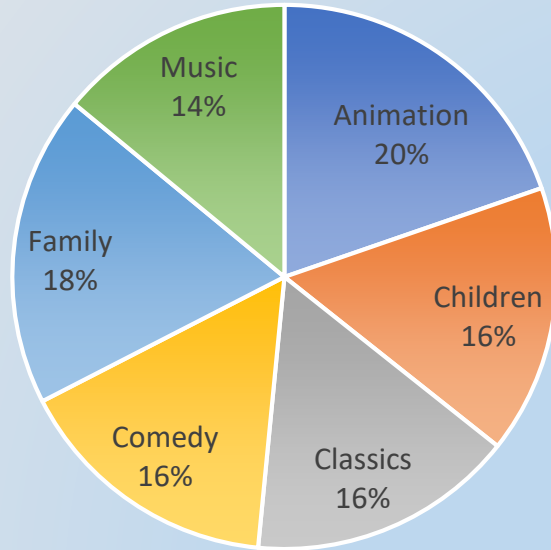


Which movie categories are families watching?

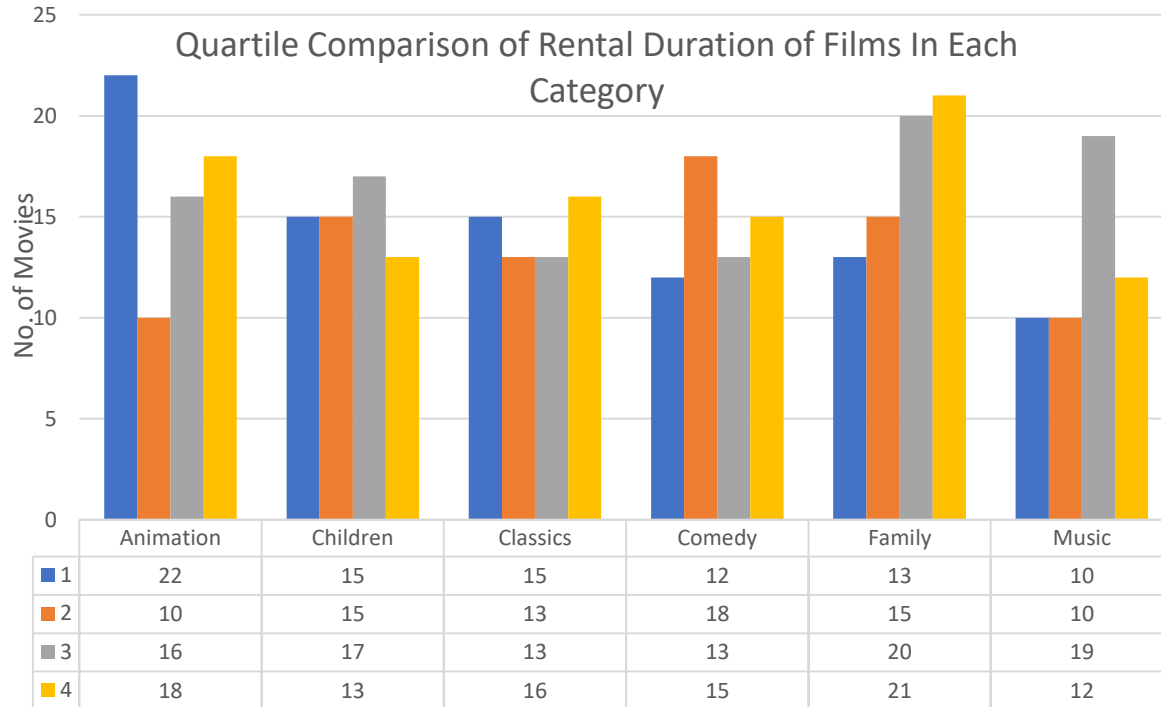
% Rental Of Films By Category



We can see that animation movies are the most liked or most rented family-friendly category and musicals are the least rented.

