Query 1: How many times a family movie has been rented out ?

DVD Rental by Category

830, 14%
939, 16%
1166, 20%
1096, 18%
941, 16%
945, 16%

■ Music ■ Classics ■ Comedy ■ Children ■ Family ■ Animation
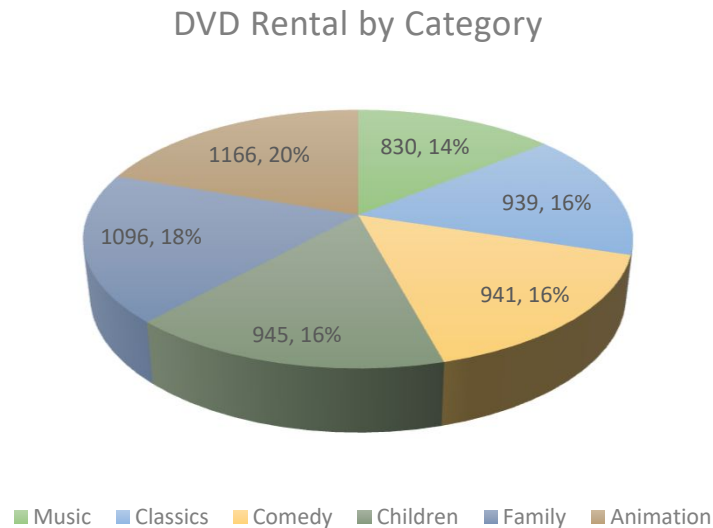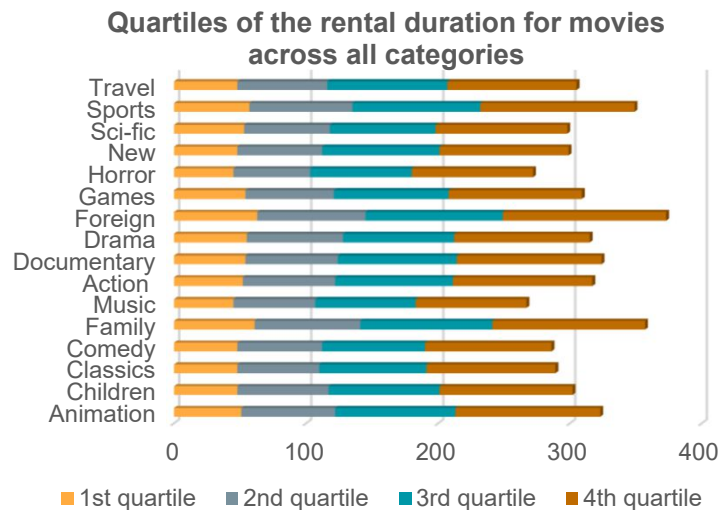
The pie chart represents the DVD rental count of family friendly movies.

From the chart, it can be observed that animation (20%) & family movies (18%) have been rented out the most. Children, comedy and classics are rented out about 16% over the given period.

The least popular category are musicals representing only 14%.

Query 2: How the length of rental duration of family-friendly movies compared to the duration that all movies are rented for?

Quartiles of the rental duration for movies across all categories

Categories (top to bottom): Travel, Sports, Sci-fic, New, Horror, Games, Foreign, Drama, Documentary, Action, Music, Family, Comedy, Classics, Children, Animation

Legend: ■ 1st quartile ■ 2nd quartile ■ 3rd quartile ■ 4th quartile

DURATION RENTED

Family Movies, 1824 (37%)

Other Movies, 3161 (63%)

- The first graph shows the rental duration per quartiles across all categories.

- The second graph shows the duration family friendly movies (37%) were rented versus the duration of other movies (63%) rented.
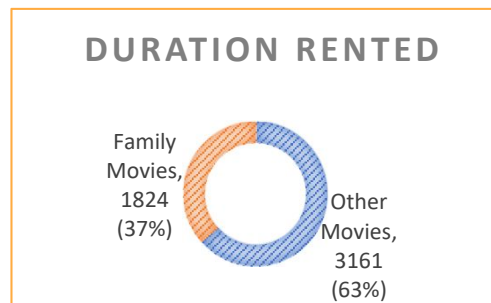
Query 3: How the two stores compare in their count of rental orders during every month for all the years?

