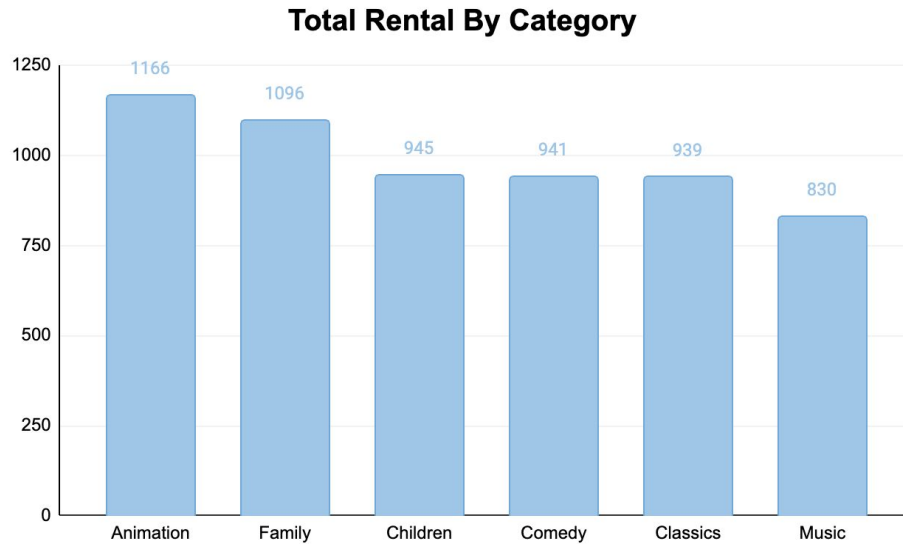


What are families* watching?

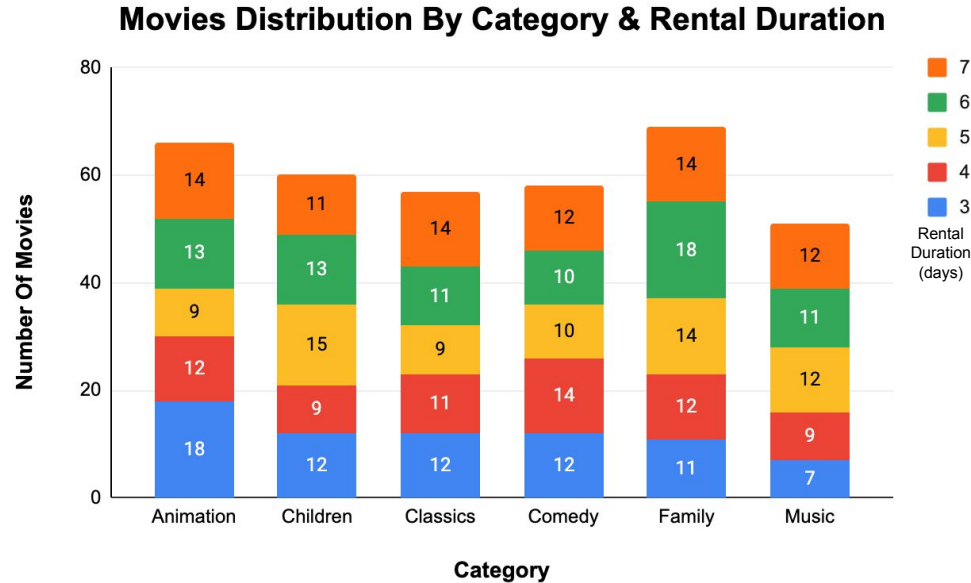


We can see that families are most likely to rent “Animation” movies, followed by “Family”.

On the other hand, “Music” movies are the least favorite category for the families.

*The following categories will be considered as family-friendly in this whole analysis:
Animation, Children, Classics, Comedy, Family and Music.

