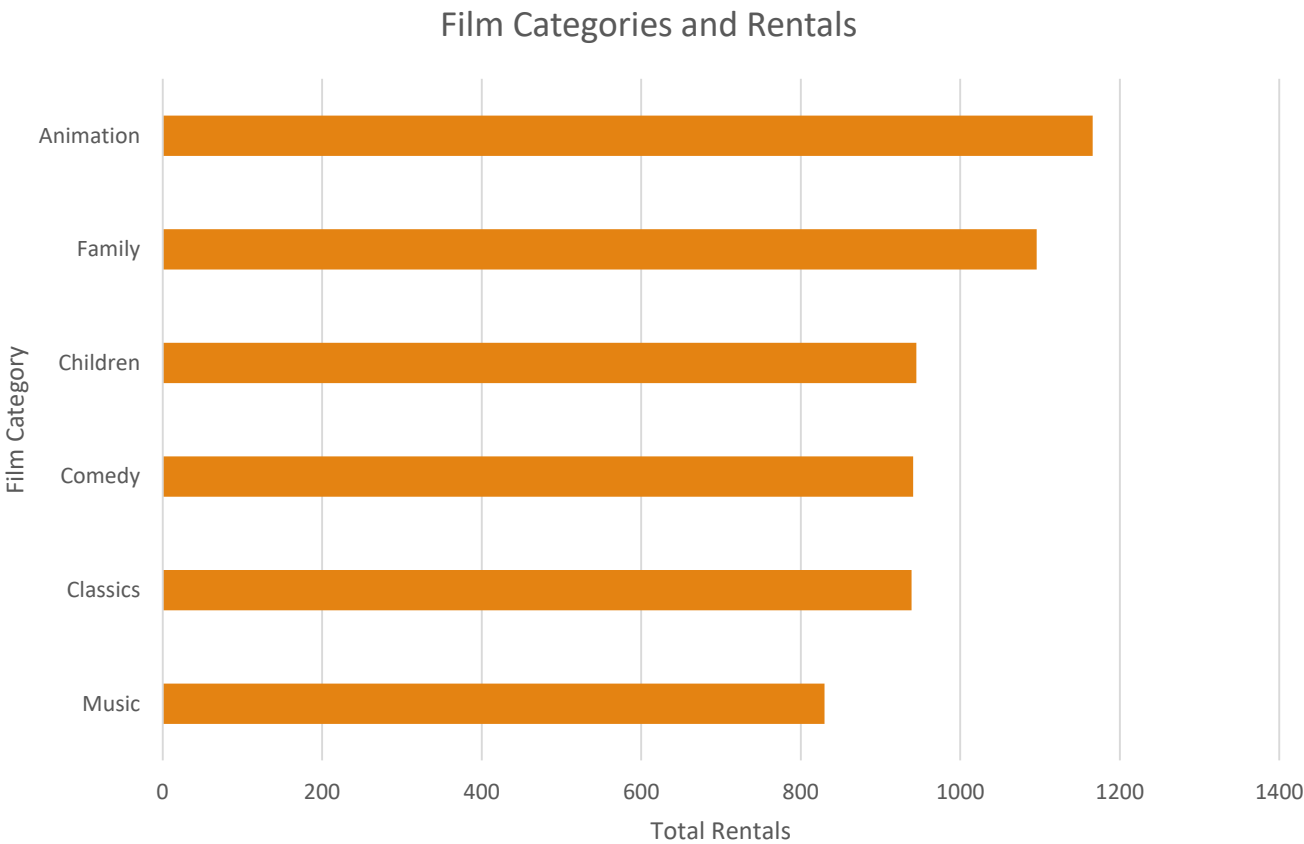


Figure 1:

What is the most and least rented out category in the family movies?

