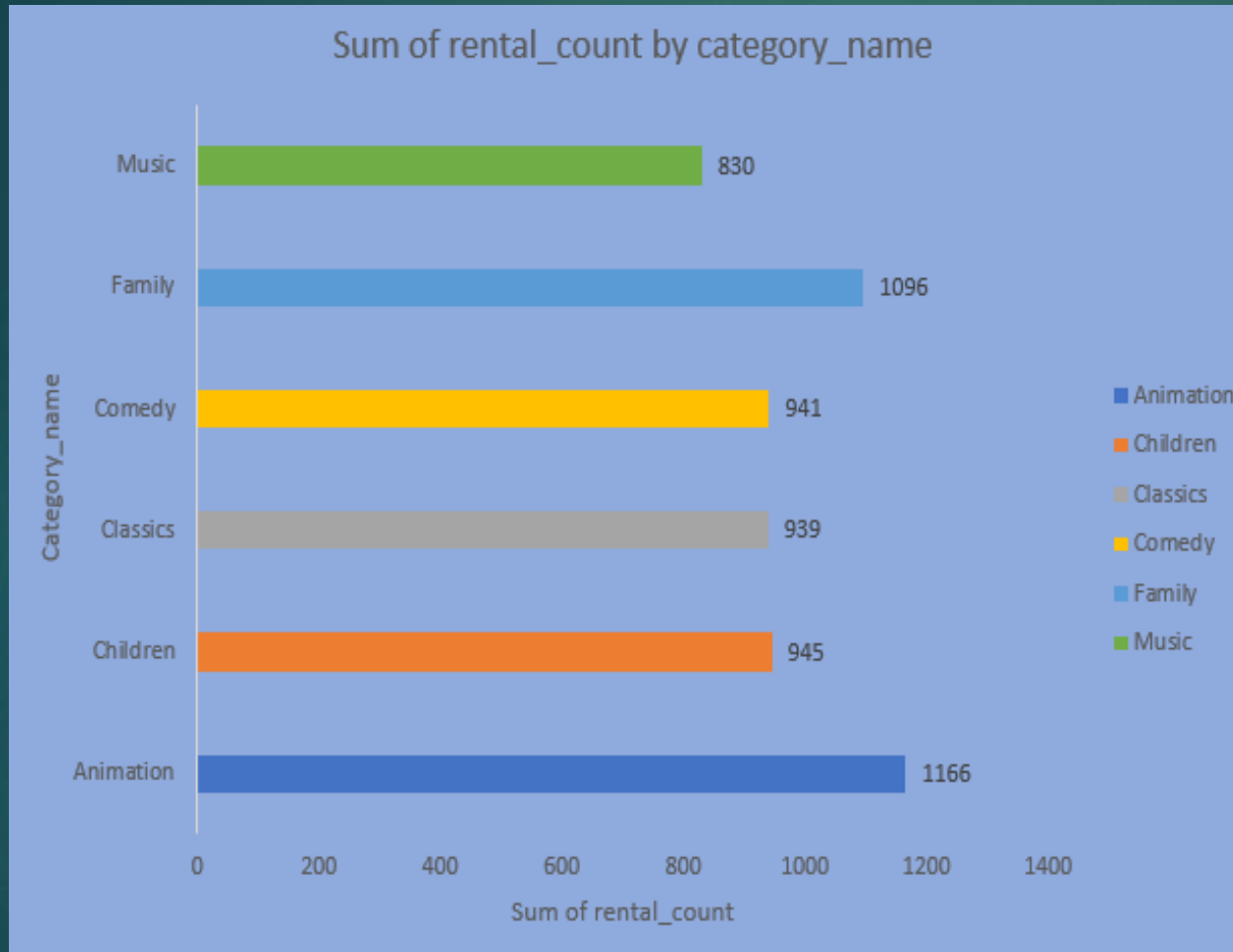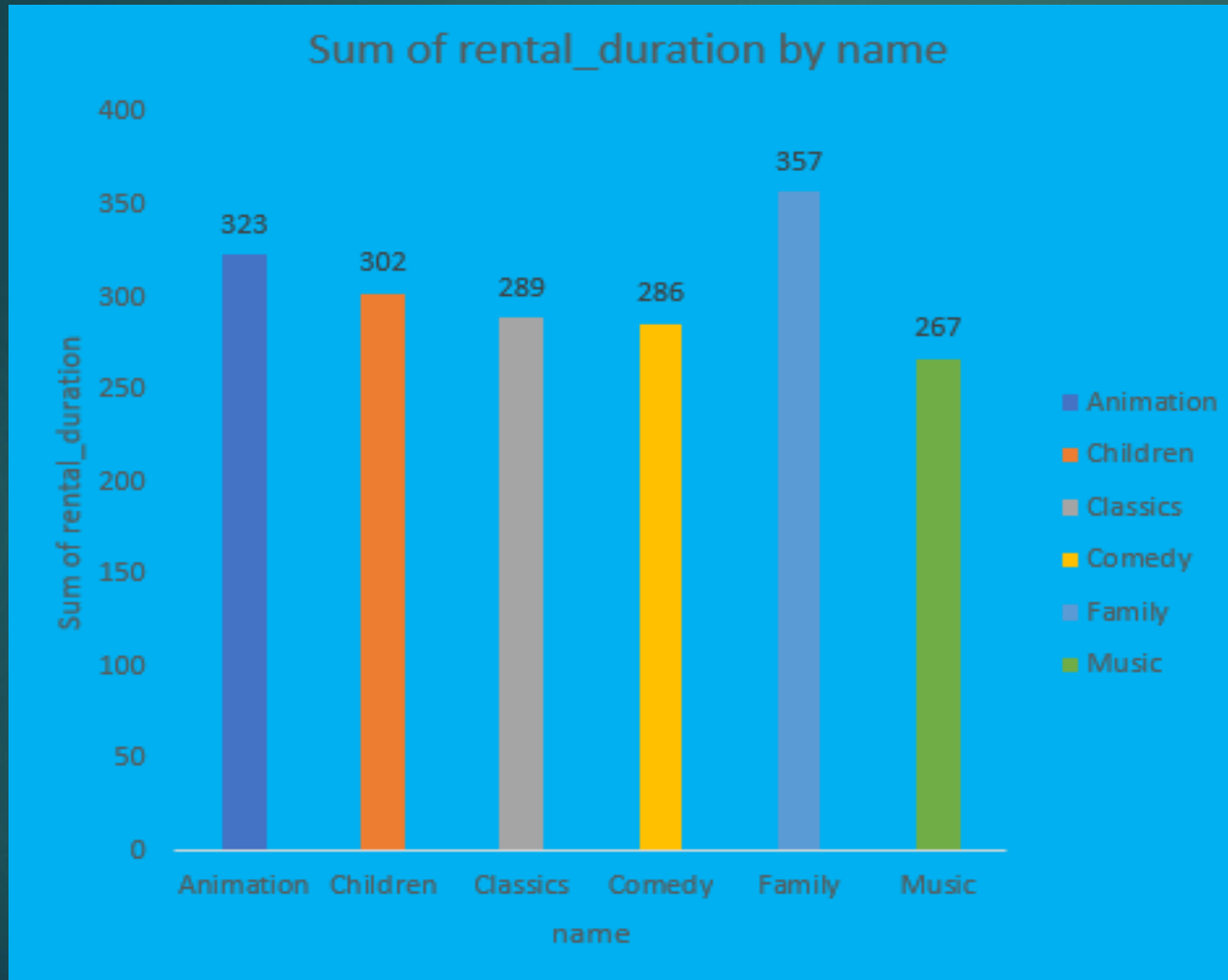We want to