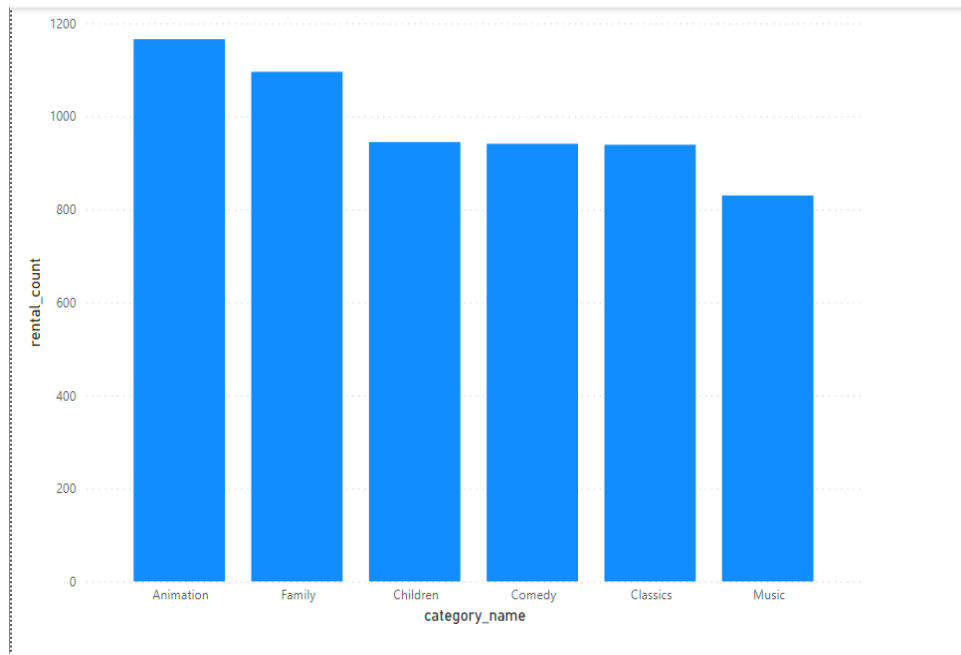
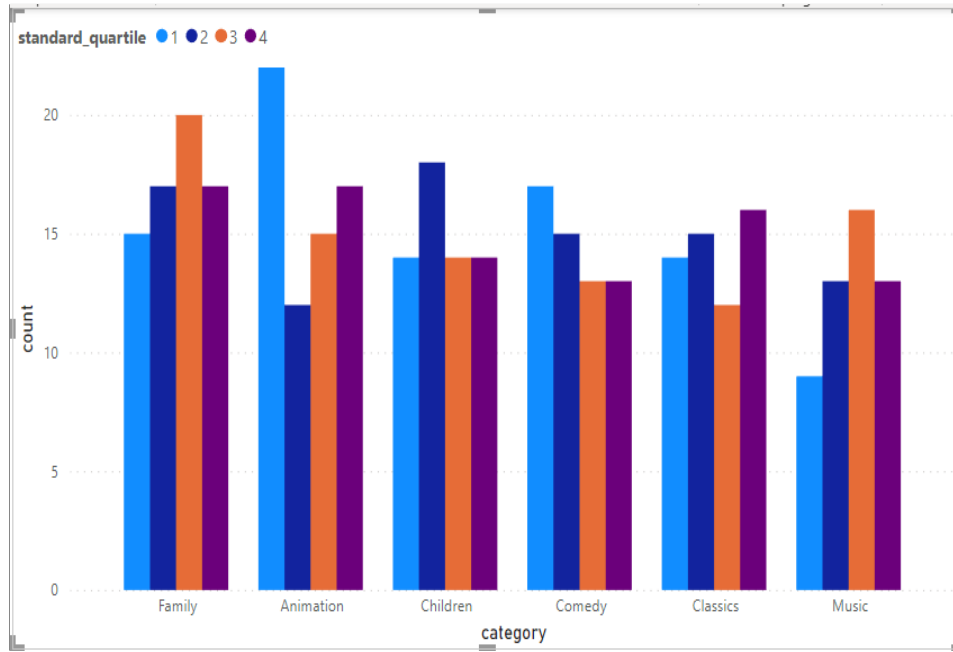


Which movies are families watching?