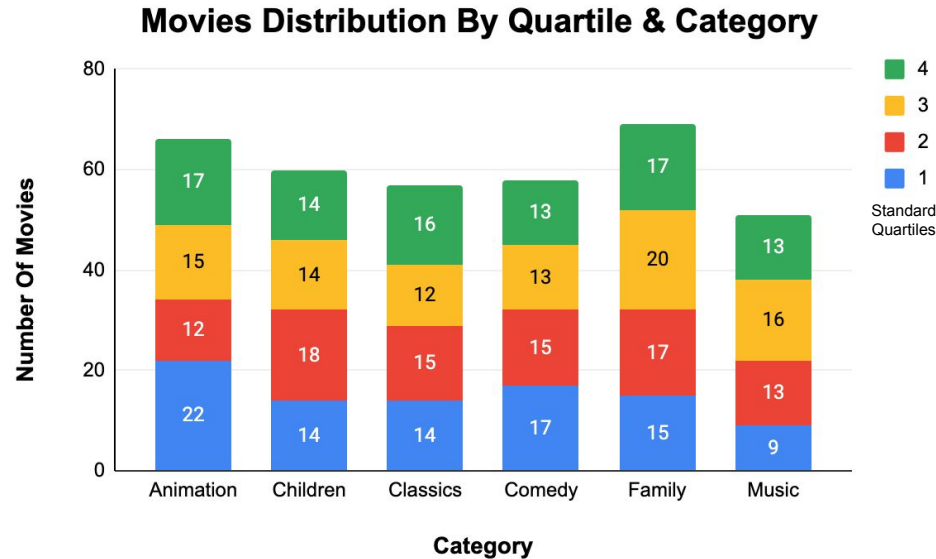
How the length of rental duration of family-friendly movies compares to the duration that all movies are rented for?



If we look at category “Animation”, we can see that 3 days is the rental duration that the families most use.

On the other hand, “Family” category has the maximum number of movies rented for 6 days.

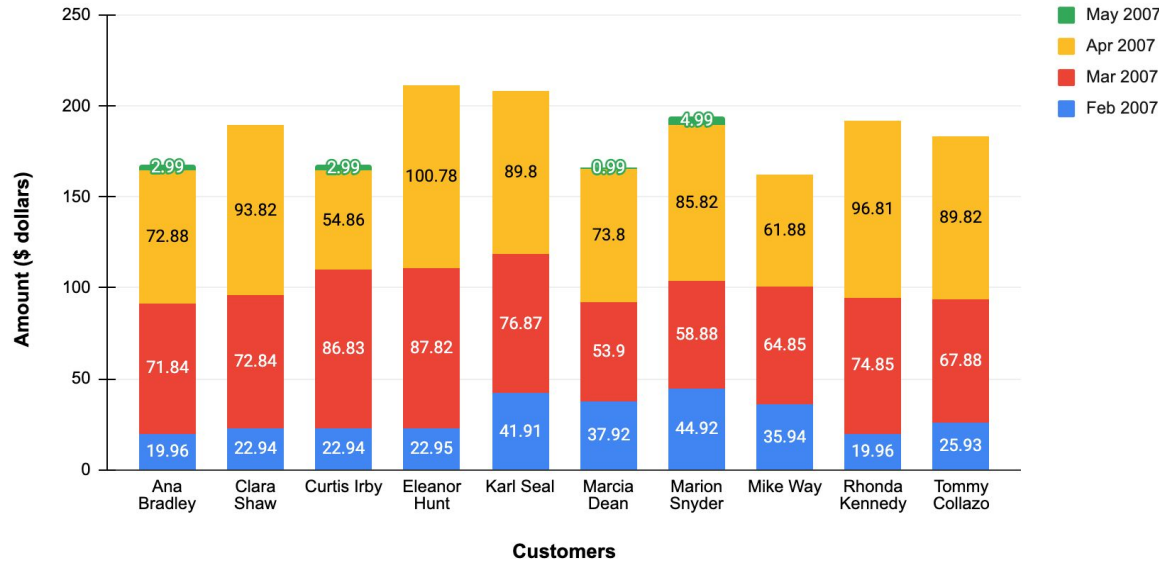
A table with the family-friendly film category, each of the quartiles and the corresponding count of movies within each combination of film category for each corresponding rental duration category:



Here, we can see that the “Animation” category has the highest number of movies in the first quartile, followed by the fourth quartile.

Who were our top 10 paying customers, how many payments they made on a monthly basis during 2007 and what was the amount of the monthly payments?

Top 10 Paying Customers - 2007



In this graph, we can see the top 10 paying customers in 2007, by month.

It's clear that "Eleanor Hunt" is the first in this list. Also, April and March are the months that had the most payments.

On the other hand, May hasn't had significant payments.