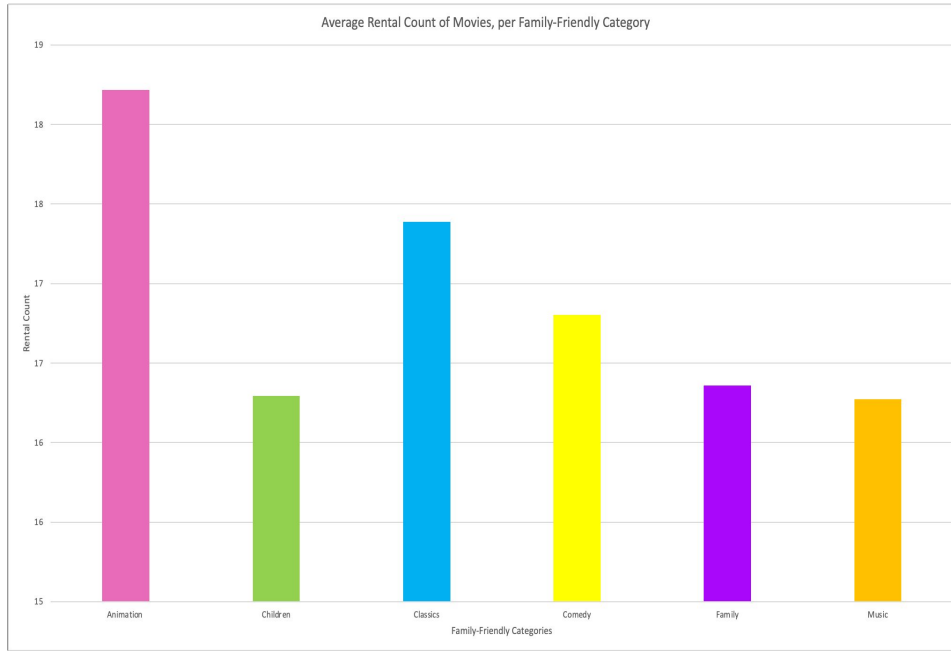
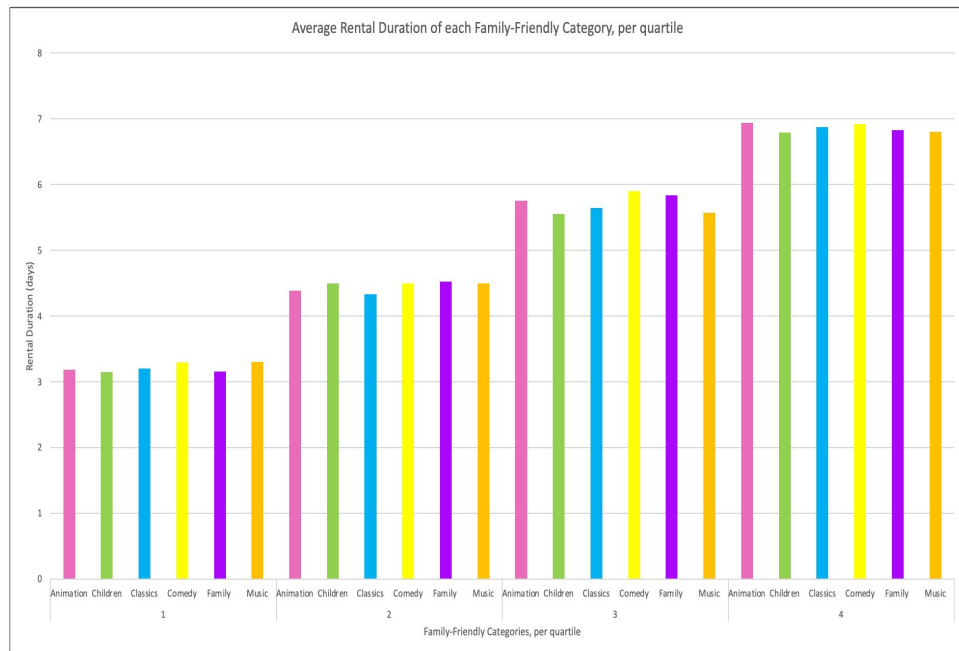


How popular are the Family-Friendly movie categories?



The Children, Music and Family categories are amongst the least popular, according to the average number of times films in this category were rented. While Animation leads the way as the most popular category followed by Classics and Comedy.

