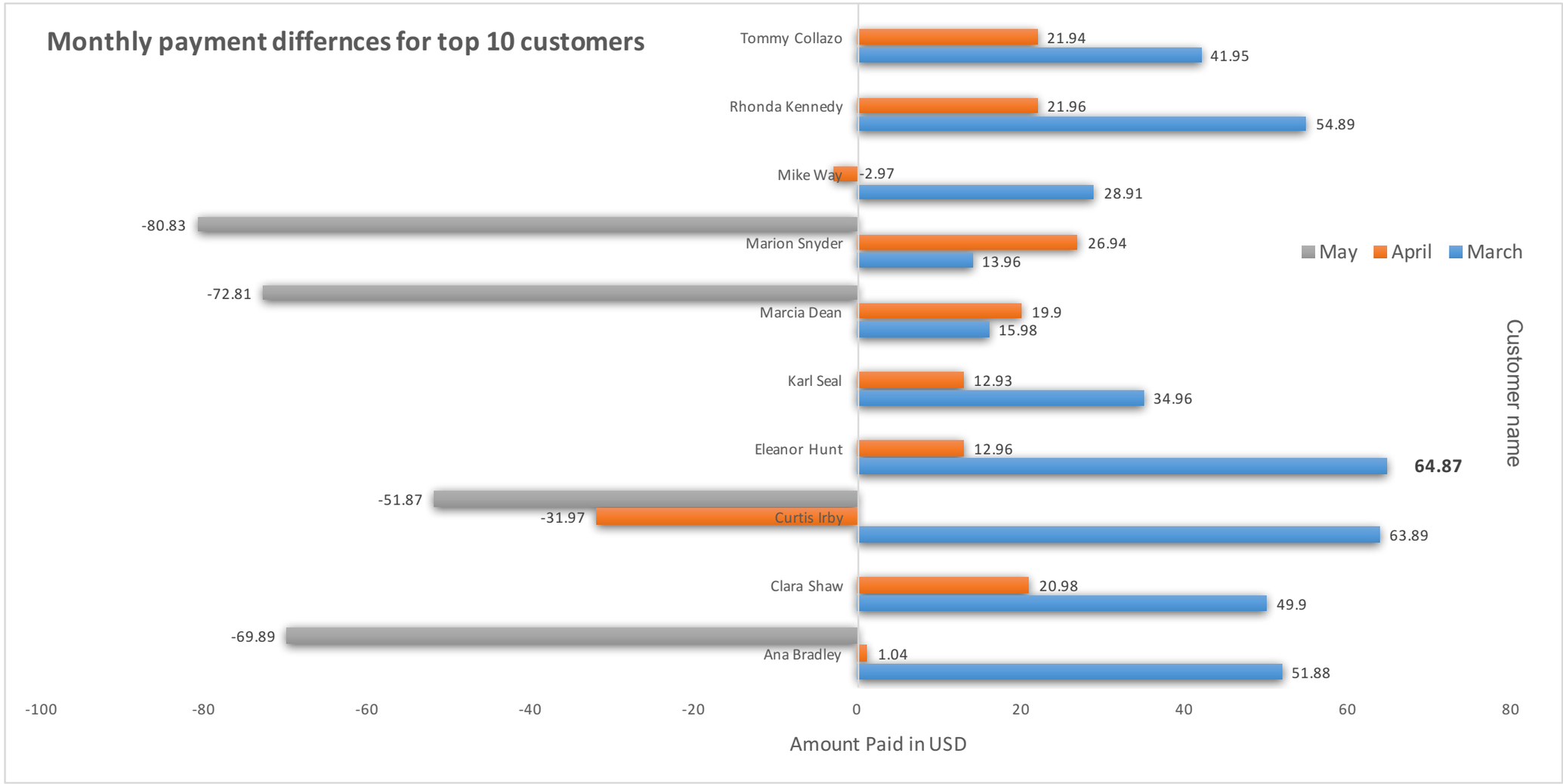
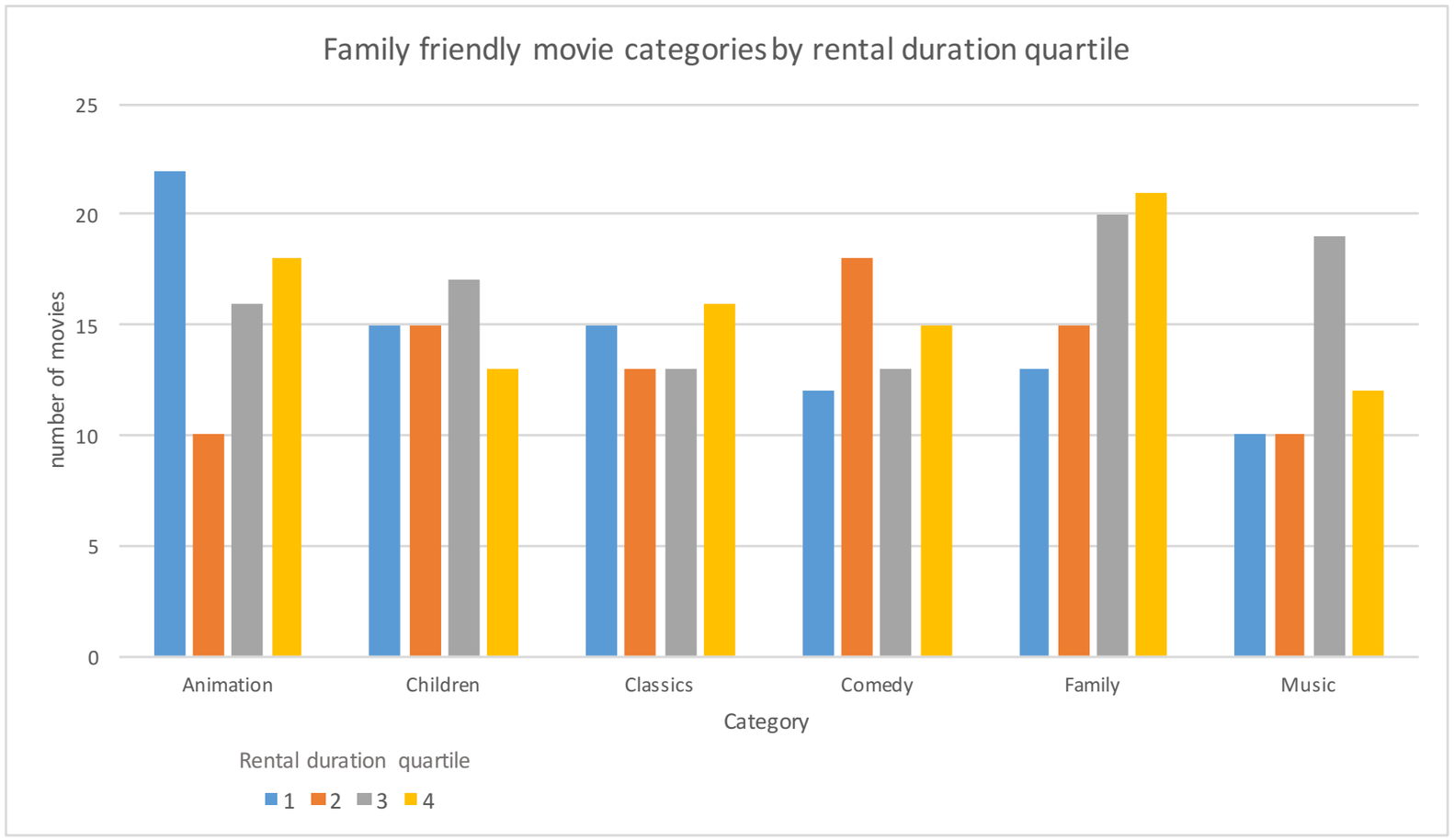
Who had the largest difference between the monthly payments among the top 10 paying customer?



