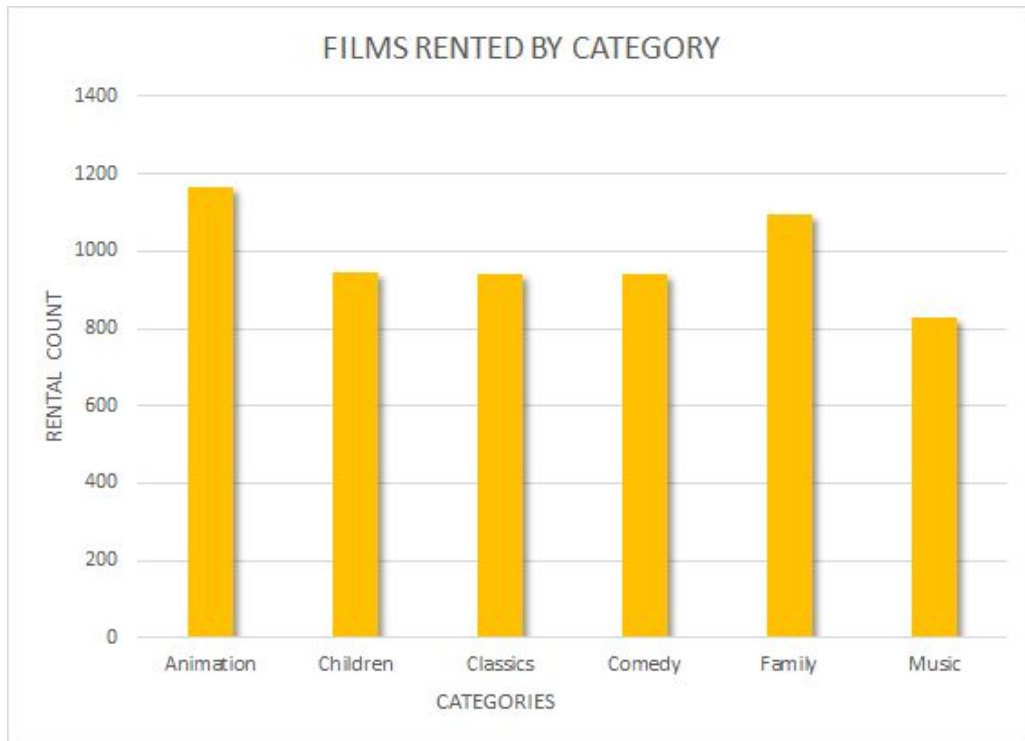
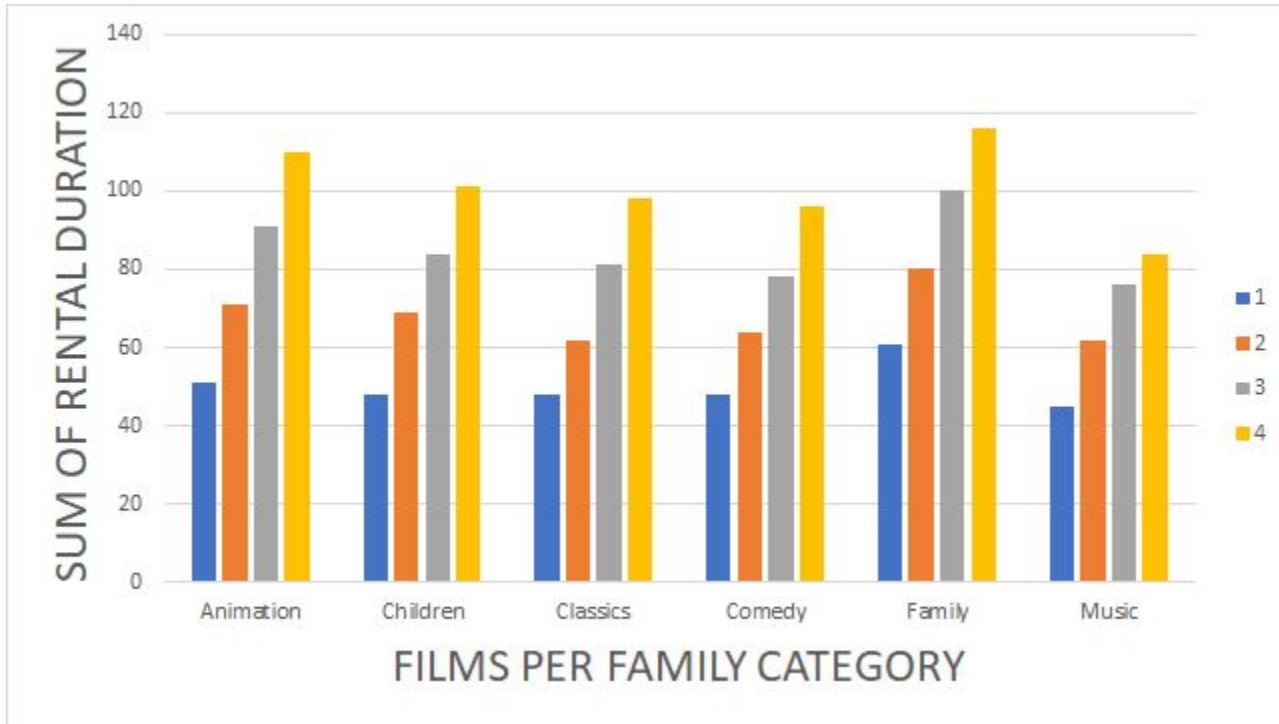


