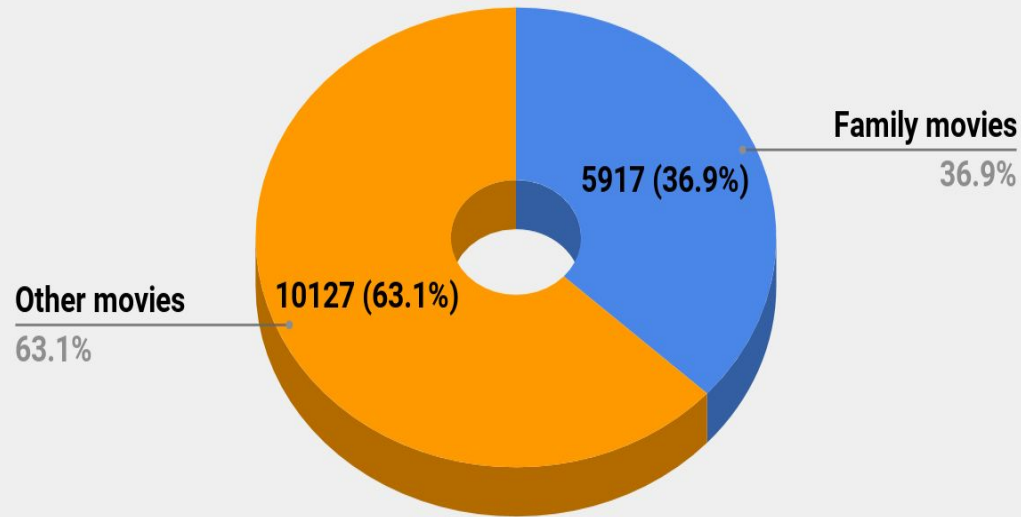


What category of movies customers are watching and in what proportion ? (consider ANIMATION,CHILDREN,CLASSICS,COMEDY,MUSIC,FAMILY category as 'Family' movies and rest as 'Other'.)

Movies rental



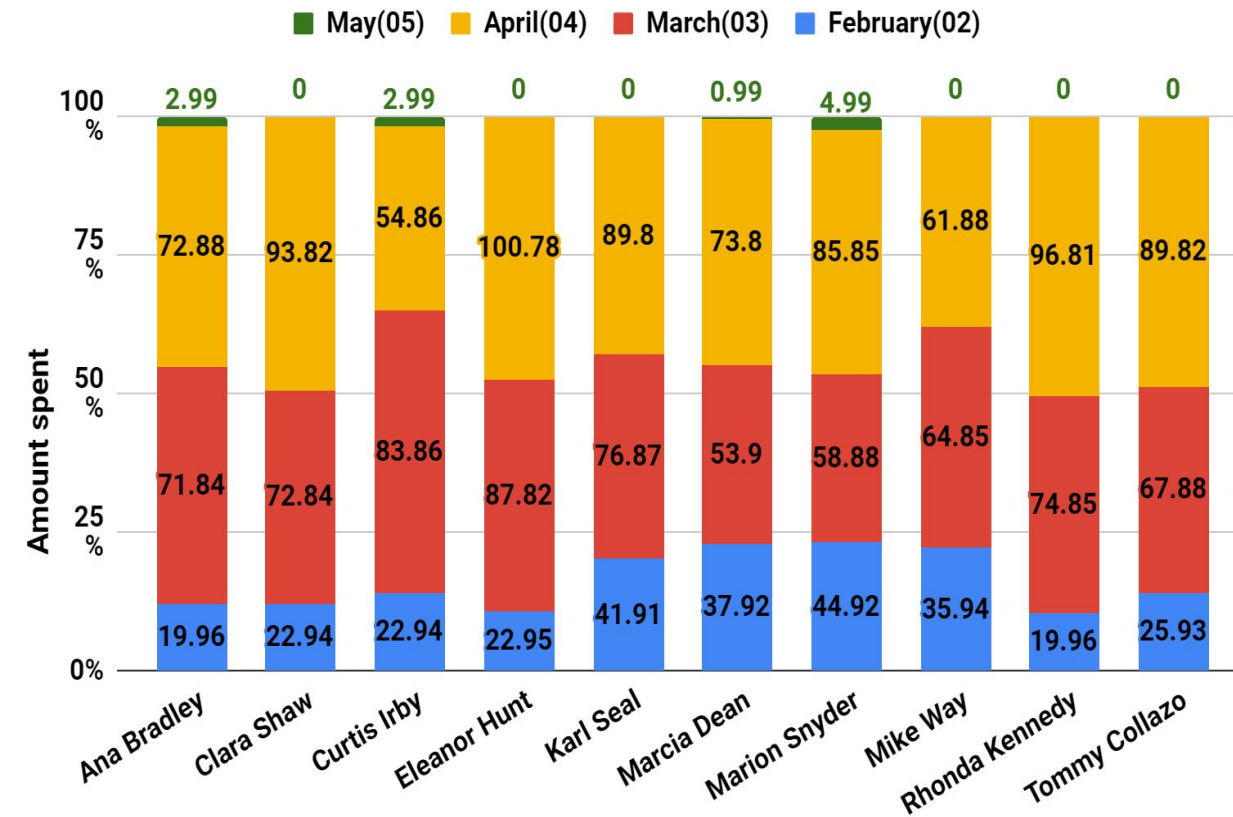
The movies falling under 'Family movies' category are rented 5917 times out of 16044 total times and those considered 'Other movies' are rented 10127 times. The chart shows that movies **falling under 'Family movies'** category is only **36.9%** of the total movies rented in all time. Whereas, those movies **not falling under 'Family movies'** category has a greater percentage, i.e. **63.1%**.

