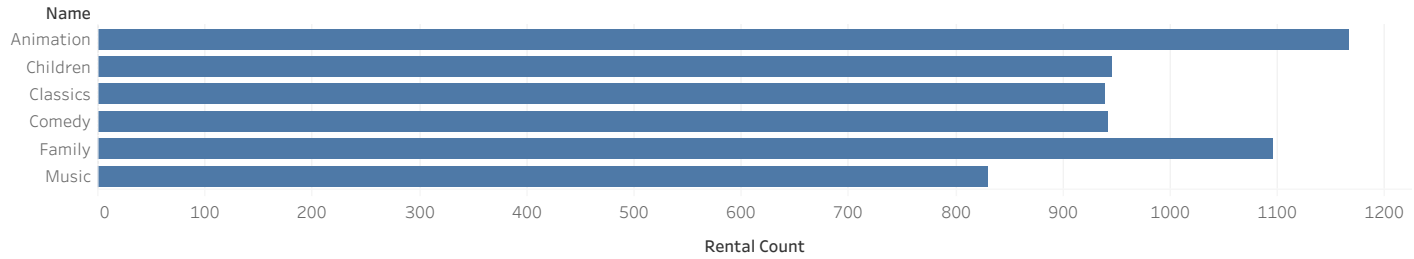
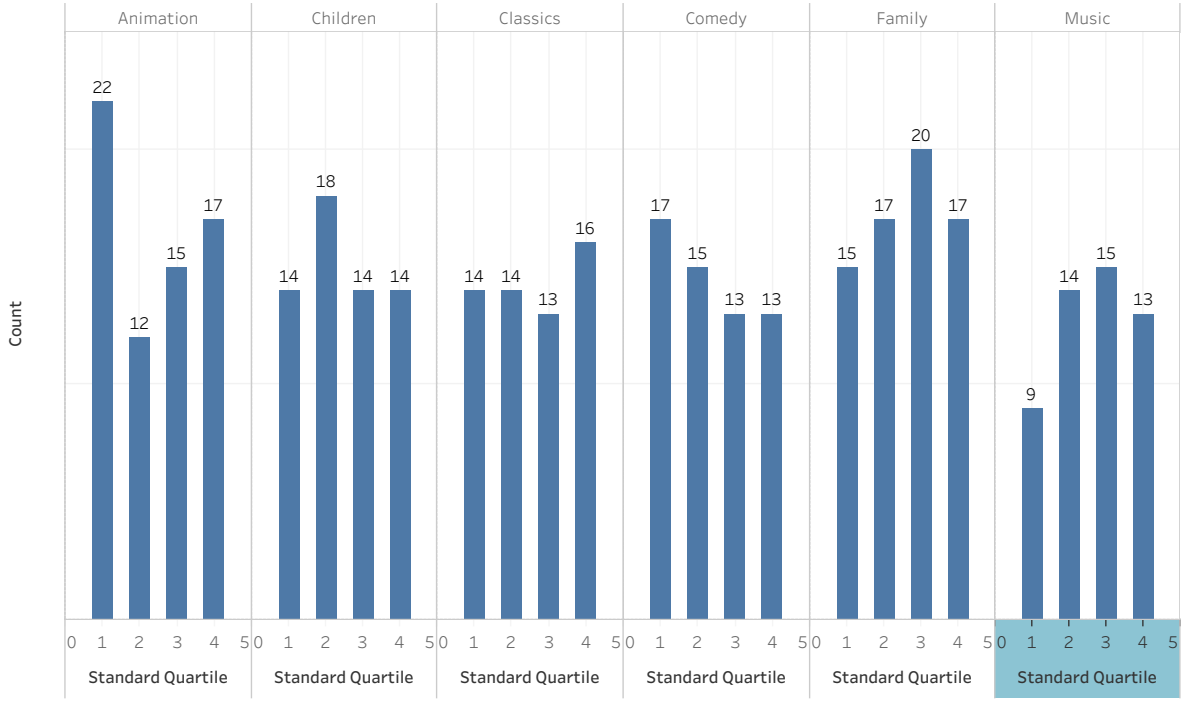
The movies watched in categories targeted for families



