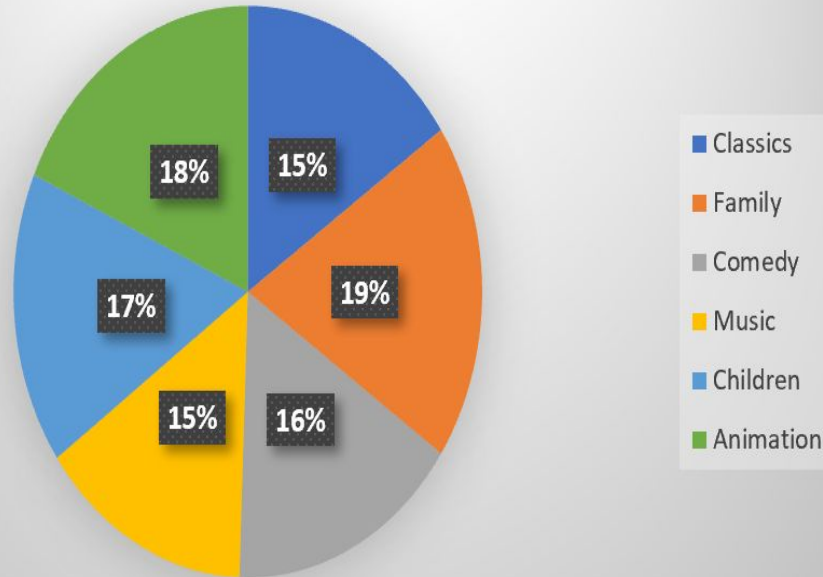


Q1 What are the most popular movies family watch?

Popularity By Category

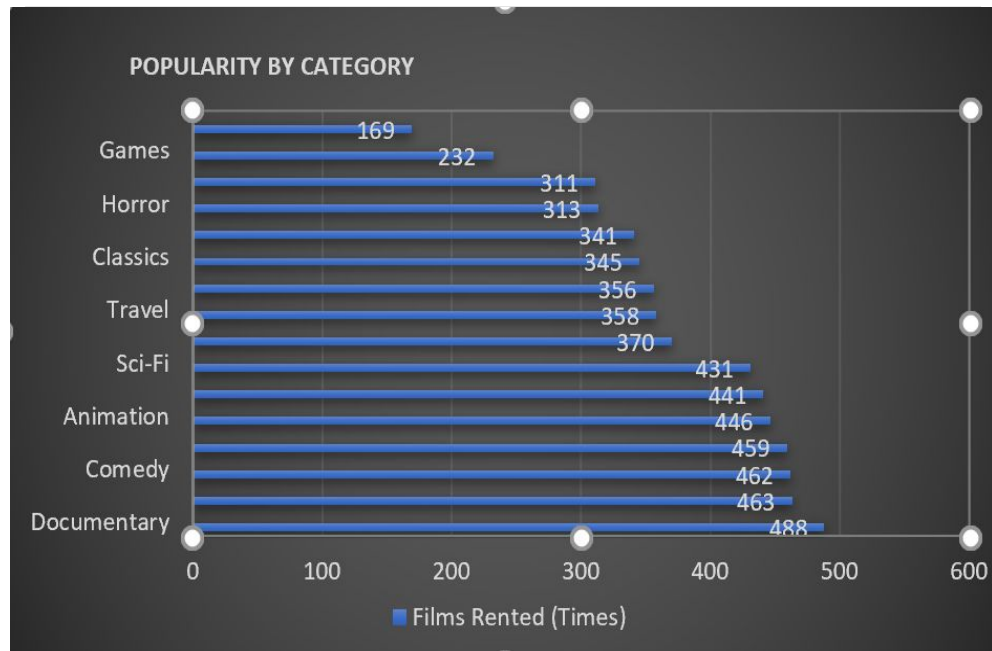


We want to understand more about the movies that families are watching. The following categories are considered family movies: Animation, Children, Classics, Comedy, Family and Music.

As we can see from the chart

The most popular Movie category is Animation (20%), and least popular is Music (16%). Rest of categories are pretty similar and don't have significant difference in numbers.

Q2: What is the popularity for film categories from Low to High among General audiences 'G' and Parental guidance suggested 'PG' rated movies?