We can see from the visualisation that Eleanor Hunt had the largest difference in total monthly payment on April compare to March with 64.87$.

We also can see that in May the payment differences for all the customers was negative, can be because missing data from this month.

How the length of family friendly movies rental duration compare to other movie categories?

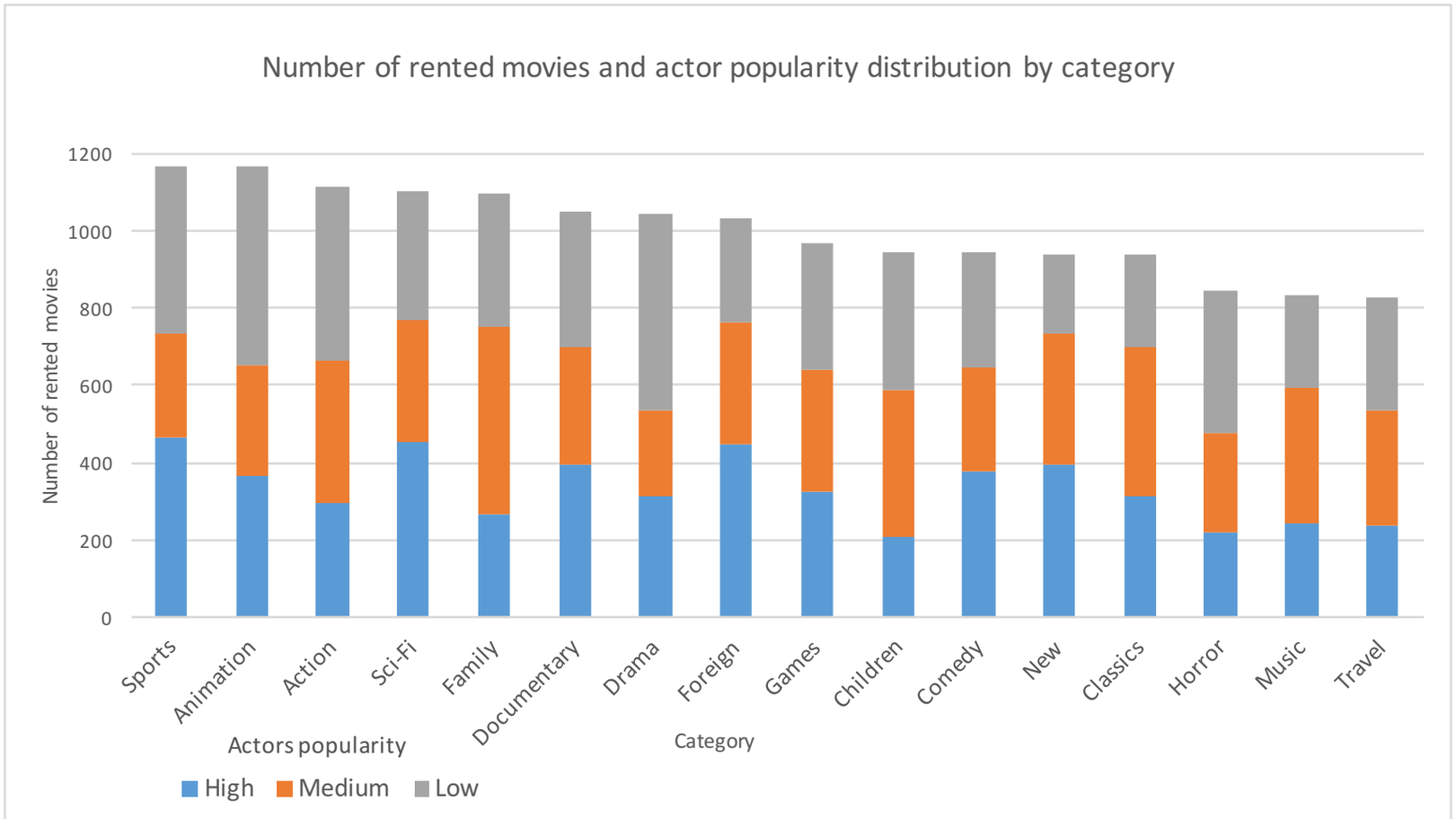


As we can see from this visualisation, the highest number of Animation category movies are in the first quartile, which means relatively short rental duration.

In the Family and Music categories we can see most of the movies had longer rental duration.

Regarding Children, Classics and Comedy categories we can see that the distribution between the different quartiles is more or less even.

