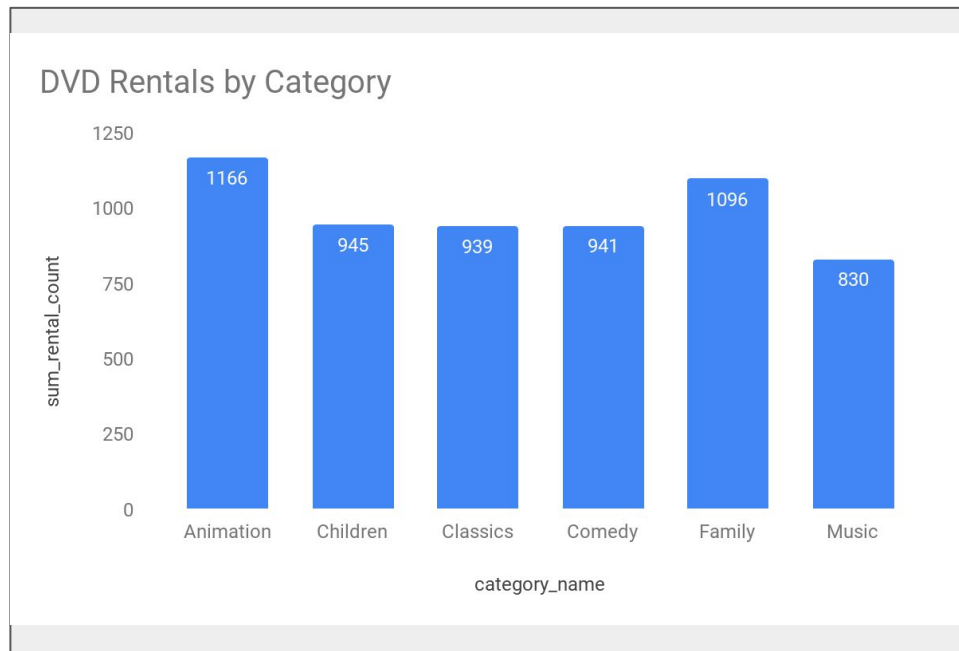
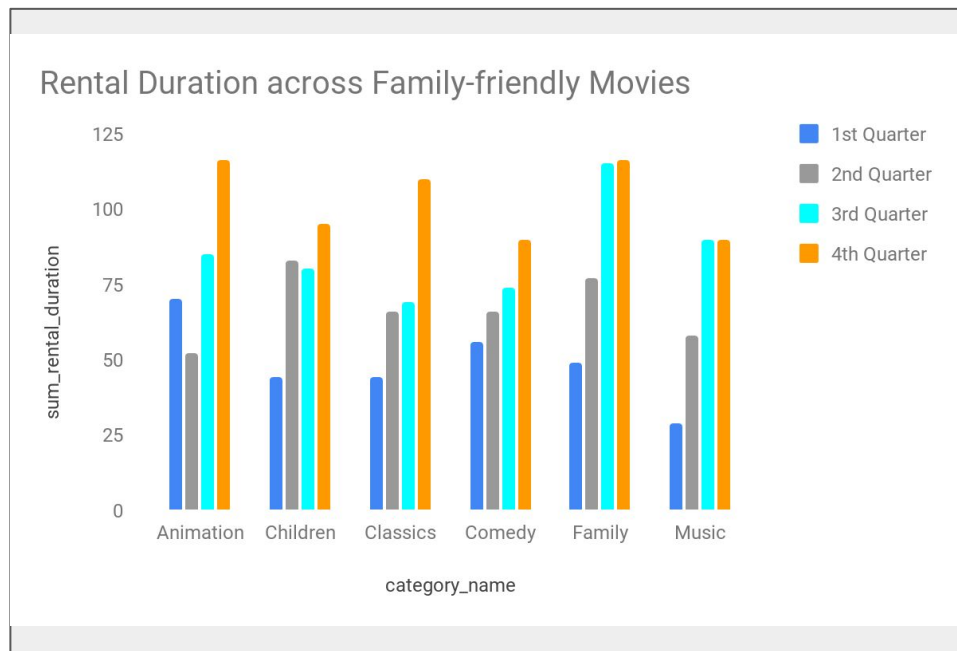


Which family-friendly movie category was rented out the most?



