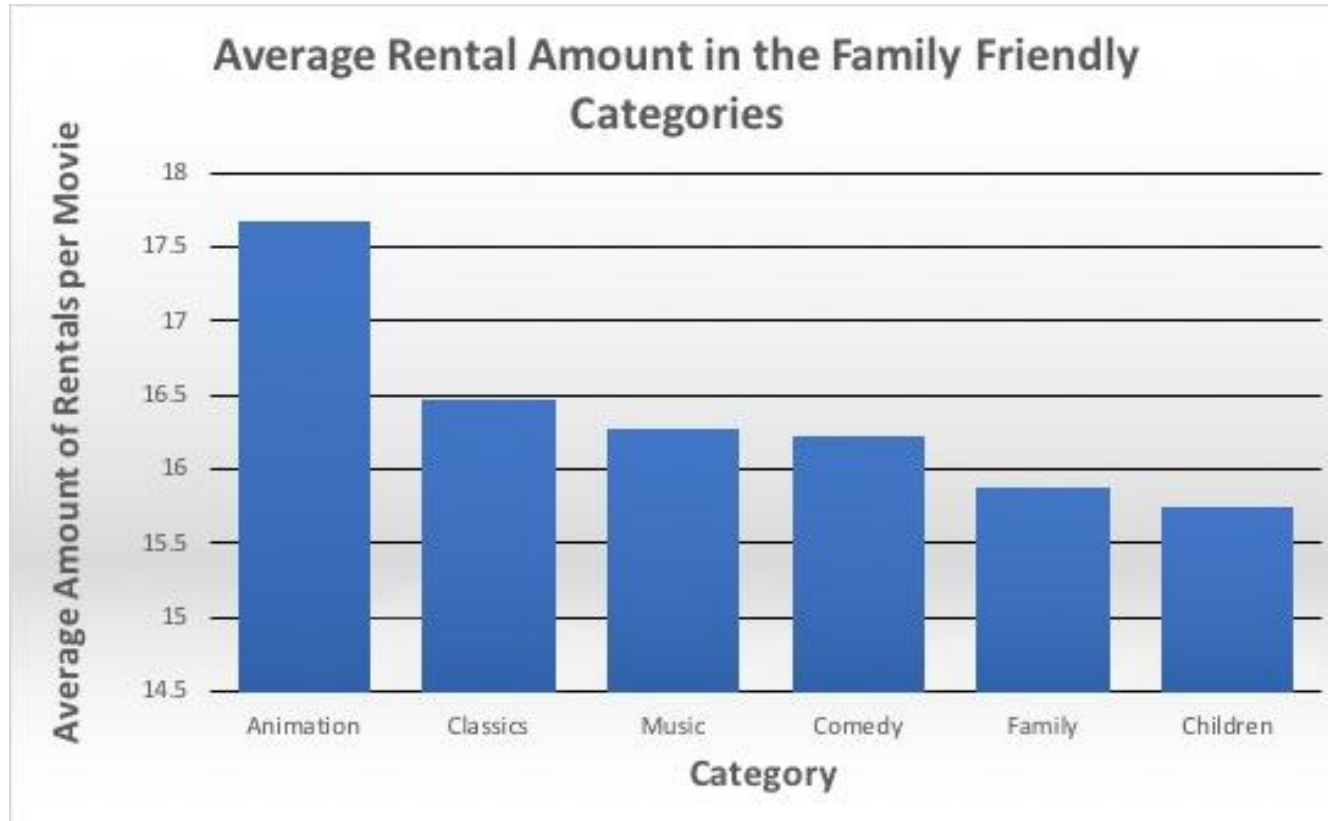
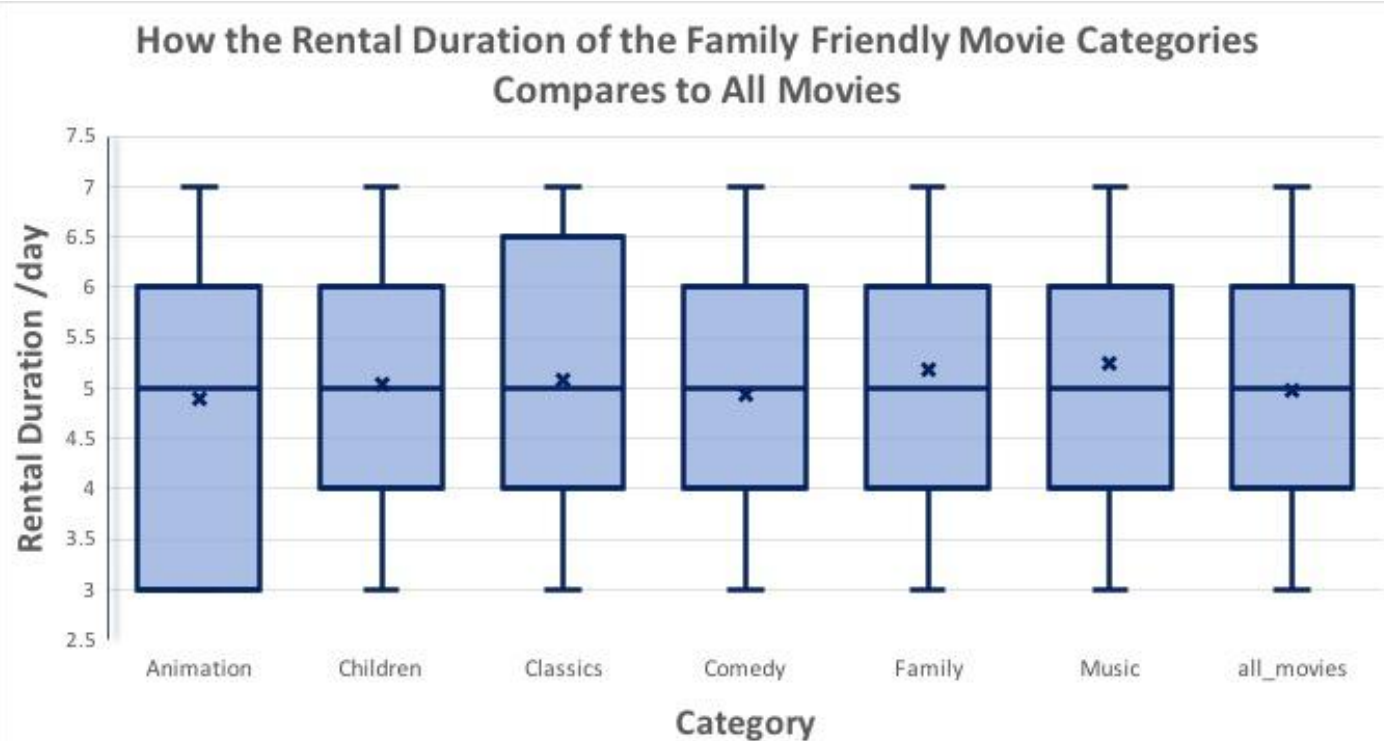


