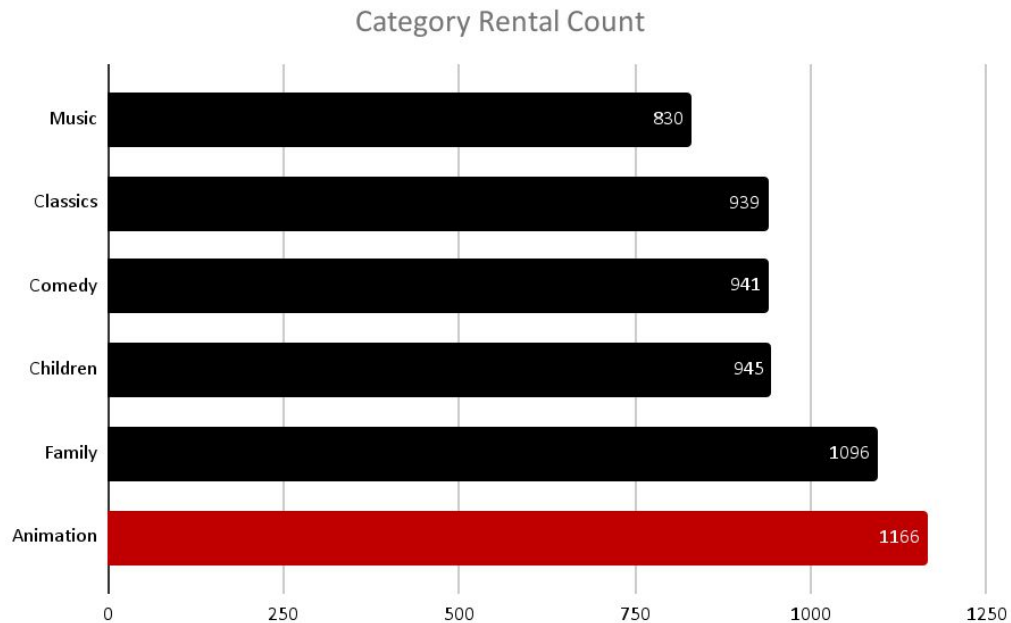
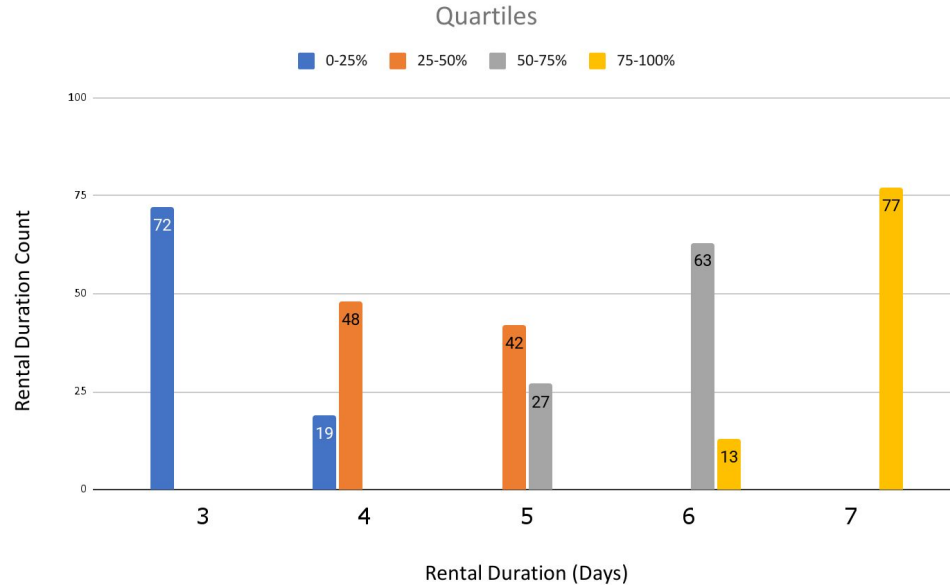


What film categories are most popular with families by rental count?