Which store out of two has performed better in terms of count of rentals during every month of the year ? What trends can be seen in terms of Business?



From the bar chart it can be concluded that there is not much difference in the number of rentals for any store during any month of any year though overall performance of store 1 is slightly better as rental counts for **store 1** is **8040** and that of **store 2** is **8004** in total. Also, there is a **downfall** in terms of number of rentals for both the stores **after July, 2005 till February, 2006**.

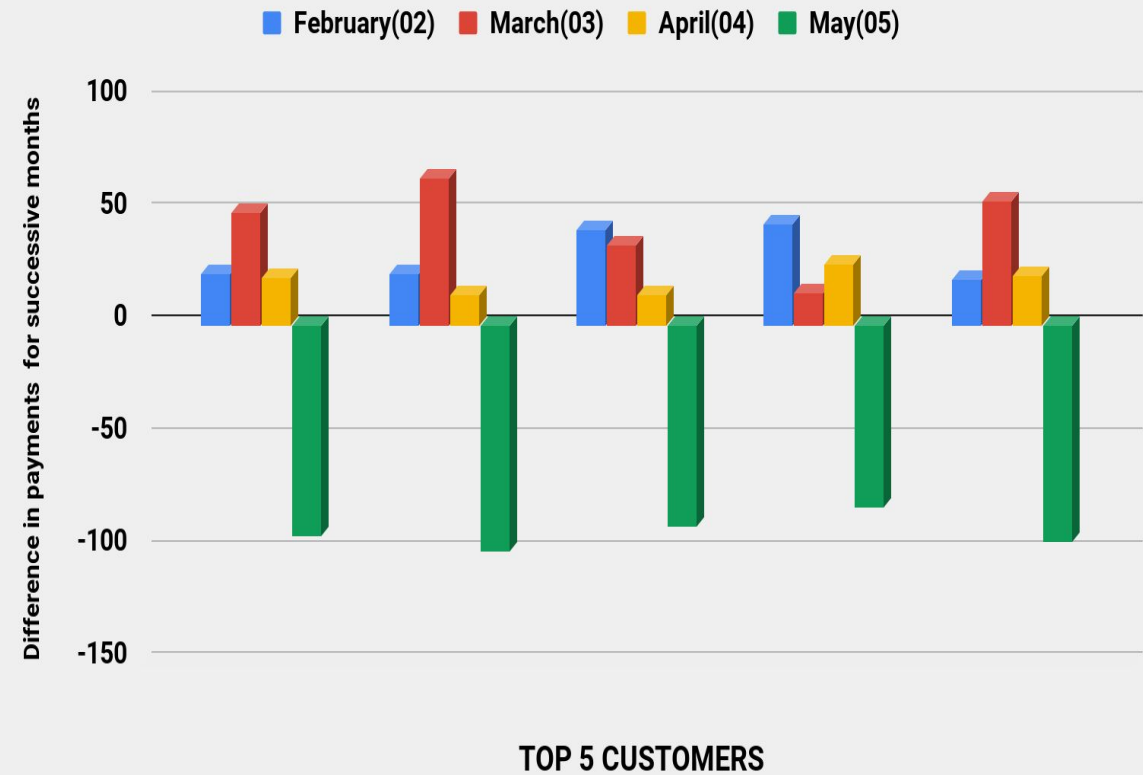
Which time of year was best and which was worst for company in terms of receiving payments from customers in 2007.



From stacked bar chart, it can be seen that month of **May** is **worst** and month of **March and April** could be considered **best** in terms of receiving payments from customers as most of the payments are received in these two months in **2007**.

How trend changes through the year for top 5 payers in 2007?

Payment difference for each month



For 5th month of the year 2007, the company lags far away from the business it has done with top payers in 2nd, 3rd and 4th month of year. It can also be said that the company has suffered a loss when compared to earnings it has done for other months of year.