What is The number of times it has been rented out for Family Category Films?

Sum of Rental count by Film category
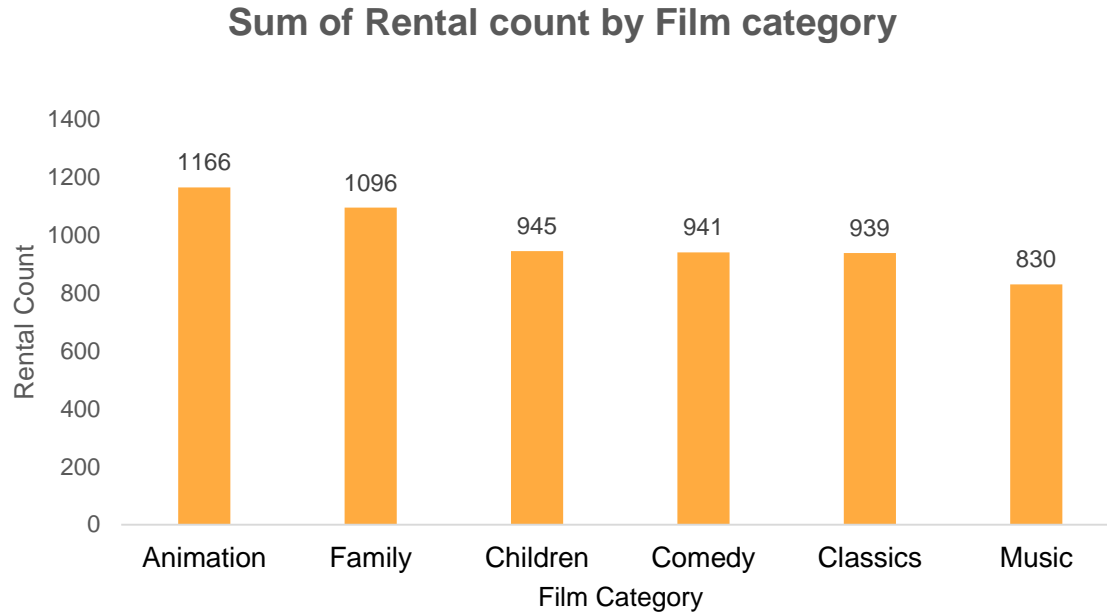
We can see that the animation films have the most number of rental 1166 , and the little numbers is in the music type , so we can say that the most of people prefer the Animation films more than the other Types of films.

How the length of rental duration of the family-friendly movies ?

Sum of rental duration of family films
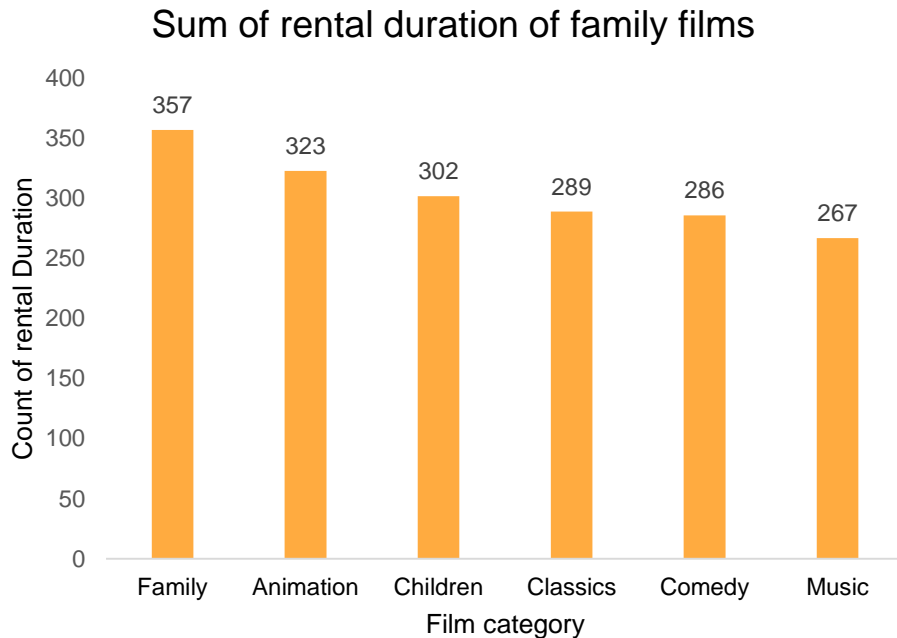
We can see that the most rental duration in family and friends category is in the family films, because it is duration is 357, and the less duration is in music films.

And this give us a flash , to know which are the most preferred films in Family category ?

How many family films in each category under each Quartile?

