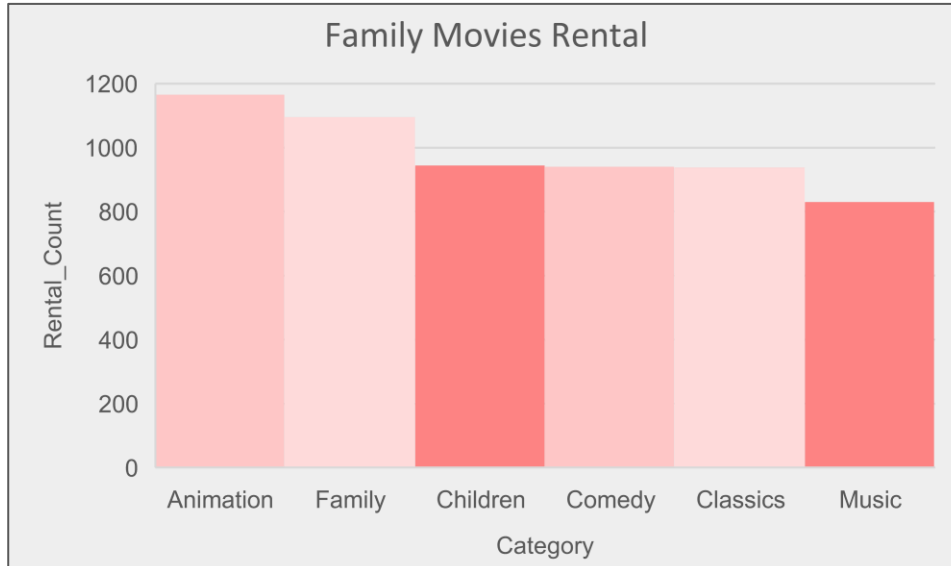


Question 1

We want to understand more about the movies that families are watching. The following categories are considered family movies: Animation, Children, Classics, Comedy, Family, and Music.

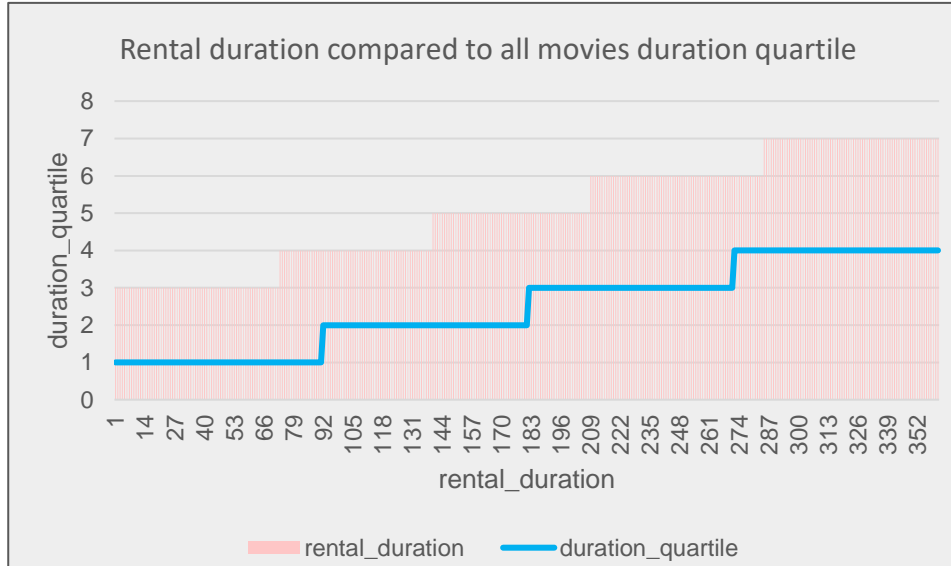
Create a query that lists each movie, the film category it is classified in, and the number of times it has been rented out.



Families tend to rent animation movies the most then Family, Children, Comedy, then Classics movies consequently. The least rented category by families is musical movies.

Question 2

Now we need to know how the length of rental duration of these family-friendly movies compares to the duration that all movies are rented for. **Can you provide a table with the movie titles and divide them into 4 levels (first_quarter, second_quarter, third_quarter, and final_quarter) based on the quartiles (25%, 50%, 75%) of the rental duration for movies across all categories?** Make sure to also indicate the category that these family-friendly movies fall into.

