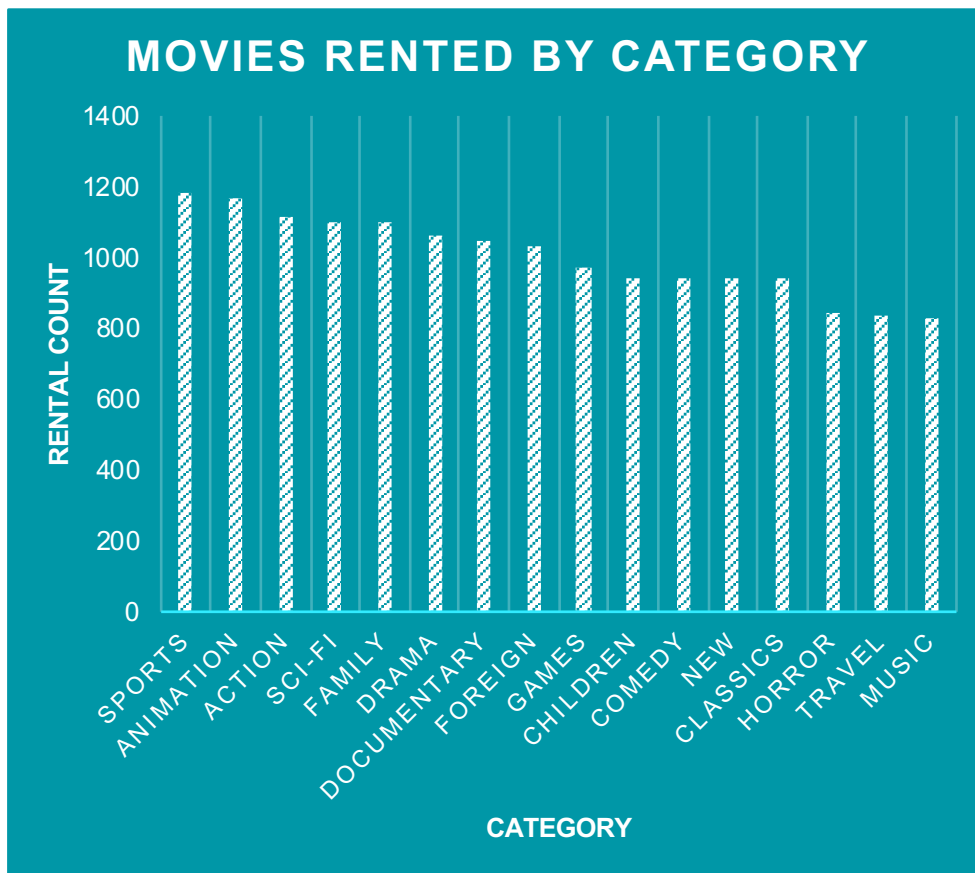


How does the number of rentals of family-friendly movies compare to the movies in other categories?