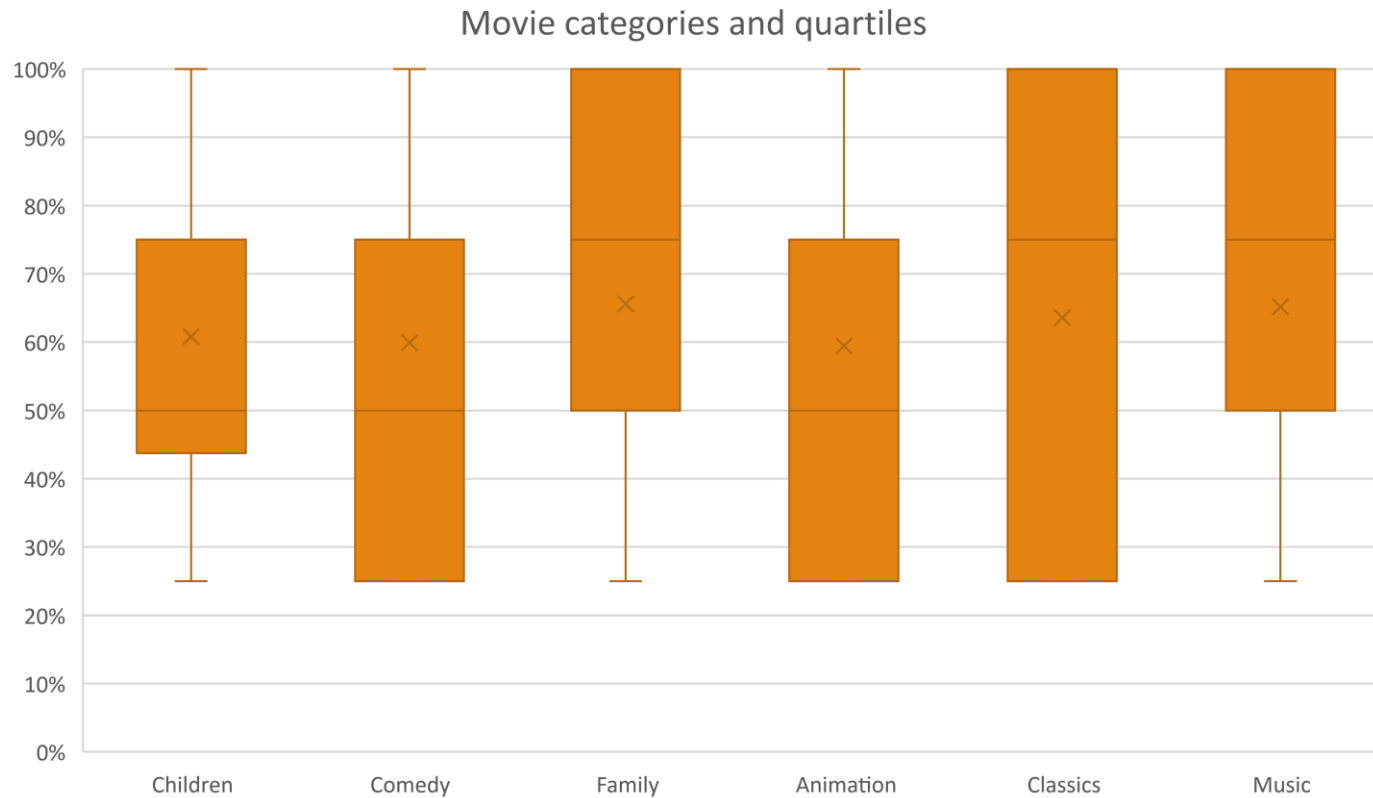


Description:

- Animation is the most rented out category with 1,166 rentals followed by Family with 1,096 rentals.
- The least rented out movie category is music with 830 rentals

Figure 2:

What are the measures of central tendency in the family movies category?



