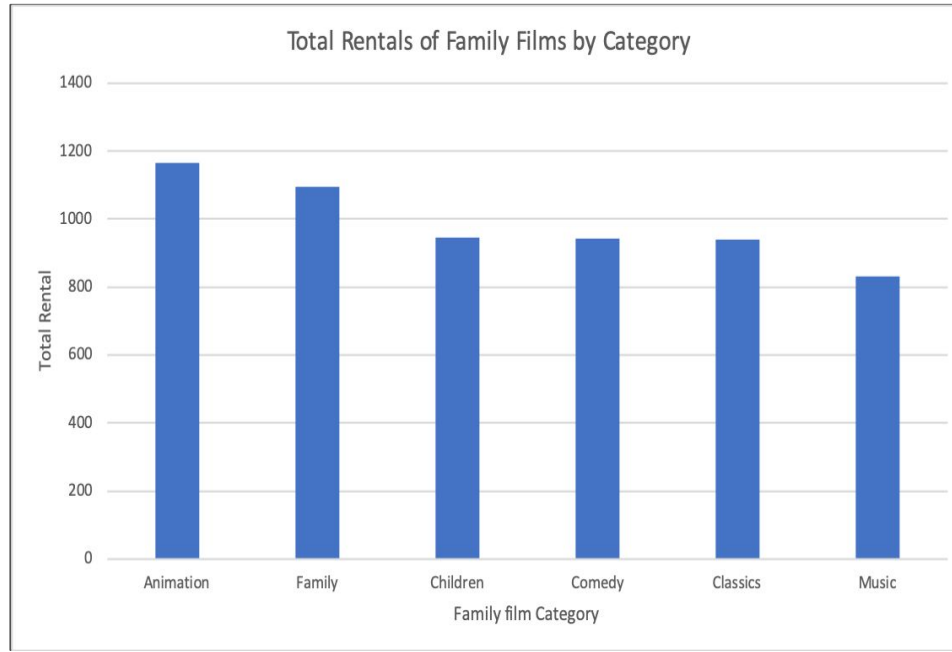
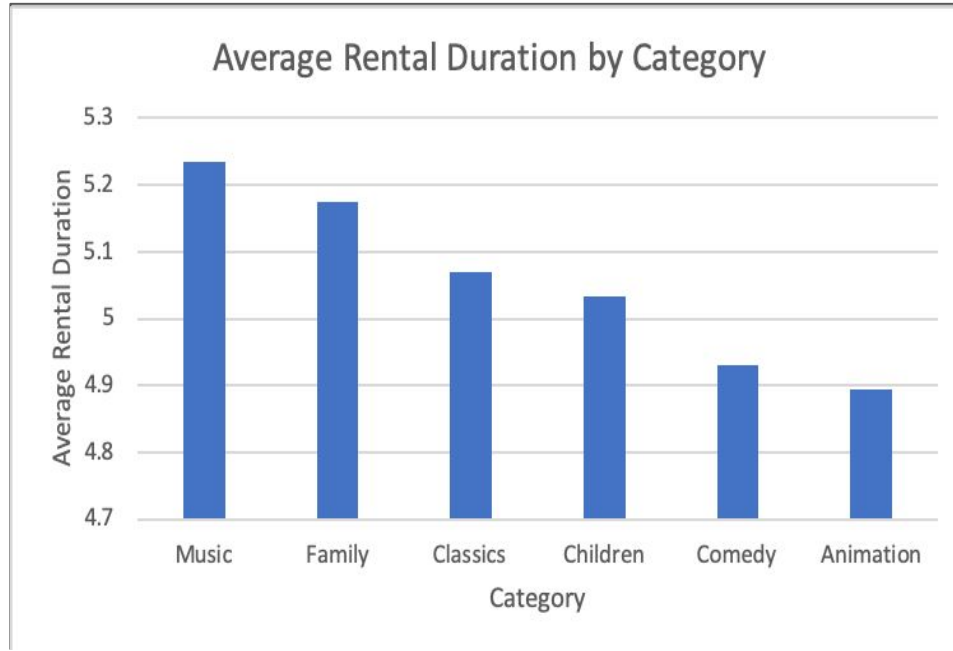


How many times has each family film been rented out?