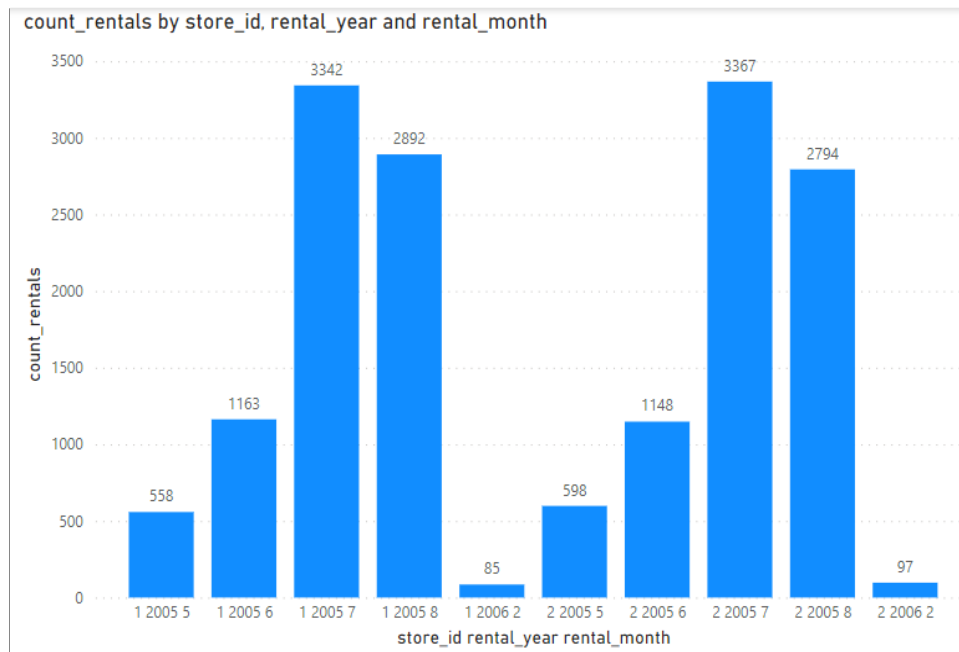
The most popular family movie is Animation, the least popular family movie is music, but the difference between those categories are not so big.

How does rental duration vary for each film category?



The rental duration is almost uniform across all categories. However rental duration vary significantly within each category based on its quartile.

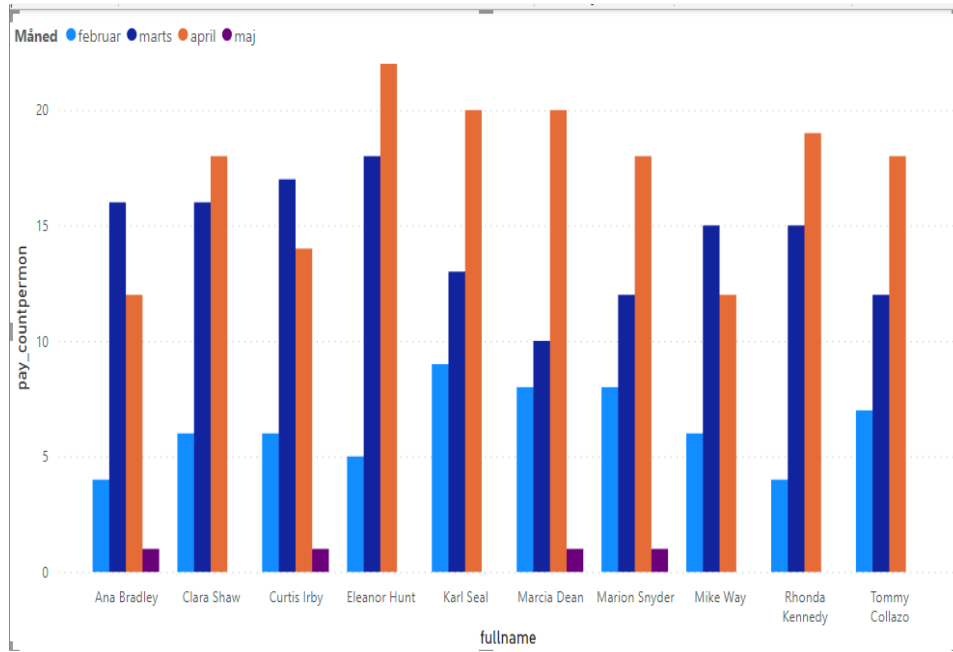
How do the stores compare in the count of rental orders during every month since their opening?



The stores performed almost the same when it comes to the amount of rental orders they.

The stores doubled their orders in July and decreased in 2006.

Which months had more purchases of rentals among the top 10 paying customers during 2007?



April turns out to be the month in which most of the rentals were made, followed by March and February, while May was the least popular month for rentals. The customer Eleanor Hunt paid the maximum difference of \$64.87 during march 2007 from \$22.95 in February of 2007.