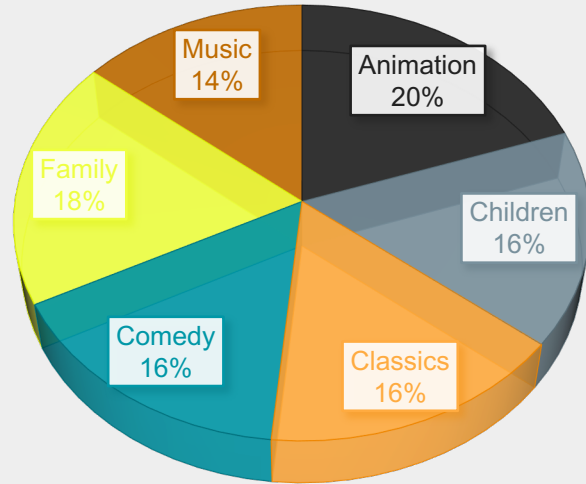


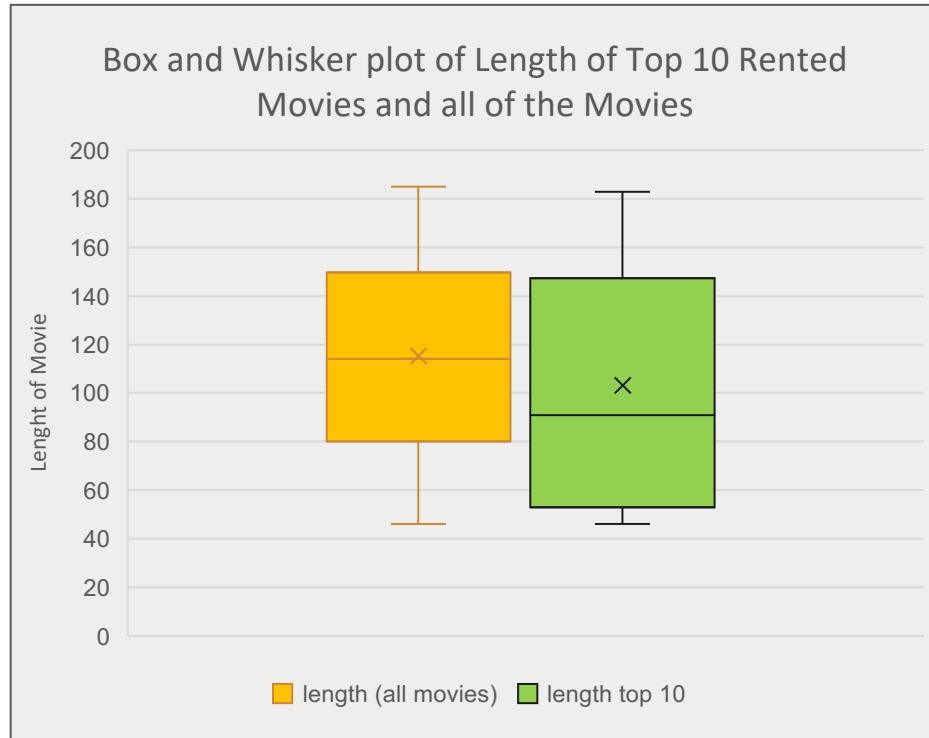
What were the most popular family-friendly categories of movie?

PERCENTAGE OF FAMILY RENTALS



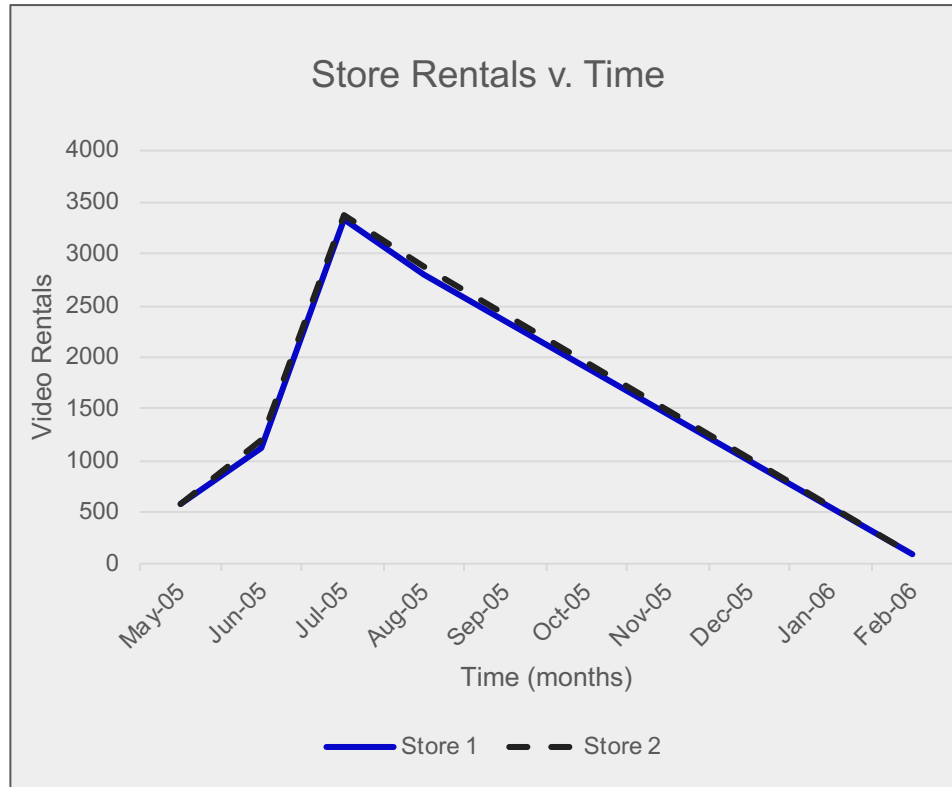
The most popular category of friendly family movie was Animation that covered 20% of all family-friendly movie rentals. The least popular family-friendly movie category was Music which covered only 14% of family-friendly movie rentals.