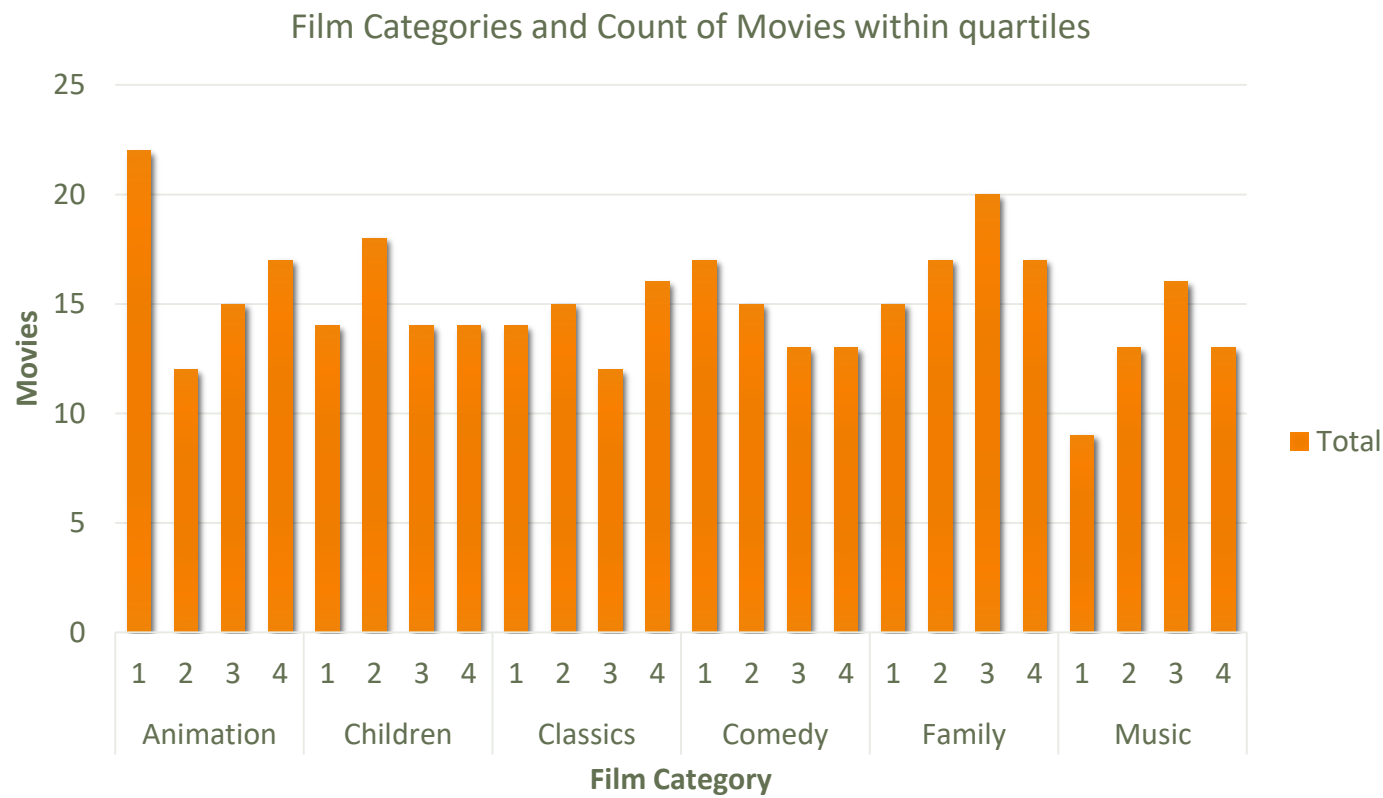
Description:

- The average rental duration for each film stands at 5.05 days. This leaves the median rental duration at 5 days.
- The data showed that people had an affinity for a 7 day rental period. This identifies as mode in statistics.

***Query 2 was used**

Figure 3:

What is the share of rental durations for the movies under the family movies category?