Films rented by category



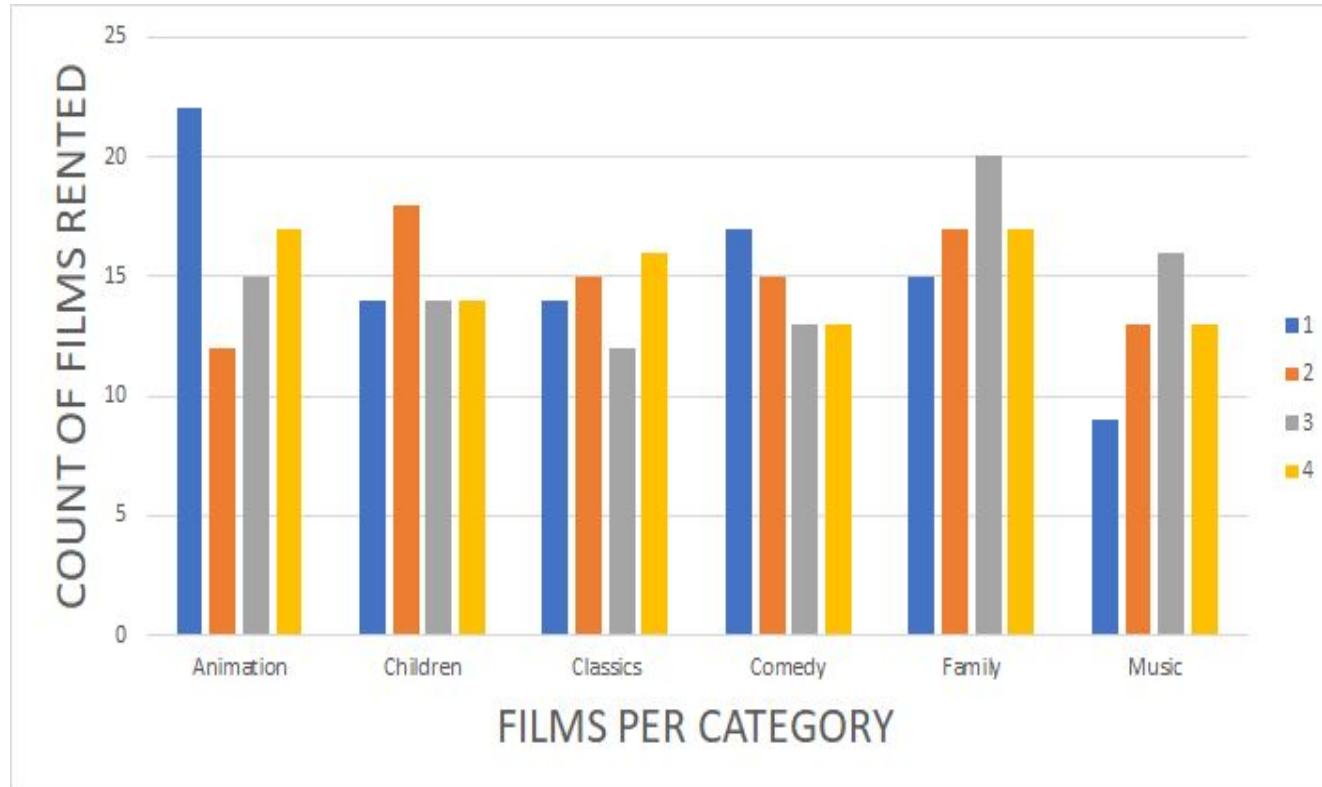
We can see the most popular family category is Animation with close to 1200 rentals (1166) and the least popular category is Music with a little over 800 rentals (830).

