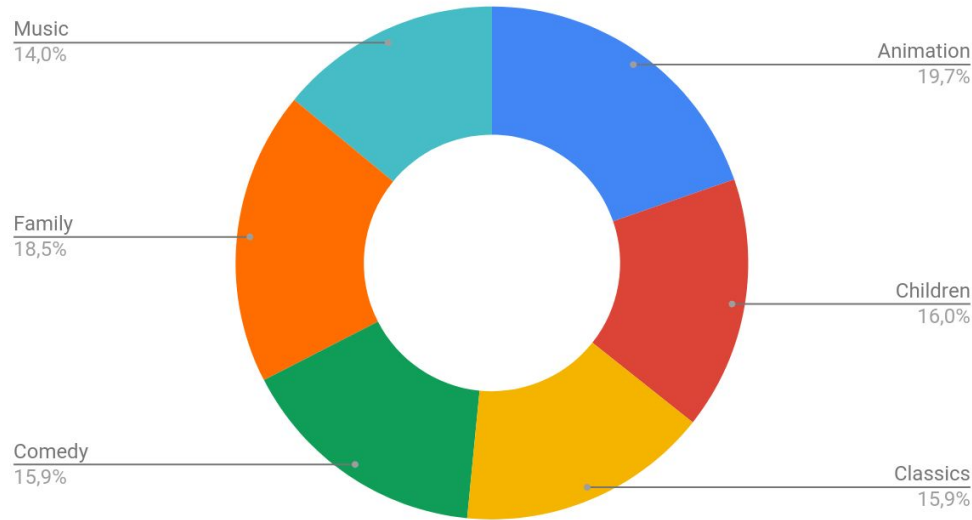


Q1: Rental of family-friendly movies

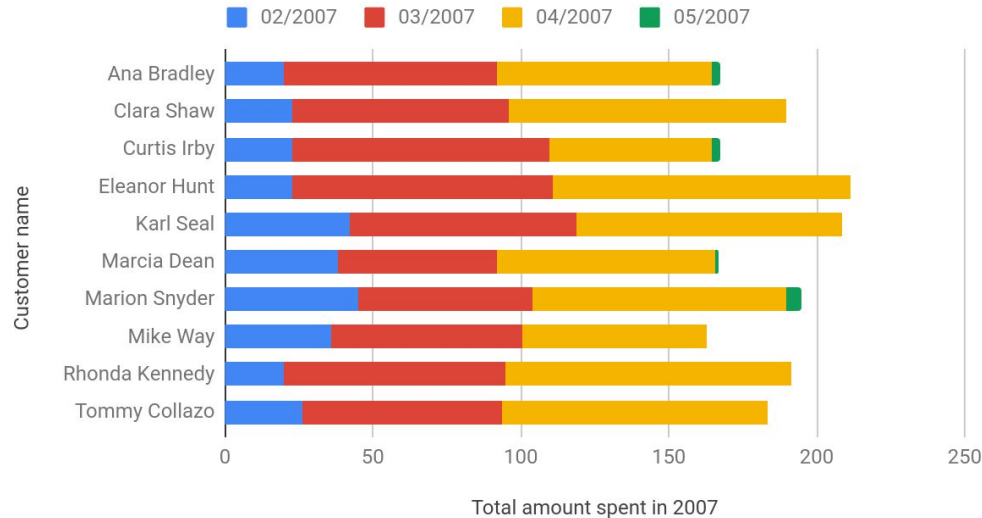
Q1: Popularity of family movies



The pie chart represents the rental distribution between six family-friendly movie categories.

Q2: How much did top 10 customers spent in 2007?

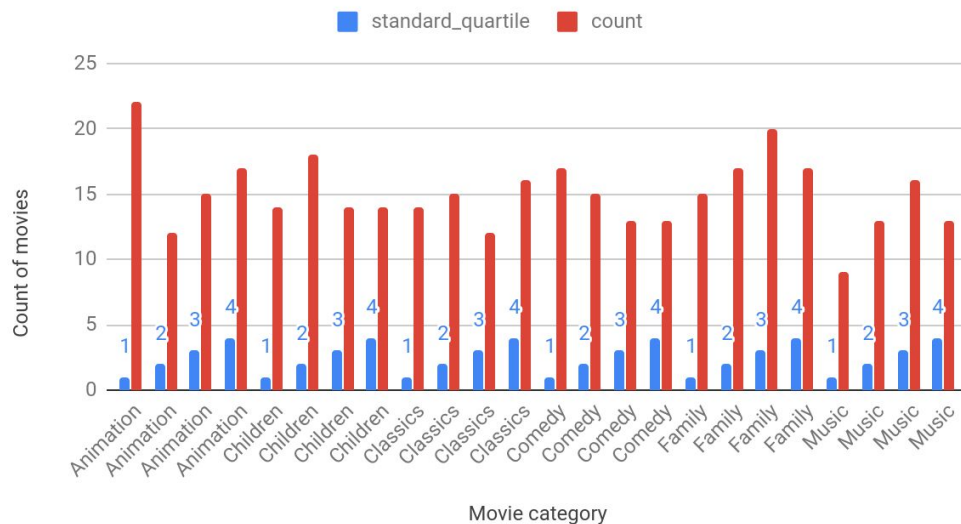
Q2: Top 10 paying customers in 2007



The bar graph represents the total amount spent by the top 10 paying customers throughout February to May 2007.

Q3: Distribution of family movies per rental duration quartile within each category

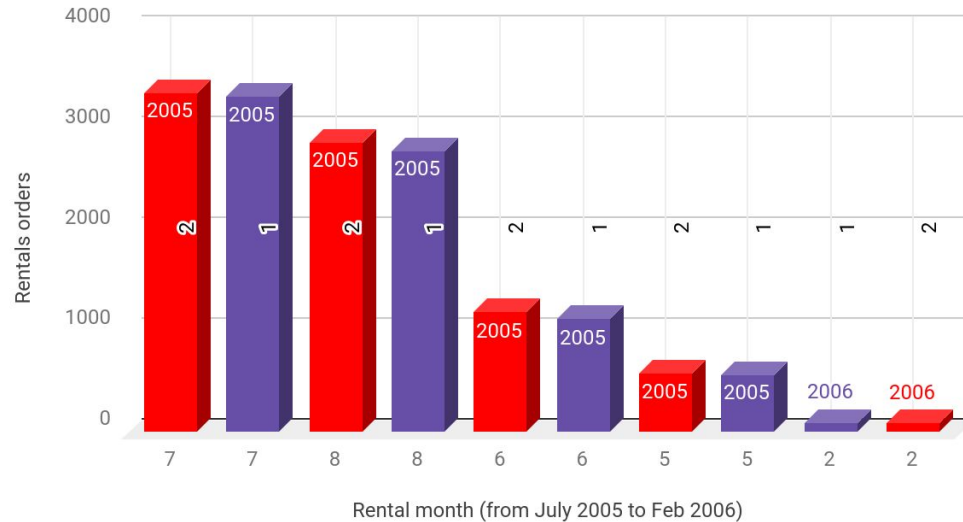
Q3: Count of movies within each quartile per category



The chart shows that in such family-friendly categories as 'Animation' or 'Comedy' most movies are rent for a shorter period of time. In contrast to that, categories 'Family' and 'Music' contain more movies with a longer rental period.

Q4: How many rental orders did each store process?

Q4: Rental orders per store



In the recorded time period, from July 2005 to February 2006, both stores showed similar performance in processing rental orders.