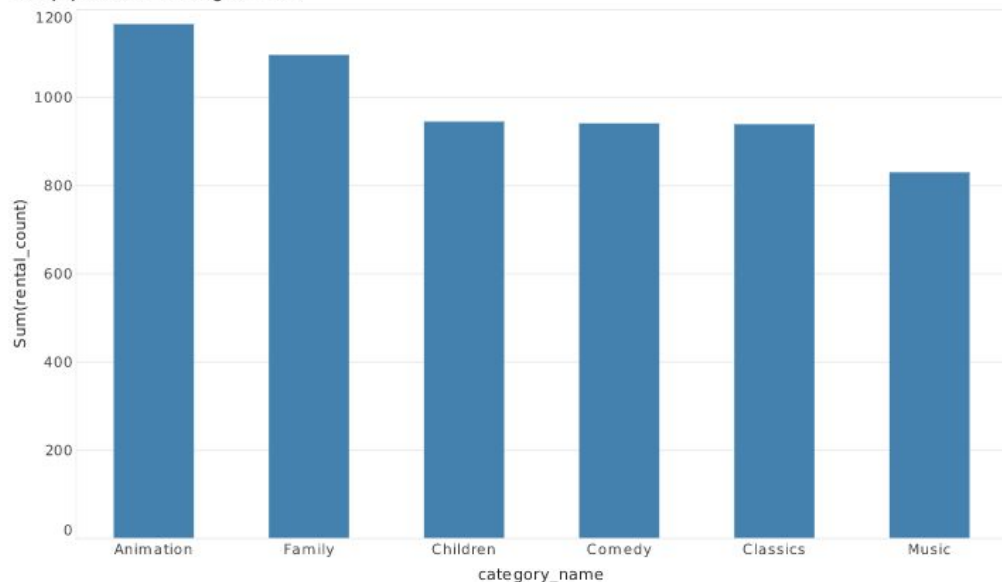


What movies are families watching?

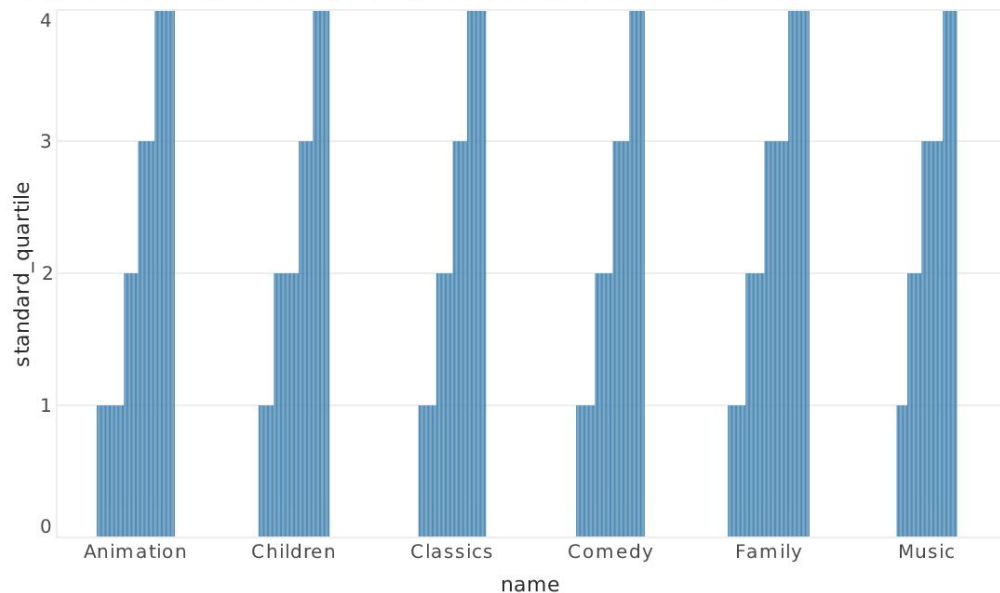
Most popular movies amongst families



The most rented movie category amongst families is Animation, followed by Family and Children. The least popular category is Music.

