What is the trend in the number of total rental orders till now for each category of family movies ?
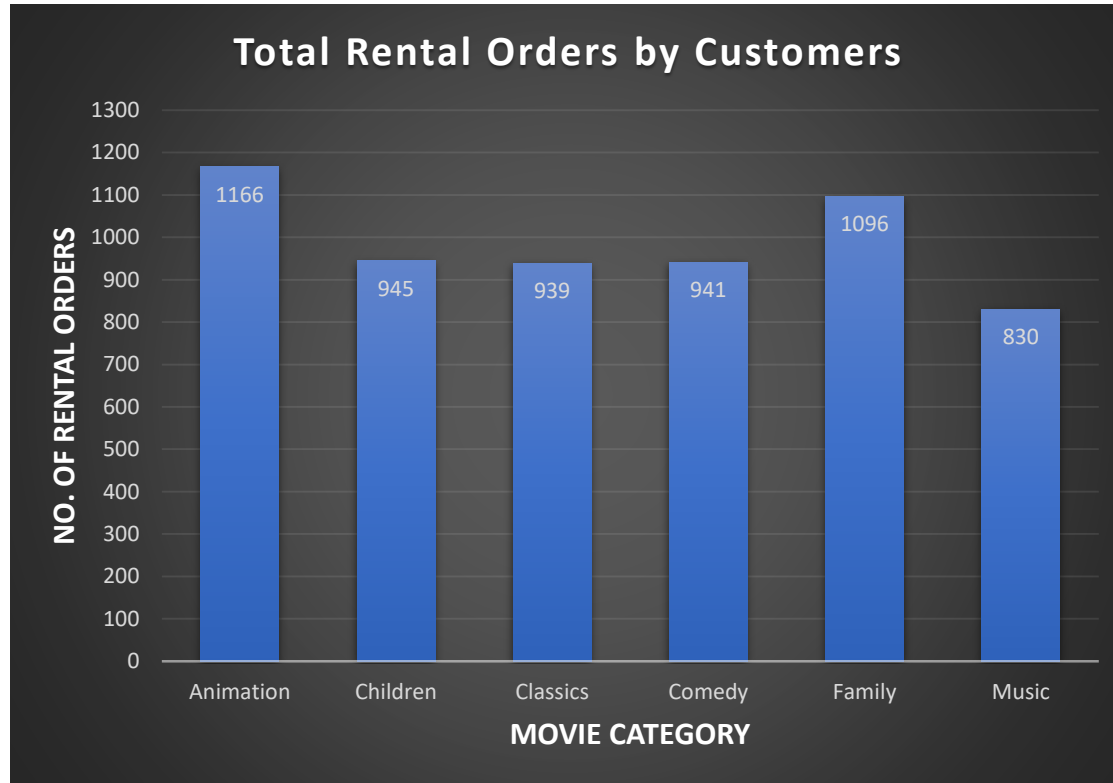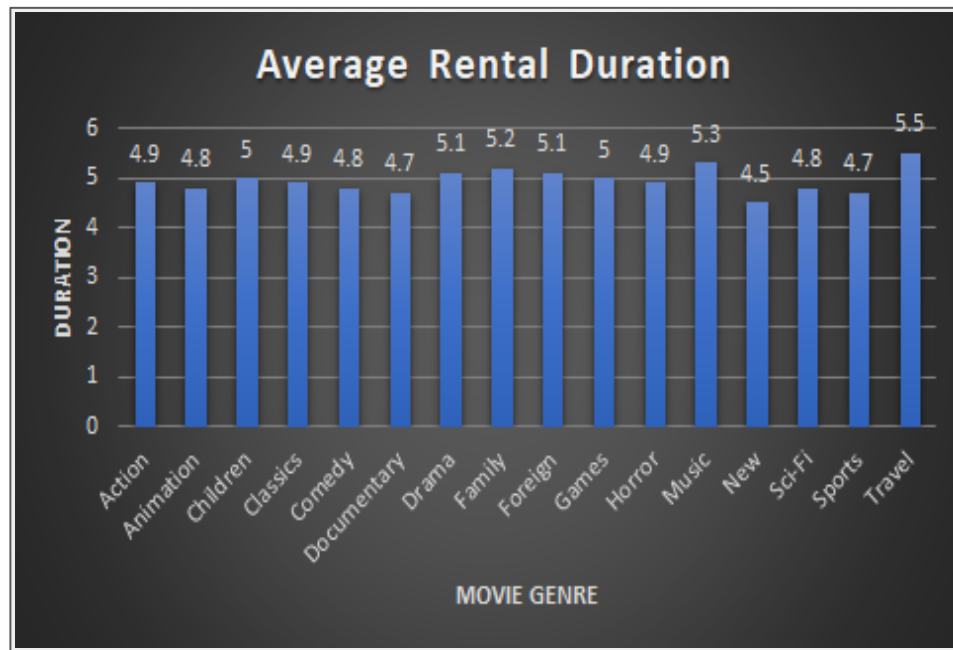

