1. List the number of times each movie, from the family-friendly category, has been rented out.

Number of times each movie has been rented out
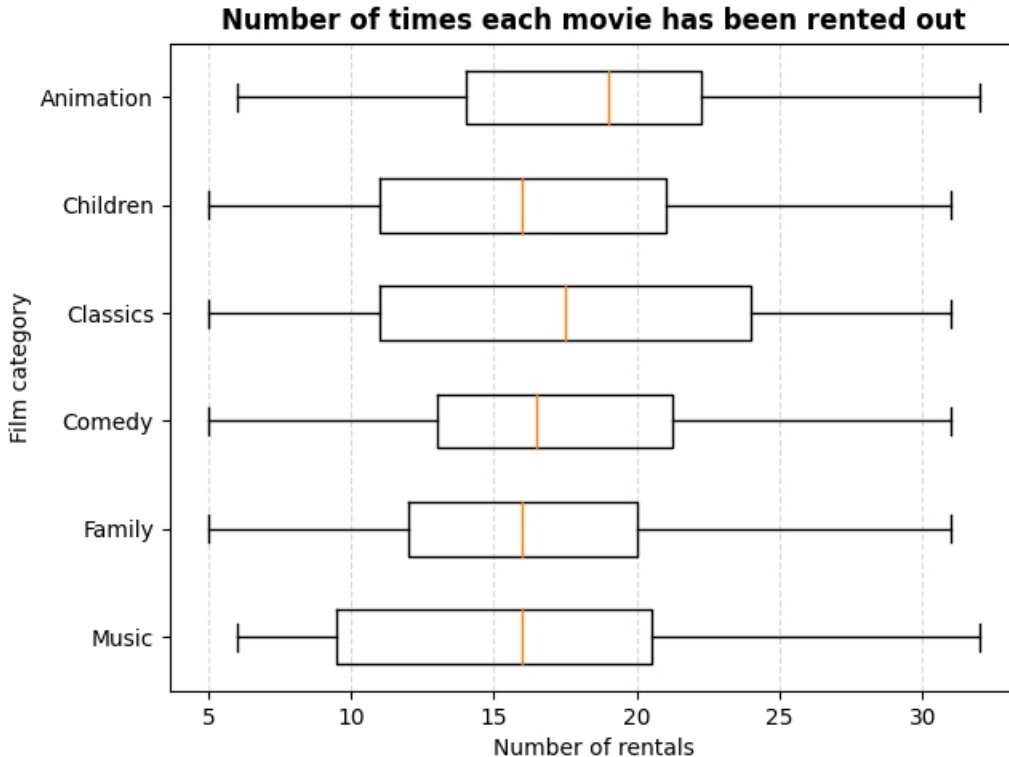
The graph shows the quartiles respective to the number of rentals of the films from the family-friendly category, along with the maximum and minimum values. It's possible to notice that the music category shows the lower values for the first and third quantiles, while the classics category seems to have the larger gap between the first and third quantile values. The animation category registers the highest and second highest first and third quantile value respectively.