Monthly rental order count for two stores
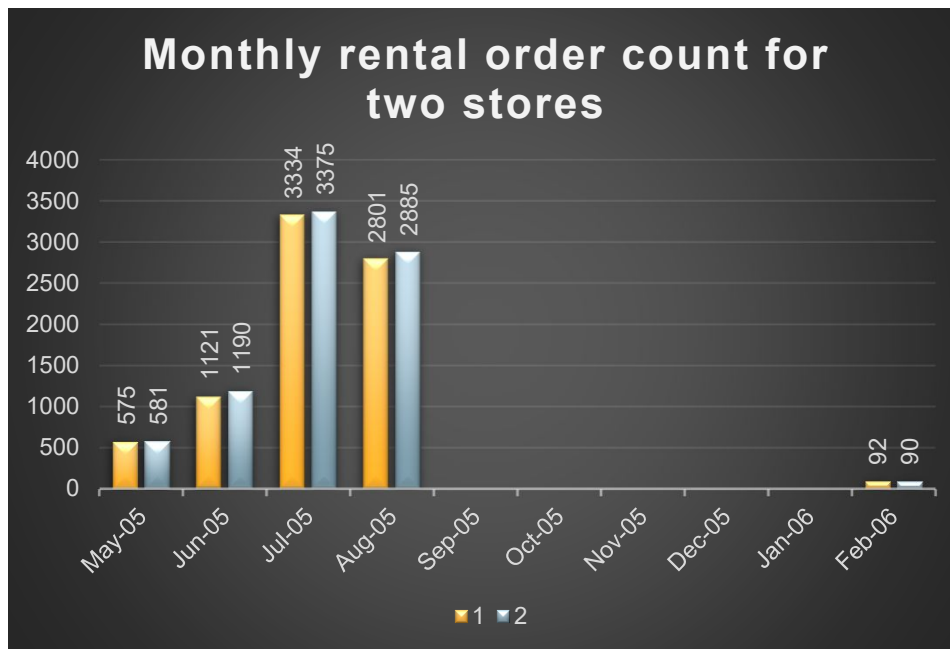
The data shows that rental orders were only during 5 months from May 2005 to Feb 2006.

The graph shows that the rental order count for store_id 2 is slightly higher that store_id 1 for the months in the year 2005. In Feb 2006, the rentals fell drastically and store_id 1 performed marginally better than the other store.

Query 4: Who were our top 10 paying customers?

Top 10 paying customers - 2007
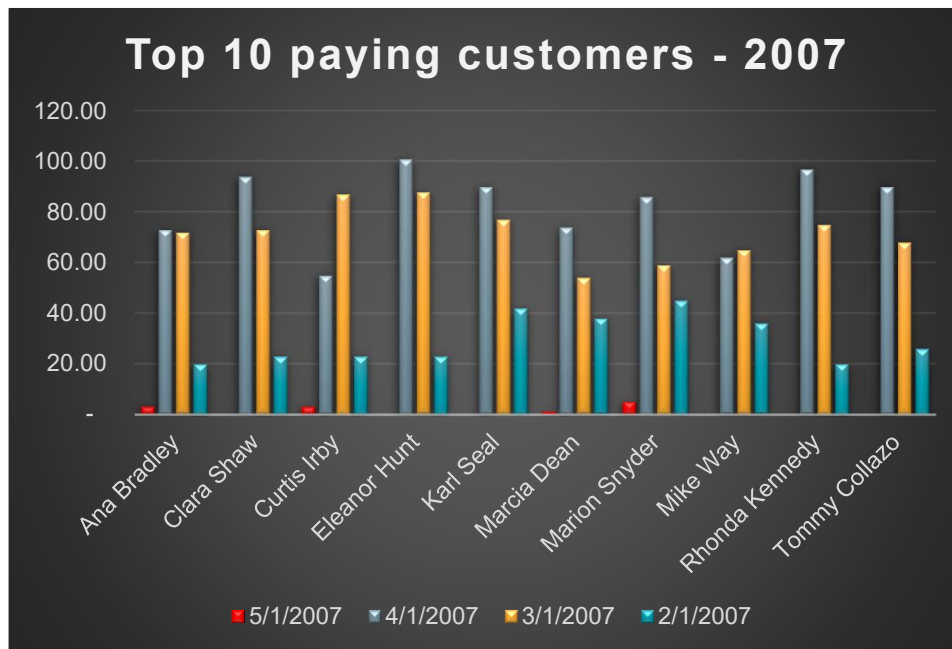
The graph captures the amounts paid monthly by the top 10 customers during 2007.

It is observed that amount spent by the all top 10 customers has increased from Feb 2007 till April 2007.

Finally, it is observed that the payment has drastically reduced in May 2007.