Total Rental Orders by Customers

NO. OF RENTAL ORDERS

Category	Value
Animation	1166
Children	945
Classics	939
Comedy	941
Family	1096
Music	830

MOVIE CATEGORY

The plot is showing the rental orders for each category of family movies till now.

It is evident from the data that families are most likely to rent movies in the 'Animation' category followed by 'Family' category with almost the same interest for 'Children', 'Classics' and 'Comedy' categories and families show least interest to rent 'Music' category movies.
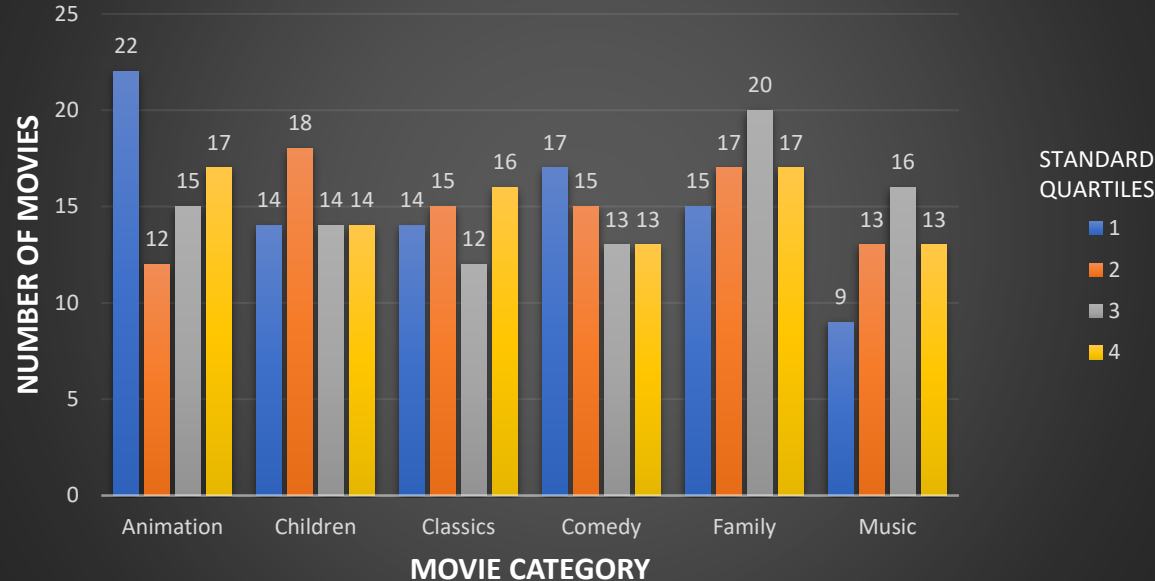
What is the average rental duration of the movies by their genre?

Average Rental Duration

Action 4.9, Animation 4.8, Children 5, Classics 4.9, Comedy 4.8, Documentary 4.7, Drama 5.1, Family 5.2, Foreign 5.1, Games 5, Horror 4.9, Music 5.3, New 4.5, Sci-Fi 4.8, Sports 4.7, Travel 5.5

Travel genre's movies have the most average rental duration and the new movies have least

How can we compare the number of movies in each quartile for each category of family movies if we sort all movies according to the rental duration in ascending order of duration?

