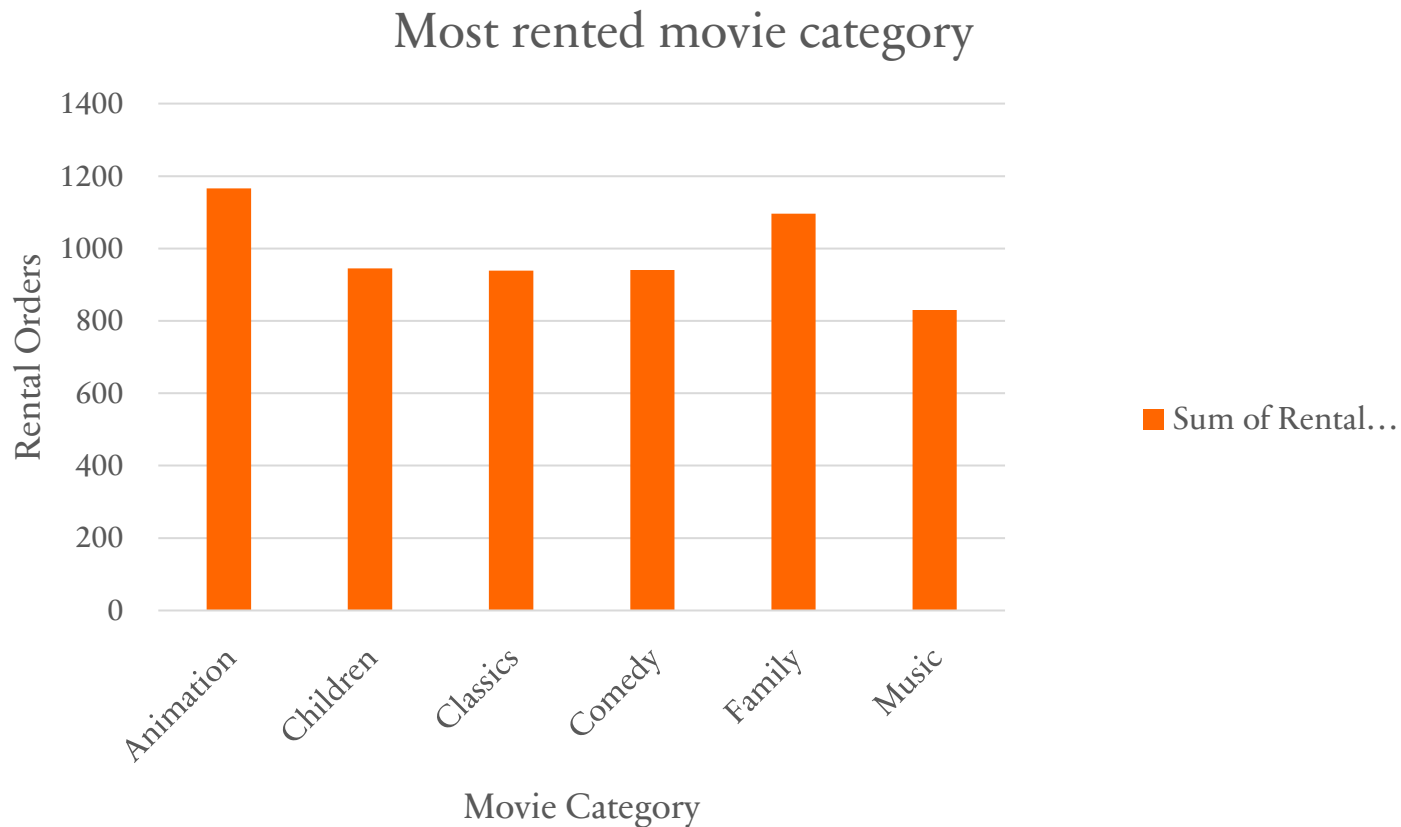


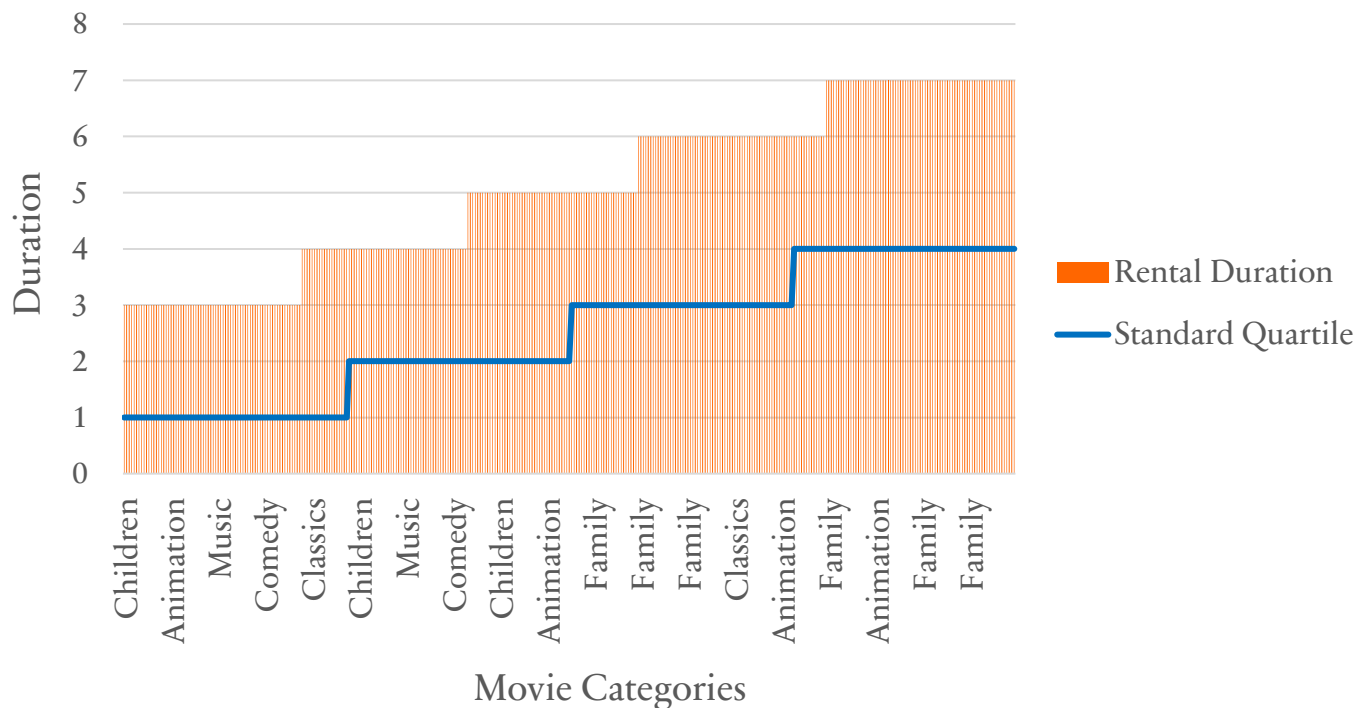
# Which movie category is mostly rented?



The most rented movie category is Animation followed by the movie category Family.

