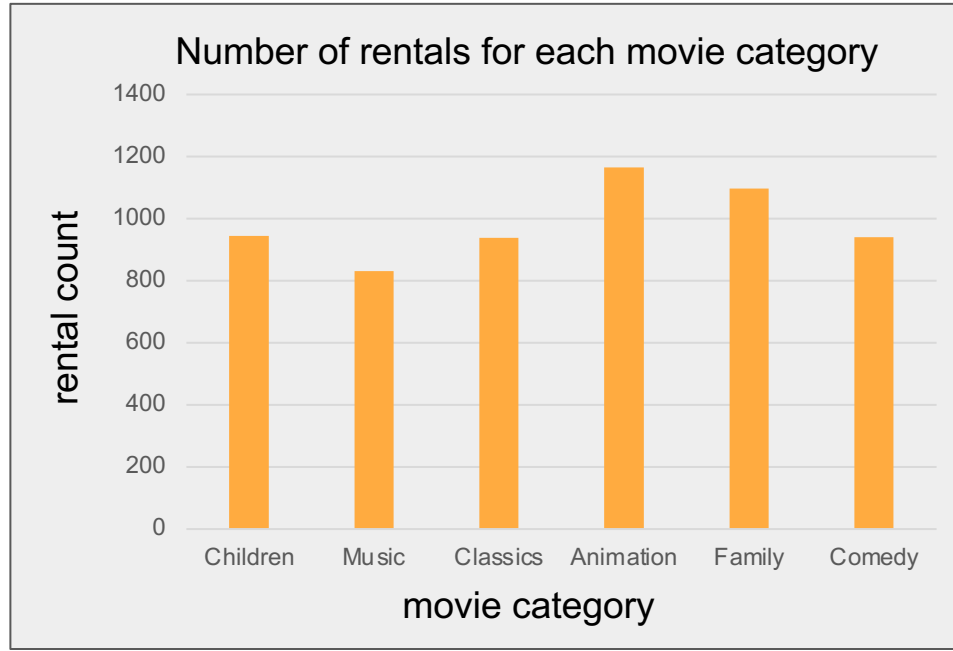
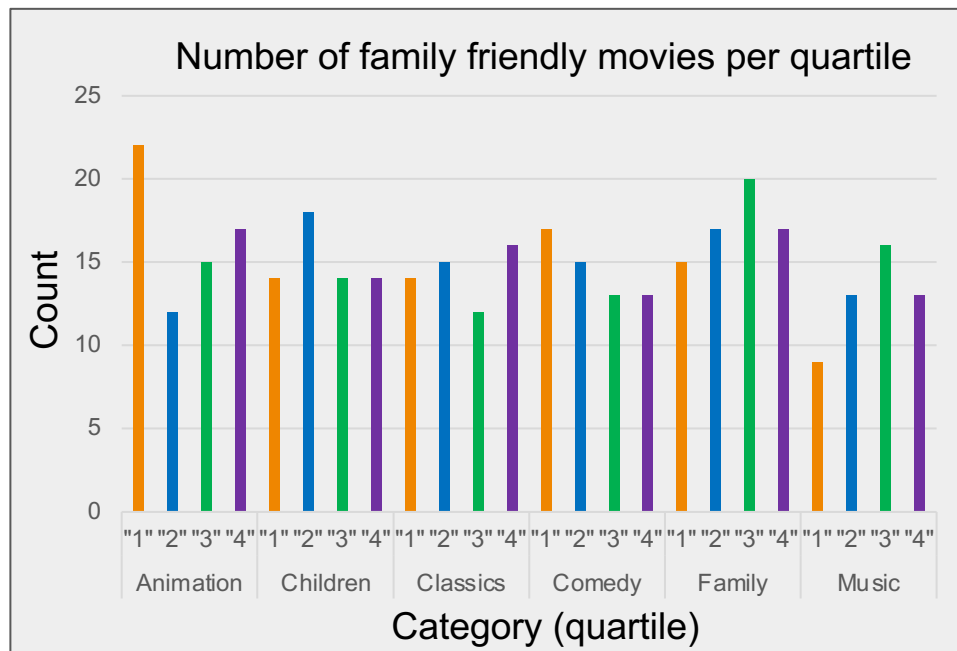


Which categories of family-friendly are rented most?



