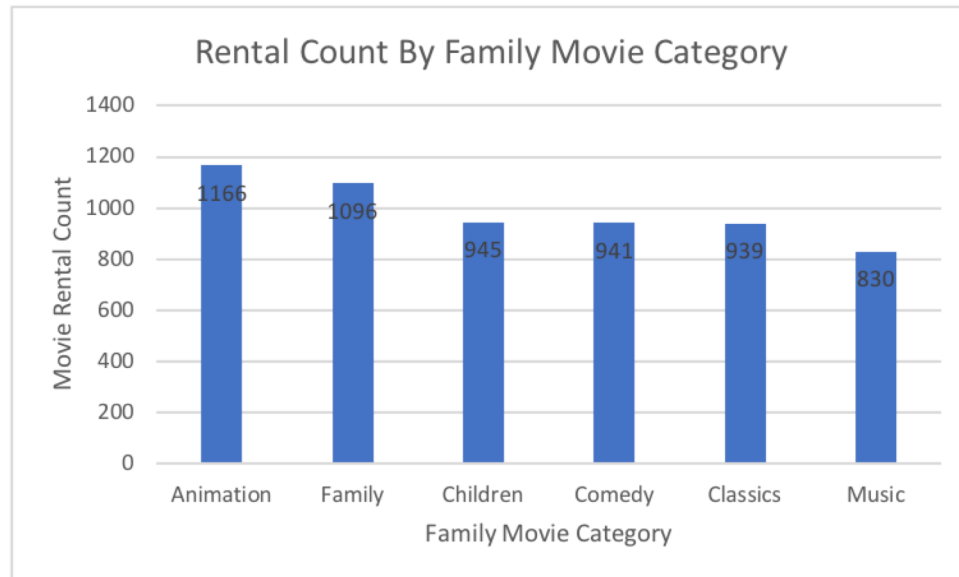
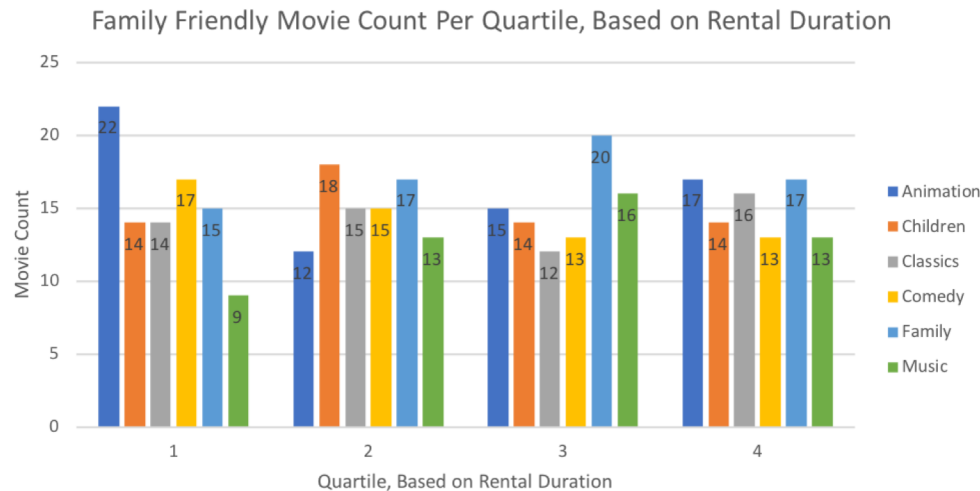


Question 1: How many times were family movies rented out (by category)?