2. List the number of movies, from the family-friendly category, in each quartile according to rental length.

Number of movies in each quartile, according to rental duration
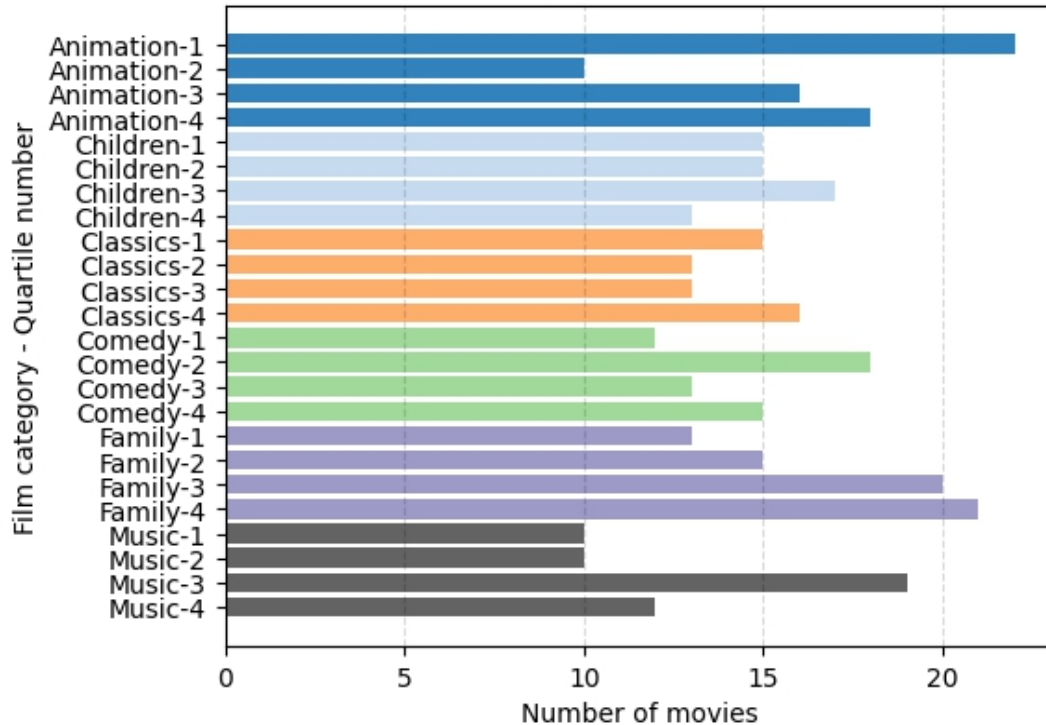
For the Comedy, Children and Classics categories, the respective rental lengths seems to be equally distributed across the quartiles. The rental lengths for the movies in the Music category seem to be found mostly in the third quartile. For the Family category, the movie's rental lengths appears to concentrate around the third and fourth quartile, whereas in the Animation category, they seem to concentrate on the first and fourth.

3. Number of rentals for each store for every month present on the dataset.

Number of rentals for each store, for each month on the dataset
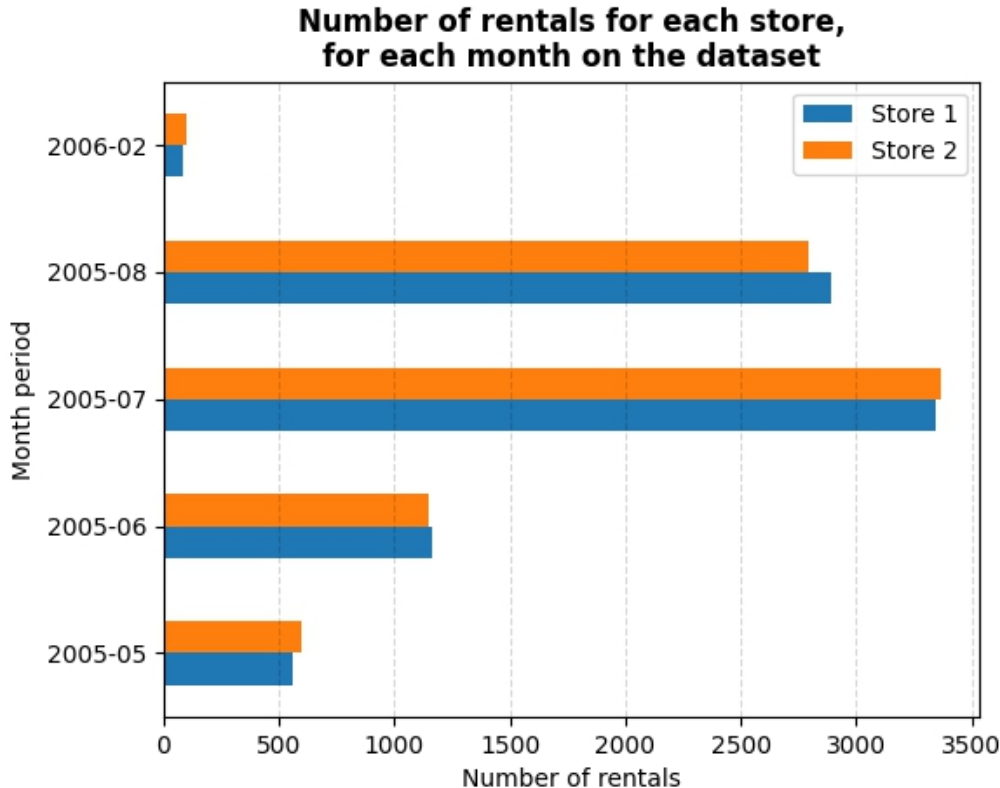
Both stores register roughly the same number of reantals on the available months. Interesting to note that months 2005-09 to 2006-01 are missing on the data set but it appears that since month 2005-07 the number of rentals have been in decline. More data, specially from the missing months, would be necessary for better reasoning.