# How does the rental duration perform when compared against standard quartile?

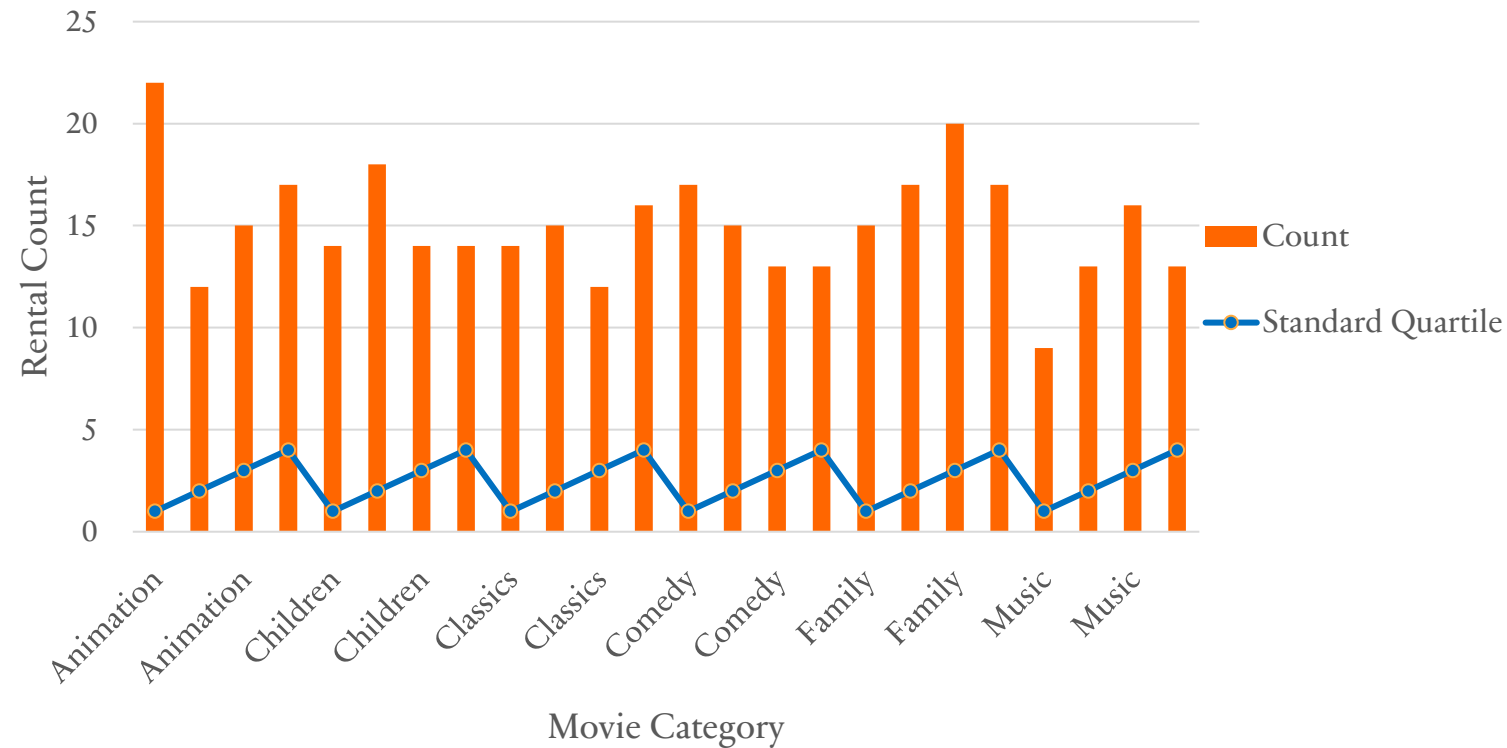
Movies performance comparison



The chart gives a graphical representation of the comparison between the rental duration and the standard quartile.

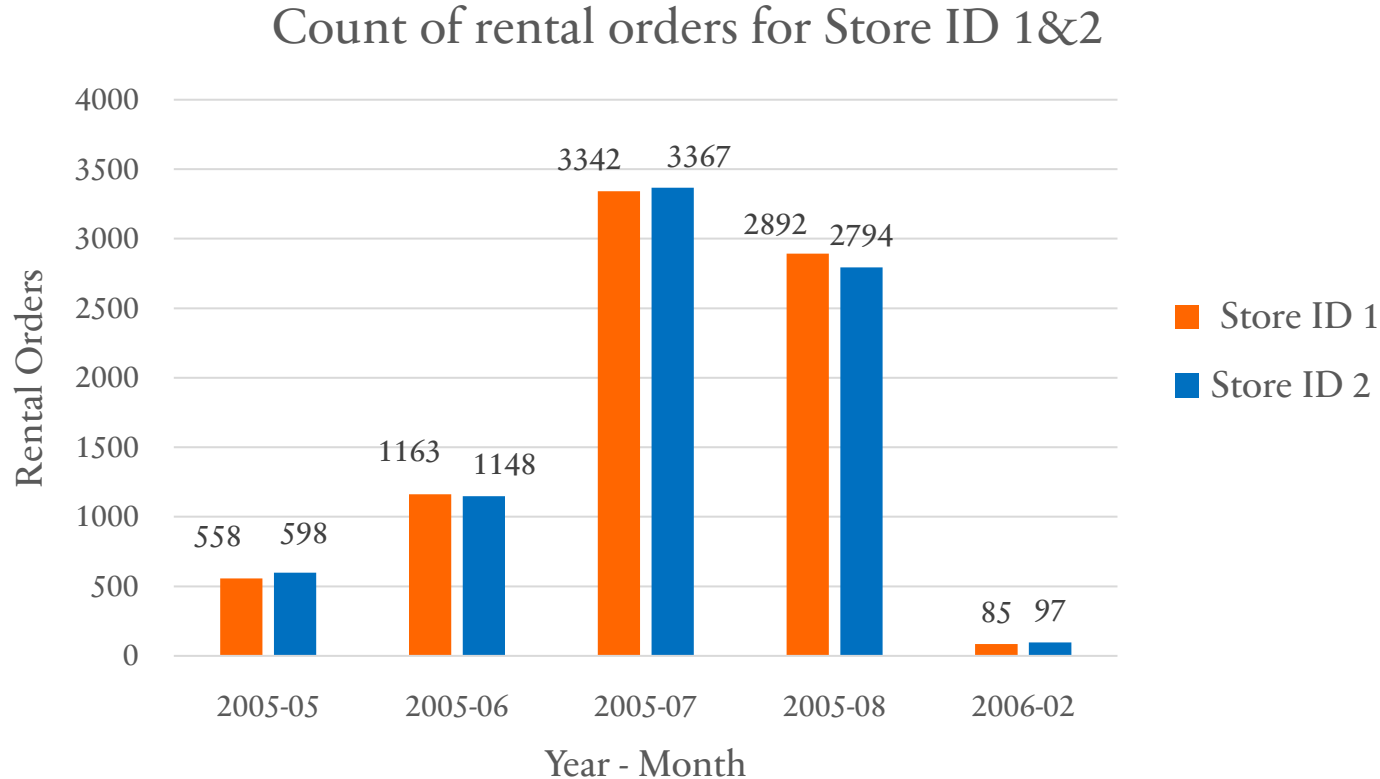
# How do the quartiles and rental counts of the categories relate?

Relation between rental counts and quartiles



Here you can see the count of rentals for each standard quartile. The highest rental counts are Animation from the first quartile and Family from the third quartile.

# How do the two stores compare in their count of rental orders during every month for the years we have data for?



Both stores have close counts of rental orders. July 2005 was the month both stores had most rentals.