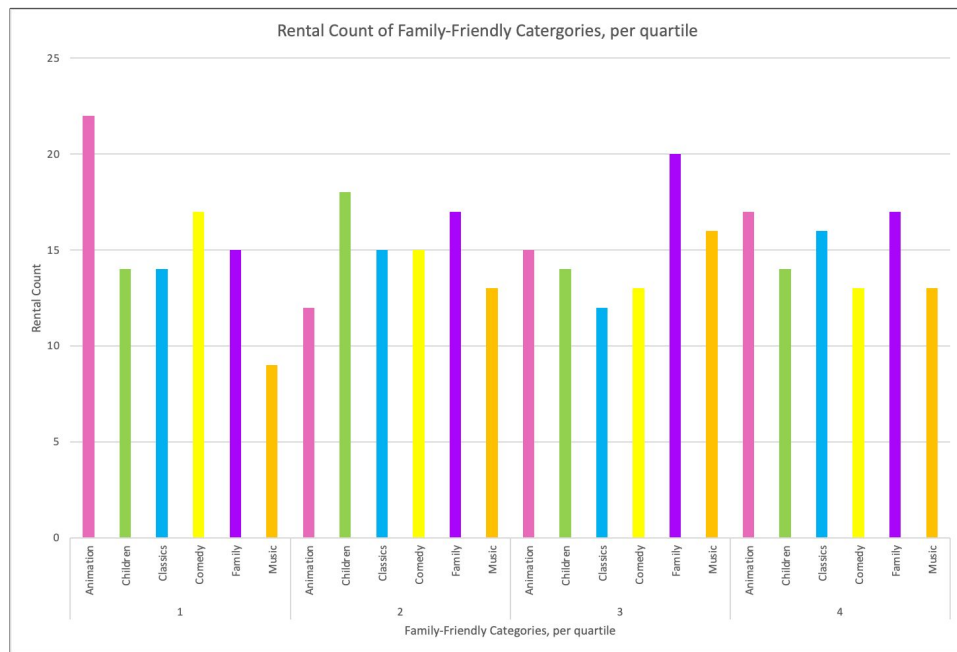
What is the rental duration of Family-Friendly movie categories, per quartile?



Each quartile has different Family-Friendly categories as the most popular according to the average rental duration:

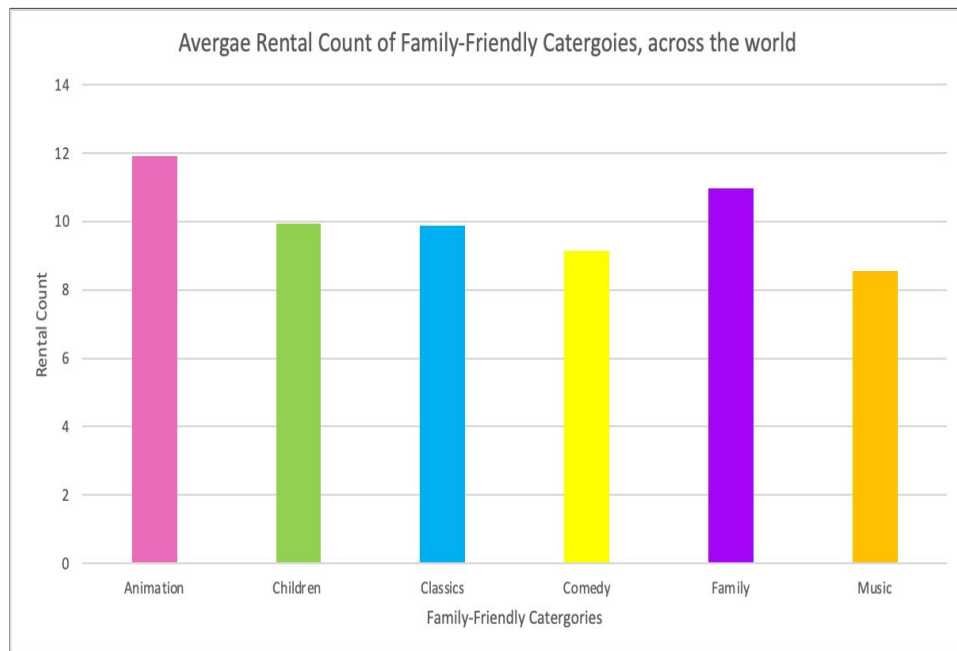
- 1st quarter Comedy and Music were rented for the longest duration
- 2nd quarter only Animation and Classics were rented for the shortest duration
- 3rd quarter Comedy was rented for the longest duration
- 4th quarter Animation, Classics and Comedy were rented for the longest duration

What is the rental duration of Family-Friendly movie categories, per quartile?



Movies from the Animation category were rented the most amount of times during the first and last quarter. In the second quarter movies from the Children category were rented the most amount of times, and movies from the Family category were rented the most from the third quarter.

How popular are the Family-Friendly categories globally?



Globally the Family-Friendly category of Animation is the most popular, with the highest average rental count.

The category Family and Children are also quite popular world wide. Followed by the categories Classics, Comedy and Music as the least popular, with smaller average rental counts.