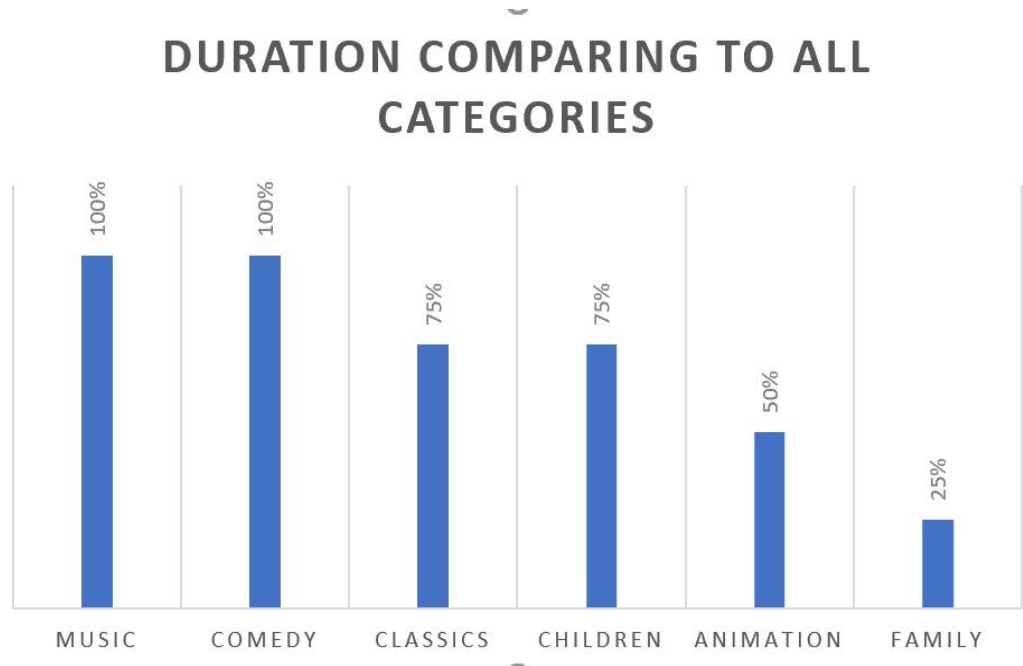


The following results are based on customers who rented movies for 'General' and 'Parental guidance suggested' rating.

Analysis:

- The categories with the highest popularity are Documentary, Family and Comedy.
- The categories with the lowest popularity are Drama, Games and Music.

Q3 Create a SQL query to show rental duration for family movies (Grouped by film category) comparing to all categories and divide them into 4 levels based on the quartiles (25%, 50%, 75%) ?

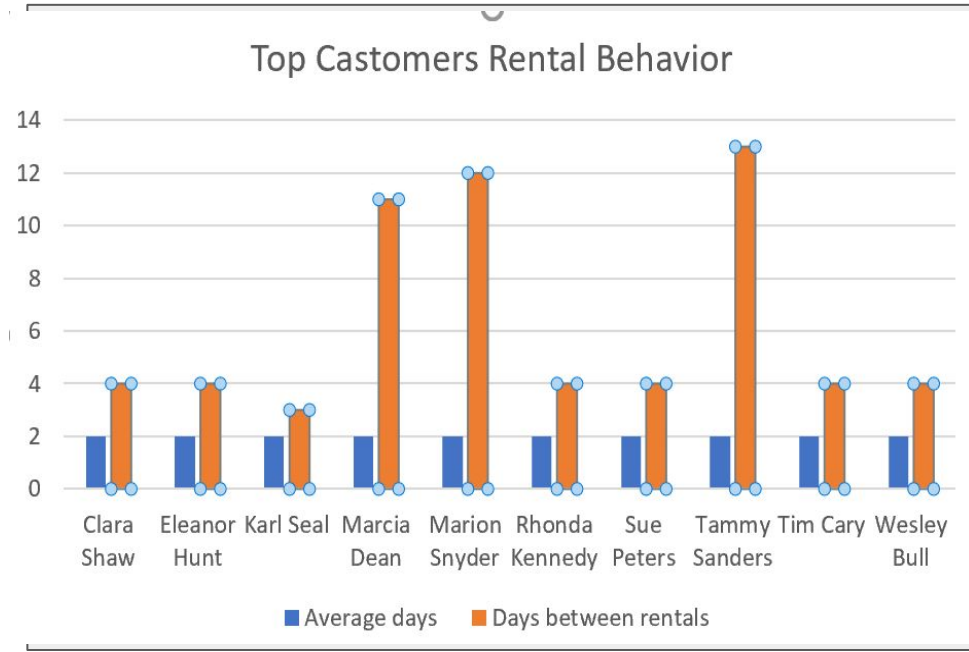


Analysis

Family movies have less rental duration comparing across all categories.

The high rental duration have Music and Comedy category.

Q4 What is a top customer rental behavior (average rent per day and days between rentals)?



Analysis:

- All customers averaged 2 daily rentals.
- Marcia, Tammy and Marion had longer average days between rentals, indicating they rent movies in bulk while the other customers rent fewer movies on a more consistent basis.