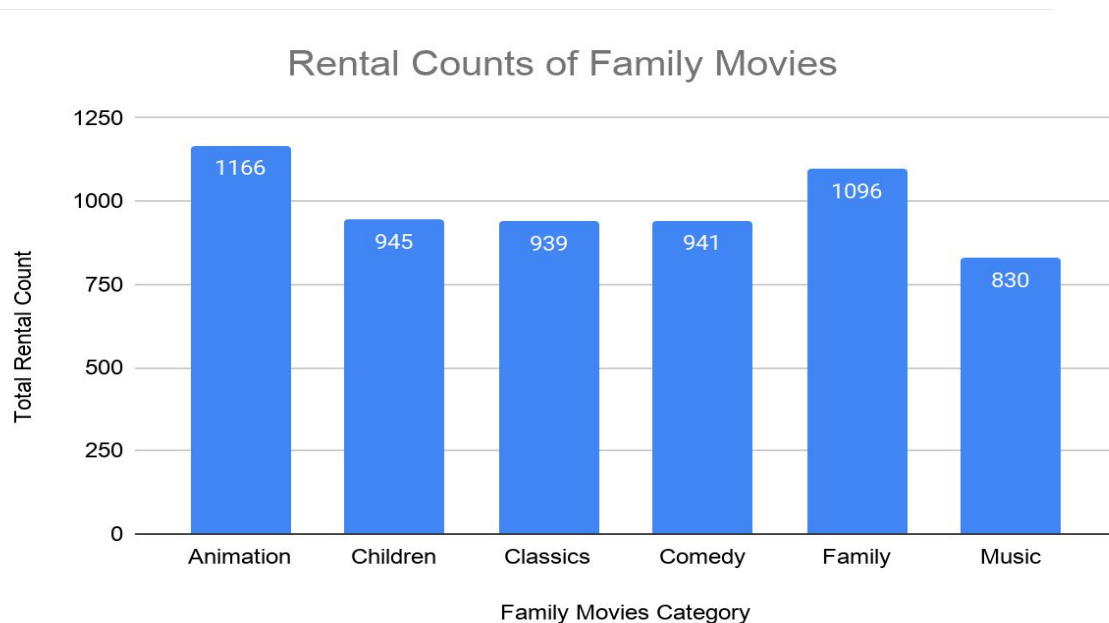
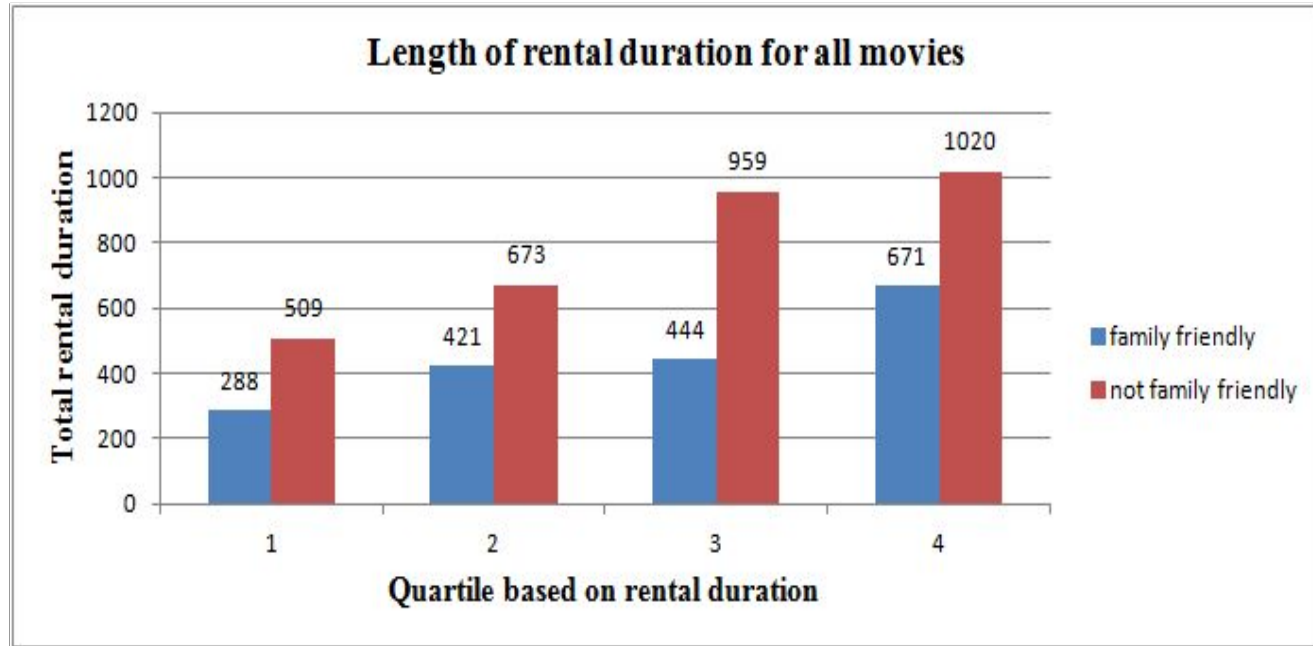


What was the rental count of family movies?



Most families were interested in Animation and Family, and relatively less in Music.

