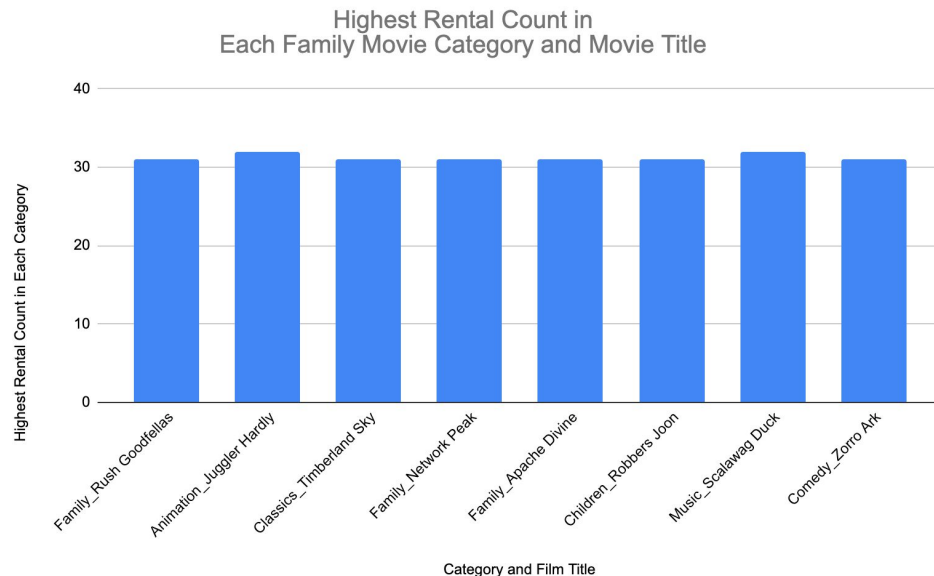
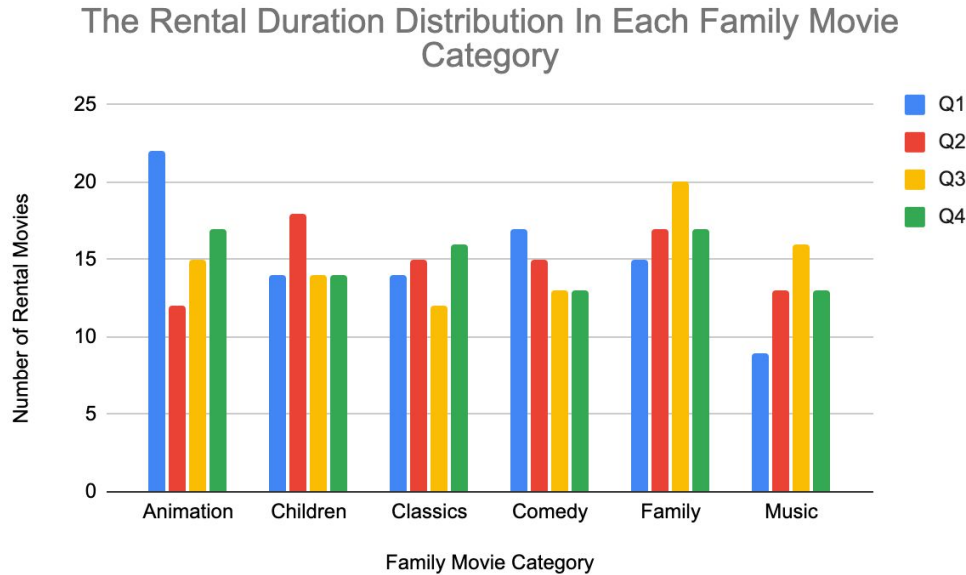


