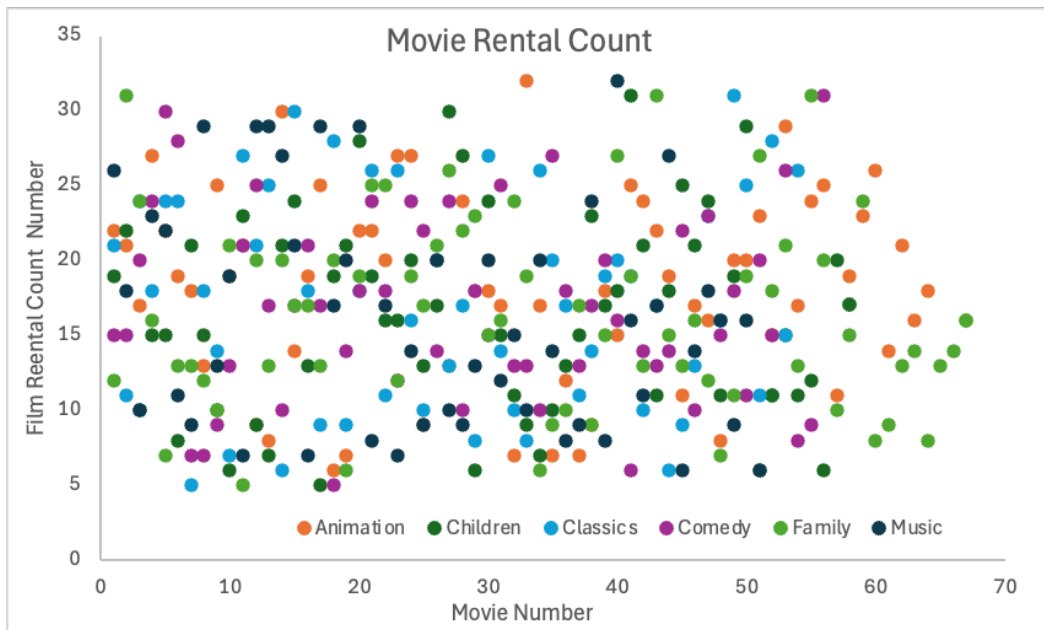
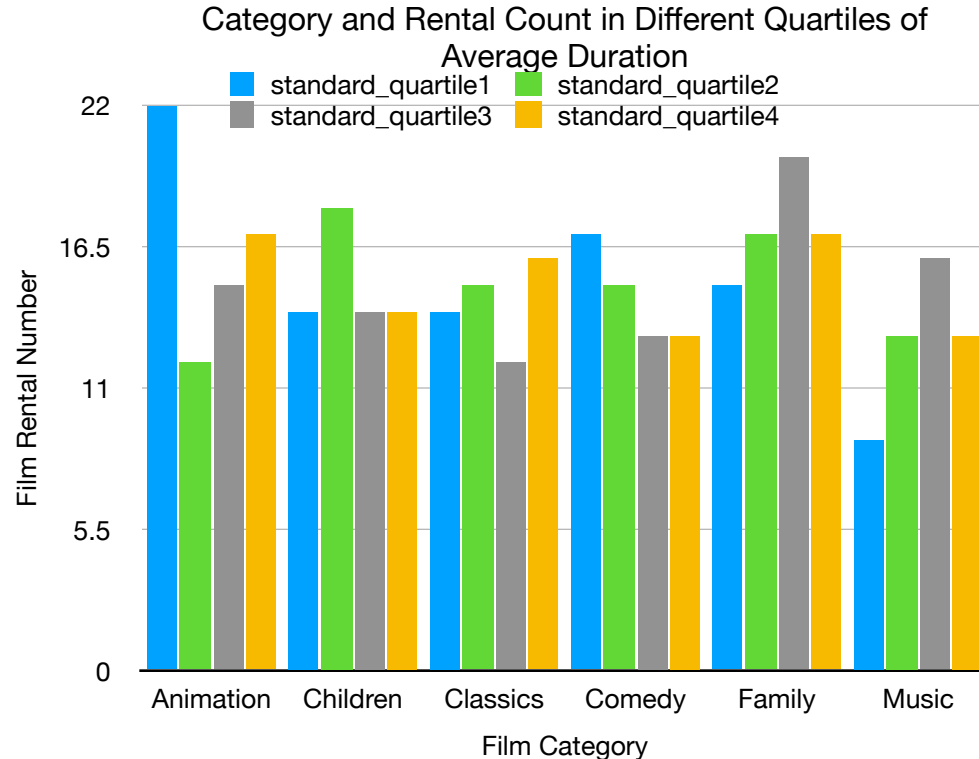


