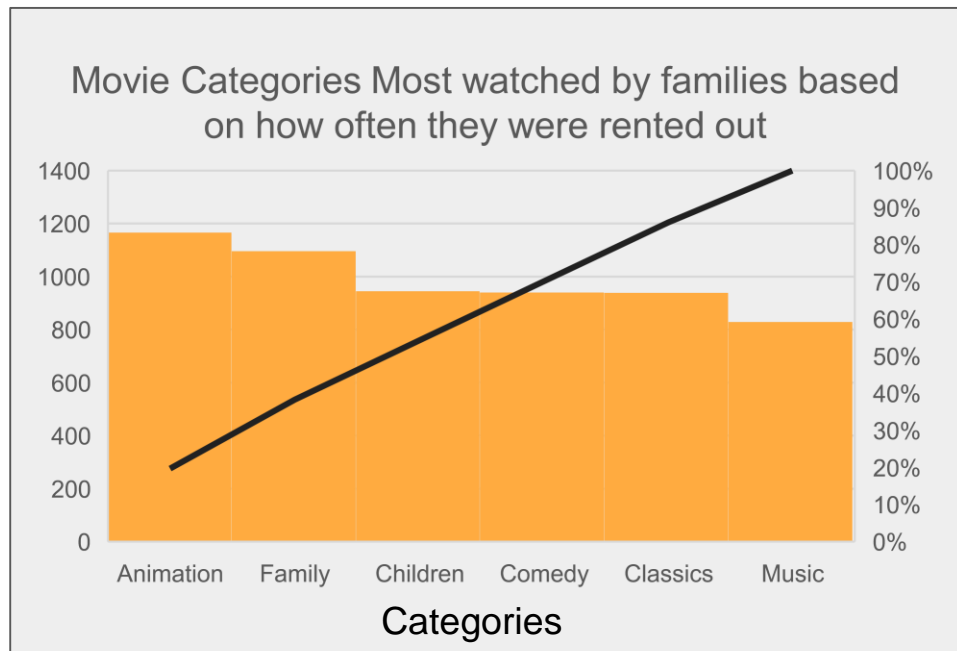


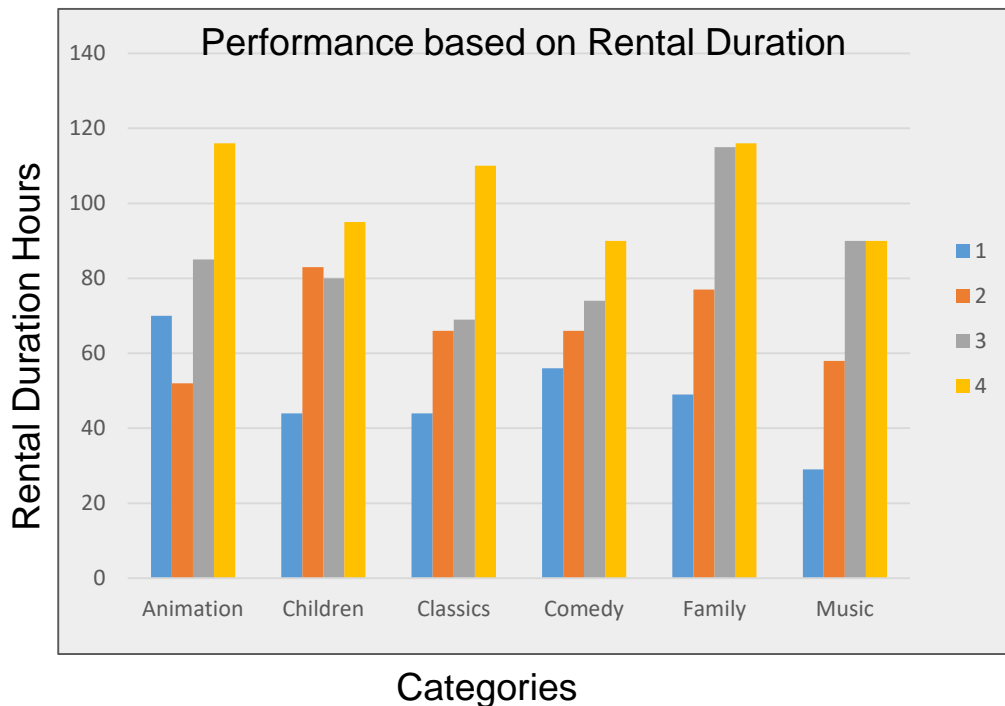
What is the most popular family-friendly movie category?



As can be seen from the chart generated from output csv, the Animation and Family movies were the most watched out of other categories.

Query 1 shows the sql code

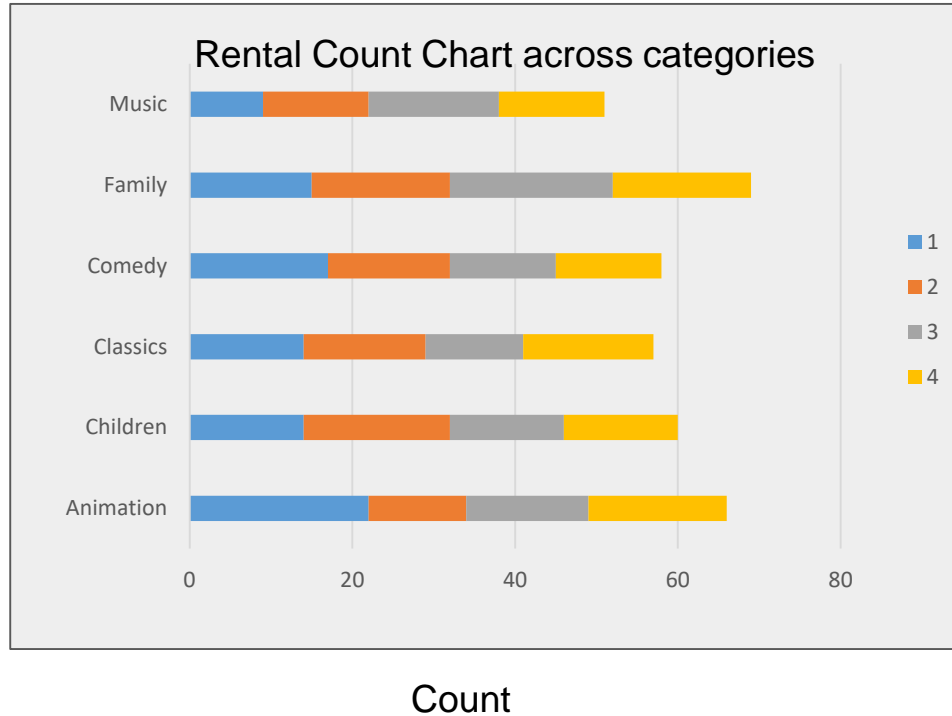
What are the best performing family-friendly movie categories across all the four rental quartiles?



As shown in the chart generated from the output, animation category performs best in Quartile 1, Children in Quartile 2, Family in quartile 3 and Animation/Family are almost tied in performance for Quartile 4.

Query 2 shows the SQL code.

What movie category had the highest rental duration across all rental quartiles?



As can be seen from the chart generated, the Family category had the highest rental duration count combined across quartiles.

Query 3 shows the sql code.

Which customer had the highest pay count across all months?



The chart generated from the output shows that Eleanor Hunt had the highest pay count followed closely by Karl Seal.

Query 4 shows the SQL code.