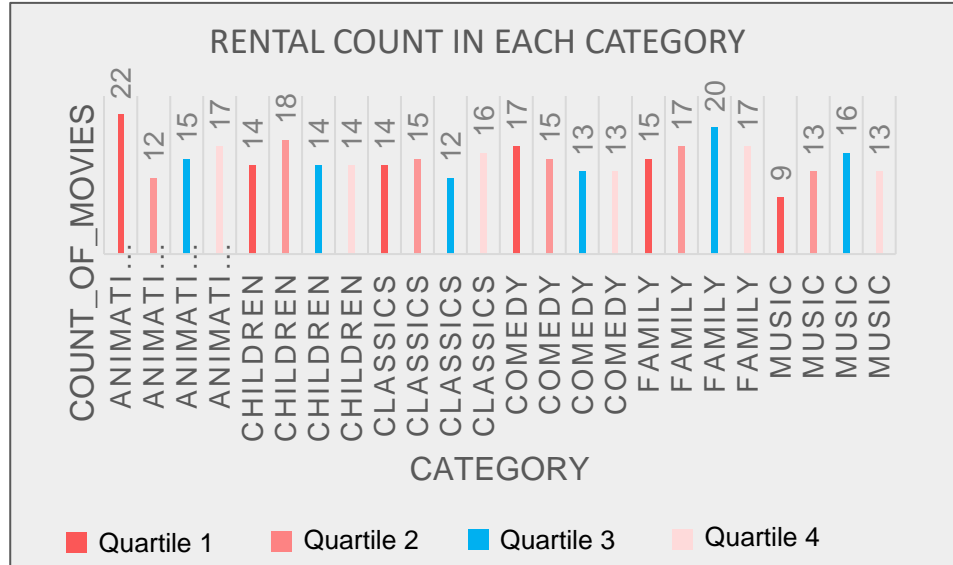


Usually, movies that are rented for less than four days fall under the first quartile which means that their rental duration is shorter compared to other movies. While movies that are rented for more than 6 days are considered in the fourth quartile. The rental duration represented in this chart is for family-friendly movies while the duration quartile helps us to compare these movies to all rented movies.

Question 3

We want to understand more about the movies that families are watching. The following categories are considered family movies: Animation, Children, Classics, Comedy, Family, and Music.

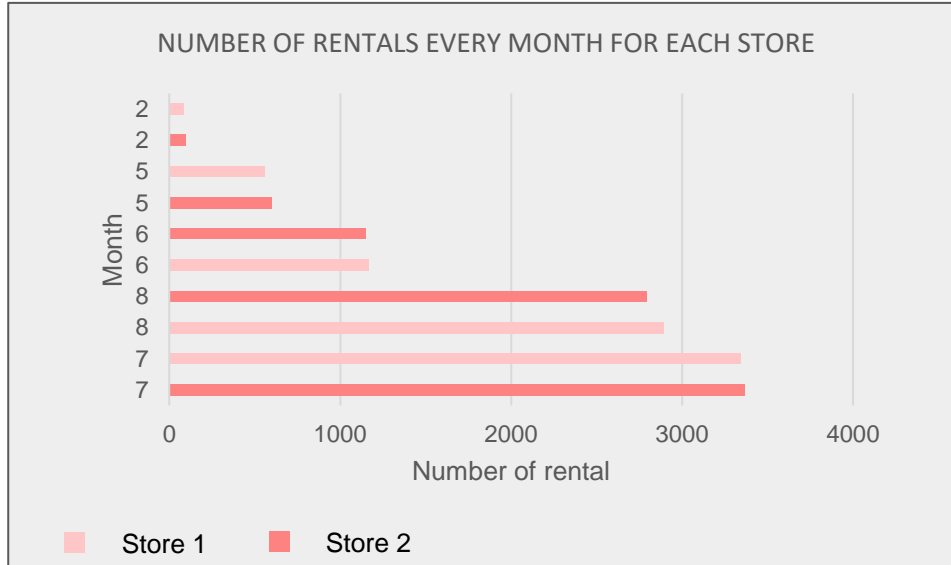
Create a query that lists each movie, the film category it is classified in, and the number of times it has been rented out.



We conclude that Animation movies are the most present category in the first Quartile with a count of 22 which means that their rental duration is shorter compared to other categories present in the family-friendly movies. While Family movies are the most present category in the second and third Quartile. Finally, the four Quartile Animation and Family movies are equally presented.

Question 4

We want to find out how the two stores compare in their count of rental orders during every month for all the years we have data for. Write a query that returns the store ID for the store, the year and month, and the number of rental orders each store has fulfilled for that month.



We can see that the count of rentals between these stores is approximately similar, but store 1 excels more in 7,5 while store 2 excels more in other months. Movies are most likely to be rented in July than any other month in both stores.