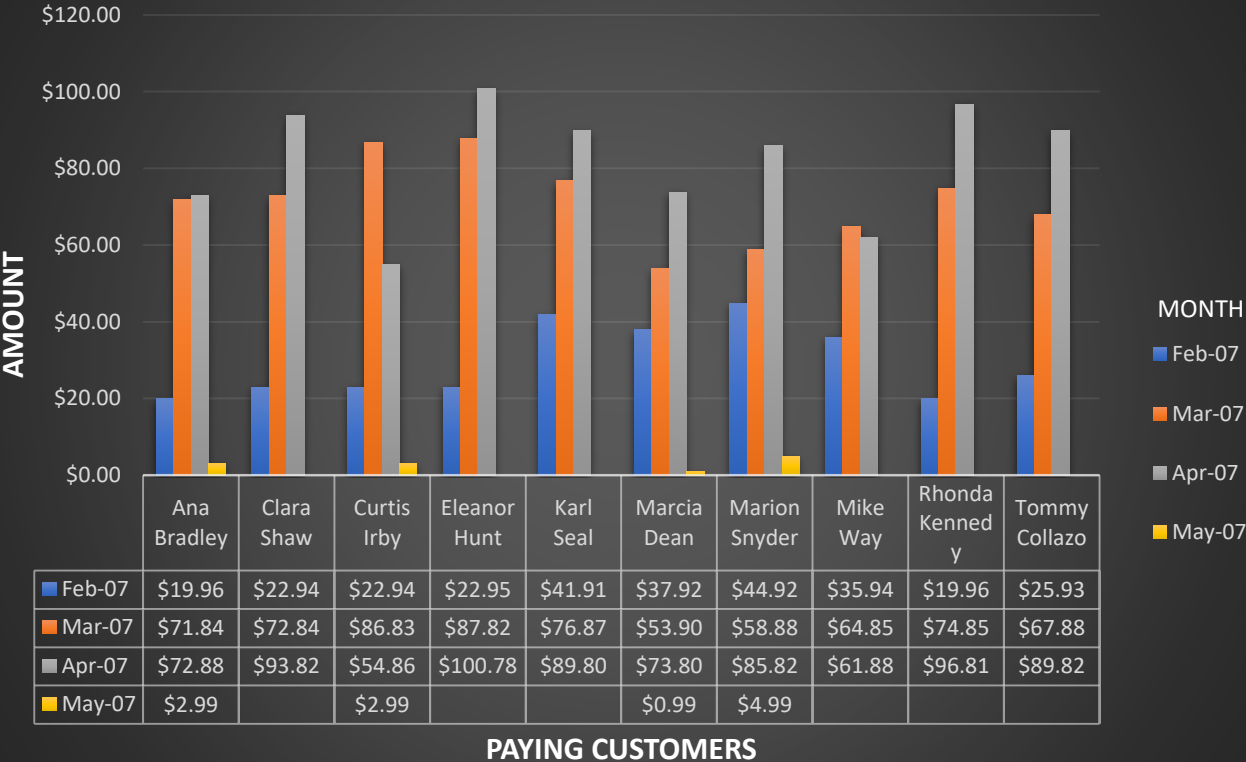Movies Distribution by each Quartile for each category

The plot here shows the distribution of movies by each quartile for each category of family movies when within the database all movies were sorted according to the rental duration in ascending order of duration.

Here, if we see the 'Animation' category, we can clearly tell that it has the highest number of movies in the first quartile in its own category and among all other categories. Within the category, there are 17 movies in the fourth quartile on the second place followed by number of movies in the third and fourth quartile. Similarly, we can do comparison for other categories.

Who were the top 10 paying customers and what was the amount of the monthly payments they made in 2007 ?

TOP 10 PAYING CUSTOMERS IN 2007

	Ana Bradley	Clara Shaw	Curtis Irby	Eleanor Hunt	Karl Seal	Marcia Dean	Marion Snyder	Mike Way	Rhonda Kennedy	Tommy Collazo
Feb-07	$19.96	$22.94	$22.94	$22.95	$41.91	$37.92	$44.92	$35.94	$19.96	$25.93
Mar-07	$71.84	$72.84	$86.83	$87.82	$76.87	$53.90	$58.88	$64.85	$74.85	$67.88
Apr-07	$72.88	$93.82	$54.86	$100.78	$89.80	$73.80	$85.82	$61.88	$96.81	$89.82
May-07	$2.99		$2.99			$0.99	$4.99			

MONTH

Feb-07

Mar-07

Apr-07

May-07

AMOUNT

PAYING CUSTOMERS

The plot is showing the top 10 paying customers in 2007 in order of their names with the amount of the monthly payments they made in 2007.

As we can see here, that Eleanor Hunt has made the top monthly payment of $100 in April 2007.

REFERENCES

Here is the information regarding the code/query references of the visualizations and insights mentioned in the above slides:

1. Slide 1 : Query1 – Code.txt

2. Slide 2 : Query2 – Code.txt

3. Slide 3 : Query3 – Code.txt

4. Slide 4 : Query4 – Code.txt