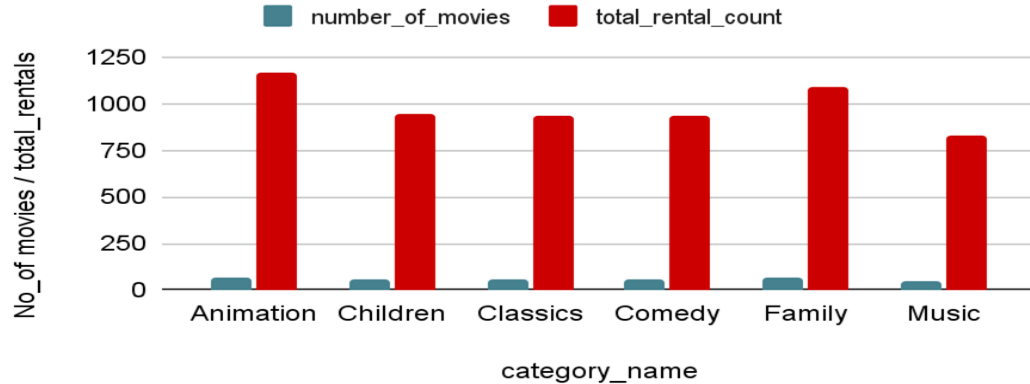


# How many movies and total number of rentals are there in each Family movie category?

Total number of movies and rentals for Family movies



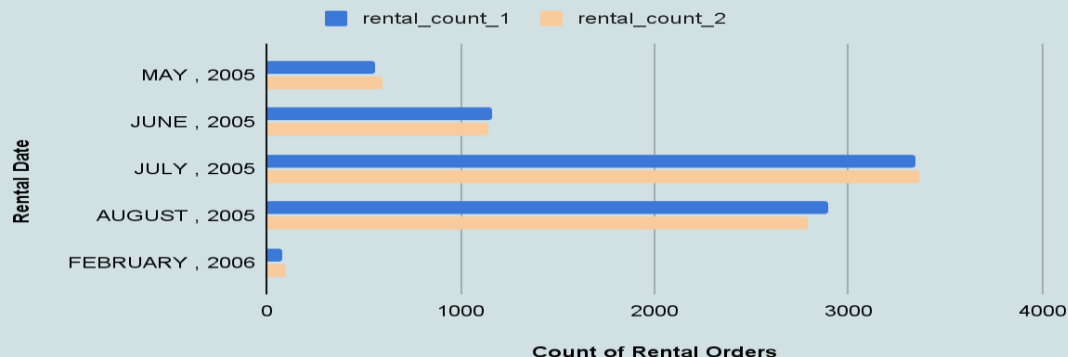
From the visuals, it can be deduced that ***animations*** are the most rented family movie.

Across the table, one can conclude that ***'Family'*** movie category is the category with the most number of movies and second in rank for total number of rentals.

	category_name	number_of_movies	total_rental_count
1	Animation	64	1166
2	Children	58	945
3	Classics	54	939
4	Comedy	56	941
5	Family	67	1096
6	Music	51	830

# How does the trend of the count of rental orders per month for store 1 compare to that of store 2?

Line Chart Comparing the Count of Rental Orders Between Two Stores



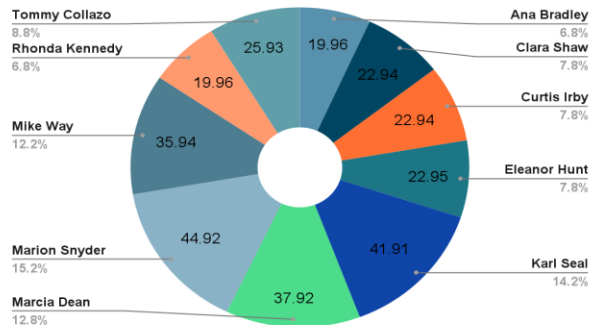
From the chart, it is observed that across each month, **store 1** and **store 2** averagely rents out the **same** amount of movies between **may 2005** and **february 2006**.

In the table, rental\_count\_1 and rental\_count\_2 represents the count of rental orders for store 1 and 2 respectively

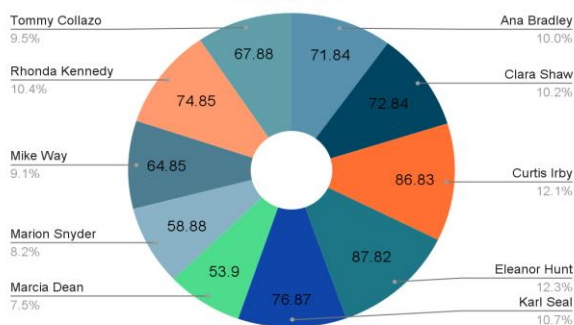
rental_date	rental_count_1	rental_count_2
MAY , 2005	558	598
JUNE , 2005	1163	1148
JULY , 2005	3342	3367
AUGUST , 2005	2892	2794
FEBRUARY , 2006	85	97