Is there a relationship between the most popular movies and the length of the movie?



The orange box-and-whisker plot is the five-number summary for the run-time (the length of time the movie lasts) of all movie titles shared between the two movie rental stores. The green box-and-whisker plot is the five-number summary for the run-time of the top 10 most rented movies. I believe the biggest takeaway is that the median for the duration of the top 10 movies is significantly lower (~1.5 hrs) than for the median of all movies (~110 minutes) POSSIBLY indicating that the more popular movies are under 110 minutes.

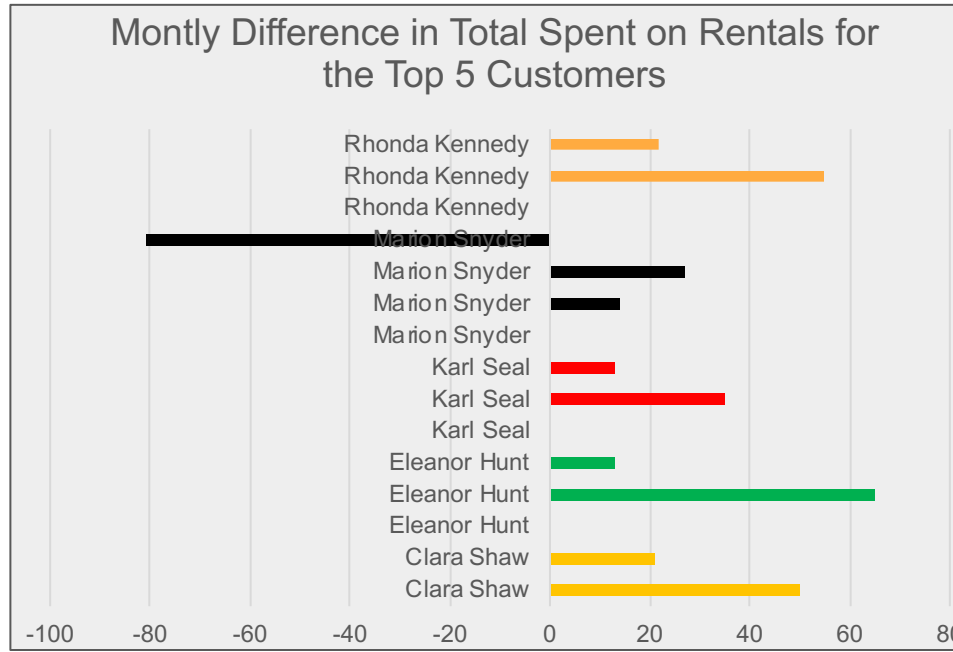
Is the decrease in movie rentals occurring across both stores?



If we plot the total movie rentals verse time, then it is easily seen that movie rentals have, indeed, taken a dramatic decline. One possible/probable reason for this is increasing competition in the mid-late 2000s from services such as Redbox and Netflix.

The major increase in sales from May 2005 – June 2005 can be explained by the summer season, since, many people tend to have a little more leisure time in the summer, and therefore, watch more movies. It is quite possible that there will be another increase in sales in May 2006.

Who are the top 5 customers and what is the difference in their monthly spending?



As can be seen from the bar chart the top 5 paying customers are: Rhonda Kennedy, Marion Snyder, Karl Seal, and Eleanor Hunt. The largest increase in spending was for Eleanor with a value of \$64.87 from February 2007 to March 2007. The largest decrease in spending was for Marion Snyder with a decrease in \$80.83 from April to May 2007.