What are the most successful categories of movies ?

Total of Rentals by Family Categories

(Number of Times Rented vs. Family Categories: Animation, Family, Children, Comedy, Classics, Music)
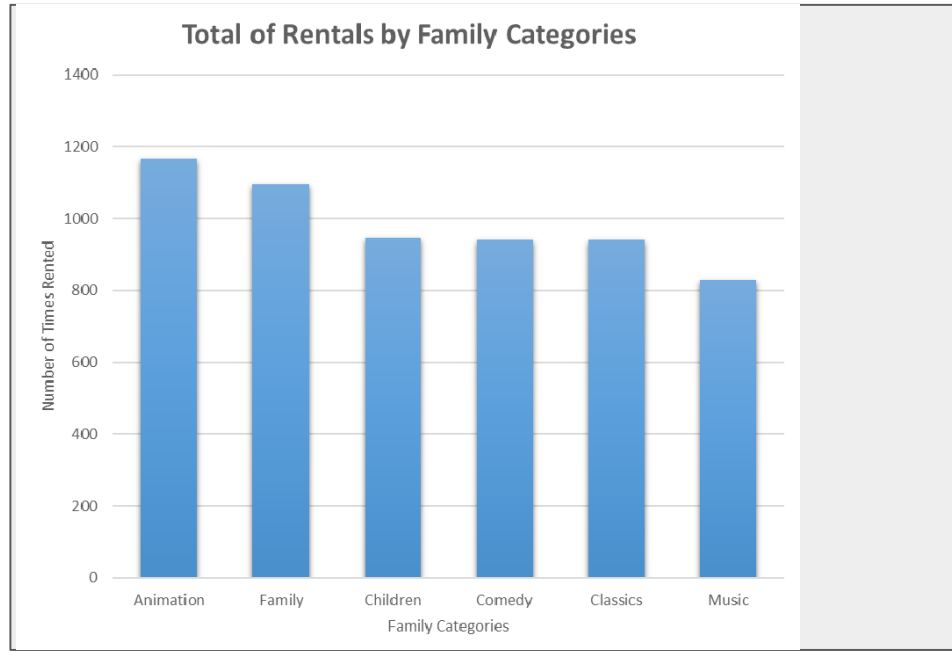
From the graph, we can see that among the family movies, the Animation category is the most successful as it has been rented close to 1200 times. While the least successful is the Music category which has been rented approximately 800 times.

What is the distribution of family-friendly movies among rental duration categories and film categories?

Distribution of Family-friendly Movies
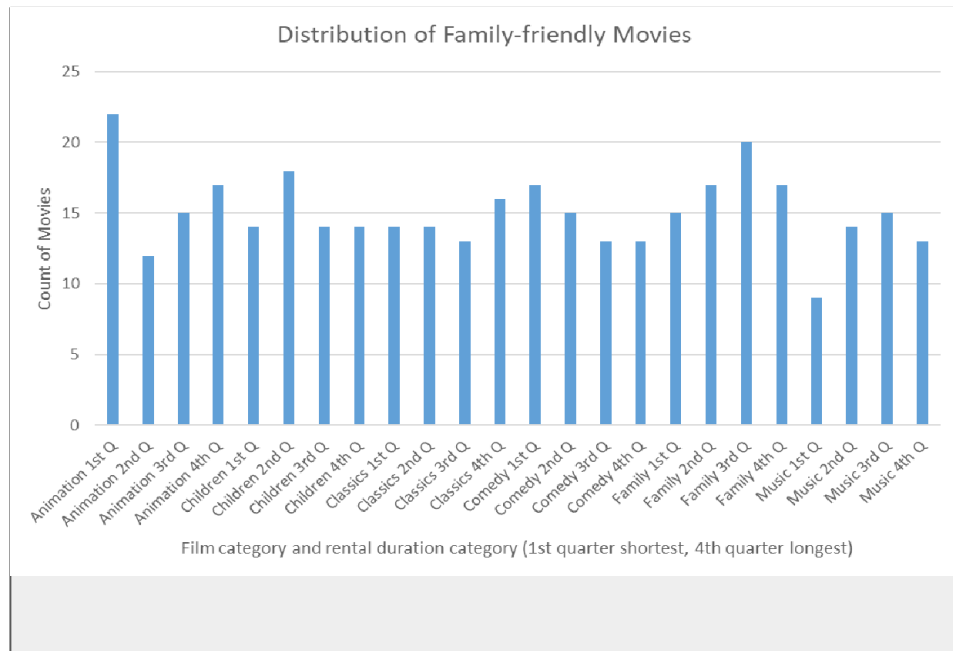
We can clearly see that we have a significant number of Animation movies (about 22) which are rented for a short period of time (first quarter). However, only a small portion of Music movies (about 9) are rented for such a short period.