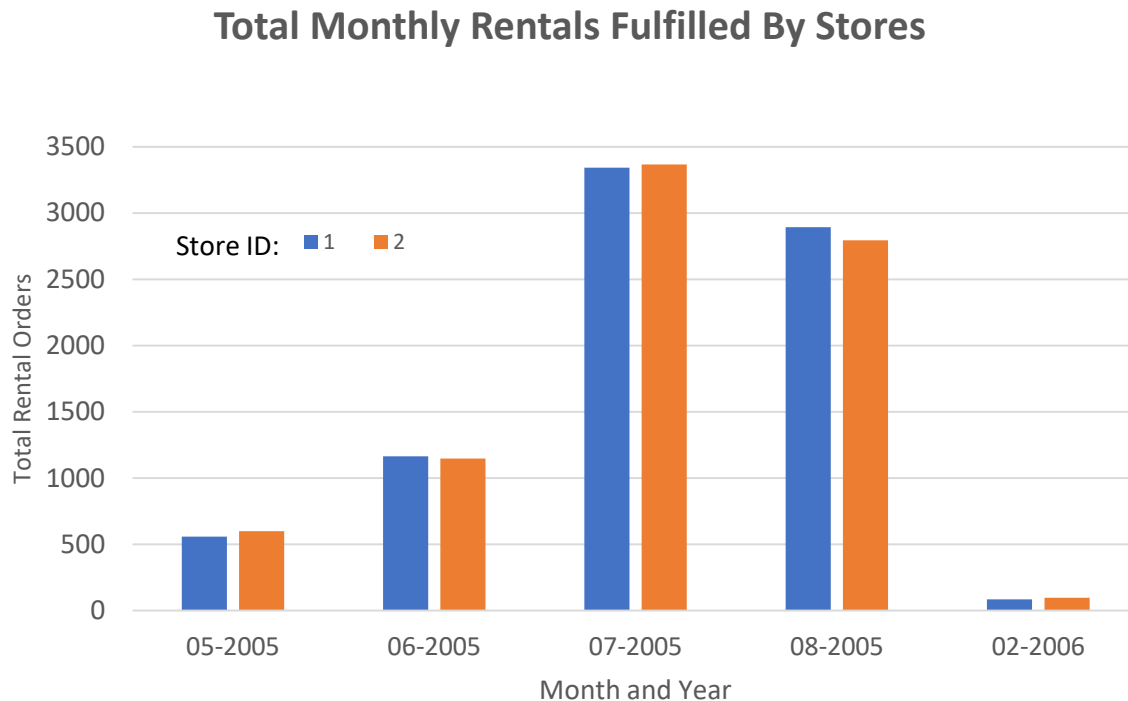
But the margin of interest between the most liked and least liked categories is not so much (6%).

What is the rental duration of family categories?



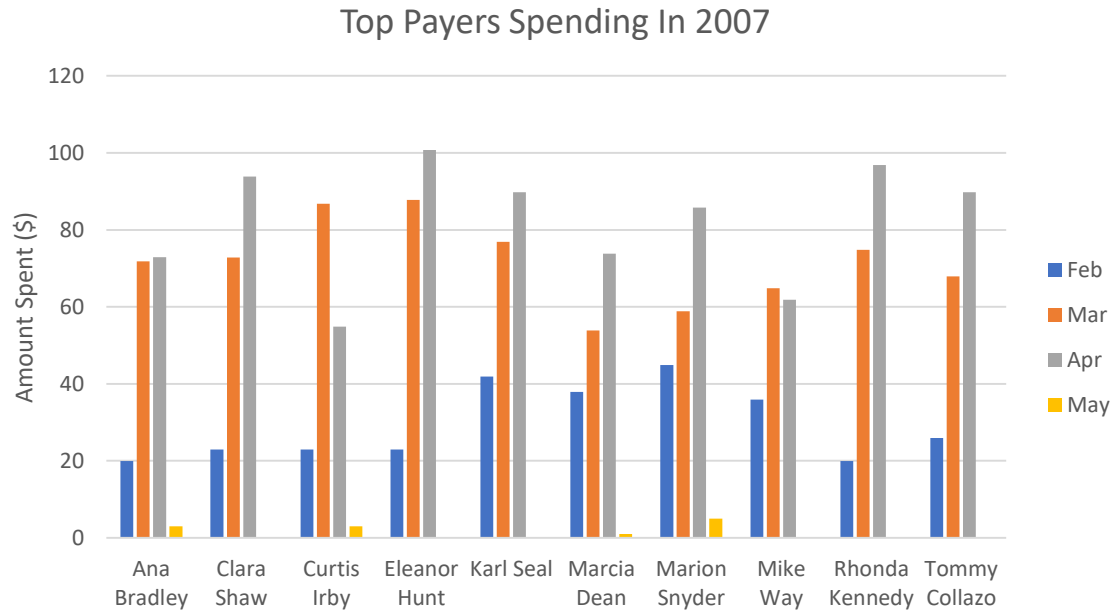
We can see that the animation category are rented for the shortest duration as they are the most movies in the first quartile(3 days) (as indicated by the longest blue bar).

How can we compare the two stores?



We can see given any time, both stores fulfilled almost the same number of rental orders.

Who are the top payers and how did they spend on rentals in 2007?



We can see that among these top paying customers, Eleanor Hunt spends the most every month except February.