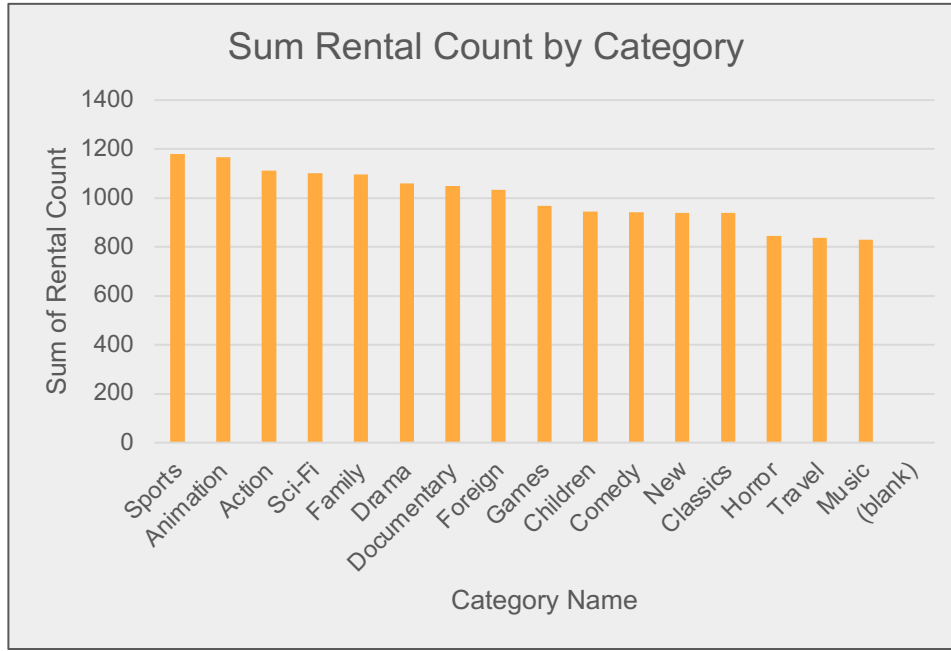
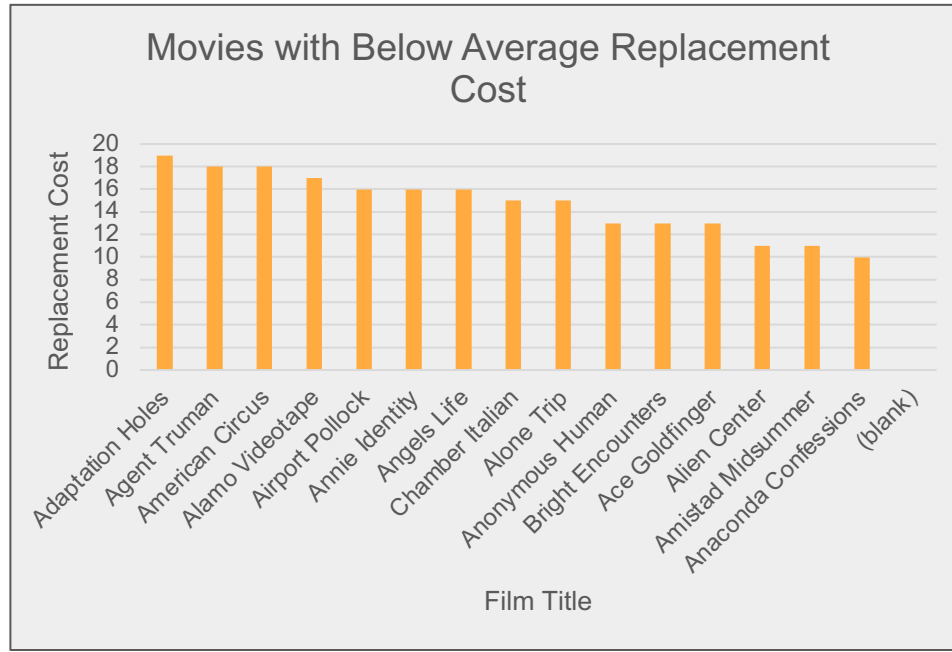


Which category is most popular with customers?



From the PivotChart, we can see that films in the Sports category are the most rented out, so we can conclude that films in the Sports category are the most popular with customers.

In a survey conducted, a number of consumers stated that one of the main reasons they hesitate to rent out films was the replacement cost. Therefore, we would like you to prepare sample of the films in the store with below average replacement cost, to determine what steps to take.

