# What Family-Category Sub-Category Leads Each Rental Duration Quartile?



Rental Duration Quartile Leaders For Family Movies
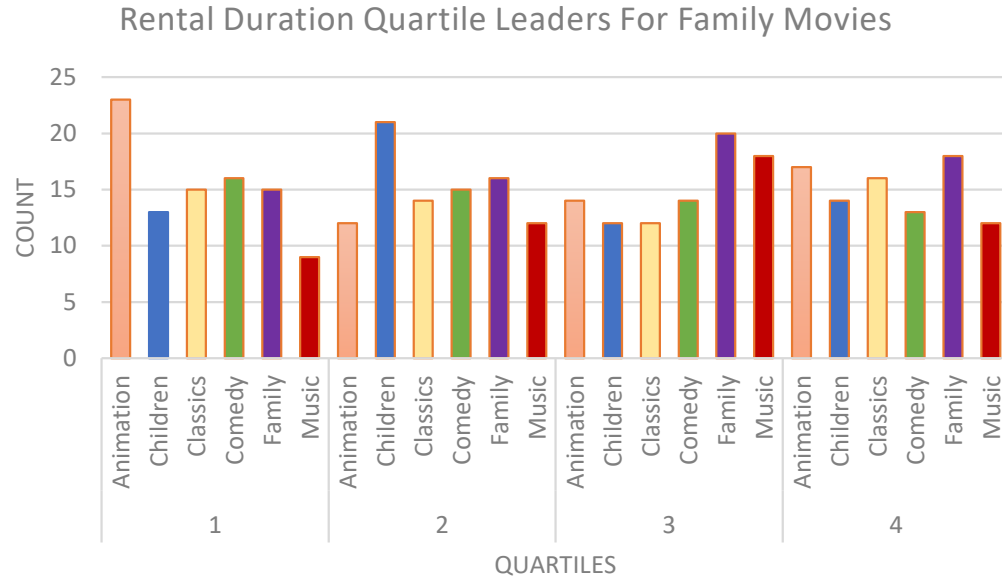
From this graph, we can see which sub-category from the family movies leads each rental duration quartile. Animation dominates the shorter duration quartile, while Family seems to lead both the 3rd and 4th duration quartiles which makes it seem that renters tend to take the longest when it comes to returning movies in the Family sub-category. The rest seem to be pretty evenly distributed among all quartiles.

# Which Category Performs Better Month-Over-Month?

## Family vs Non-Family Monthly Rentals
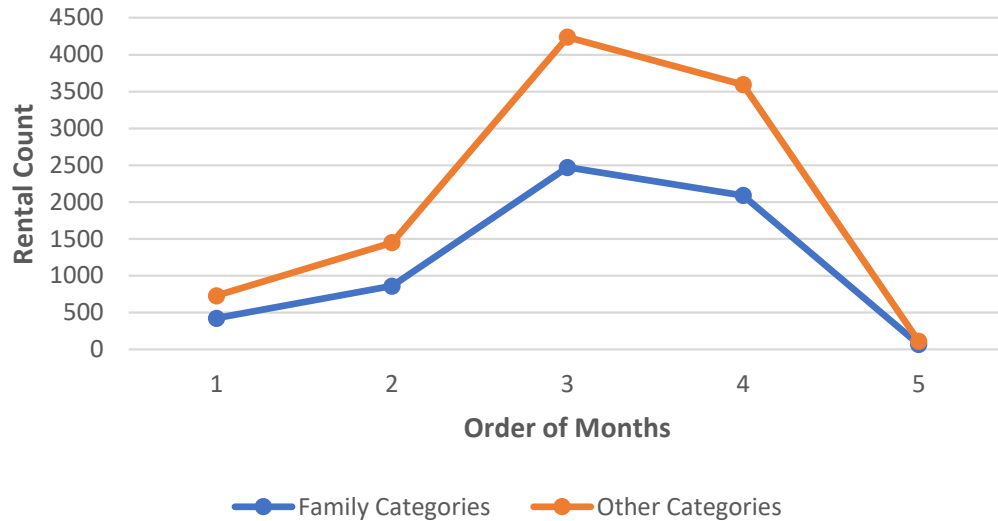


Since there are 10 Other sub-categories and only 6 Family categories, it's expected that the Other graph has more overall rentals. What is really important is to see if there is a discrepancy between the two graph patterns which would indicate that they had difference performance levels on a certain month which would be interesting to explore more in-depth. However we can see that this is not the case and that the rentals rates match pretty evenly.