# What were the Movie Rental Count Number Distribution?



We observe that each movie's rental count typically falls within the range of 15 to 25. Notably, films in the Family category have the highest number of rentals.

# What were the Category Rental Number Distribution?



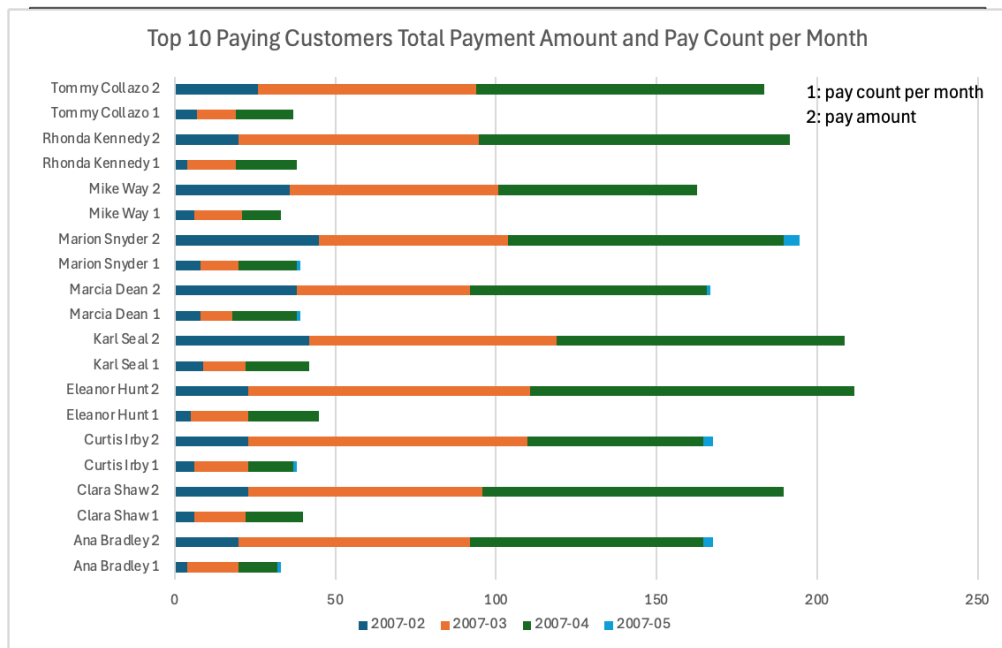
In terms of category and rental count across different quartiles of average duration, the Family category emerges with the highest rental numbers overall. Notably, the distribution across quartiles forms a curved pattern. Specifically, Animation films exhibit the highest rental count in Quartile 1, suggesting a preference for shorter average durations among viewers of animated content. However, the Family category consistently leads in total rental numbers across all quartiles, indicating its broad appeal and popularity among audiences.

# Which Month Had the Highest Total Number of Rental Orders?



We can see that Staff 1 and Staff 2 had a similar number of rental orders each month and year. Both had the highest number of rental orders in July 2005.

# What were the Top 10 Paying Customers Total Payment Amount?



Among the top 10 paying customers, we observe higher payment counts and total payment amounts per month. Specifically, the months of March 2007 (2007-03) and April 2007 (2007-04) stand out for having the highest total payment amounts. These months also show a higher number of payments compared to others, highlighting their significance in terms of customer spending and transaction volume.