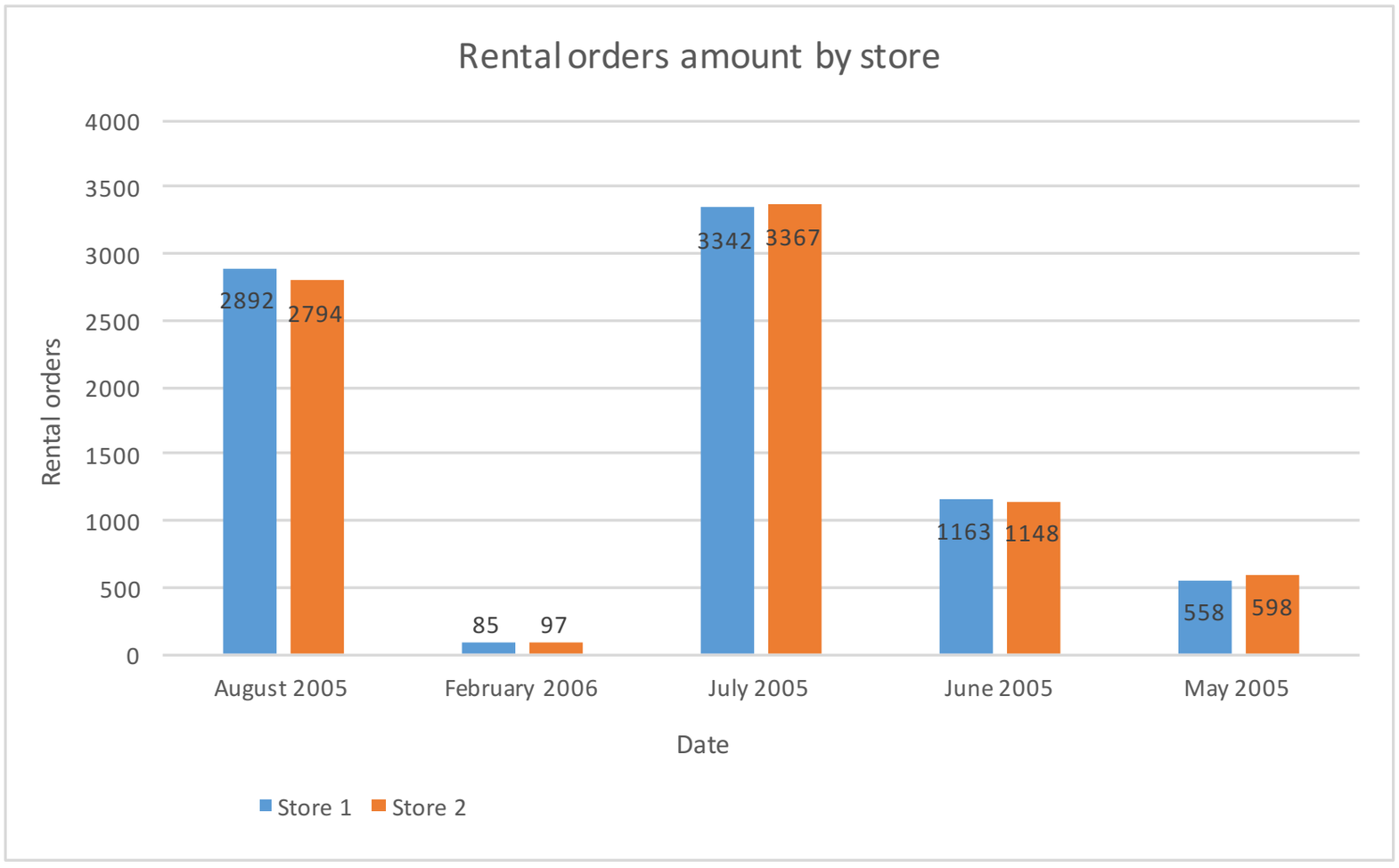
Does popularity of actors in a movie effect the number of times a movie is being rented?



In this visualisation we can see the number of movie rented from a specific category, and the distribution of actors popularity (popularity determined by number of movies this actor played).

As we can see from this stacked columns, the number of rented movies is not effected by the popularity of the actors. The distribution is different in each level of rented movies, and there is no clear correlation between these two variables.

How the two stores preform in terms of rental orders compare to each other?



We can see from this visualisation that store number 1 had better performance in August 2005 and July 2005. The other periods of Time store number 2 had better performance.

In general, we can see that in each period of time there is no substantial difference regarding these two stores performance.