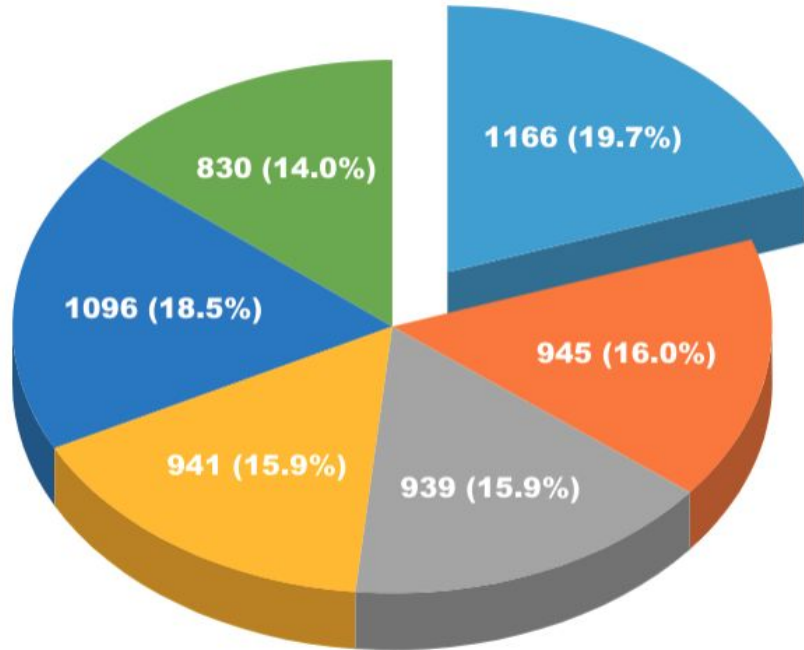


# Q1: What was the breakdown of rentals by family-movie categories?

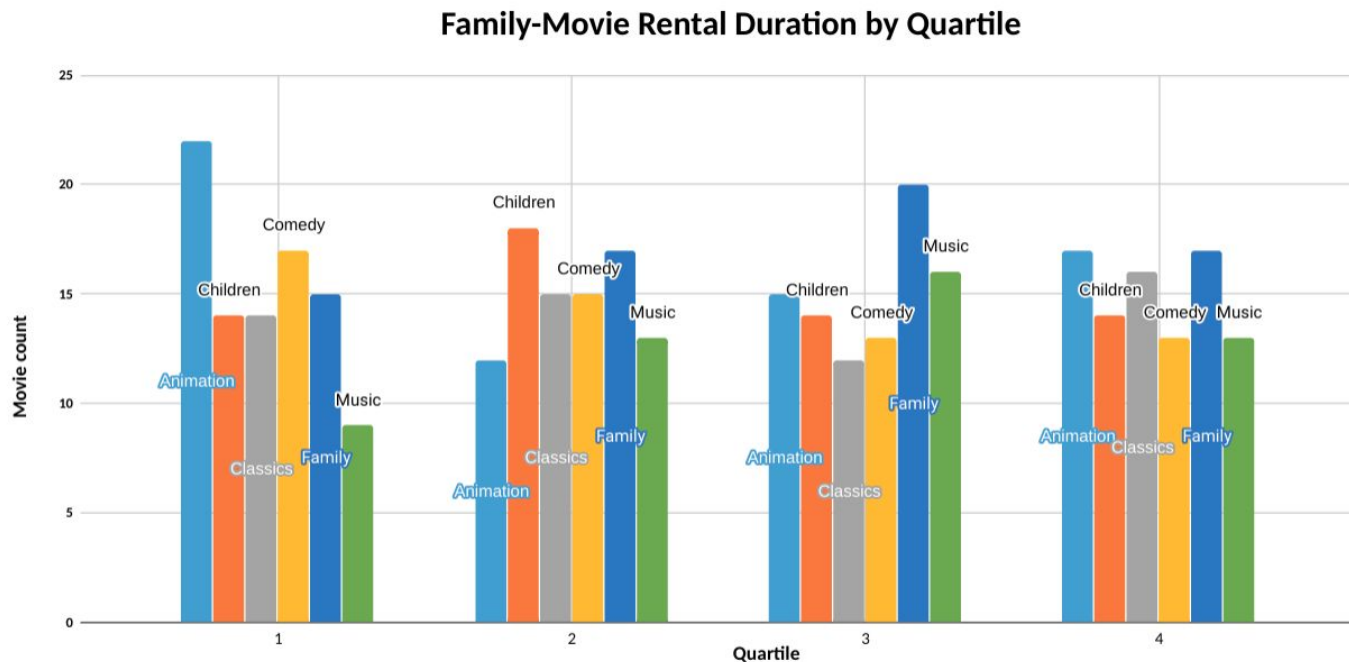
**Family-category Film Rentals**



● Animation ● Children ● Classics ● Comedy ● Family ● Music

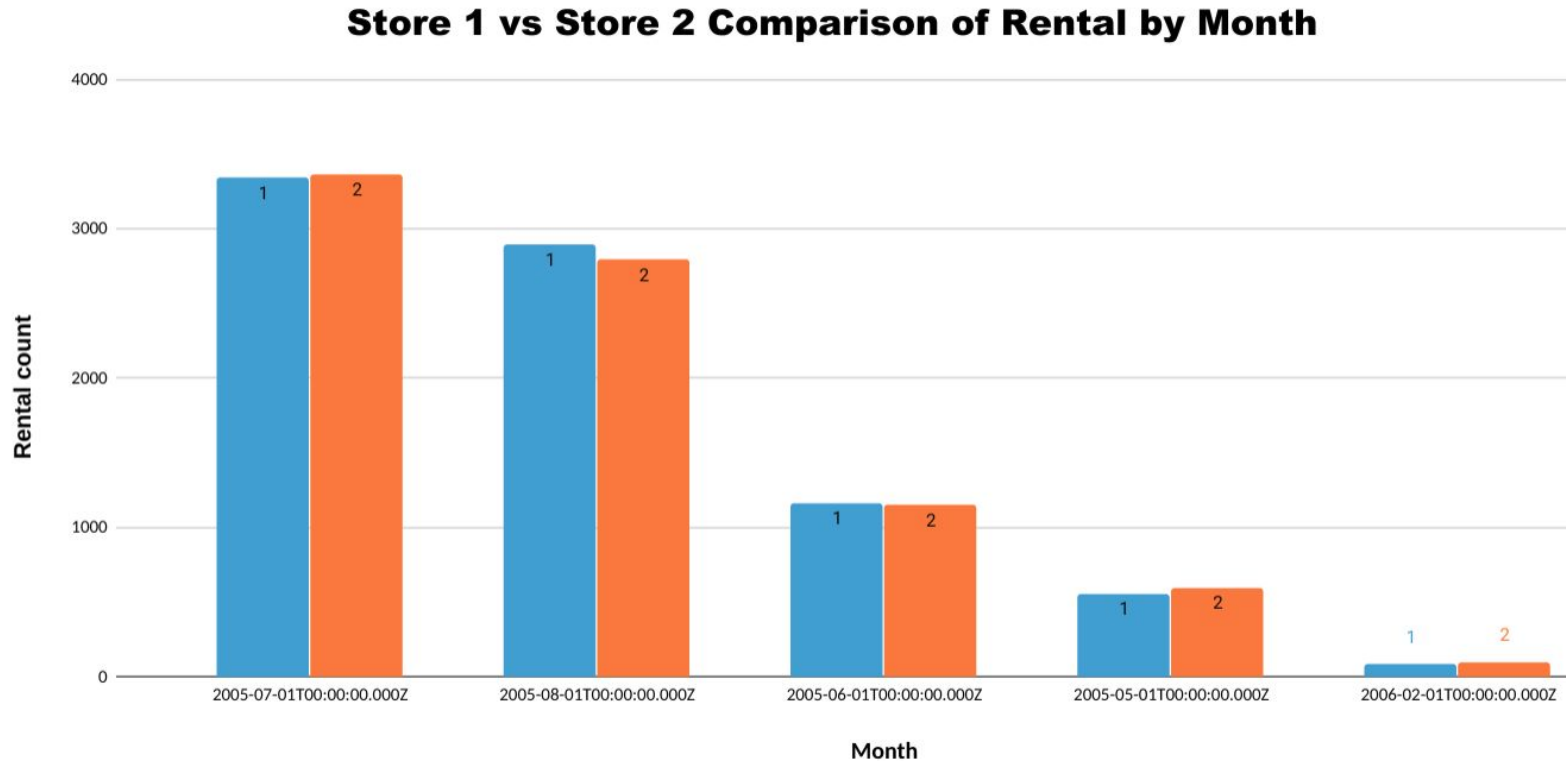
From the pie chart, we can see that Animations were the most popular rental movies and Musicals were the least popular.