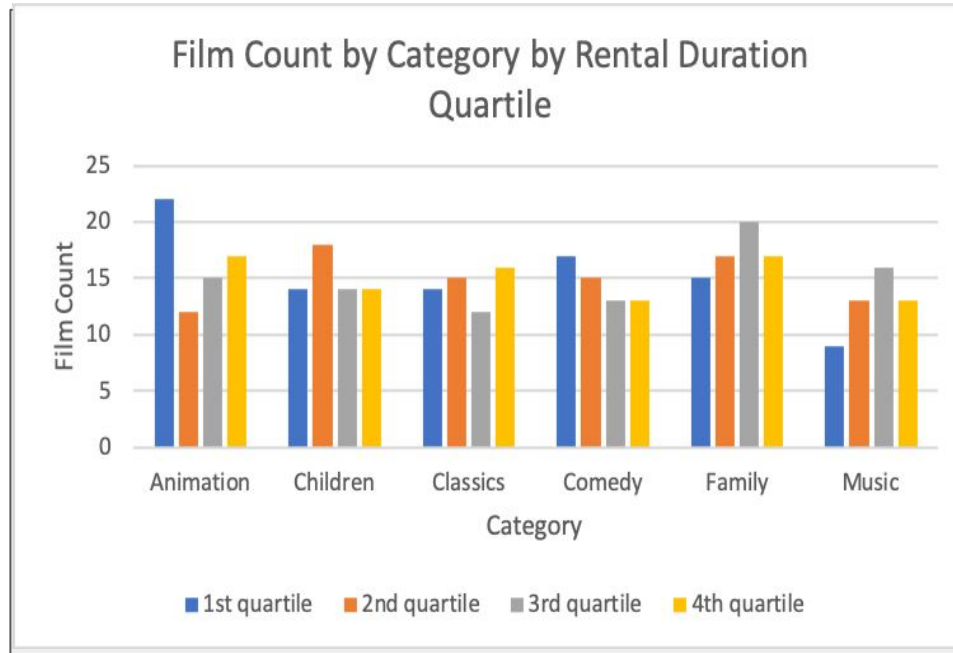
We can see that for the family film categories, Animation category has the most total rentals. Music category has the least total rentals.

Which category has the longest rental duration on average?



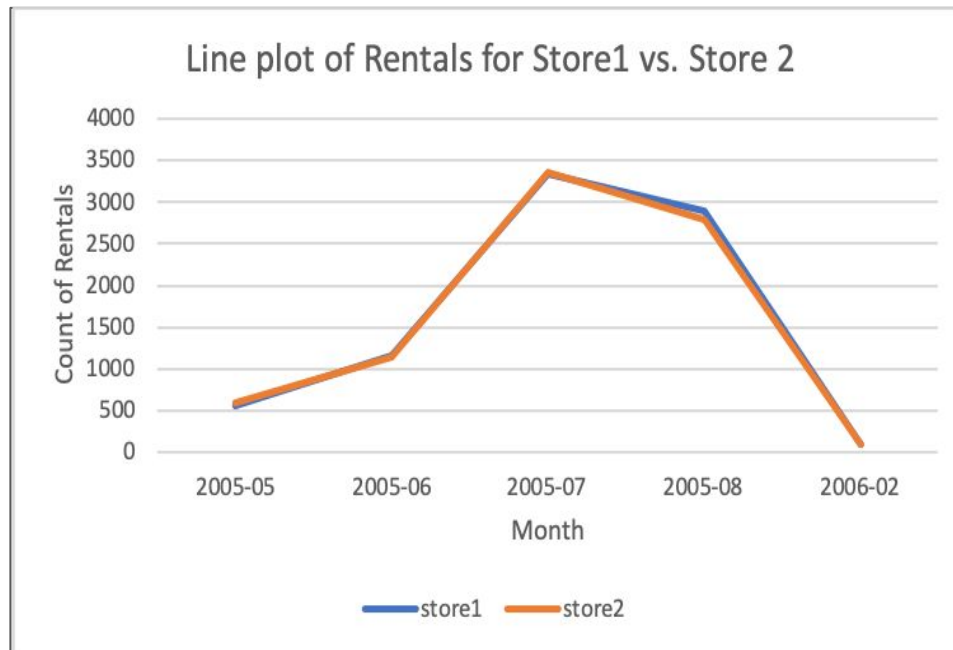
Music has the longest rental duration of about 5.2 on average, while Animation has the shortest rental duration of about 4.9 on average.

What are the count of films in each category and each rental duration quartile level?



We can see that for the Animation category, more films fall into the 1st quartile of rental duration. This holds true for the comedy category, too. While it is the 2nd quartile for Children category, 4th quartile for classics category, 3rd quartile for both family and music category.

What are the count of rentals of store 1 and 2 by year and by month?



From the line chart we can see that except for 2005-08, the total rentals in store1 is slightly more than store2, for other months the total rentals of the store1 and store2 are pretty close.