How does the length of rental duration of family-friendly movies compare to all movies rented?

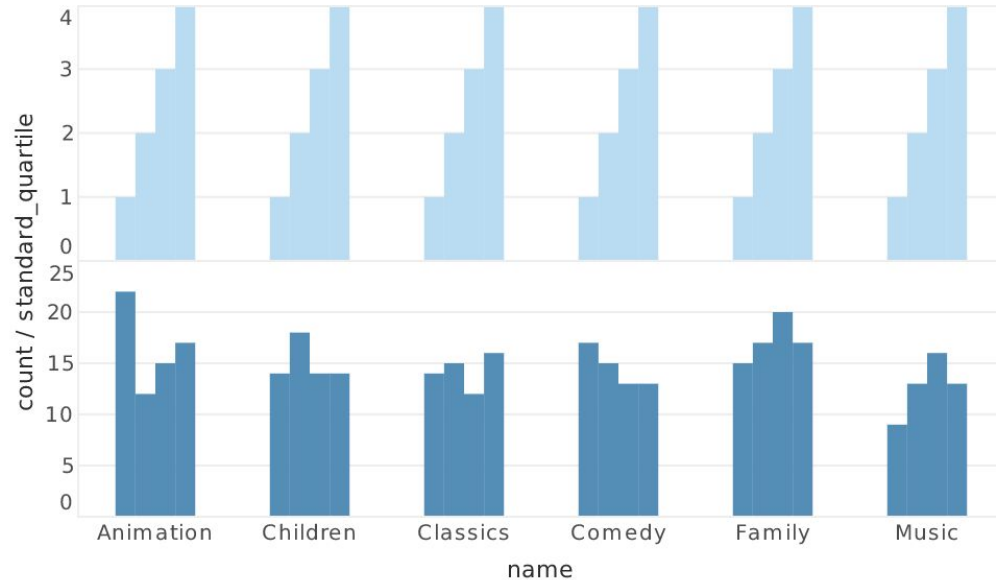
Length of rental duration of family-friendly movies compared to all movies rented



Animation is the film category with the most movie titles in the first quartile, followed by Children & Classics, Comedy, Family and Music at the end. In the above visualization the quartile per movie title is visible

How does each movie category correspond within quartiles and the corresponding count of movie rental time?

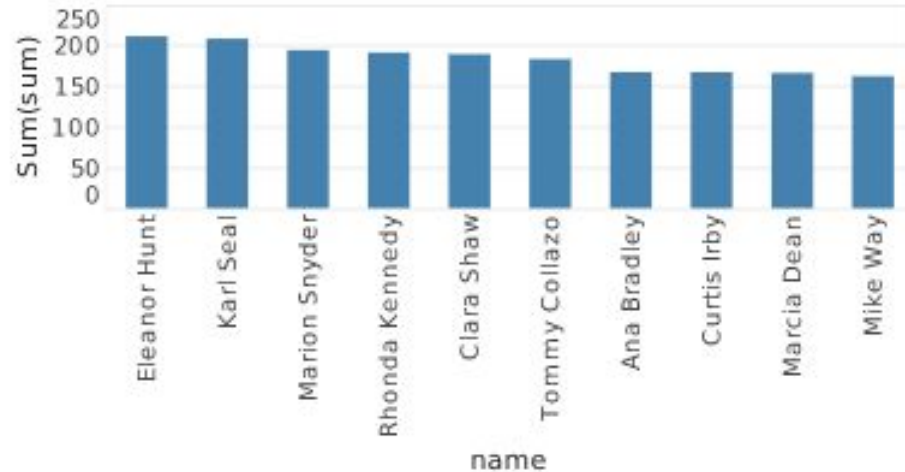
Movie categories corresponding within quartiles and count of movie rental



Animation is leading in counts of quartile 1, Children is leading in counts of quartile 2 and Family has the most rentals in quartile three.

Who are our top paying customers?

Top paying customers



We have 10 top paying customers: Eleanor Hunt is our best customer - she's paying to most. Karl Seal and Marion Snyder are following her. Mike Way represents the last one in the TOP 10.