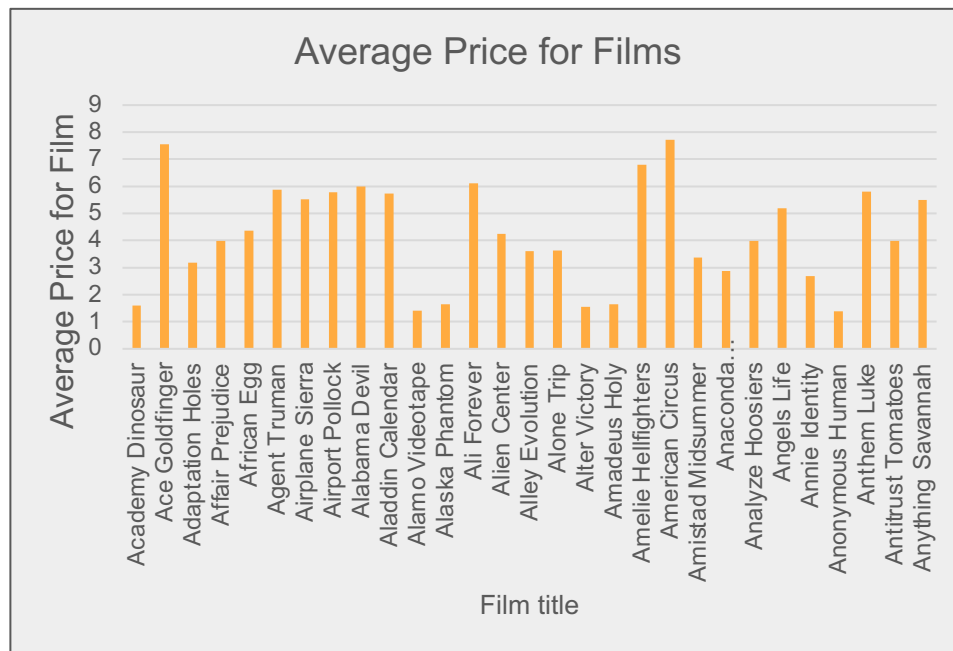


From the PivotChart, we can see that all the films in the sample have a replacement cost that is below \$20.

This could indicate that the consumer's interviewed don't have a lot of money for luxuries.

We recommend hosting a movie night in the store every month, where people can book a movie beforehand and watch it.

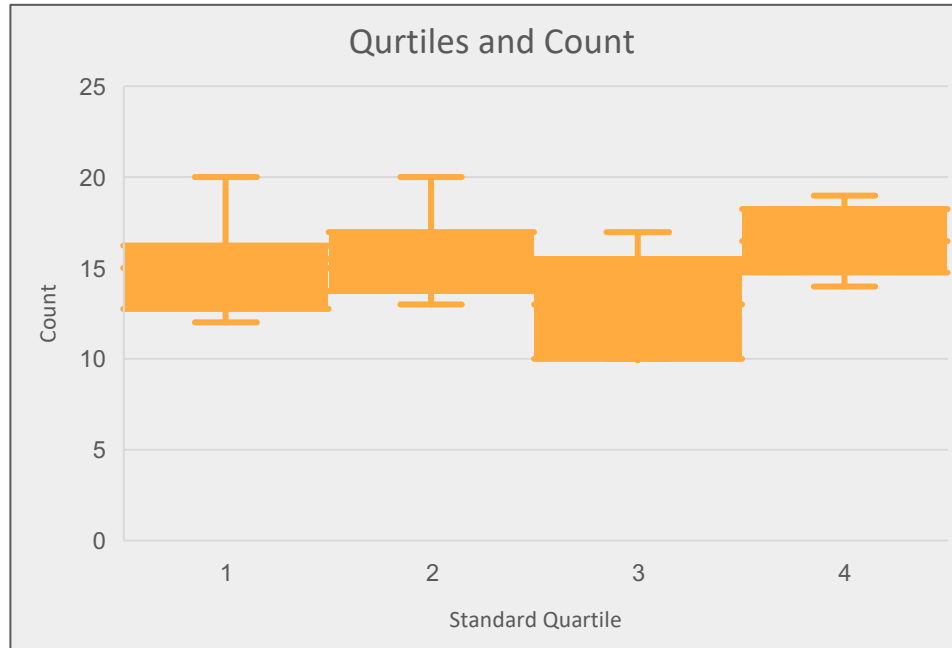
We noticed that you can rent out the same film at different prices. We'd like to know the average price for each movie.



Because the output of query was over 900 observations, I decided to graph a sample of the output.

As we can see there is a range of prices, and all below \$8.

We would like to determine the outliers in rental duration for films in the family-friendly category.



Boxplot are the best chart to determine outliers.

From the graph we can see that we have 7 outliers, and all values are in the range 10-20.

We can also see that each quartile has two outliers, except the 3rd quartile, which only has one .