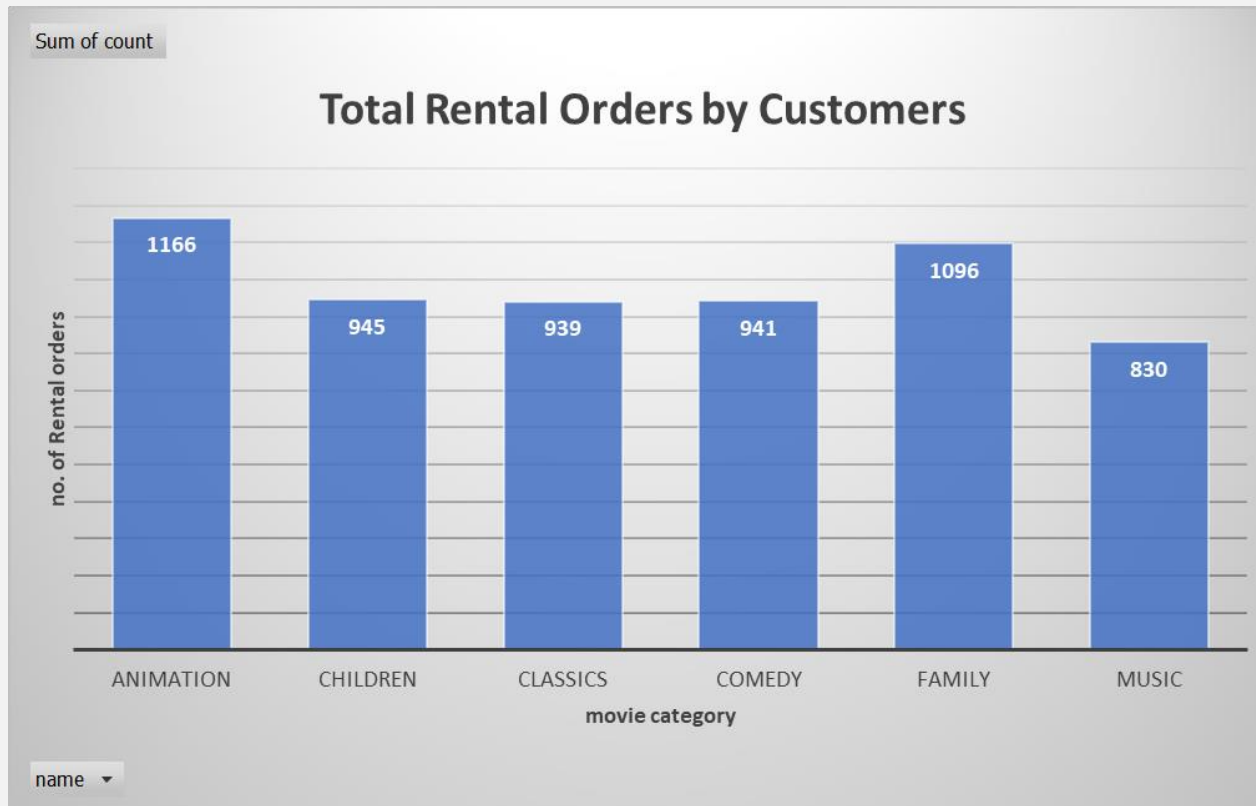


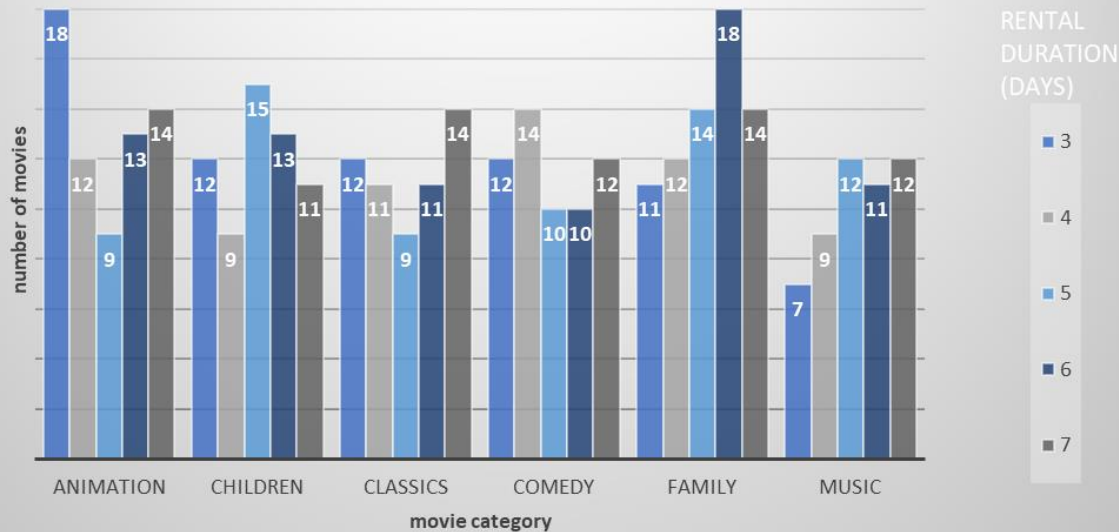
WHAT IS THE MOST FAMOUS FAMILY FILM
ACCORDING TO THE CATEGORY OF THE MOVIE?



From our visualization we can see “Animation” comes