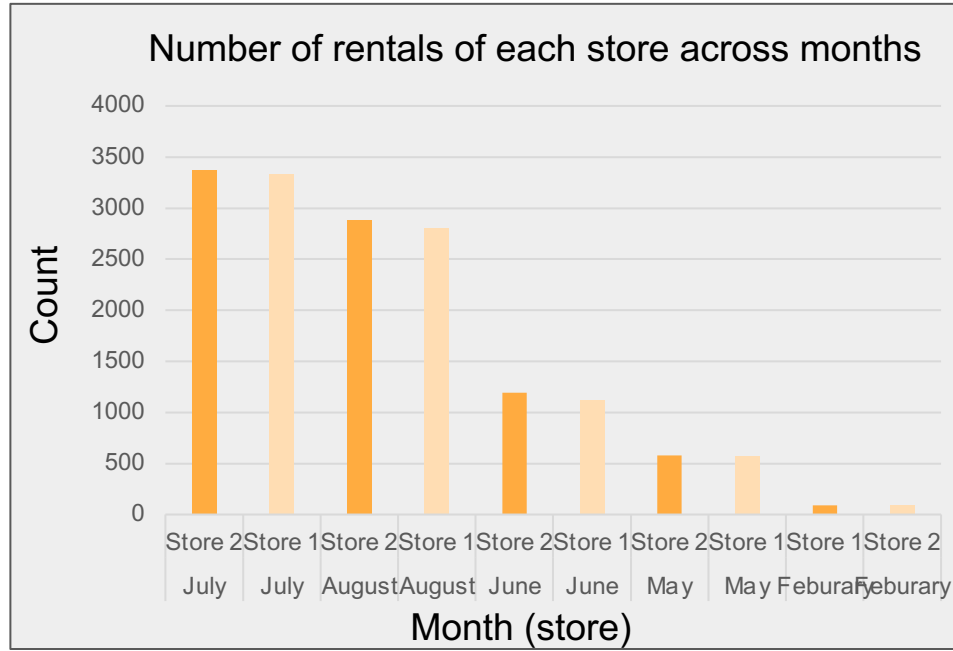
The bar graph on the left shows the number of rentals for each category of family-friendly movies. Animation had the highest rental count, whereas music has the lowest rental count.

Within each movie category, how many family-friendly movies are in each rental duration quartile?



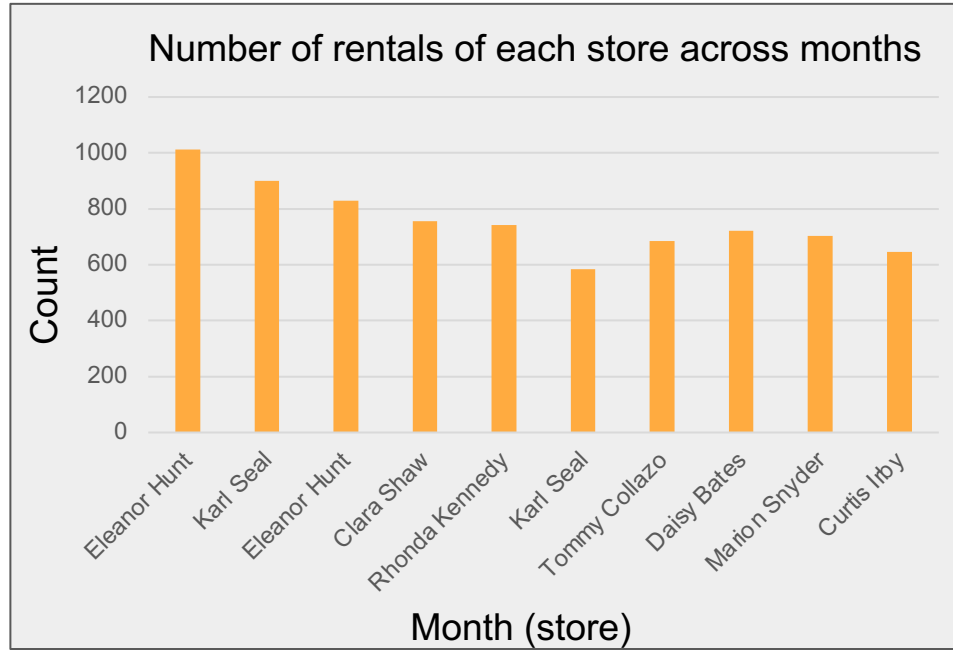
The average rental duration for each movie is divided into quantiles (1, 2, 3, and 4). This is then divided into categories (animations, children, classics, comedy, family, and music). The average rental duration is different across the different categories. For example, animation has more movies in the first quartile, where as music has the fewest movies in the first quartile.

How do the two stores compare in their number of rental orders across different months?



The plot on the left shows the number of rentals for store 1 and store 2 (in the light and dark orange color) for each month. Both stores had similar number of rentals within each month, however, the number of rentals varied by month. July that the highest number of rentals

Who are the top 10 most paying customers and how many times have they paid for movies in the month they paid most?



The 10 top paying customers for each month are listed according to the total amount that have paid. The plot displays the number of payments they made for that month.