# What are the Month-by-Month Spending Changes of the Top 10 Movie Renters?



Monthly Spending Difference From Top 10 Renters
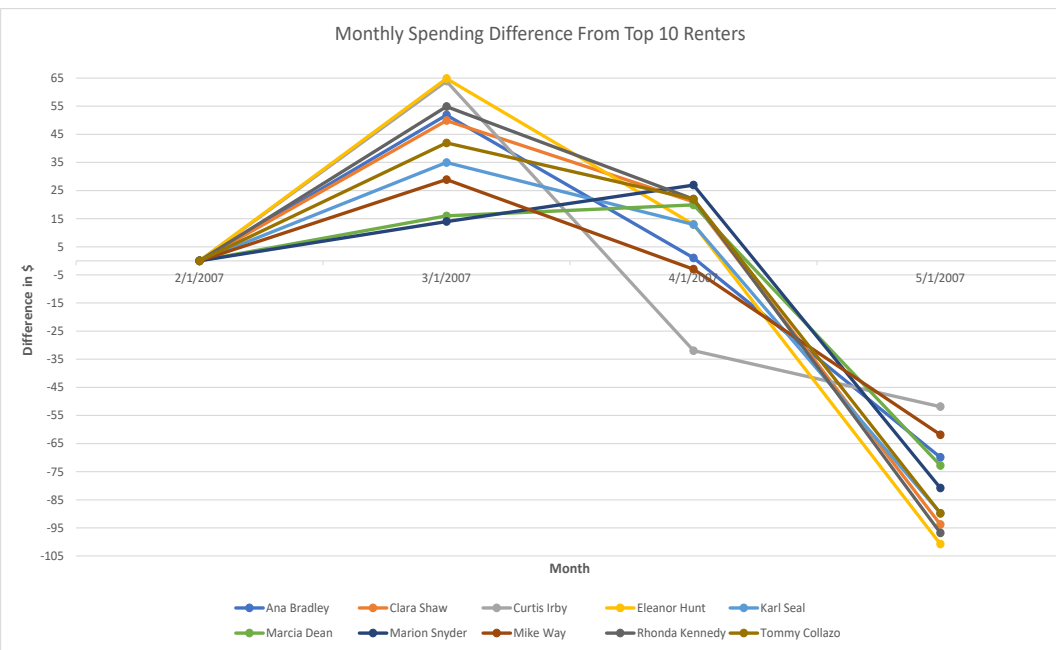
We can see that each of the top 10 spenders at the DVD store had similar buying habits month over month, with the exception of Curtis Irby who seems to be the only one who didn't spend more in April than in March.

# Who are the Most Popular Actors Based on Number of Movie Rentals?

## Top 5 Most Popular Actors
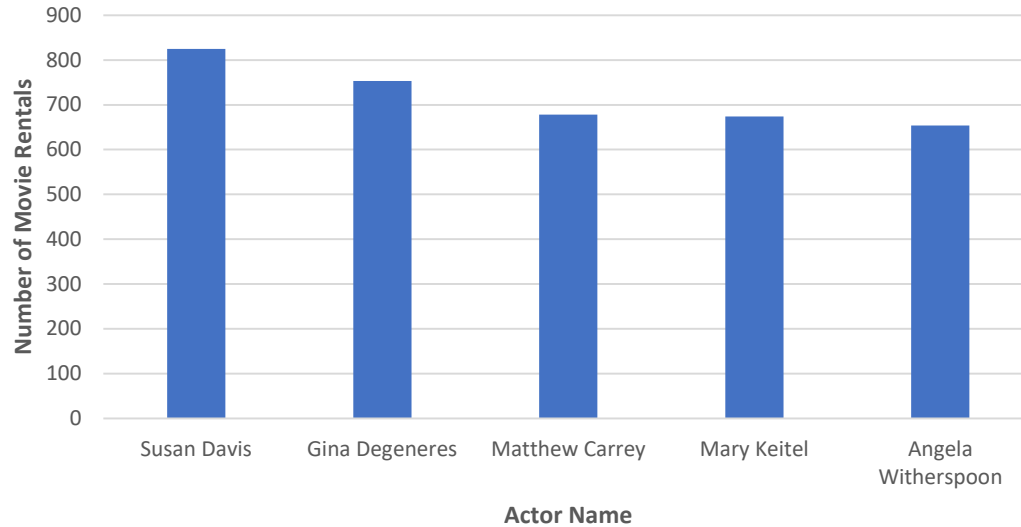


This chart shows the top 5 most popular actors based on the number of times the movies they have starred in have been rented out.