in the top of the list.

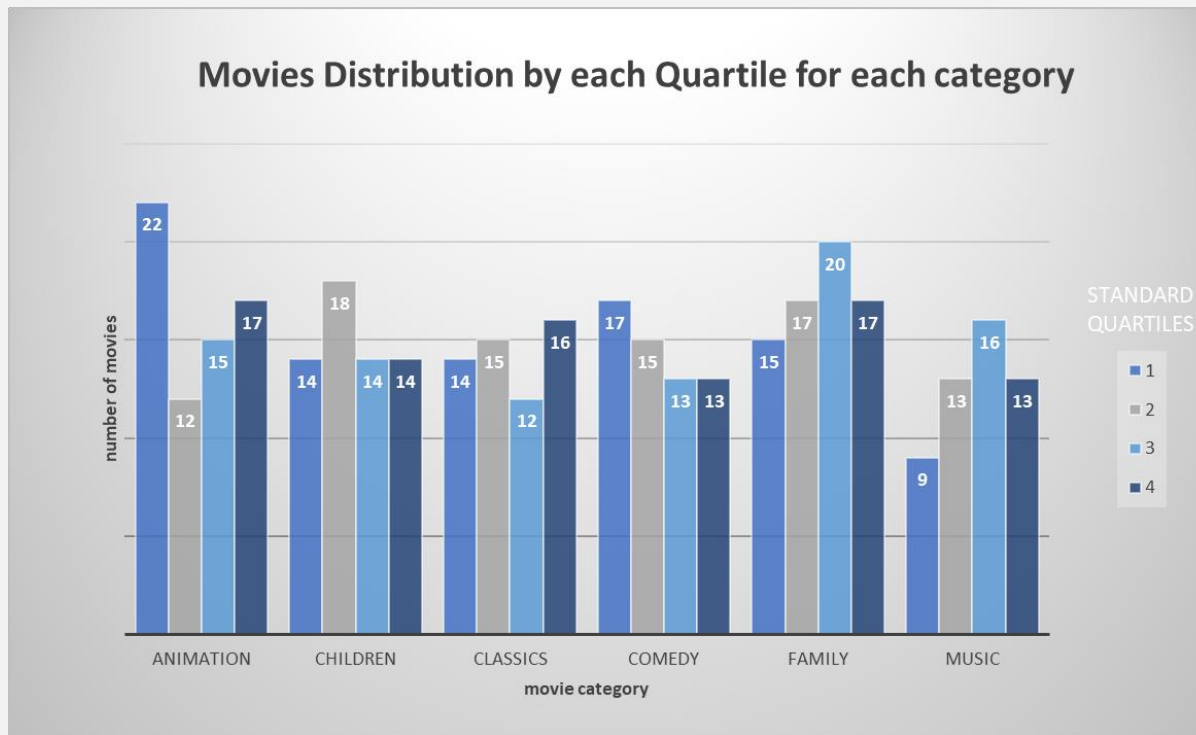
BASED ON THE QUARTILES (25%, 50%, 75%) OF THE RENTAL DURATION FOR MOVIES ACROSS ALL CATEGORIES, WHAT IS THE HIGHER LOVED CATEGORY?