4. For the top 10 paying customers, list the difference accross monthly payments. Who pays the most diff.?

```
customer_id |    full_name    |   payment_month     | sum_month_payments | diff_payments | top_full_name |  top_payment_month  | top_diff_payment
------------+-----------------+---------------------+--------------------+---------------+---------------+---------------------+------------------
        181 | Ana Bradley     | 2007-02-01 00:00:00 |            19.96 |               | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        181 | Ana Bradley     | 2007-03-01 00:00:00 |            71.84 |      51.88 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        181 | Ana Bradley     | 2007-04-01 00:00:00 |            72.88 |       1.04 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        181 | Ana Bradley     | 2007-05-01 00:00:00 |             2.99 |     -69.89 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        144 | Clara Shaw      | 2007-02-01 00:00:00 |            22.94 |               | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        144 | Clara Shaw      | 2007-03-01 00:00:00 |            72.84 |      49.90 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        144 | Clara Shaw      | 2007-04-01 00:00:00 |            93.82 |      20.98 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        410 | Curtis Irby     | 2007-02-01 00:00:00 |            22.94 |               | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        410 | Curtis Irby     | 2007-03-01 00:00:00 |            86.83 |      63.89 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        410 | Curtis Irby     | 2007-04-01 00:00:00 |            54.86 |     -31.97 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        410 | Curtis Irby     | 2007-05-01 00:00:00 |             2.99 |     -51.87 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        148 | Eleanor Hunt    | 2007-02-01 00:00:00 |            22.95 |               | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        148 | Eleanor Hunt    | 2007-03-01 00:00:00 |            87.82 |      64.87 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        148 | Eleanor Hunt    | 2007-04-01 00:00:00 |           100.78 |      12.96 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        526 | Karl Seal       | 2007-02-01 00:00:00 |            41.91 |               | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        526 | Karl Seal       | 2007-03-01 00:00:00 |            76.87 |      34.96 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        526 | Karl Seal       | 2007-04-01 00:00:00 |            89.80 |      12.93 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        236 | Marcia Dean     | 2007-02-01 00:00:00 |            37.92 |               | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        236 | Marcia Dean     | 2007-03-01 00:00:00 |            53.90 |      15.98 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        236 | Marcia Dean     | 2007-04-01 00:00:00 |            73.80 |      19.90 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        236 | Marcia Dean     | 2007-05-01 00:00:00 |             0.99 |     -72.81 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        178 | Marion Snyder   | 2007-02-01 00:00:00 |            44.92 |               | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        178 | Marion Snyder   | 2007-03-01 00:00:00 |            58.88 |      13.96 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        178 | Marion Snyder   | 2007-04-01 00:00:00 |            85.82 |      26.94 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        178 | Marion Snyder   | 2007-05-01 00:00:00 |             4.99 |     -80.83 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        403 | Mike Way        | 2007-02-01 00:00:00 |            35.94 |               | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        403 | Mike Way        | 2007-03-01 00:00:00 |            64.85 |      28.91 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        403 | Mike Way        | 2007-04-01 00:00:00 |            61.88 |      -2.97 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        137 | Rhonda Kennedy  | 2007-02-01 00:00:00 |            19.96 |               | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        137 | Rhonda Kennedy  | 2007-03-01 00:00:00 |            74.85 |      54.89 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        137 | Rhonda Kennedy  | 2007-04-01 00:00:00 |            96.81 |      21.96 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        459 | Tommy Collazo   | 2007-02-01 00:00:00 |            25.93 |               | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        459 | Tommy Collazo   | 2007-03-01 00:00:00 |            67.88 |      41.95 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
        459 | Tommy Collazo   | 2007-04-01 00:00:00 |            89.82 |      21.94 | Eleanor Hunt  | 2007-03-01 00:00:00 |          64.87
```

For the top paying customers, 100% and 80% of them had positive differences on March and April respectively. The most positive difference is given by Eleanor Hunt on March 2007 with the value of U$ 64.87.