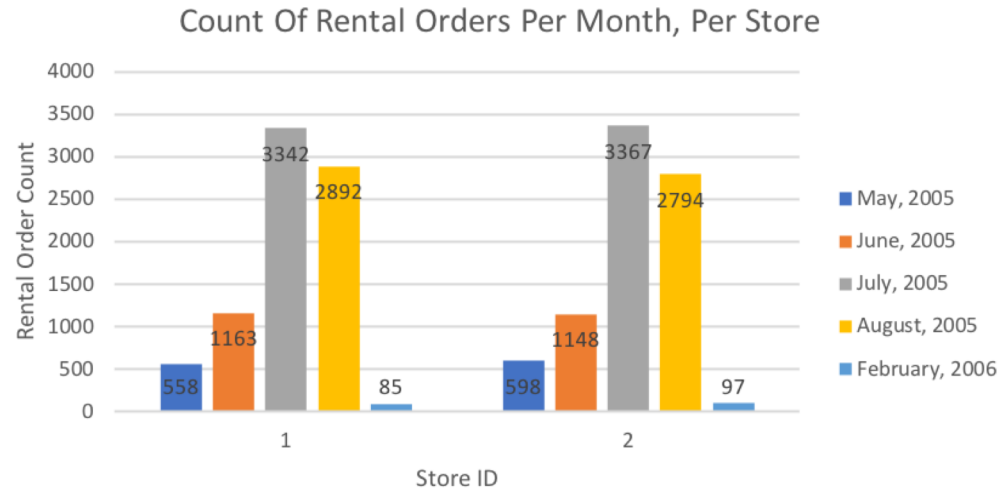
We can see that movies in the Animation and Family categories were rented the most of all family movies. Movies in the Children, Comedy, and Classics category followed in popularity, with movies in the Music category as the least frequently rented.

Question 2: For quartiles based on movie rental duration, what is the breakdown of family-friendly movies, by category, in each quartile?



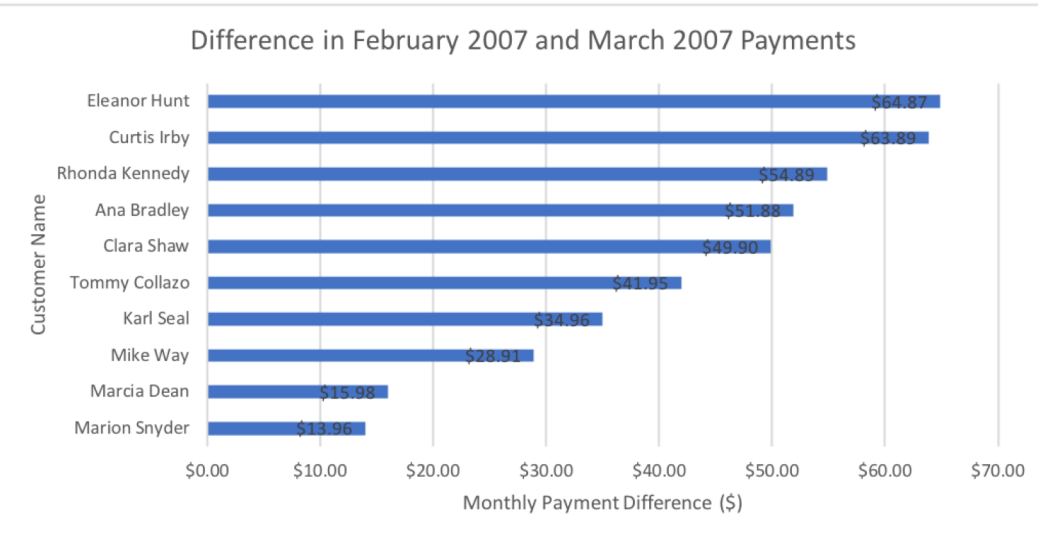
Quartiles here are based on movie rental duration. This chart shows how many movies from each category are present in each quartile. There are various insights we can take away from this chart. For example, if we look at the Animation category, we see that most animation movies are in Quartile 1, followed by Quartile 4, Quartile 3, and Quartile 2. For another example, if we look at Quartile 1, we see that most movies in this quartile are of the Animation category, followed by Comedy, Children and Classics, Family, and then Music. We can repeat these same types of analyses on each movie category and quartile, respectively.

Question 3: How do the two stores compare in their count of rental orders per month?



For both stores, rental orders were greatest in July 2005, followed by August 2005, June 2005, May 2005, and then February 2006, which had the least orders of all months. In May 2005, July 2005, and February 2006, Store 2 had more rental orders than Store 1. In August 2005 and June 2005, Store 1 had more rental orders than Store 2.

Question 4: For the top 10 paying customers of 2007, what is the difference across their monthly payments during February 2007 and March 2007?



This plot shows the difference between monthly payments for February 2007 and March 2007 for the top 10 paying customers of 2007. In March 2007, Eleanor Hunt paid the greatest difference from her February 2007 payment, at \$64.87, of all ten top paying customers.