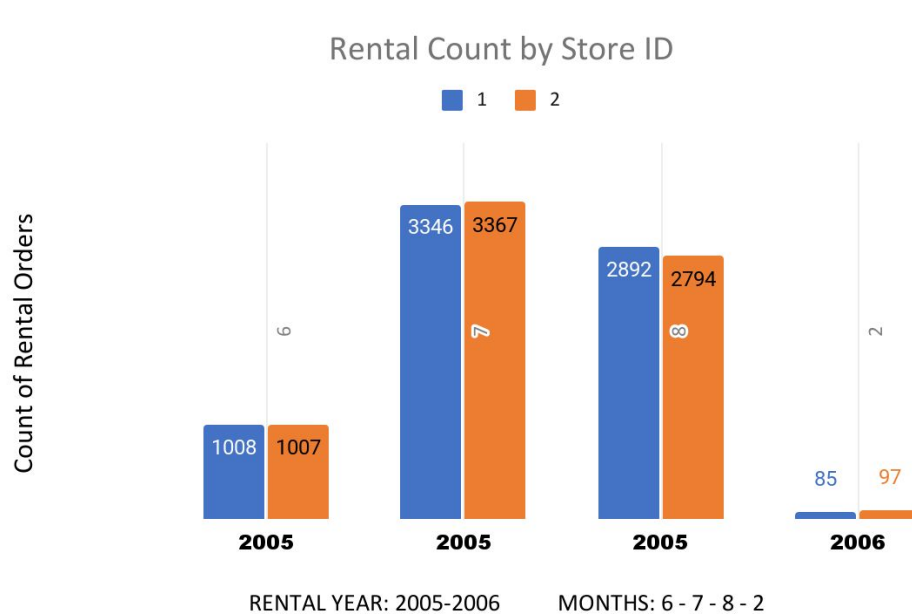
Animation and Family movie categories are the top favorites for families, with Animation having the most rentals at 1,166.

Rental duration Count of Family-friendly movies divided into 4 quartiles



We can see that most family films are rented for 3-4 days with 6-7 days coming in second.

Rental order comparison between Stores



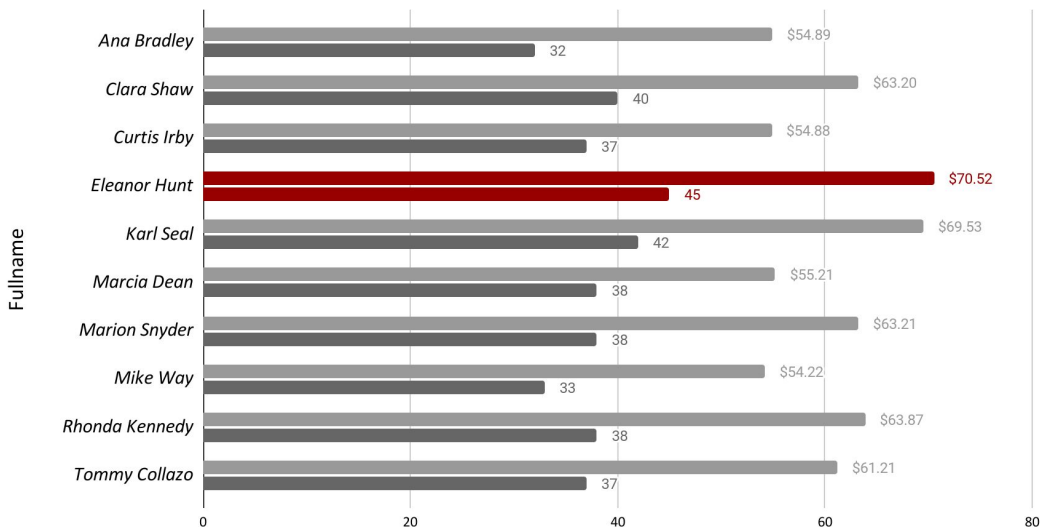
Throughout the months of June, July, and August in the year 2005 and February in the year 2006, StoreID 1 has a rental count of 7331 compared to StoreID 2 7265.

Top 10 Customers

(Total # of payments and overall avg paid)

July and August of 2005

Overall AVG paid # of Payments



The Top 10 customers have over 30+ payments between the months of July and August. With each averaging over \$50. Eleanor Hunt is currently our Top Customer with an AVG of \$70.52 spent within the last 2 months.