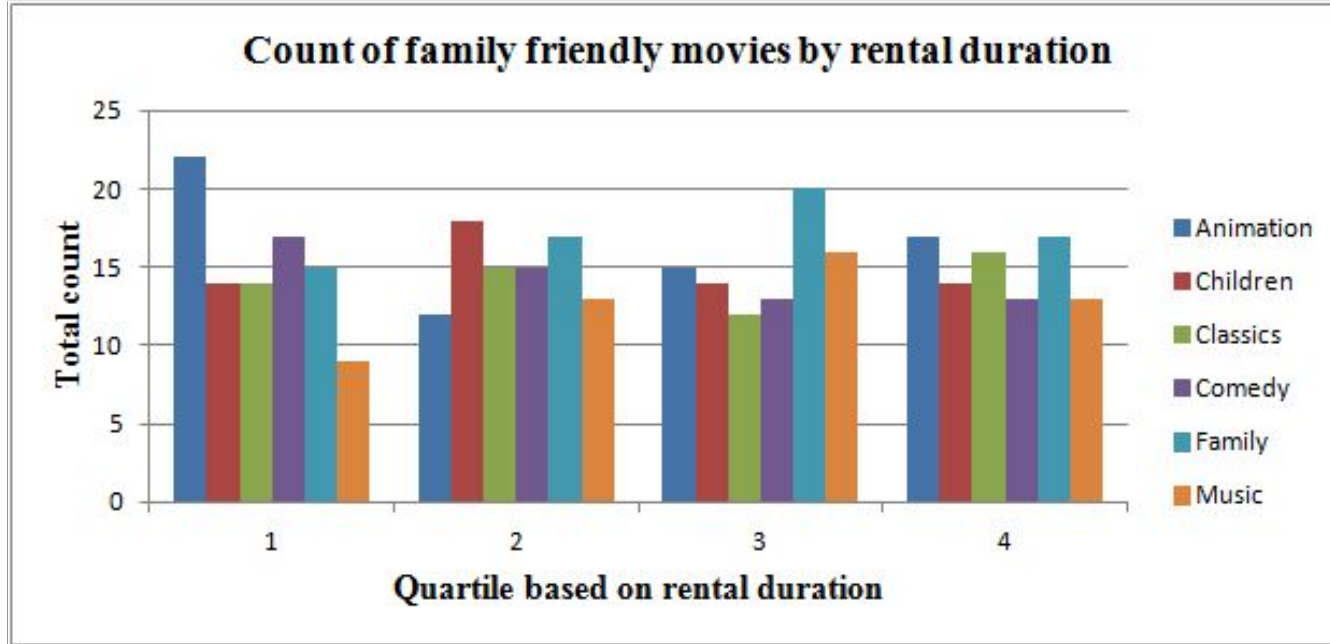
How did the duration of family-friendly movies compare with the duration of all movies?



Family-friendly movies take up 38.5% of the average rental duration.

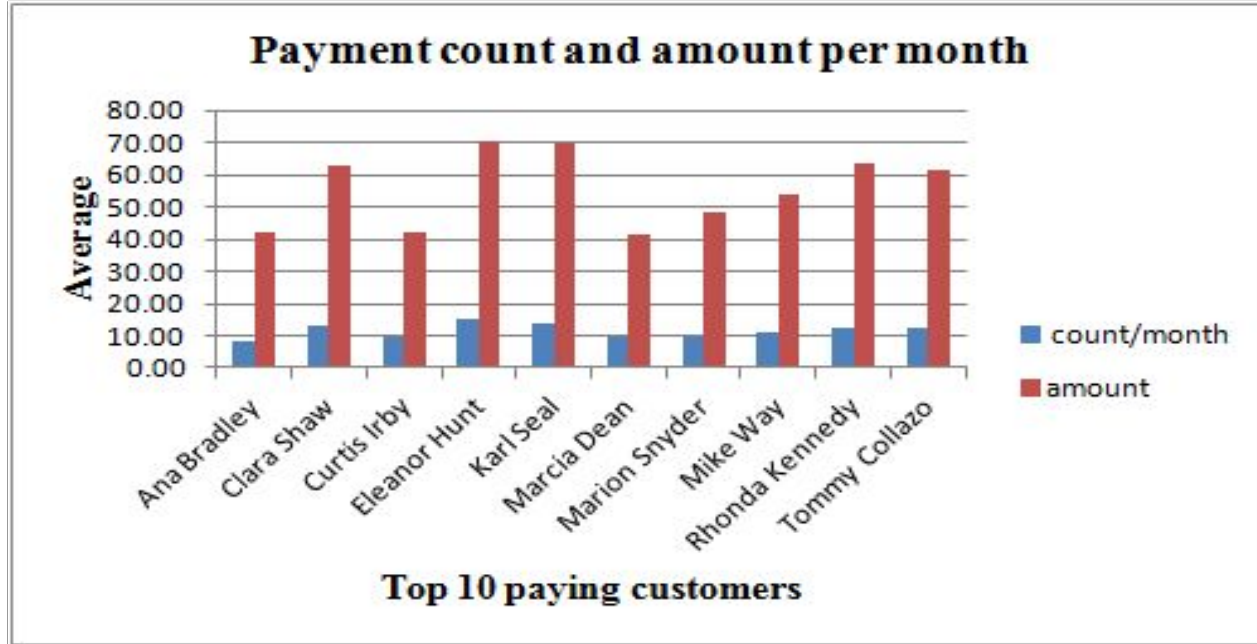
Note: $421 / (421 + 673) = 0.3848 = 38.5\%$

How did the count of family-friendly movies vary based on rental duration?



25%, 50% and 75% of the rental duration was dominated by Animation, Children and Family respectively.

What was the spending pattern of our top 10 paying customers?



On average, top paying customers made 8 - 15 payments per month and spent 41.65 - 70.52 dollars per month.