# What is the most rented out movie in each family movie category?



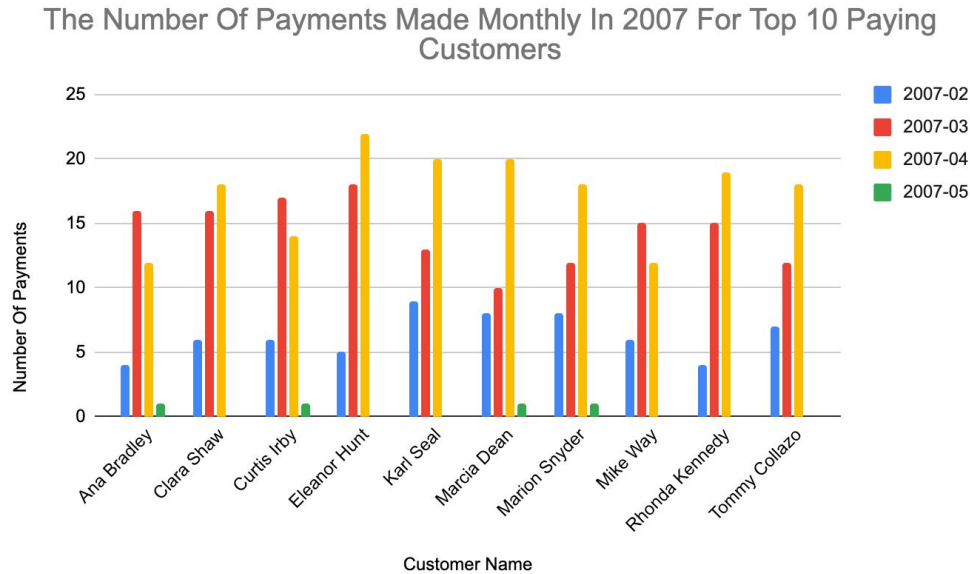
- Family movies include the movies in categories Animation, Children, Classics, Comedy, Family and Music.
- Rush Goodfellas in Family, Juggler Hardy in Animation, Timberland Sky in Classics, Network Peak and Apache Divine in Family, Robbers Joon in Children, Scalawag Duck in Music; and, Zorro Ark in Comedy are most rented out movies.
- Each movie is rented out approximately 30 times

# What is the number of movies in each family movie category and respective rental duration quartile?



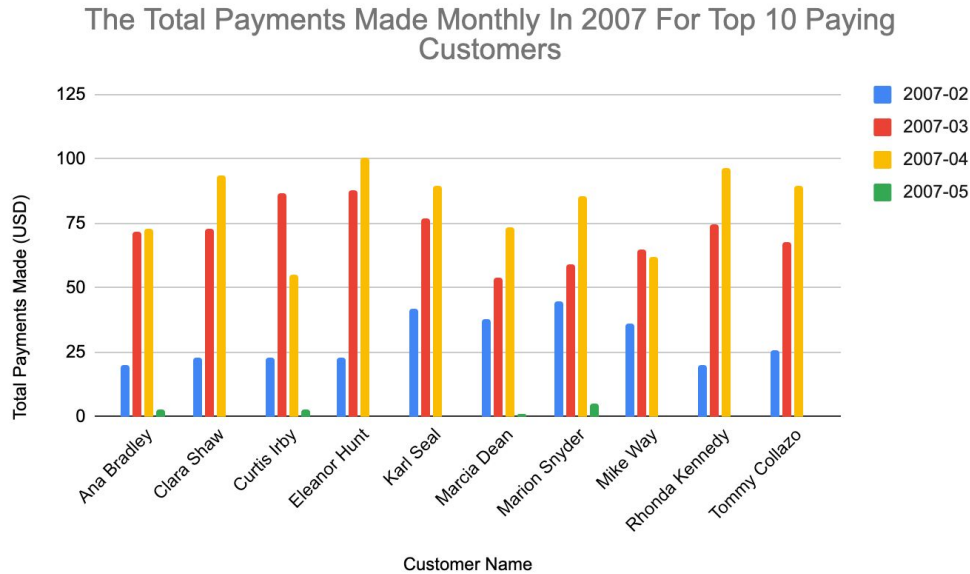
- Family movie categories are Animation, Children, Classics, Comedy, Family and Music.
- The most number of rentals occur in the Animation category for movies who are rented out for the shortest period of rental time (1st quartile), whereas the least number of movies occur in the Music category for the shortest rental time.
- The number of rentals generally centered around 15.

