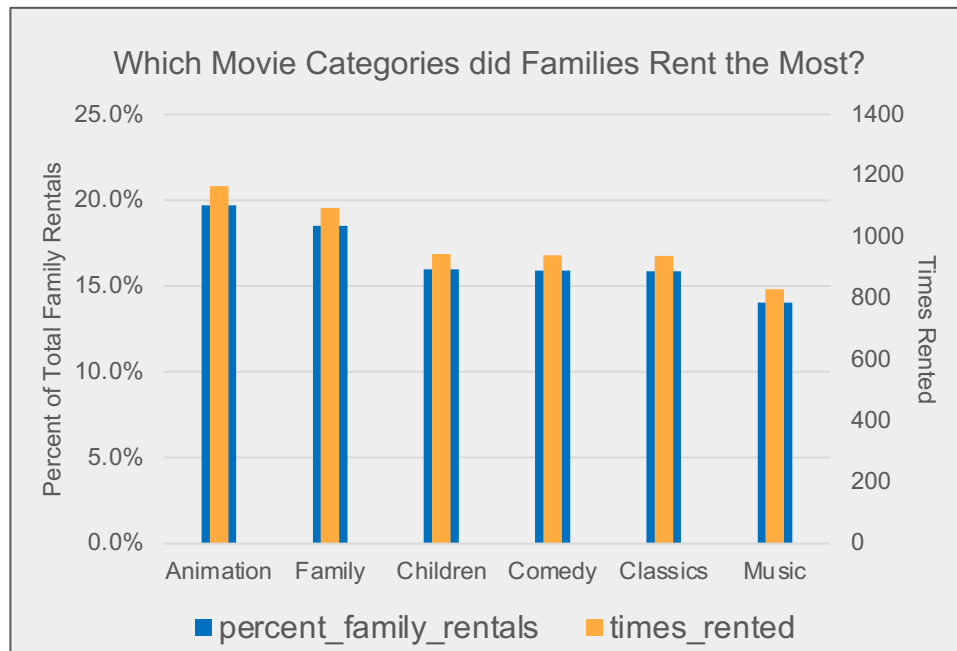


What Category of Movie Did Families Rent the Most?



This data shows that Animation movies were the most popular rental category among families. The company may want to invest further in additional animation movies.

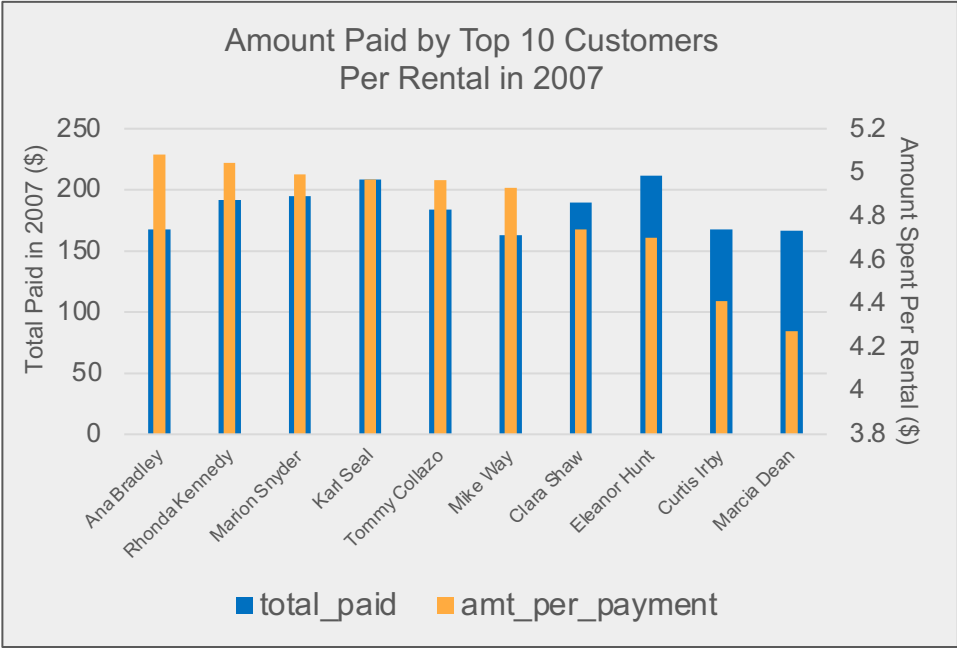
* The following categories are considered family movies: Animation, Children, Classics, Comedy, Family and Music.

Which Store Had the Most Rentals During the Summer of 2005 and What Were Their Total Sales?

rent_month	store_id	num_rentals	total_sales
6	1	1008	4137.92
6	2	1007	4211.93
7	1	3346	14070.54
7	2	3367	14307.33
8	1	2892	12072.08
8	2	2794	11998.06

The amount of money each store earned over the summer was almost identical. The data also shows a jump in sales in July presumably when schools are on summer break and families are on vacation increasing opportunities for watching movies.

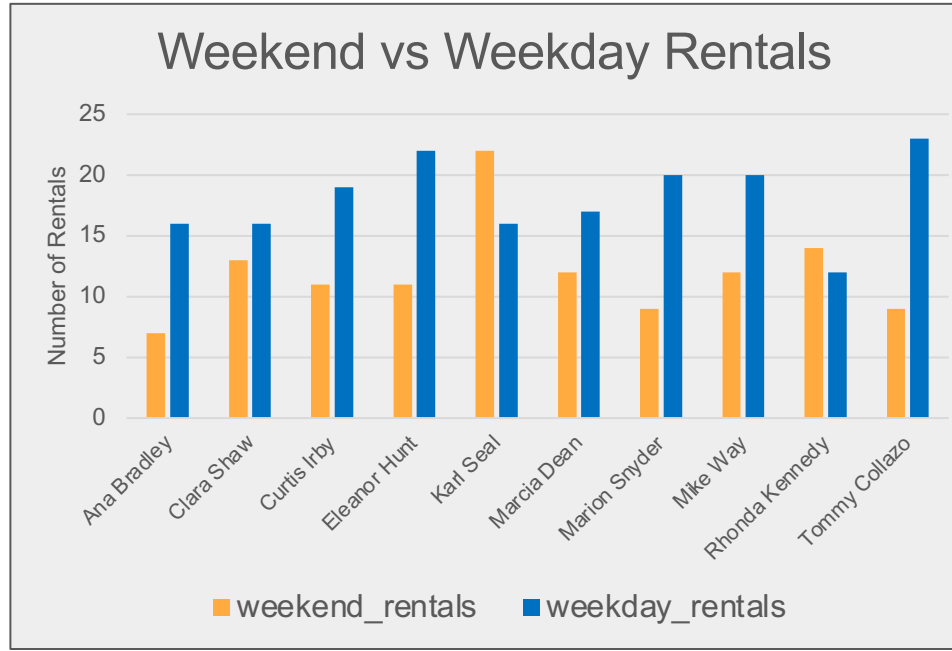
How Much did the Top 10 Customers from 2007 Spend Per Rental?



Eleanor Hunt spent the most in 2007 but was only the 8th highest payment per rental meaning that she tends to rent lower cost movies. (probably older movies)

Ana Bradley spent the most per rental but her total amount paid in 2007 was 7th highest meaning she was renting more expensive movies. (probably newer movies)

Weekend vs Weekday Rental Comparison of the top 10 customers from 2007



The data shows that the company's top customers are renting more movies during the week compared to the weekend. Recommend evaluation of which days the stores had the most transactions for comparison.

* The data from Monday's has been identified as outlier data and removed from the visual.

* Weekend = Friday and Saturday