Rental duration of films in family category per quartile



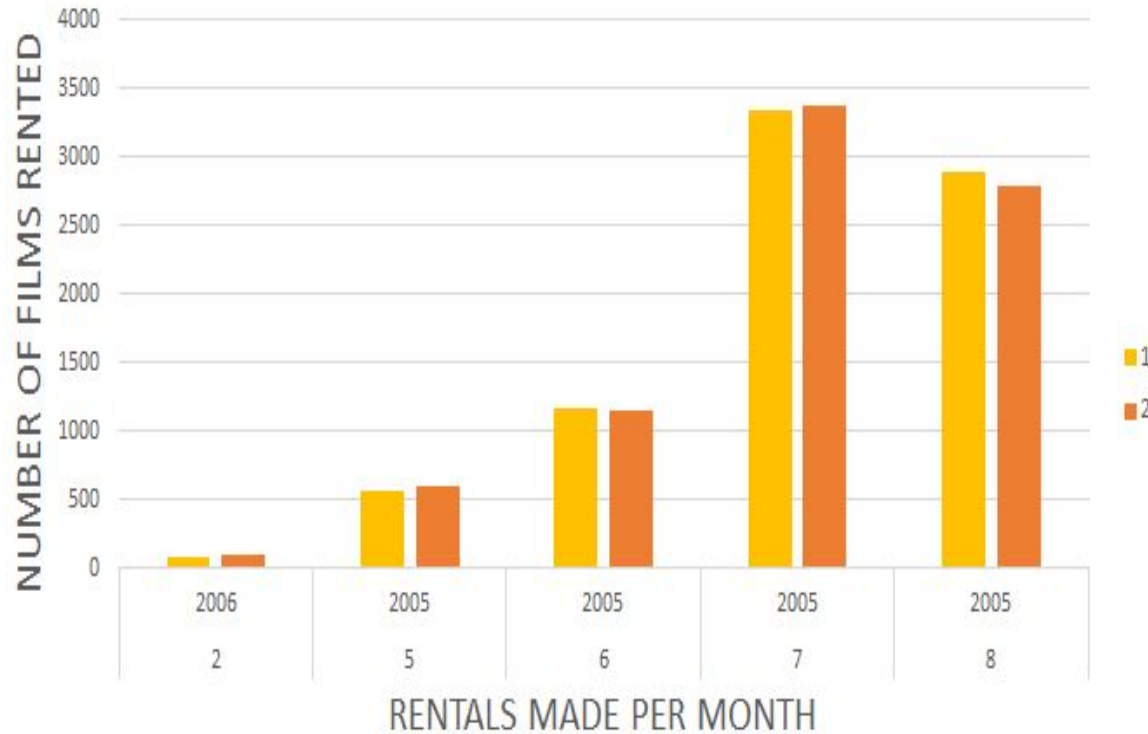
We can see that the longest rental duration of films overall were in Q4 in the family category. In Q1 rental duration of films were significantly lower. In every quartile, films from the Family category were rented for the longest duration.

Number of films rented in family category per quartile



We can see that most films were rented in Q1 in the Animation category. In this period, the least number of films rented were in the Music category with a count of 9.

Films rented per store per month in a year



In this diagram we can see that for both stores in 2005 the months with rentals were in May, June, July and August. May started off with under 100 rentals, however July saw over 3000 rentals. August was the last month with rentals until February 2006 that saw only under 100 rentals for both stores. It could be that the stores were closed for business during these months of no rental, some data is missing or there was just no rentals made during these months with no results.