# What is the number of payments in 2007 for each top 10 paying customer?



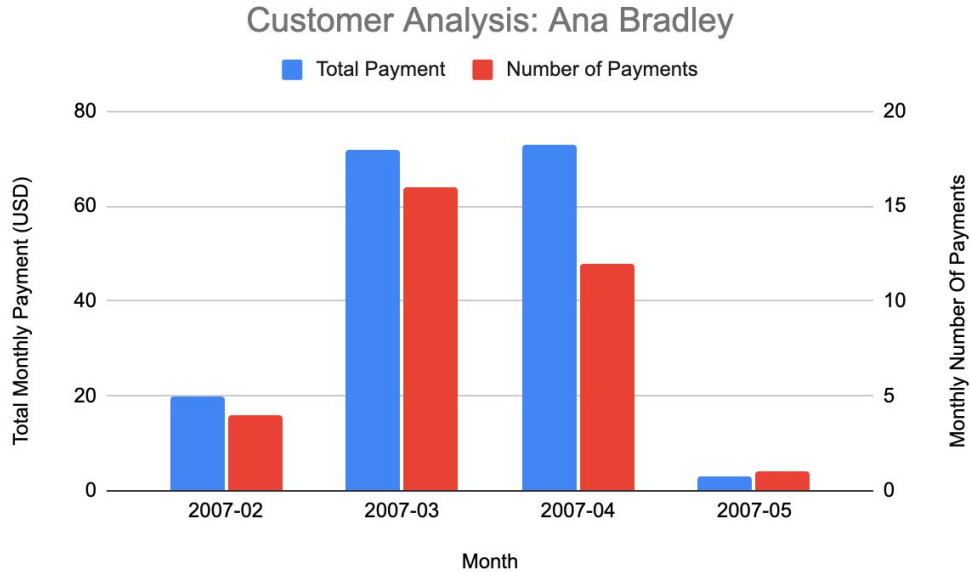
7 out of 10 top paying customers made most of the payments in April 2007. Very few customers made payments in May 2007.

# What is the monthly total payment in 2007 for each top 10 paying customer?



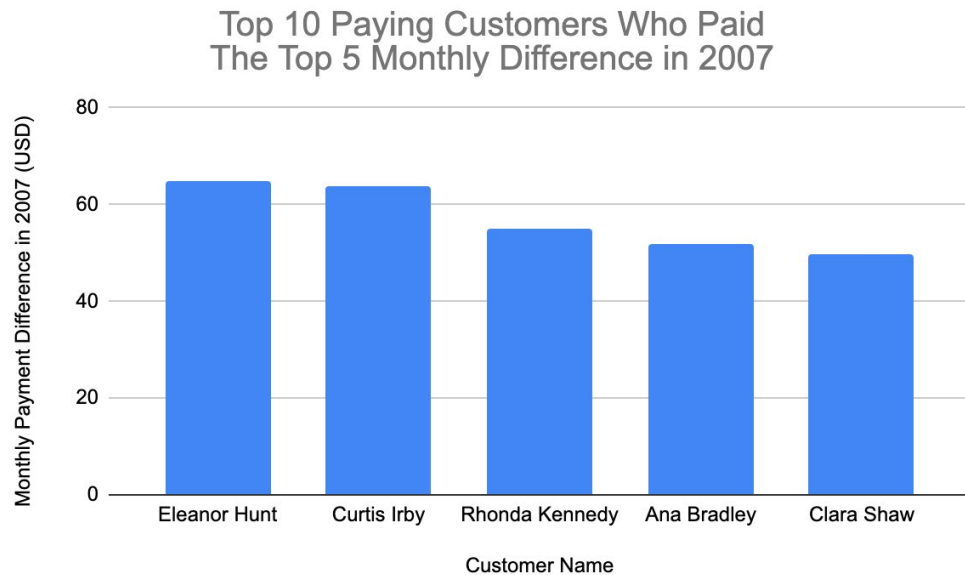
8 out of 10 top paying customers made the most monthly total payment in April 2007.

# Top 10 Paying Customer Special Case: Ana Bradley



Ana Bradley is a special customer. Even though she made less payments in April, she paid more in total amount; which is a surprising observation.

# Among the top 10 paying customers, who are the top 5 paying the most monthly difference in 2007?



In 2007, Eleanor Hunt and Curtis Irby pay more than \$60 monthly difference; while Rhonda Kennedy, Ana Bradley and Clara Shaw pay around \$50 monthly difference.