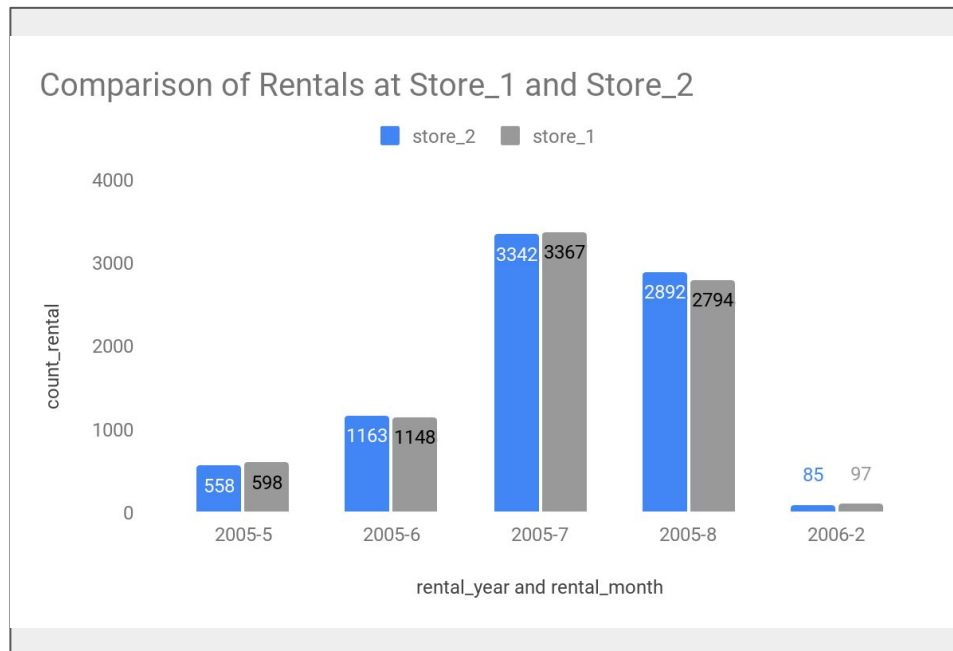
The column chart displays a comparison among the family-friendly movies, in terms of rental counts. Animation is resulted in the most rented out movie category with a total count of 1166. The second popular category is Family with 1096 counts. Children, Comedy, and Classics display minor differences in their rental counts. And, Music is found the least favourite in the family-friendly category.

How did the rental duration vary across family-friendly movies?



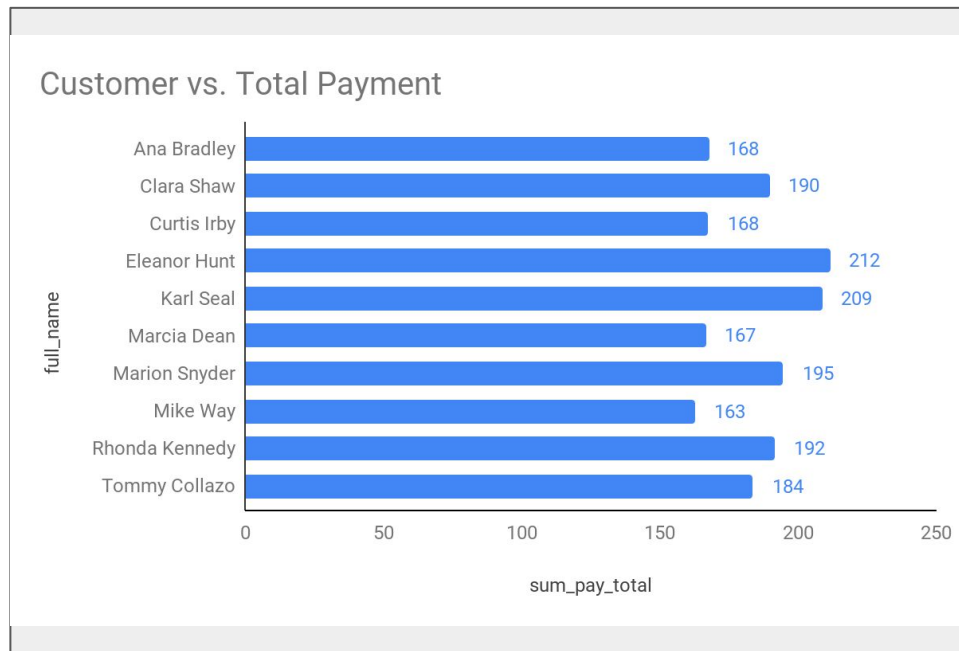
The visualization divides the family-friendly movies into four levels (or quarters) based on their rental duration. Animation movies were rented out for the most duration in the 4th quarter. Similar trend is observed for the other five movie categories. The average of total rental duration was 102 hours for each categories in the final quarter.

Which of the two stores rented most DVDs in 2005 and 2006?



The stacked bar chart compares the count of DVD rentals for store_1 and store_2 in 2005 and 2006. Data was available for only the months of May, June, July, and August in 2005 and February in 2006. From the chart, it is clear that the rental counts do not differ significantly from one store to another. In July 2005, store_1 and store_2 both rented the highest number of DVDs.

Who were the top 10 paying customers in 2007?



The bar chart compares the total amount of monthly payment by the top 10 customers in 2007. Eleanor Hunt was in the first position with a total payment of \$212. The second and third top paying customers were Karl Seal and Marion Snyder, with an amount of \$209 and \$195, respectively.