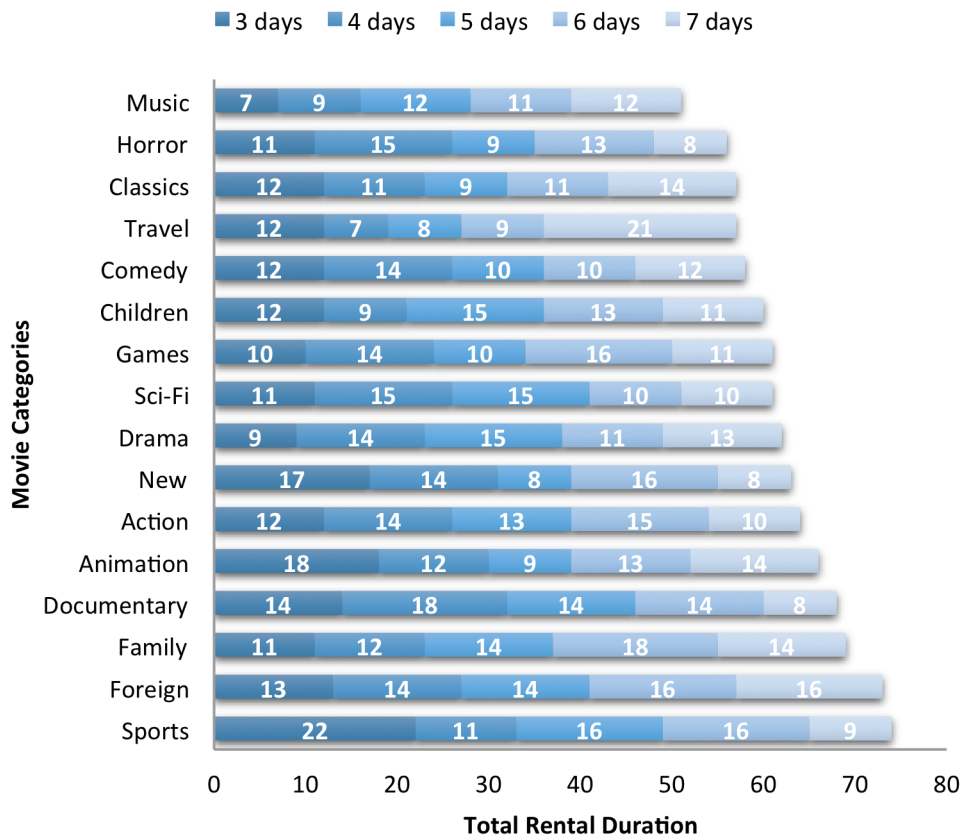


Family-friendly movies were rented 5917 times and represent 37% of all movies rented. Against 10127 times the customer chose to rent movies in other categories.

Animation movies are the 2<sup>nd</sup> most rented overall. While Family falls in 5<sup>th</sup>, Children in 10<sup>th</sup>, Comedy in 11<sup>th</sup>, Classics in 13<sup>th</sup> and the least rented category is Music in the 16<sup>th</sup> place.

# How the length of rental duration of the family-friendly movies compares to the duration that all movies are rented for?

## Rental Duration

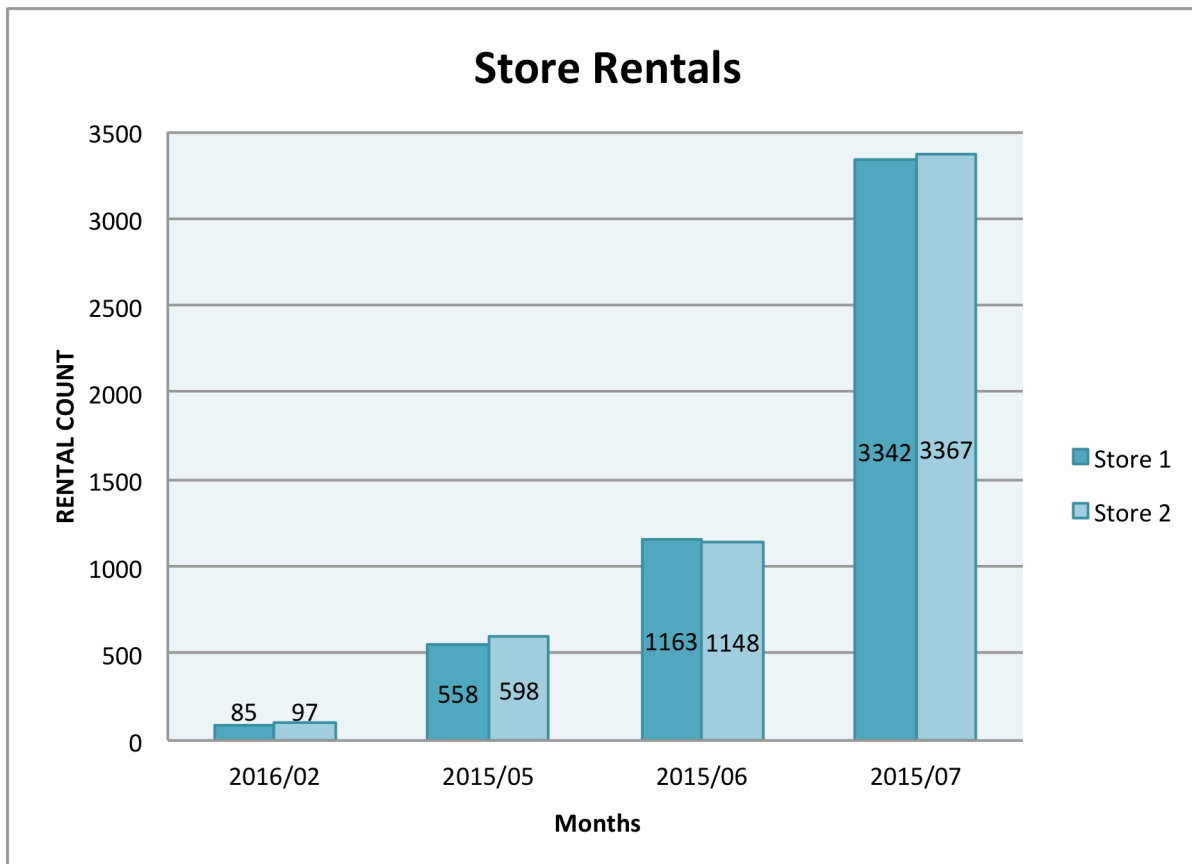


The longest rental duration is of Foreign movies. They were rented 16 times for 7 days. However, the movies with longest total rental duration belong to the Sports category.

