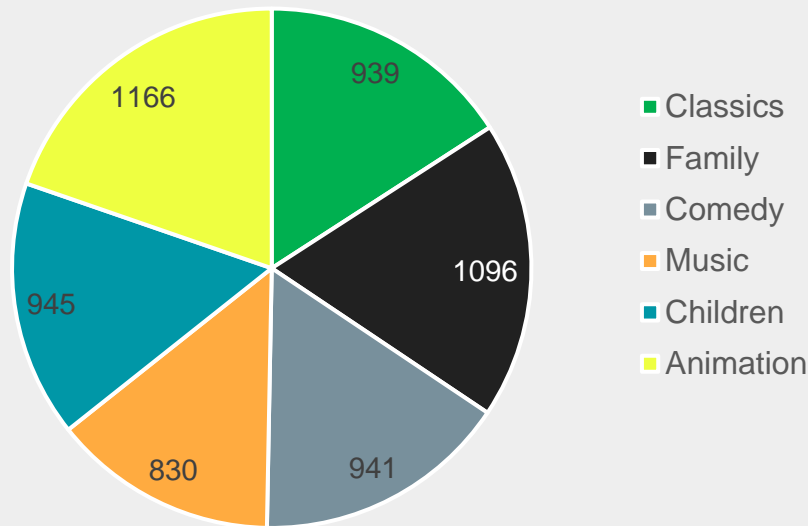


What movies families are watching?

Total rentals of family-friends movie categories

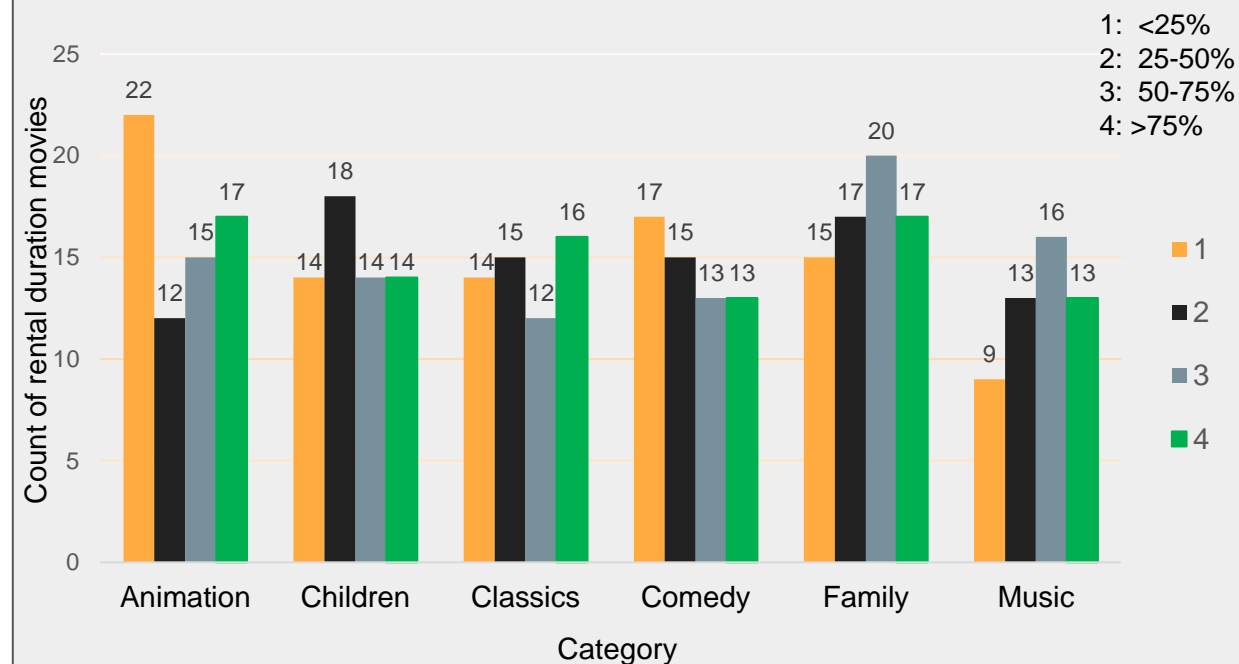


We want to understand more about the movies that families are watching. The following categories are considered family movies: Animation, Children, Classics, Comedy, Family and Music.

The results show the families are watching similar being Music category the least and Animation the most rented.

