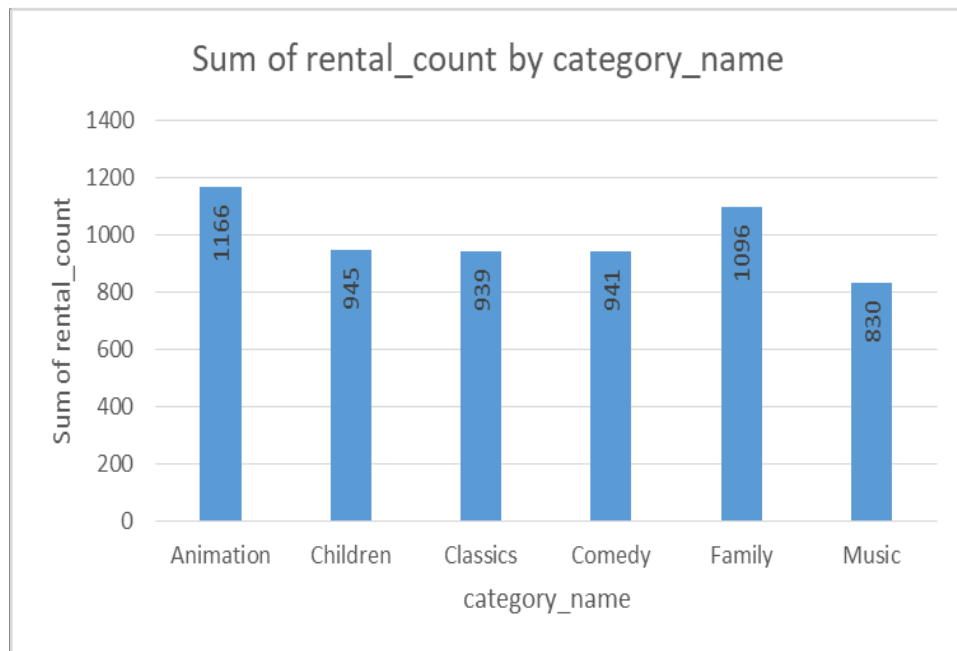


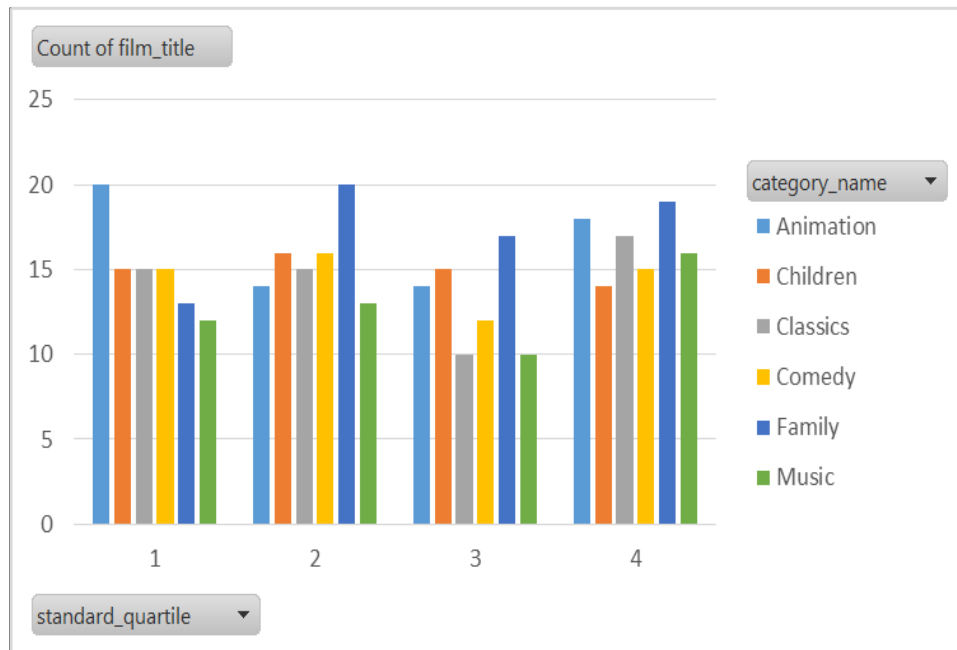
What category of Family movies has the highest rentals?



We can see that the Animation category of the Family movies has the highest number of rentals while the Music category has the lowest number of rentals.

The Children, Classics and Comedy categories bring in roughly the same amount of rentals.

What is the Quartile distribution of all films using rental_duration showing those of the Family friendly films only?



We see that of the Family friendly films, the Animation category has the most films in the first Quartile, while the Family category has the most films in the second, third and fourth Quartiles.

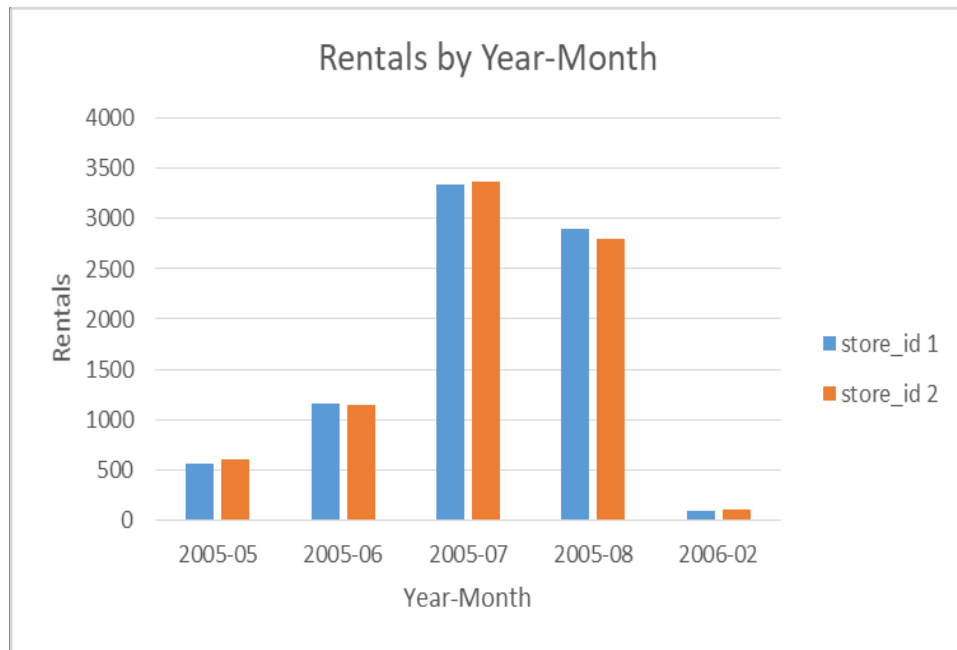
What is the Quartile distribution using rental_duration for the Family friendly films?

category_name	standard_quartile	count
Animation	1	22
Animation	2	12
Animation	3	15
Animation	4	17
Children	1	14
Children	2	18
Children	3	14
Children	4	14
Classics	1	14
Classics	2	15
Classics	3	12
Classics	4	16
Comedy	1	17
Comedy	2	15
Comedy	3	13
Comedy	4	13
Family	1	15
Family	2	17
Family	3	20
Family	4	17
Music	1	9
Music	2	13
Music	3	16
Music	4	13

We can see that the Animation category has the most number of movies in First Quartile with 22 Films, while the Music category has the least with 9.

In the Fourth Quartile, the Family and Animation categories have the most number of films with 17 each. Music and Comedy have the least with 13 each.

What were the total rentals for each store?



We can see that both stores bring in roughly the same amount of rentals every month.