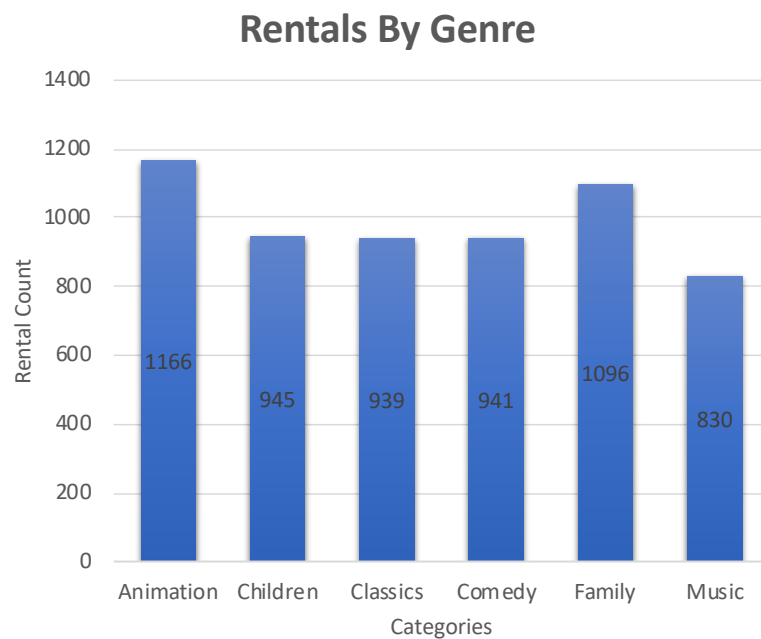
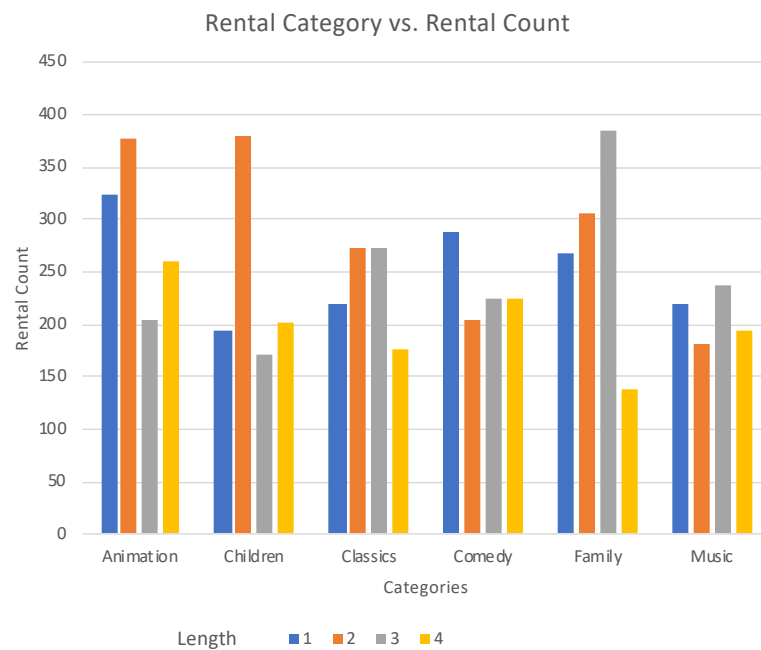


What Movies Are Families Watching?



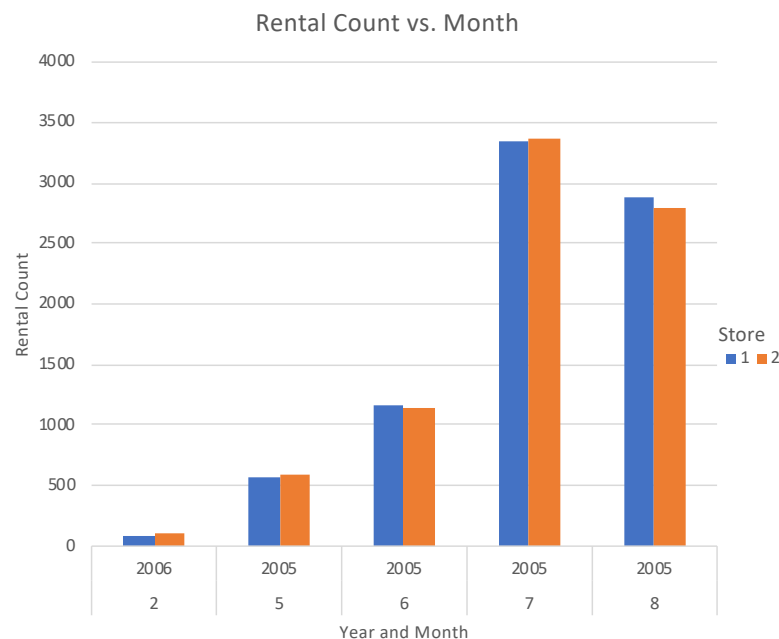
- Animation and Family movies seem to be the most popular genre for families to watch.

How Does Movie Length Affect Rentals?



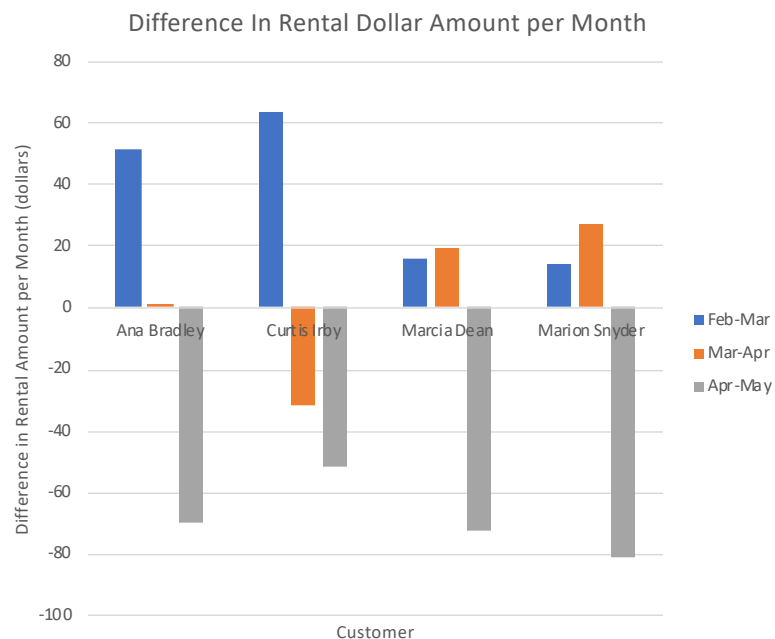
- We can clearly see that in Animation and Children's movies, shorter length films are preferred. In Family movies, medium length movies are preferred.

How Do Monthly Store Rentals Compare?



- Rentals peaked in July of 2005 and have been steadily declining since. Both stores rent approximately the same number of movies on a monthly basis.

What is the Monthly Difference in Customer Rental Rate?



- As shown by four of the top customers, rental rates in dollar amounts have drop drastically between the month of April and May.