 10 highest spending customers?

The month of April 2007 had the highest rental count for all but 3 of the 10 highest paying customers.

Those 3 customers experienced their highest movie rental count in March 2007.



What family friendly movie categories type tends to have the shortest rental duration?



Animation movies have the shortest rental duration out of the family friendly movie categories.

Comedy movies have the second shortest rental duration out of the family friendly movie categories.