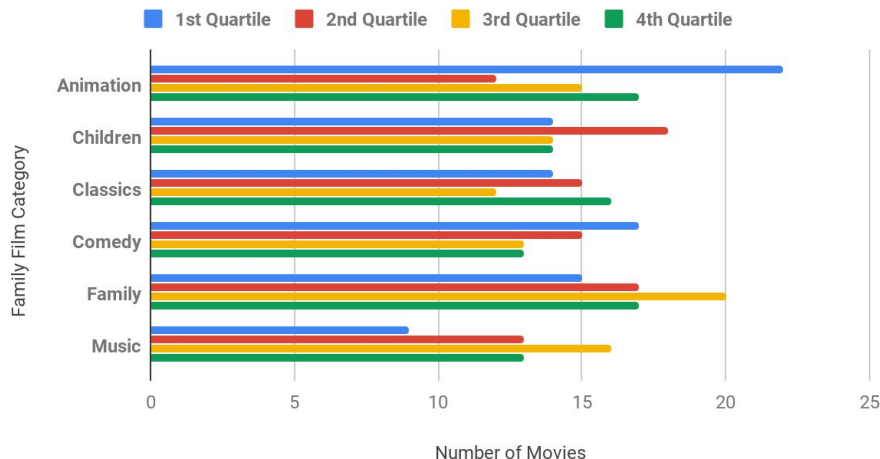


What are the Rental Durations for Family Friendly Movies in their 6 Categories?

Family Film Counts by Category & Rental Duration Quartile



Here, I provide a table with the family-friendly film category, each of the quartiles, and the corresponding count of movies within each combination of film category for each corresponding rental duration category. The four quartiles are represented by different colors.

We notice, for example, that a large number of Animation movies were rented for the shortest amount of time (first quartile).

What are the Rental Trends Per Month & Year at Our 2 Stores?

Rental Orders: Store 1 vs Store 2

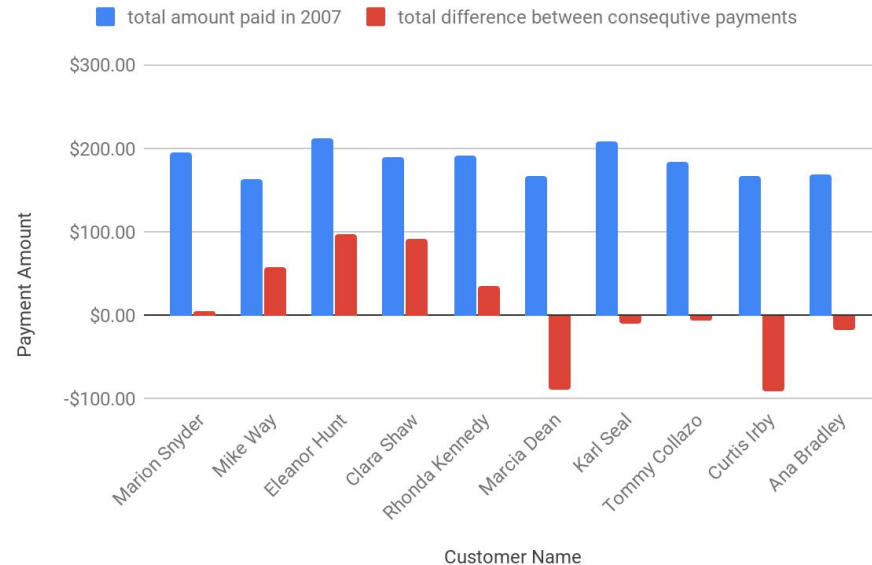


Here, I compare the two stores in terms of how many rental orders were made in each month and year.

From the line graph, we notice that the difference is negligible and both stores follow extremely similar trends in different months and years.

What is the Difference in Payment by Our Top 10 Customers?

Total Payments & Difference in Payment for Our Top 10 Customers

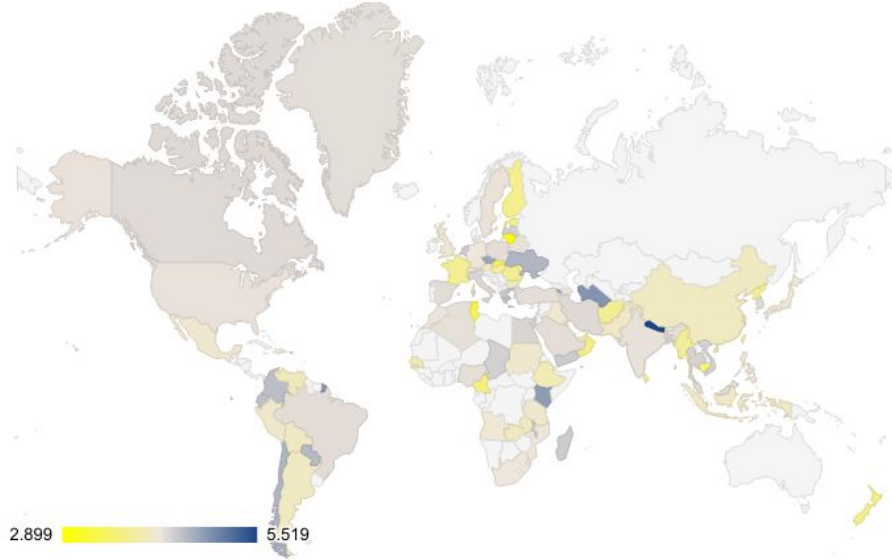


After finding out who the top 10 paying customers are, I found the difference across their monthly payments during 2007.

- The chart to the left displays **their total amount and total difference (aggregated for the entirety of 2007)**
- The data report provided in csv shows the differences for each month of 2007 for each all-time top paying customer
- The top 3 difference payers were Eleanor Hunt, followed by Kurtis Irby and Rhonda Kennedy, and all top 3 differences were between shopping in March 2007 compared to February 2007

What is Our Average Customer Spending Per Rental in Different Countries?

Customer Spending Around the Globe



Average US dollar spent per order per customer

Customers in different countries will most likely spend different amounts of money per rental. **In which countries do customers pay the largest average amount of money for renting movies?**

From the data, we conclude that customers in some countries like Nepal pay proportionately more on average for movie rentals. However, we can also see that most top countries here actually have a low number of customers in general. This could be related to cost of movie rentals in the stores of these countries.