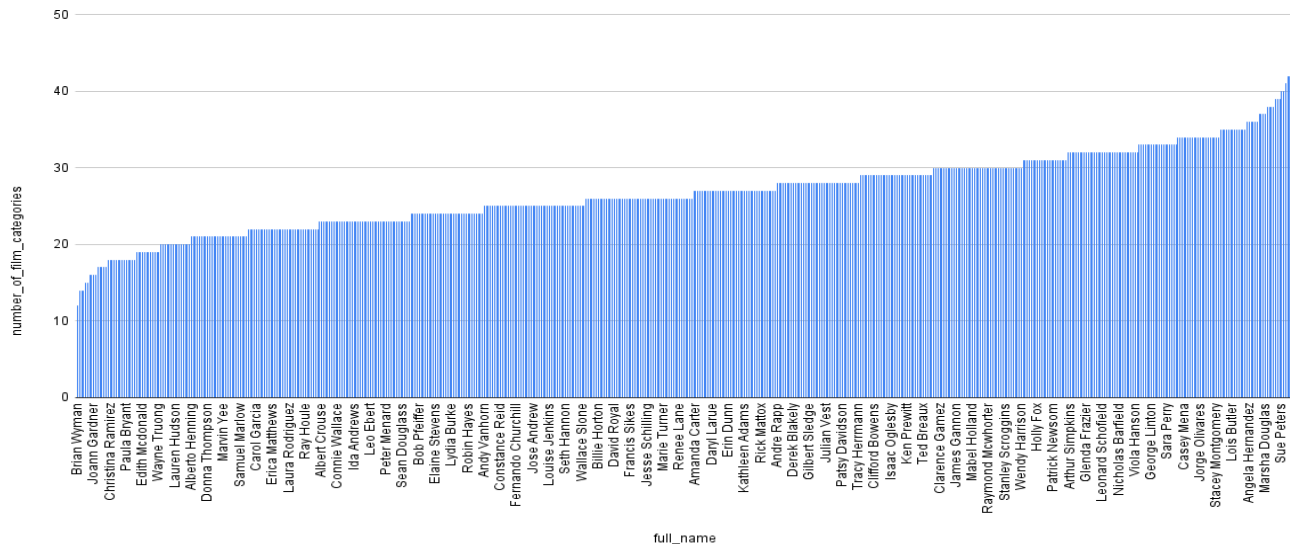


Q1: What is the number of film categories per customer?

number_of_film_categories vs. full_name



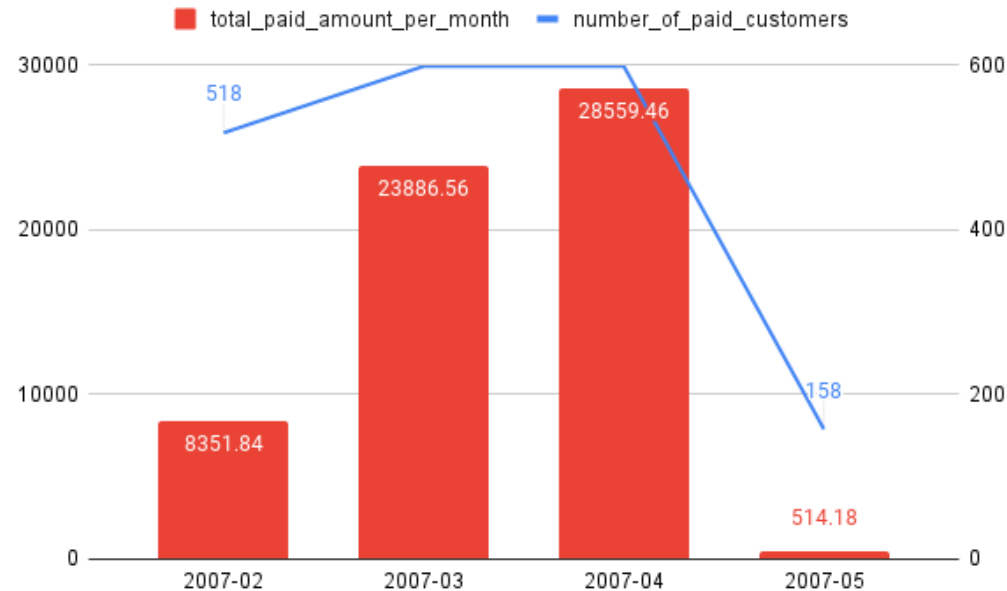
We can see that majority of customers have rented films between 20 and 35 categories

Q2: How do the rental order counts of the two stores compare on a monthly basis across all years in our data?

rental_month	rental_year	store_id	count_rentals
5	2005	1	575
5	2005	2	581
6	2005	1	1121
6	2005	2	1190
7	2005	1	3334
7	2005	2	3375
8	2005	1	2801
8	2005	2	2885
2	2006	1	92
2	2006	2	90

The two stores have almost equal number of rental orders on monthly basis

Q3: What is total paid amount per month in 2007 and by how many customers?

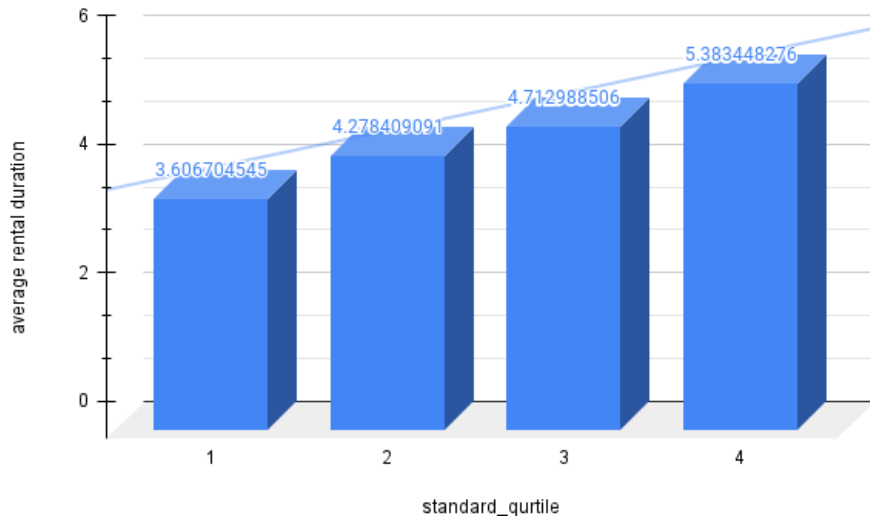


Most profitable months are March and April 2007, although number of customers at Feb 2007 is very similar. May 2007 seems more as an outlier

number_of_paid_customers	payment_month	total_paid_amount_per_month
518	2007-02	8351.84
599	2007-03	23886.56
599	2007-04	28559.46
158	2007-05	514.18

Q4: What is average rental per family-friendly categories and per quartiles?

Average rental duration per quartile is as following:
Q1: 3.6 days, Q2: 4.27 days,
Q3: 4.71 days, Q4: 5.38 days



The longest rental duration is for movies with category comedy while the shortest is for category children for 4.35 days. However, the differences are very little

rental_duration vs. category_name

