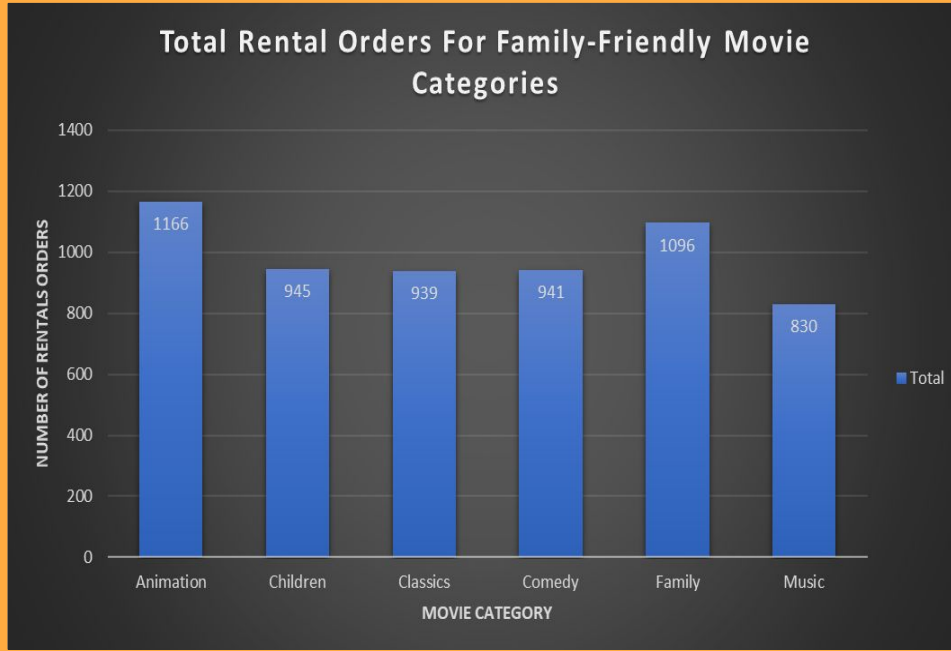


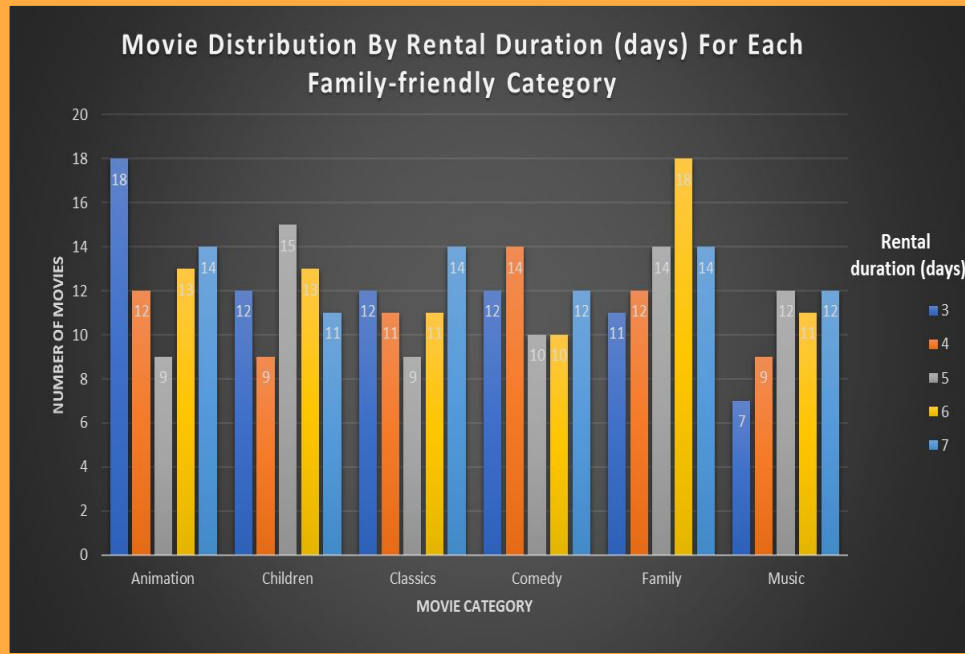
# What are the total Rentals Per family movies Categories?



We can see the different total rental for each movie category and how they vary.

From the chart we see that the Animation Movie category is the top category for family movies and Music movie category is the lowest category for for family movie category according to the total rental count.

For all rental orders, how does the rental duration of specifically 'Animation' category movies compares to the duration that all family movies are rented for?