understand more about the movies that families are watching. Animation, Children, Classics, Comedy, Family and Music are considered as family movies.
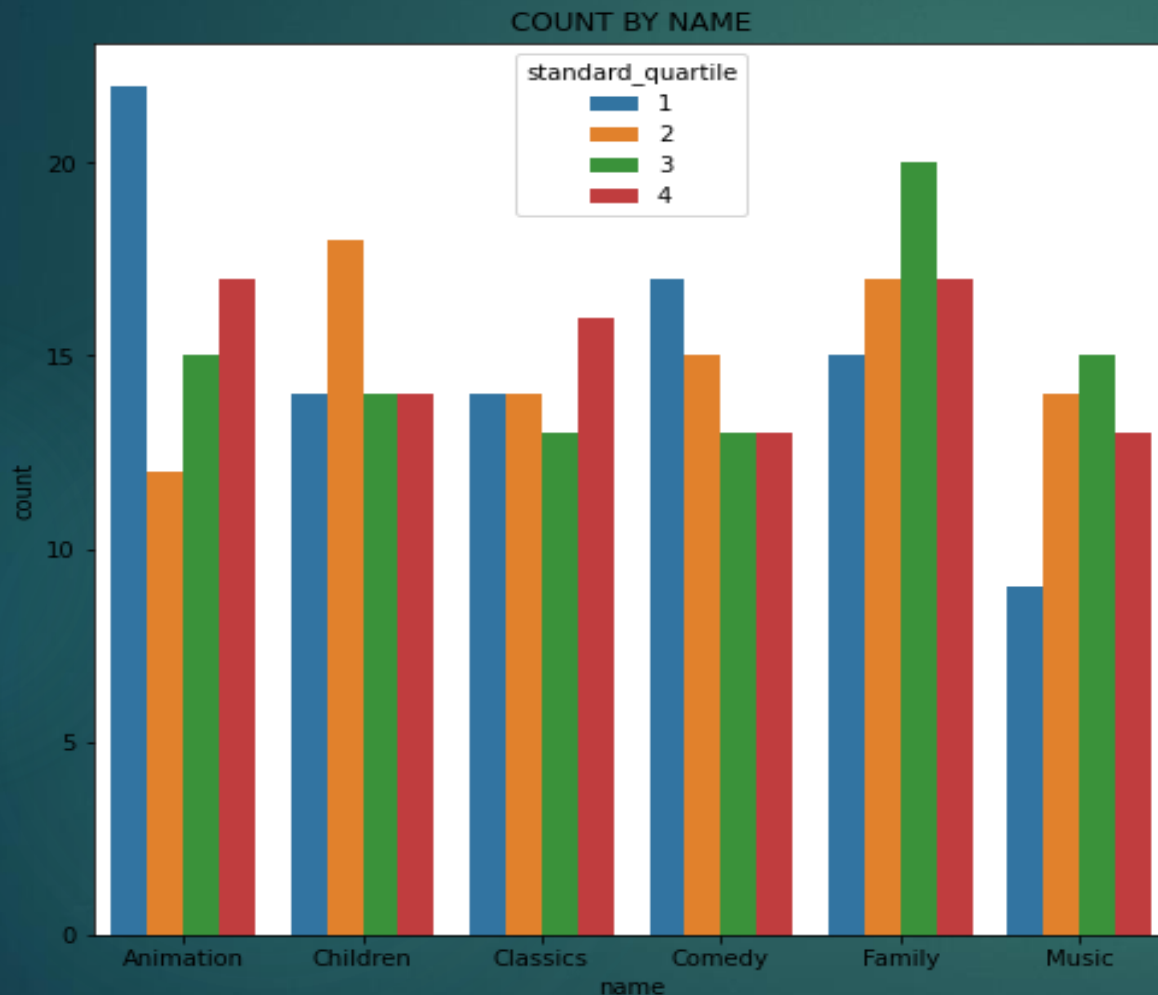