## Q2: What is breakdown of family movie durations into quartiles?



From the graph, we can see that Animations were the largest category in the bottom quartile for duration with 22 movies, while Musicals and Comedies were the largest in the longest duration quartile with 13 movies each.

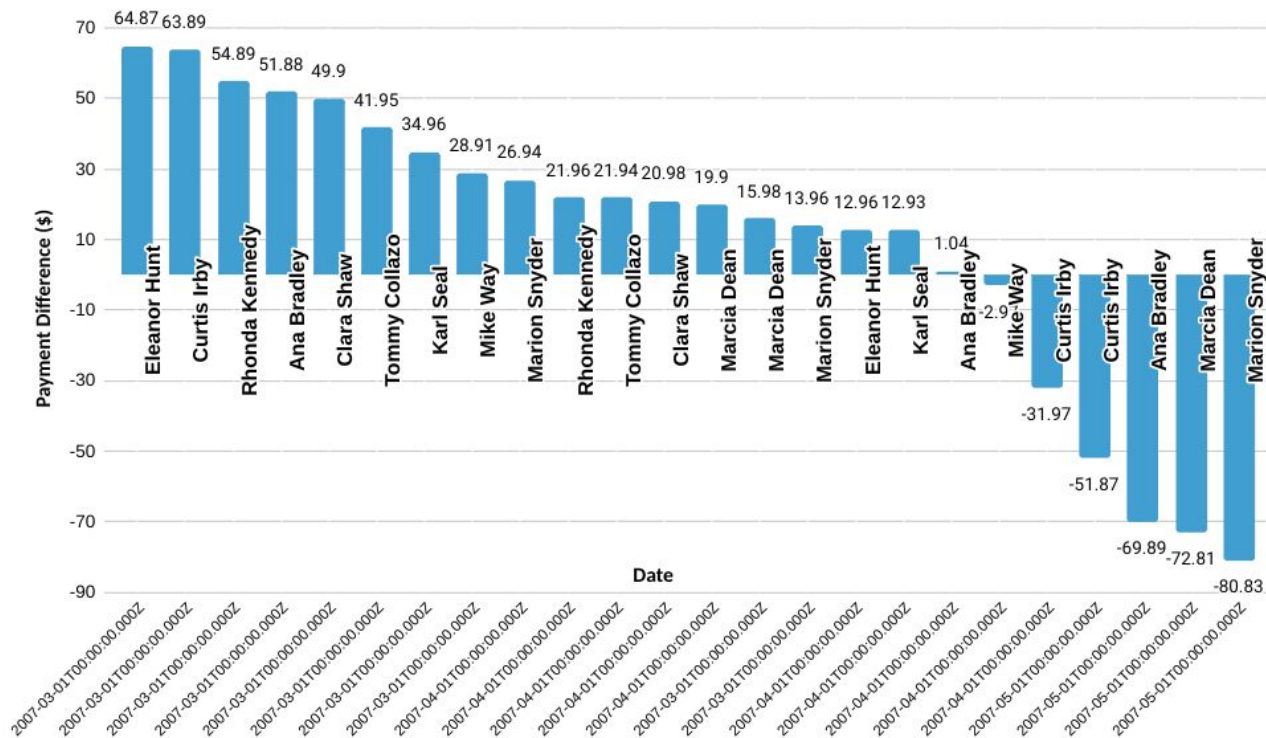
# Q3: What was the comparison between Store 1 and Store 2 for monthly rentals?



From this graph, we can see that sales between the two locations was very similar and there was no consistently better performing store.

# Q4: What was the month-to-month payment difference for Top Customers?

## Top 10 Customer Month-to-Month Payment Difference



Of the top 10 customers, we can see from the graph that Eleanor Hunt had the largest month-to-month payment increase of \$64.87 from February to March 2007. Marion Snyder had the largest drop in payment of \$80.83 from Apr to May 2007.