How does the two stores compare in their count of rental orders ?

Comparison of store performance
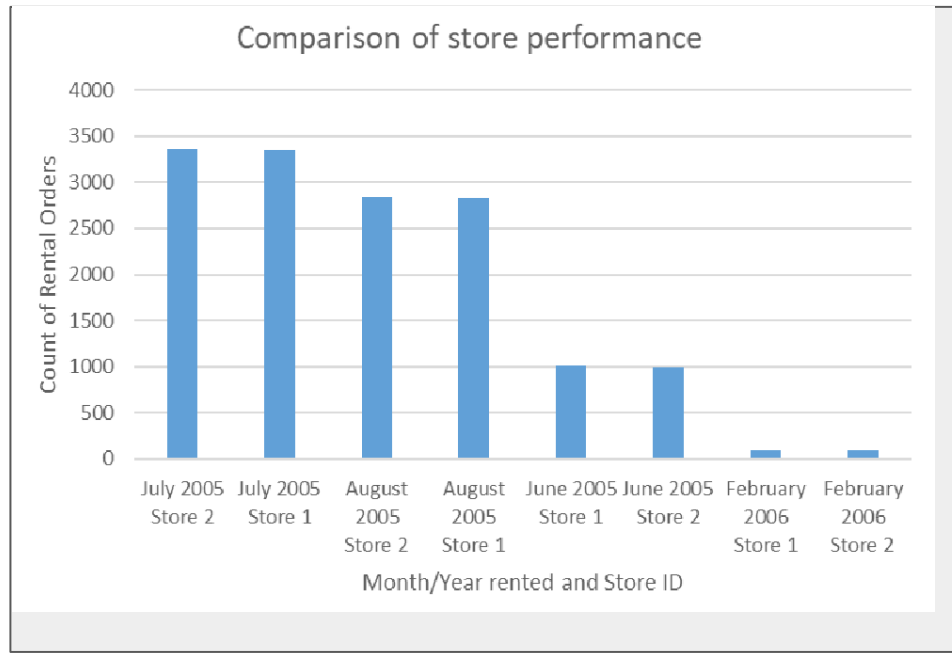
From the graph, we observe that for every month, the data for the performance of the two stores is roughly the same. This is the case for months with high number of rental orders like July 2005 (3350 orders) and for months with low number of rental orders like February 2006 (90 orders).

What is the list of the top 10 paying customers ?

Top 10 Paying Customers and Total Amount Paid
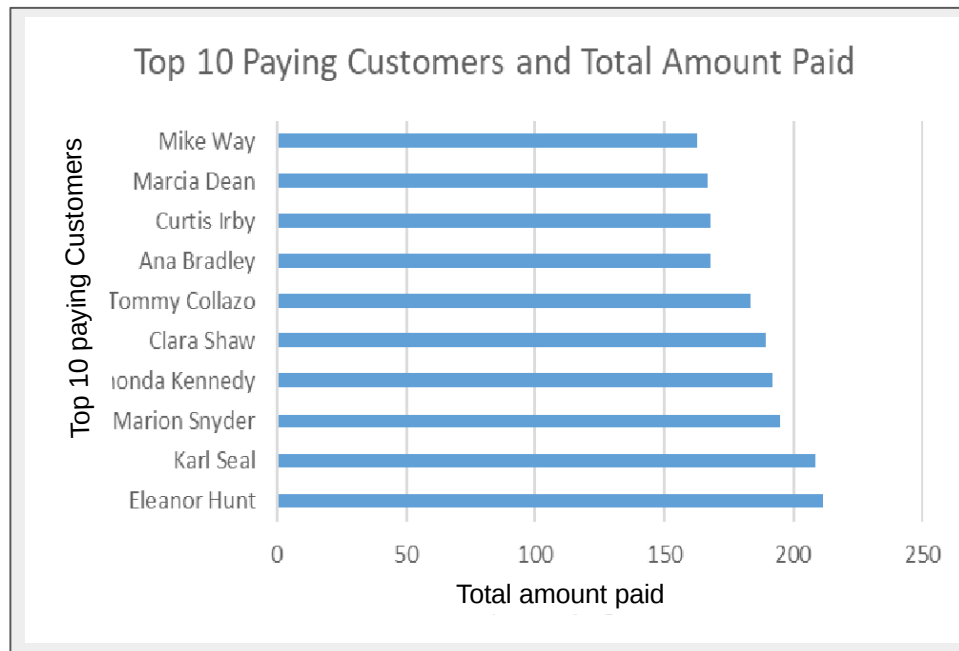
From the graph, we can see that the number 1 customer is Eleanor Hunt and she paid about 210 dollars in total. In another hand, with approximately 160 dollars, Mike Way is the number 10 customer.