Q1. On average, movies in which of the family friendly categories are rented the most?



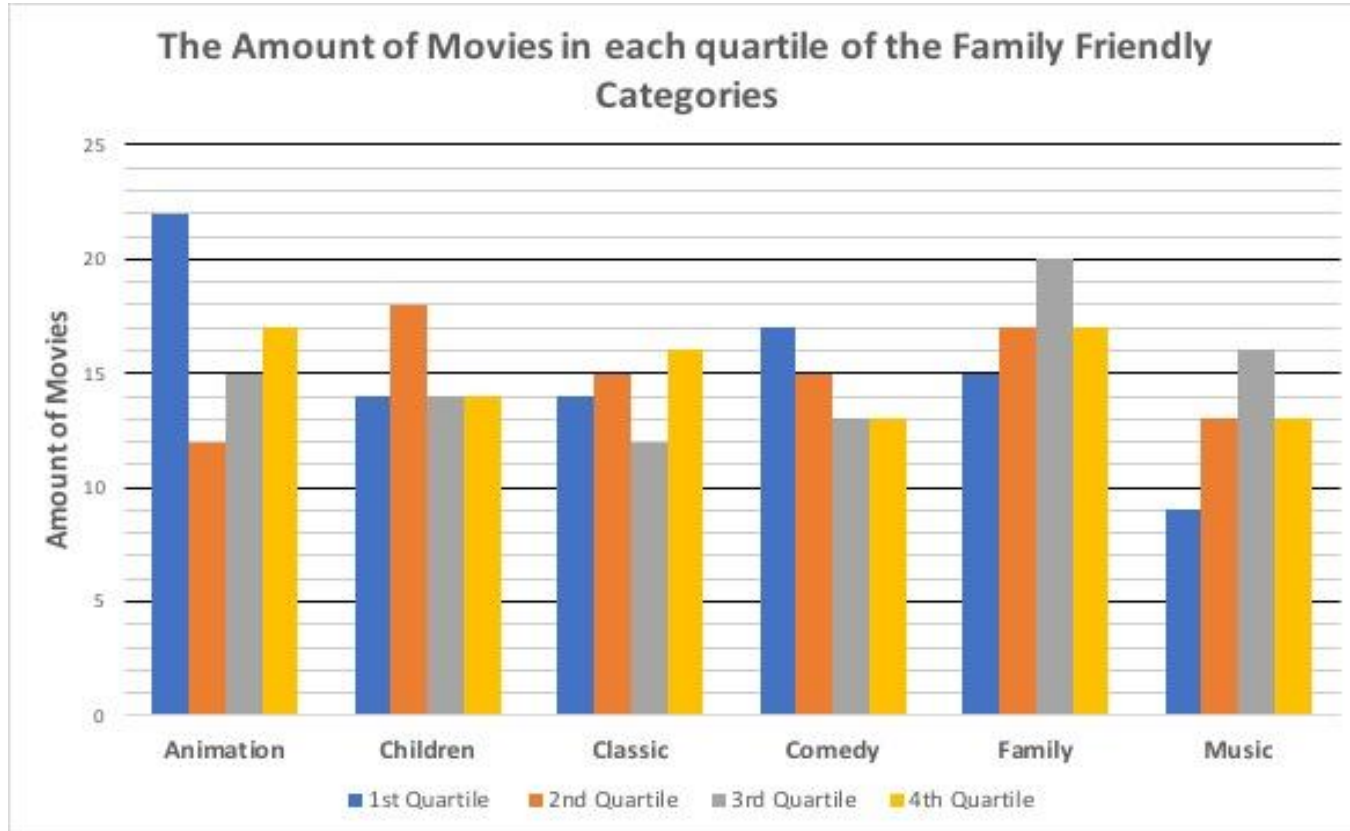
Sampling from the company's entire rental history, movies in the Animation category are generally rented most often. Movies in the Children category are rented least often.