Movies distribution by each Rental Duration for each category



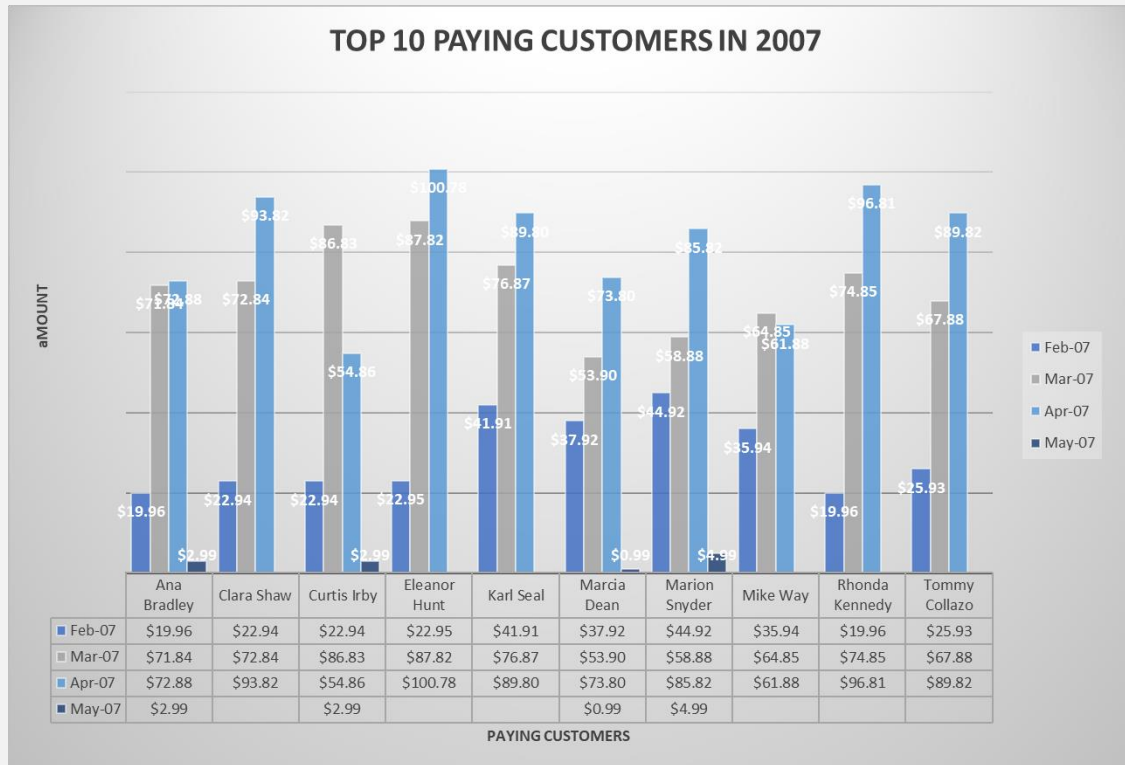
From our visualization we can definitely notice that quarter 3 like animation the most, and quarter 4 like to watch comedian movies, and quarter 5 would like to watch children movies, and quarter 6 would like to watch family movies, and quarter 7 doesn't really like to watch music movies expect others.

WHAT IS THE MOST RENTAL DURATION MOVIE?



It looks like “family” is the most rental duration by 69 total rental.

WHO IS THE MOST PAYING CUSTOMER IN 2007?



From our visualization we can see “Eleanor” bought the most in feb 07.