



UDACITY

Movie Rental Exploration Project.

What are the most popular family films?

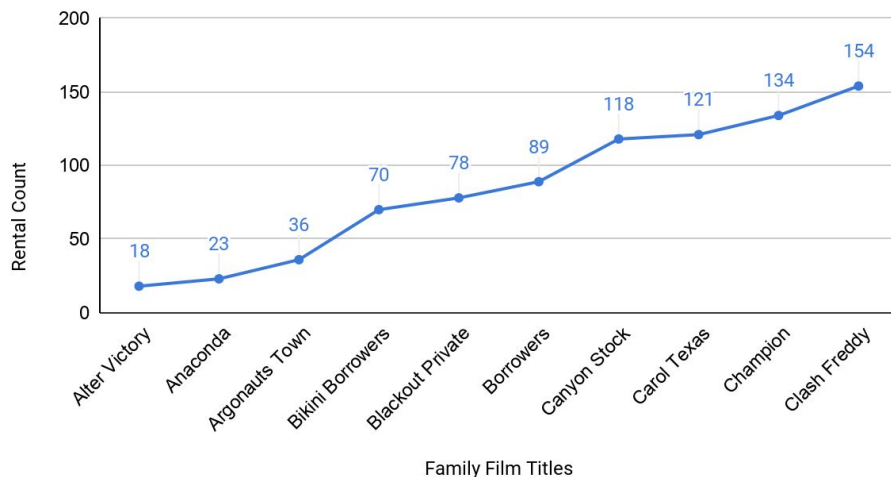
Analyzing the rental of family movies, we can observe a significant and steady growth across all categories.

The popular family films are:

- Clash Freddy (Animation)
- Champion Flatliners (Animation)
- Carol Texas (Animation)
- Canyon Stock (Animation)

Based on the findings, stores should carry more copies of the popular family films. Also, stores should increase the title they offer in the animation category.

Most Watched Family Films



How do family movies compare to other movies

After analyzing the data for films, film_category, and rental durations, there is no difference between the rental duration and family friendly movies.

Based on the data, a conclusion can be drawn that the film category does not affect the overall rental duration.

film_title	category_name	rental_duration	quartiles
Alone Trip	Music	3	1
Anaconda Confessions	Animation	3	1
Baked Cleopatra	Family	3	1
Bilko Anonymous	Family	3	1
Blood Argonauts	Family	3	1
Confused Candles	Family	3	1
Doors President	Animation	3	1
Downhill Enough	Comedy	3	1
Earring Instinct	Family	3	1
Ferris Mother	Comedy	3	1

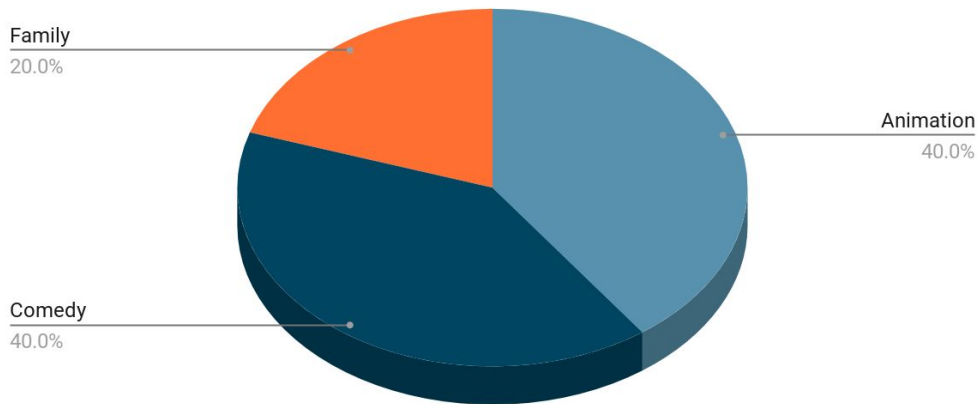
What are the most popular film categories?

Looking at the rental count for the different categories presented, animation and comedy are the two most popular categories.

As demonstrated in the pie chart, animation and comedy each account for 40% of the overall rentals.

As a result of these patterns, the company should increase its rental options in the comedy and animation category.

Popular Rental Categories



How is the store performance by month and year

The data shows that for June 2005 there is slight growth in the rental numbers. The rental number is flat during July 2005. However, in August 2005 there is a significant drop in the rental numbers. This downward trend continues into 2006, which resulted in very low rental numbers for February.

This is very concerning as the DVD rental company is on the verge of bankruptcy. More investigation is necessary to identify the root cause to increase rental numbers.

Movie Rentals by Year and Month