# What is the total payment amount per month for the top 10 paying customers at Sakila DVD rentals? Compare each top 10 paying Customer's payment for each month

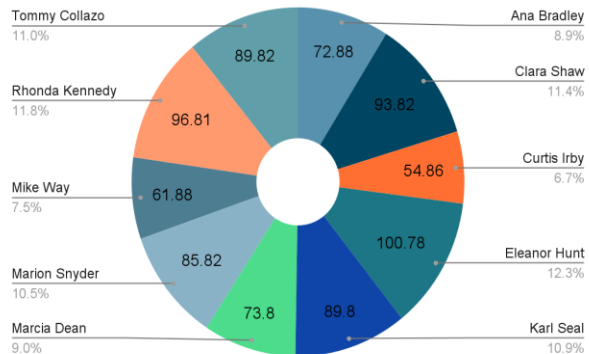
February 2007



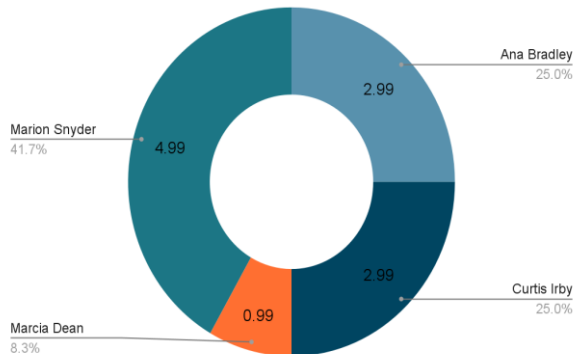
March 2007



April 2007



May, 2007

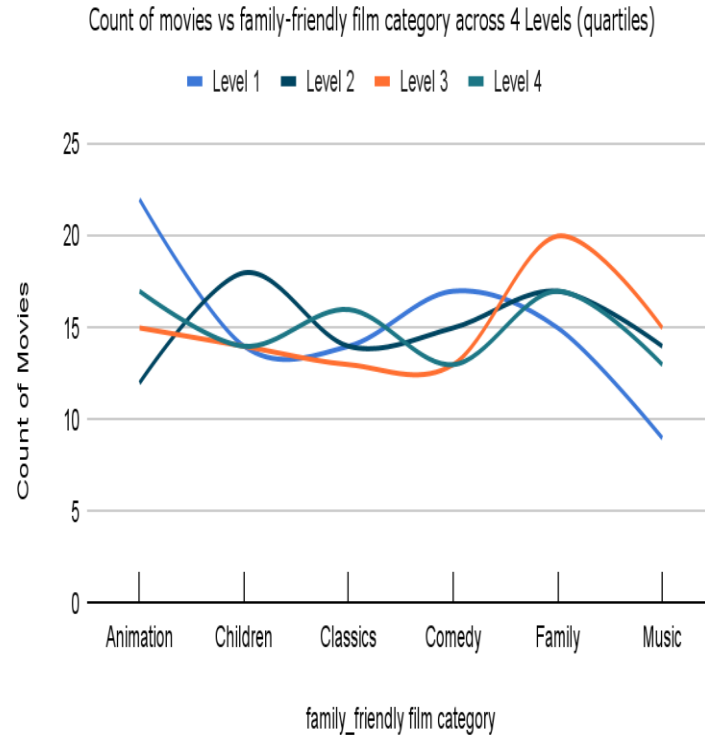


From the four pie charts, the following are observed:

- A. **Marion Snyder** paid the *highest* amongst the top 10 customers in **February** and **May 2007**.
- B. **Eleanor Hunt** paid the *highest* amongst the top 10 customers in **March** and **April 2007**
- C. **May 2007** was the *worst* sales month for Sakila DVD rentals.

Divide **all** film category into **4 levels** (quartile) of their **rental duration** and carry out an analysis to determine the count of movies for each *family-friendly* film category.

name	rental_duration_category	number_of_movies
Animation	1	22
Children	1	14
Classics	1	14
Comedy	1	17
Family	1	15
Music	1	9
Animation	2	12
Children	2	18
Classics	2	14
Comedy	2	15
Family	2	17
Music	2	14
Animation	3	15
Children	3	14
Classics	3	13
Comedy	3	13
Family	3	20
Music	3	15
Animation	4	17
Children	4	14
Classics	4	16
Comedy	4	13
Family	4	17
Music	4	13



From the Line chart, the following can be deduced:

- A. The ***children's*** film category has the *same* number of movies for **Levels 1,3 and 4**.
- B. When compared to other levels, **Level 3** has the *highest* number of movies for the **Family** and **Music** film category.
- C. **Level 1** has the *smallest* number of movies for the **Music** film category and the *highest* number of movies for **Animation** film category.