Out of the Family-friendly categories the movies' rank by rental duration is:

1. Family (3<sup>rd</sup> overall)
2. Animation (5<sup>th</sup> overall)
3. Children (11<sup>th</sup> overall)
4. Comedy (12<sup>th</sup> overall)
5. Classics (14<sup>th</sup> overall)
6. Music (16<sup>th</sup> overall)

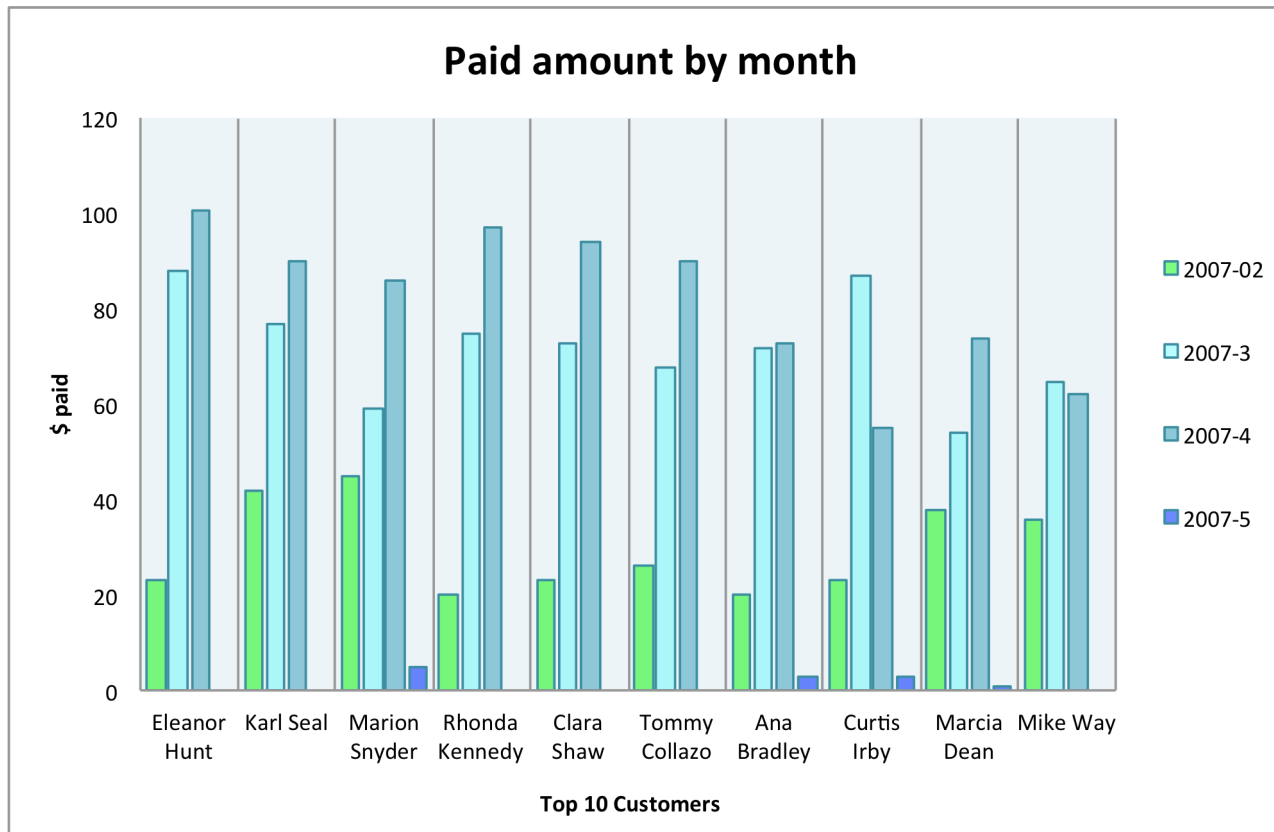
How stores 1 and 2 compare in their count of rental orders during every month for all the years we have data for?



In terms of numbers we can consider that both stores are equated.

However, Store 1 had more rentals than Store 2 only in June 2015. Therefore, Store 2 consistently had more volume than Store 1 over the months we have data for.

Who were our top 10 paying customers? During 2007, what was the amount of the monthly payments?



Our top 10 customers are by order of total payments received:

Eleanor Hunt  
Karl Seal  
Marion Snyder  
Rhonda Kennedy  
Clara Shaw  
Tommy Collazo  
Ana Bradley  
Curtis Irby  
Marcia Dean  
Mike Way