**PROJECT REPORT**

1. **Monthly Rental Trends**

* The data covers four months: May, June, July, and August of 2005.July had the highest number of rentals, followed by August. May had the least rentals.
* The peak rental hour was the 15th hour with a total of 887 rentals, while the 22nd hour had the least rentals with 610.
* Most rentals occurred in the second quarter of the year.
* During the second quarter, rentals increased by more than two times.
* Except for the 15th hour, all other hours had total rentals between 600 to 695.

2. **Film Popularity**

* The most rented film was Bucket Brotherhood with a rental count of 34.
* The Travel category had the highest number of rentals, followed by the foreign category, and then the Music and Games category.
* Bucket Brotherhood is the most rented film.
* The Travel category has the highest number of rentals.

3. **Store Performance**

* Store 2 generated the highest rental revenue with 33,927, closely followed by Store 1 with 33,489.
* Mike Hilyer handled more rentals than Jon Stephens.
* Store 2 generates the highest rental revenue.