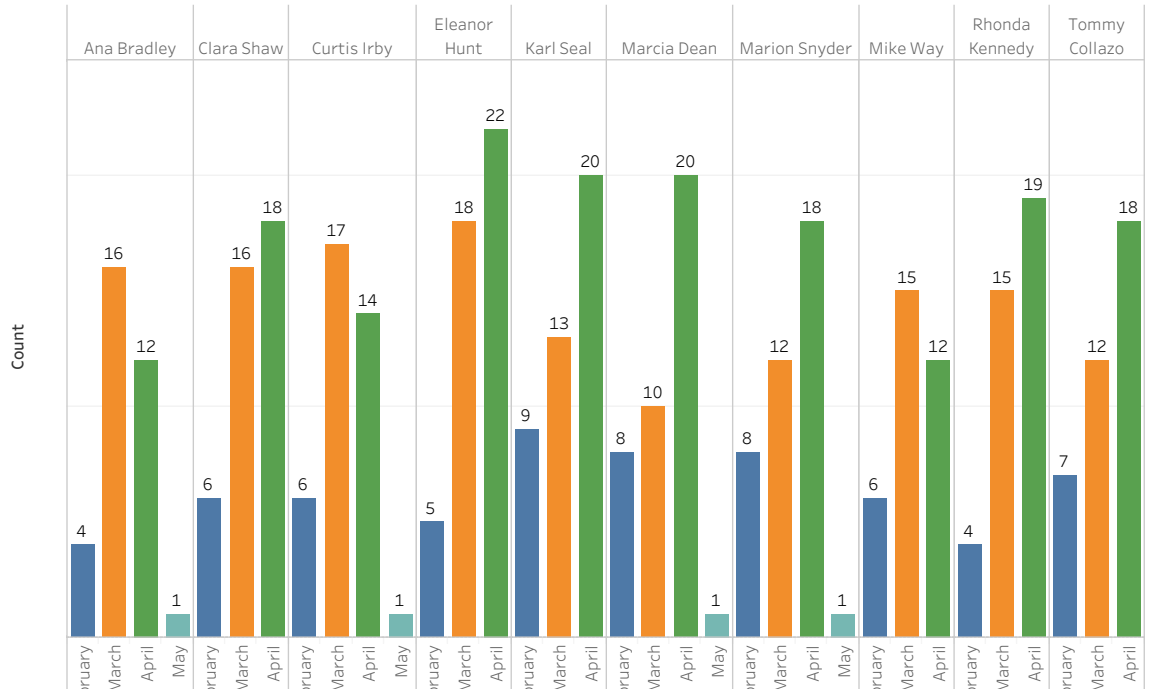
The most popular family targeted category is Animation followed by Family while the least popular is Music

Lengths of movies and count of rentals for the family relatedcategories



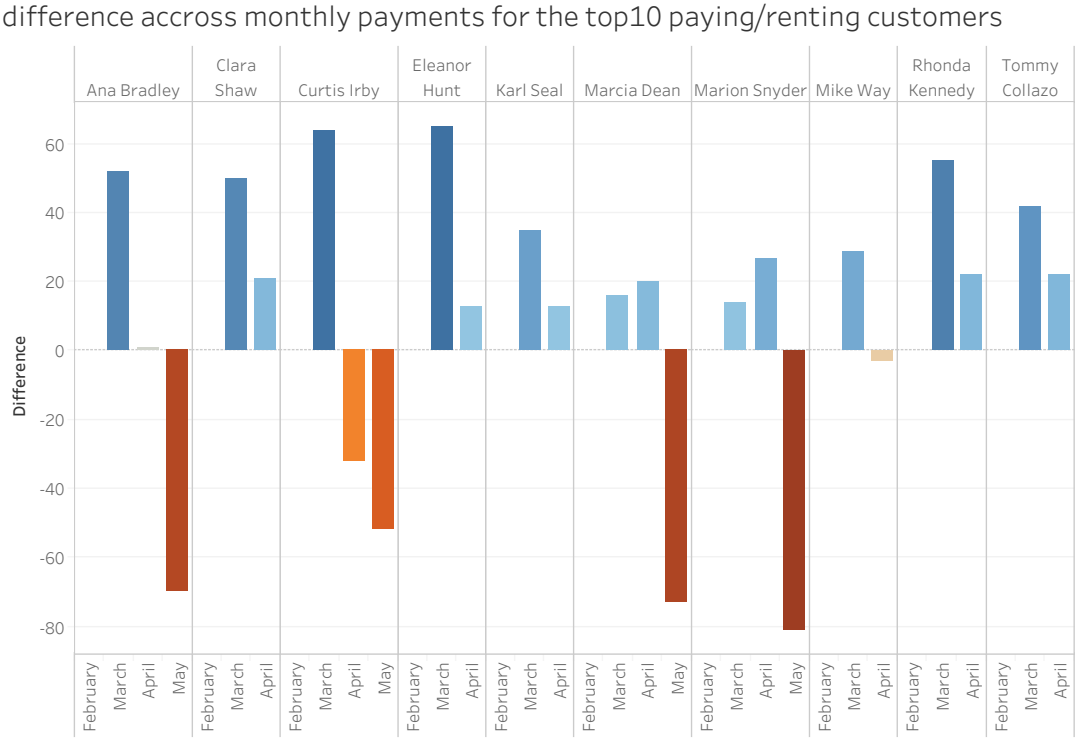
Family and Music categories tend to have longer period times while Animation tends to be in the shorted period percentiles

Payment trends for the top10 paying/renting customers



May tends to be the least in pay-ment/rental counts while April is the highest

difference accross monthly payments for the top10 paying/renting customers



March has the highest increase in payments difference while the may is the lowest