Q2. Can you provide a table with the all movie titles and divide them into 4 levels based on the quartiles (25%, 50%, 75%) of the rental duration for movies across all categories? And compare this with the spread of each of the family friendly categories.



4 out of the 6 family friendly categories have higher average durations than the average duration of all movies. All movies in the family friendly categories have the same minimum, maximum and median duration.

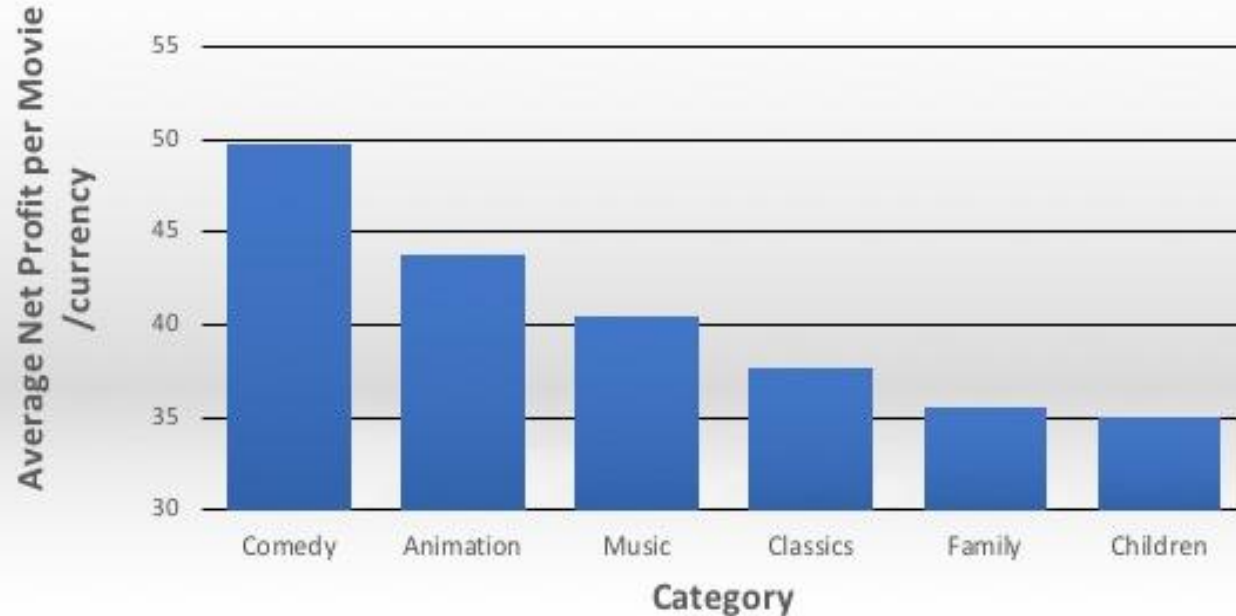
Q3. Provide a table with the family-friendly film category, each of the quartiles, and the corresponding count of movies within each combination of film category for each corresponding rental duration category.



The animation category has the highest amount of films whose durations falls within the 1st quartile. Music has the least amount of movies in the in the first quartile.

Q4. Out of the 6 categories in the family friend movies group, which should Sakila DVD Rental invest in?

**The Profit Margins for the Average Movie in the Family Friendly Categories**



The average net profit per movie is highest in the Comedy section. As we've seen from previous slides, it isn't the category with the most amount of rentals but the average rental price is significantly higher than other family friendly categories. This factors amongst others leads it to having the highest average net profit.