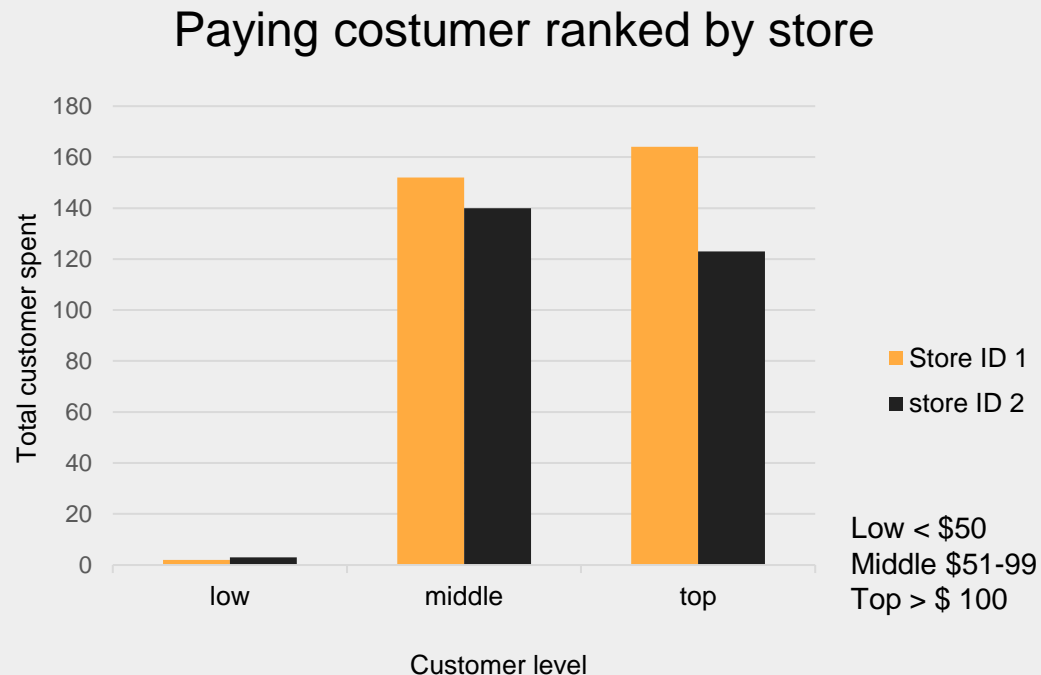
What are the percentile by Categories of family movies?

Percentile of movie category by length of rental duration



Rental duration ranges from 3 to 7 days in all selected categories. The graph shows that most of the Animation movies are rented on within the 25% of rental time. The Family movies stay rented higher at the third quartile of the rental duration length. Lastly the Children movies stay rented higher at the 25-50 percentile.

What is the range of paying customers per store?

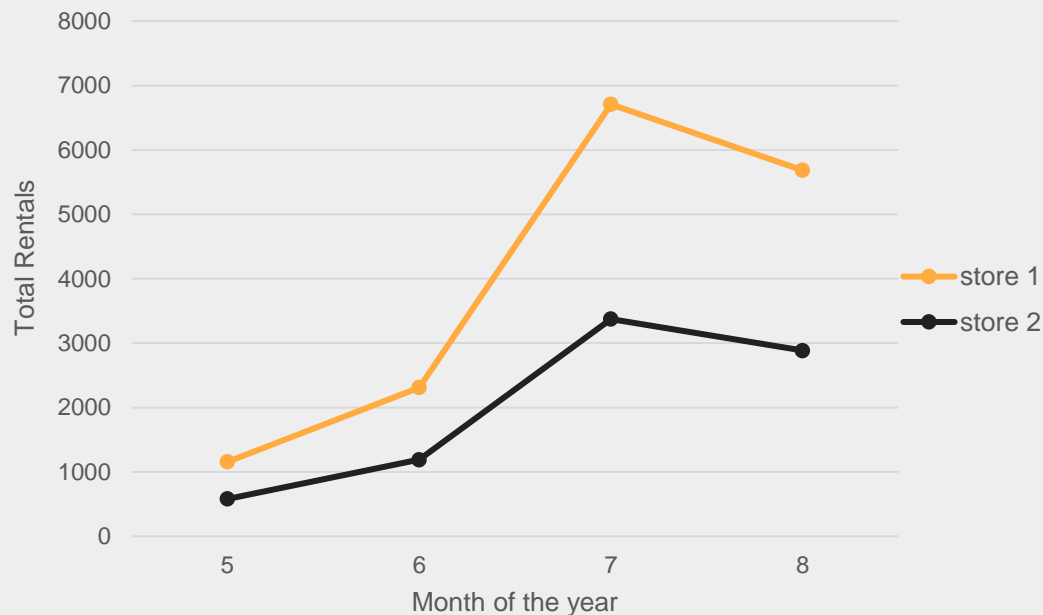


Results show that the store ID 1 gathered more customers that have spent more than \$100 renting movies.

Store ID 2 has more customers spending between \$51 to \$99. While both stores have very low customers that had spent less than \$50.

Total rentals by month for 2005 for each store

2005 Total rentals per store by month



Both stores had the highest rentals during July 2005, while May had the lowest count rentals. Store 2 had more movies rented than store 1 at all months.