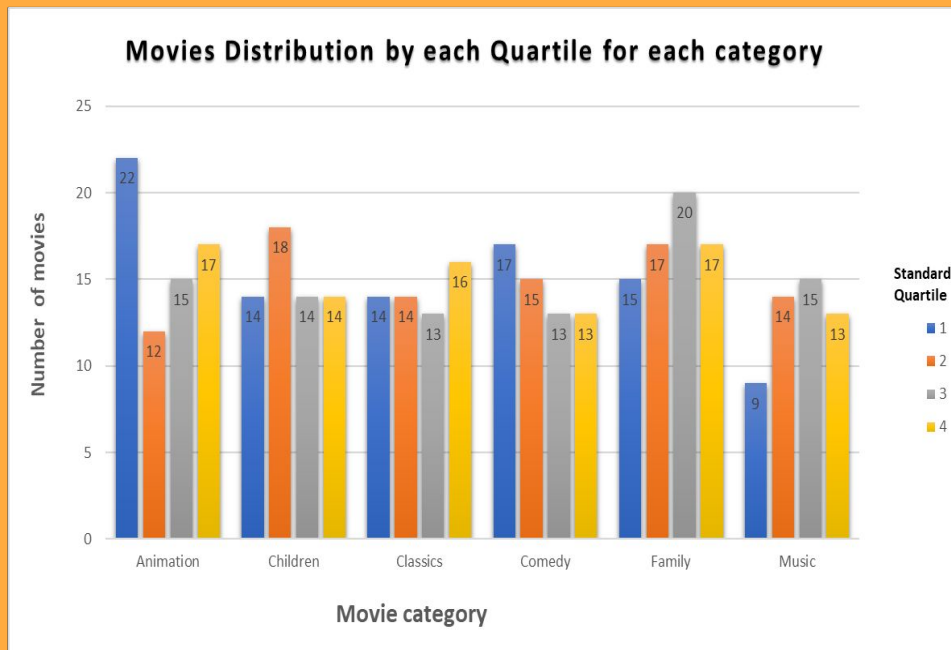


This chart shows the distribution of movies by rental durations (days) for each Family movie category.

It can be seen that the maximum number of movies in Animation category were rented on a 3 days duration which is similar to movies with 6 days rental duration on family category.

We can also compare other rental duration(days) for family-friendly category within the chart

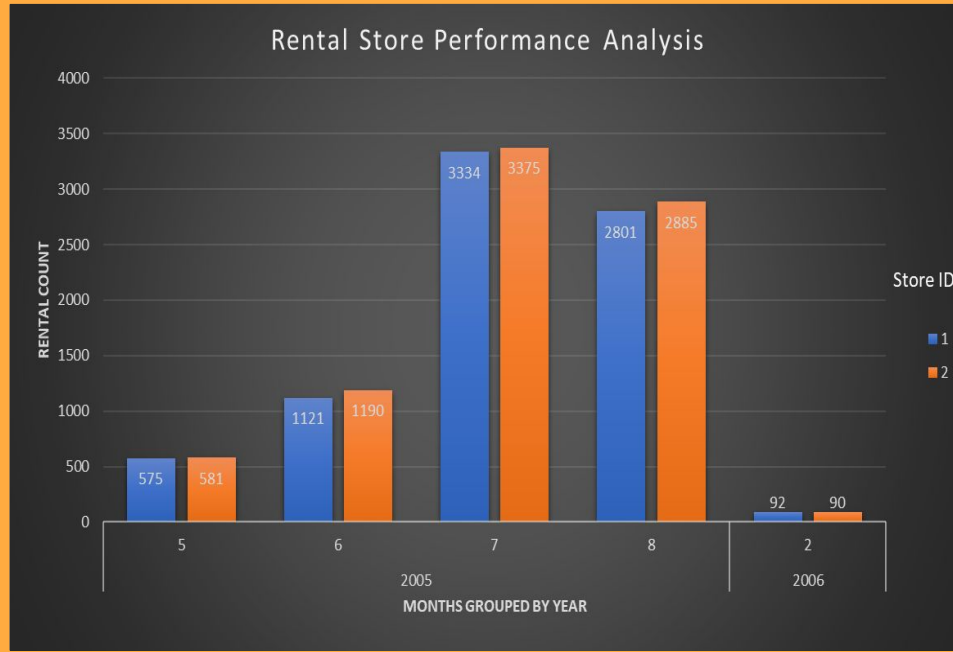
**Provide the number of movies in each film category for each standard quartile (4) of rental duration (days)?**



From the chart we can see the different family-friendly movie category and how many movie are grouped by the standard quartile according to rental duration(days).

The Animation category has the highest number of movies in the first quartile, with 22 movies. This is followed by the fourth quartile, with 17 movies, and then the third and second quartiles, with 15 and 12 movies respectively. This shows that the Animation category has a wider range of movie rental duration than other family-friendly categories. Similarly, we can do comparison for other categories.

# How does the two stores compare in their count of rental orders during every month for all the years we have data for ?



Both stores have had comparable performance in terms of monthly rental count performance. However, store ID 2 has outperformed store ID 1 in 3 months, compared to store ID 1's 2 months.

We can also see that month 7 of year 2005 has the highest rental\_count for both stores.

# References

information for the query references of the visualizations/ insights mentioned in the above slides:

1. Slide 1 : Query1 – sunday\_Gad\_queries.txt
2. Slide 2 : Query2 – sunday\_Gad\_queries.txt
3. Slide 3 : Query3 – sunday\_Gad\_queries.txt
4. Slide 4 : Query4 – sunday\_Gad\_queries.txt