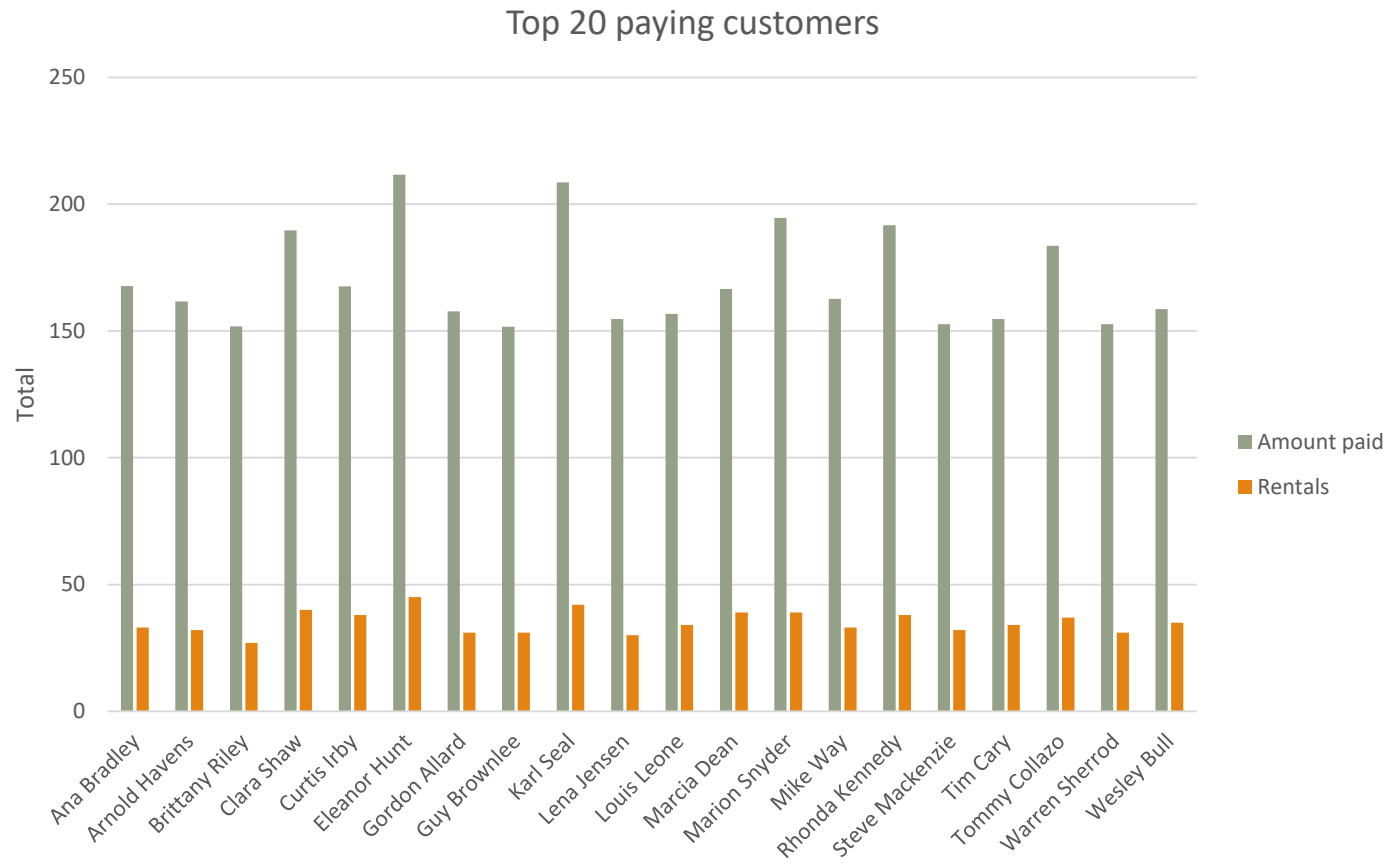
Description:

- Animated movies have the most movies within the shortest rental duration time. This falls in the first quartile. Comedy is the next category with the most films in the first quartile for rental duration
- Animation and Family are the two categories with the highest amount of movies in the fourth quartile. The fourth quartile represents some of the longest rental duration periods in the database.

***Query 3 was used**

Figure 4:

Who are the top 20 paying customers, how many payments have they made on a monthly basis during 2007 and what is the amount of their monthly payments?



Description:

- The top 20 paying customers were identified in this exercise and the amount paid as well as count of rentals has been visualized in this chart.
- Eleanor Hunt is identified as the top paying customer and she also recorded the highest number of rentals.
- A regression analysis resulted in $p = .038$ which shows a statistically significant relationship between the count of rentals and amounts paid.