Count of Family films at each Quartile
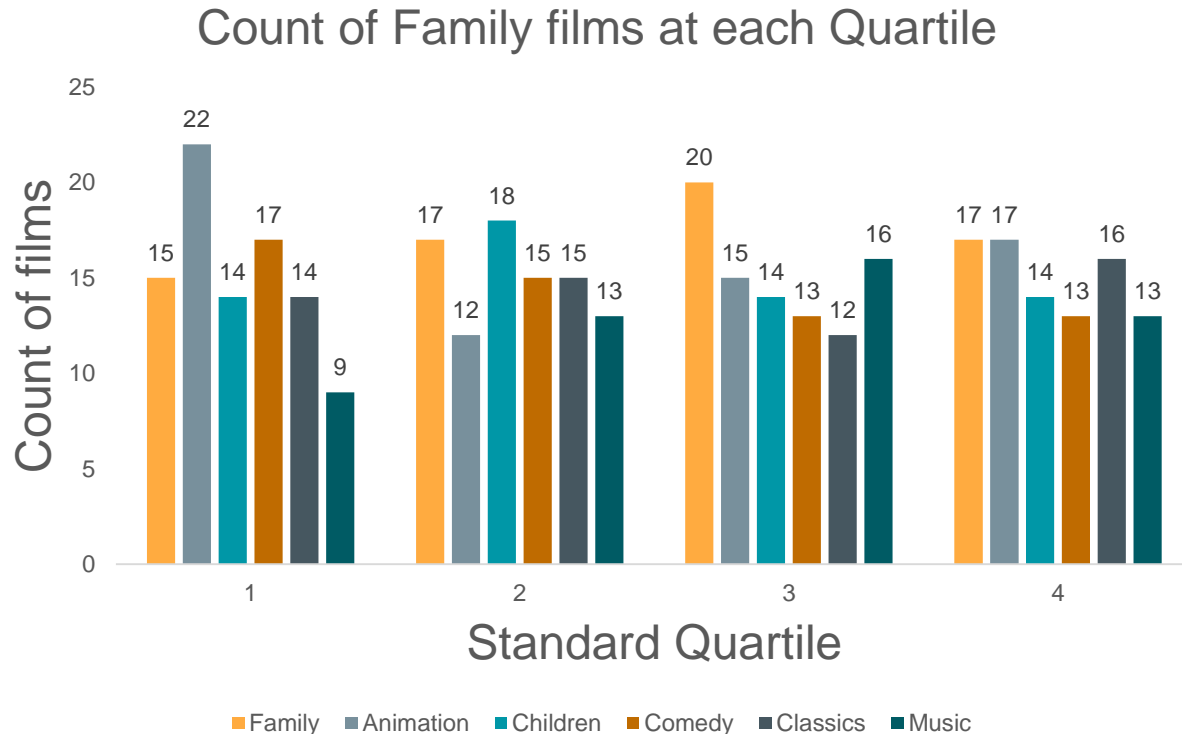
We can see that the most family films in first quartile is Animation films (22 film) , and the second quartile is Children (18 films) , and the third Quartile the family Films(20) , and the final Quartile is also family (films& animation) (17 film),

So we can get an important information from this insight that the most of people like to watch the family and Animation category films.

Who is the top 10 paying customesr and how many payments they made on a monthly basis during 2007?

Top 10 paying Customers
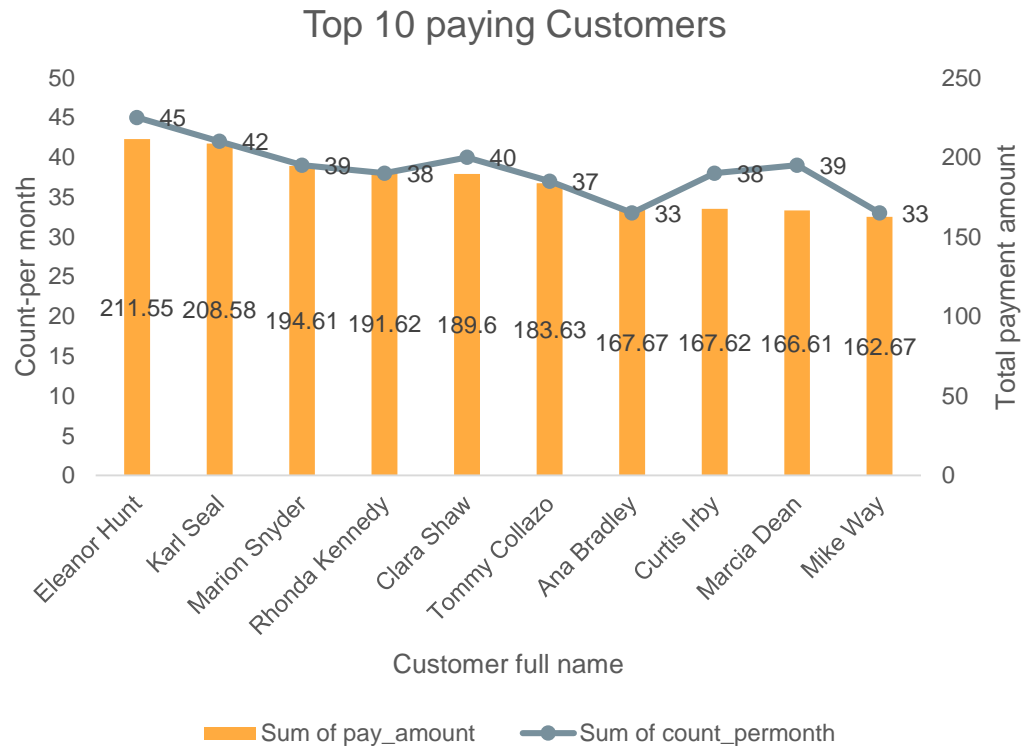
We can see that the top paying customer in 2007 is (Eleanor Hunt) , he paid 211.55 and count of payments were 45 times , also we see that the least amount paid with customer (Mike Way) was 162.67 by 33 times.

This visualization gave us insight to pay attention to the top customers , and try to make more offers to increase their engagement with the company , to stay them on the top levels , and to increase the company revenue.