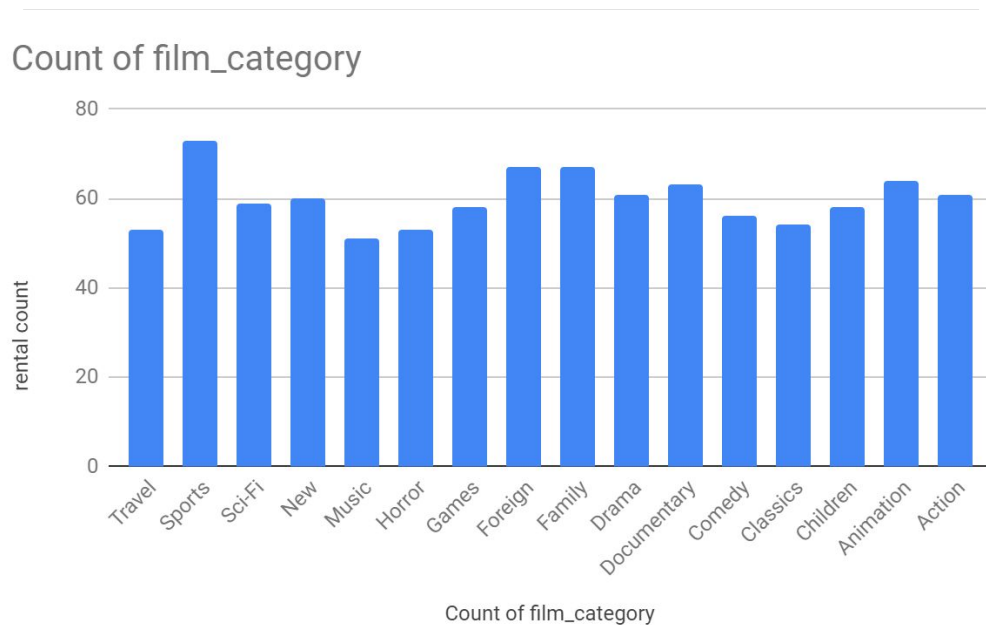


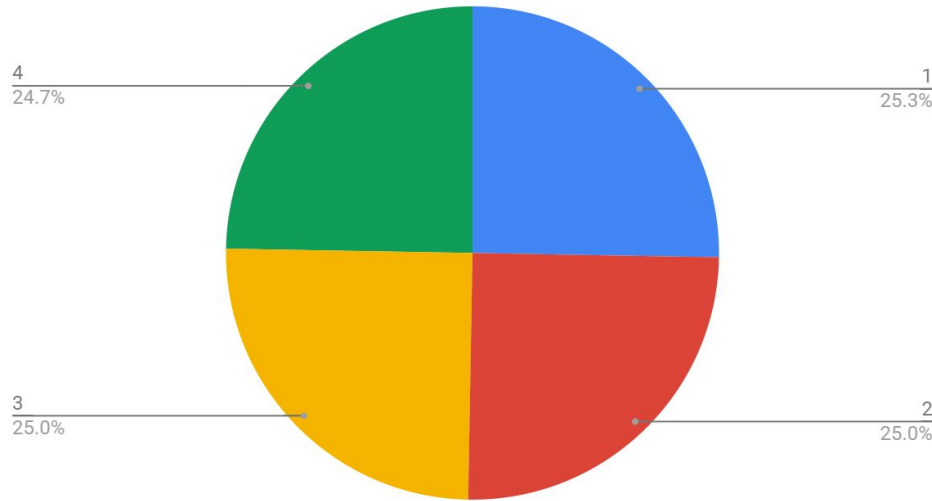
# 1. What are the total rental orders per category?



We can see the sports movies are rented out the most and music category is rented out the least.

## 2. What is rental duration of movies across all categories?

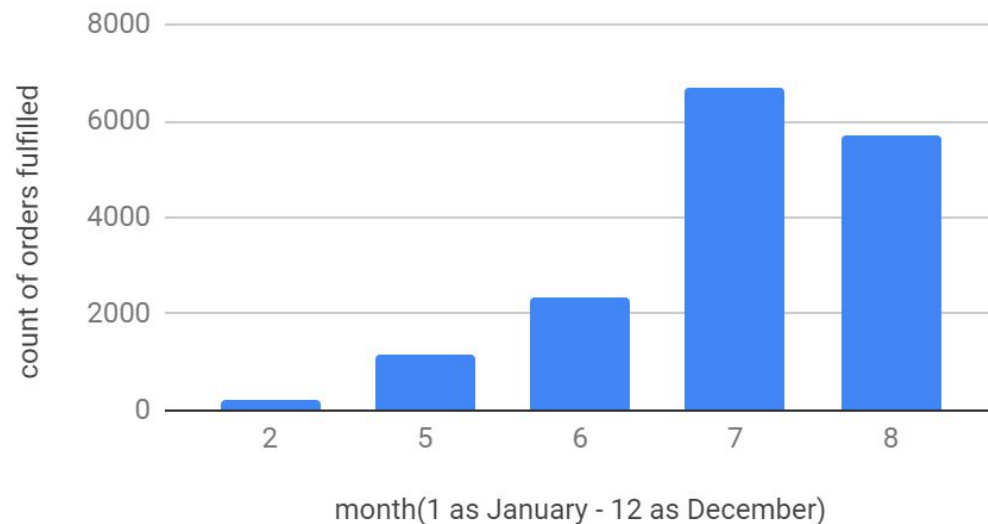
Rental duration of movies



The rental duration is almost equal for all the four quartiles.

### 3. What are the month-wise number of rental orders fulfilled by the stores?

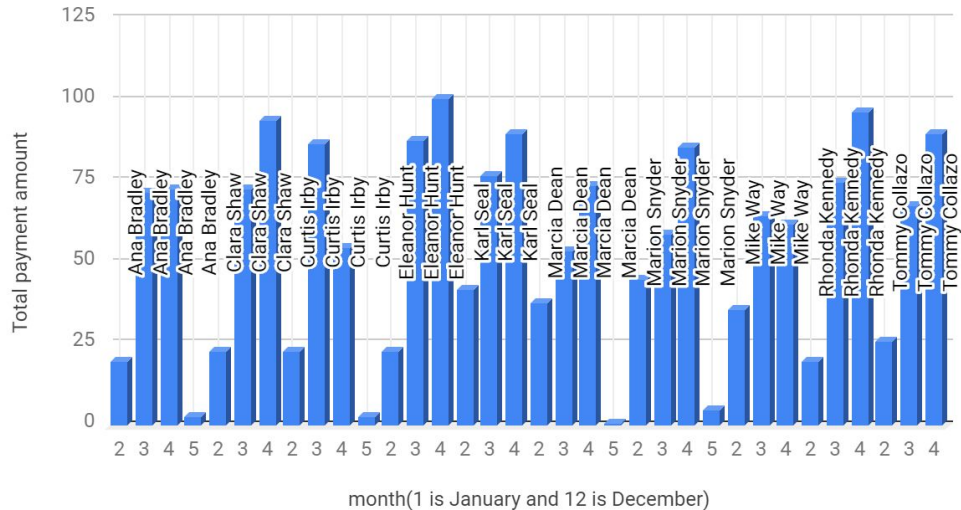
Count of rental orders fulfilled (month-wise)



The count of orders is increasing drastically. There is very less sale in the month of February and the count gets increasing and is highest in the month of July(7th month).

# 4. What is the total payment amount for the top 10 paying customers?

Month- wise payment amount (total)



Eleanor Hunt is the highest paying customer in the month of April. We can see, there is a constant low payment record in the month of May.