Sum of rental_count by category_name

- From the visualization, it appeared that more families like watching animation movies followed by family movies, almost the same number of families watch comedy, children and classics, the least movie category watched by families is music.

WS+QS #1_Q1

Now we need to know the length of rental duration in each movie category of these family-friendly movies.

Sum of rental_duration by name

- Animation: 323
- Children: 302
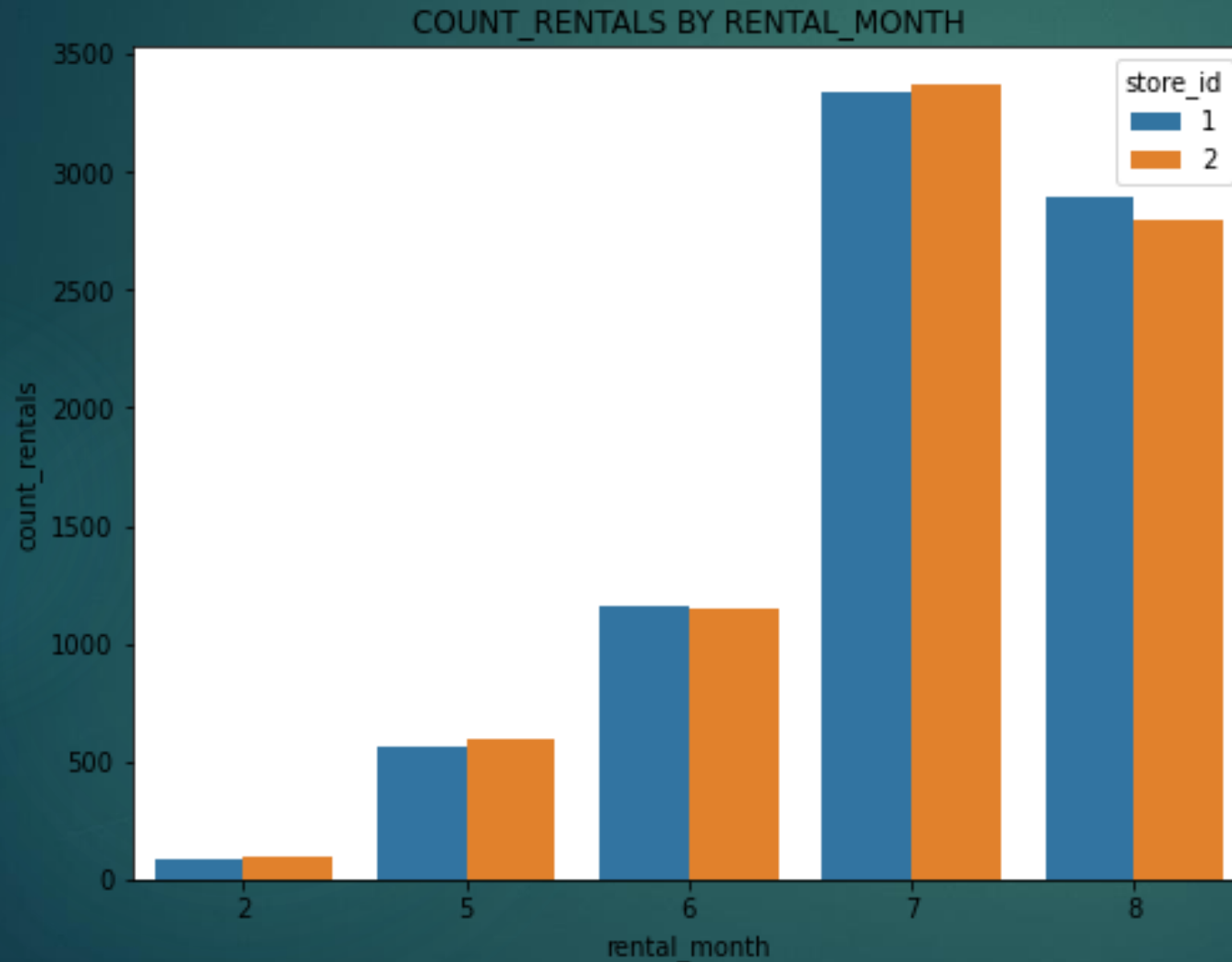- Classics: 289
- Comedy: 286
- Family: 357
- Music: 267

▶ From the visualization, family movies have the highest length of rental duration followed by animation. children, classics and comedy have slight differences in the length of rental duration. Music has the least length of rental duration in the family friendly movies.

WS+QS #1_Q2

We want to know the count of movies within each combination of film category for each corresponding rental duration category.

COUNT BY NAME

▶ The first quartile of the rental duration category has the highest movie count in the animation film category.

▶ The second quartile of the rental duration category has the highest movie count in the children film category

▶ The fourth quartile of the rental duration category has the highest movie count in the classics film category.

▶ The first quartile of the rental duration category has the highest movie count in the comedy film category.

▶ The third quartile of the rental duration category has the highest movie count in the family film category.

▶ The third quartile of the rental duration category has the highest movie count in the music film category.

WS+QS #1_Q2

We want to find out how the two stores compare in their count of rental orders during every month for all the years we have data for

COUNT_RENTALS BY RENTAL_MONTH

- ▶ From the visualization, the highest rental orders occurred in July.

- ▶ The second store has more count of rental orders than the first store in February.

- ▶ In May, the second store has more count of rental orders than the first store.

- ▶ In June, the first store has more count of rental orders than the first store.

- ▶ In July, the second store has more count of rental orders than the first store.

- ▶ In August the first store has more count of rentals orders than the first store.

WS+QS #2_Q1