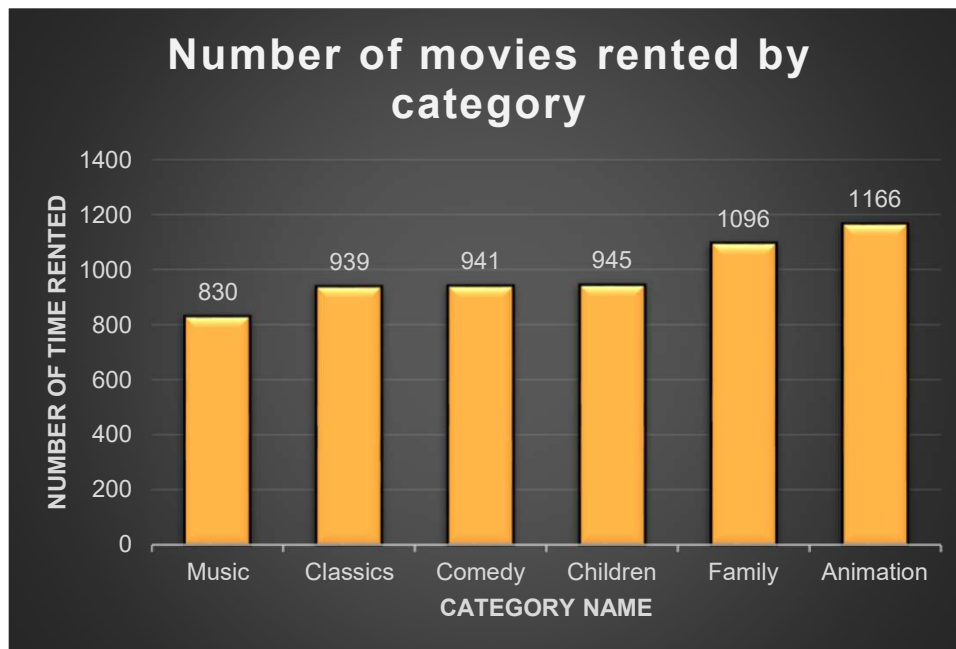
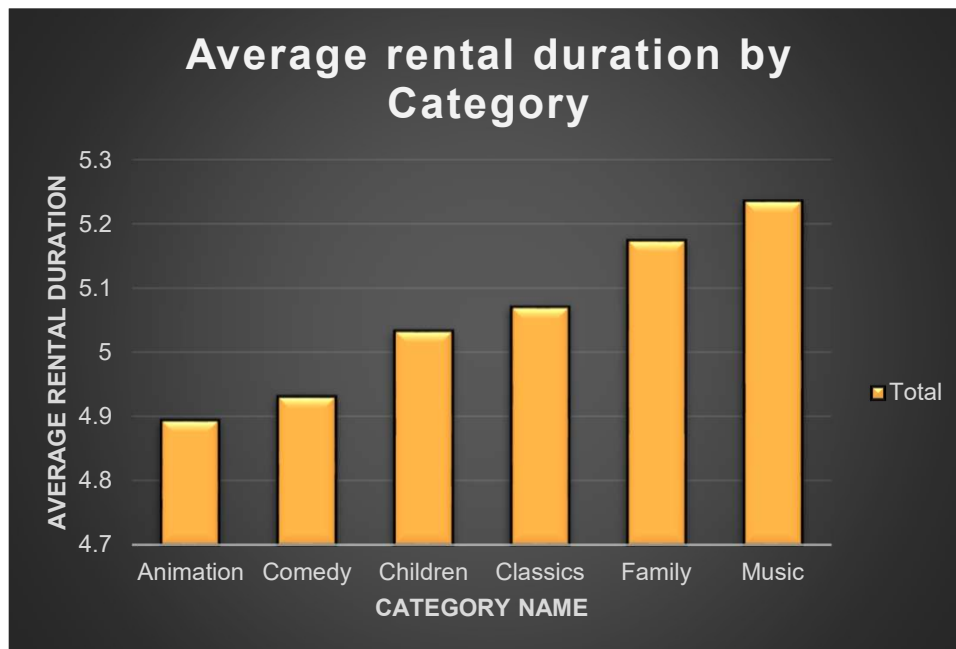


Q1: Which family-friendly movie category was rented the most?



<We can see that Animation category has the highest number of rents, among the family-friendly movies>

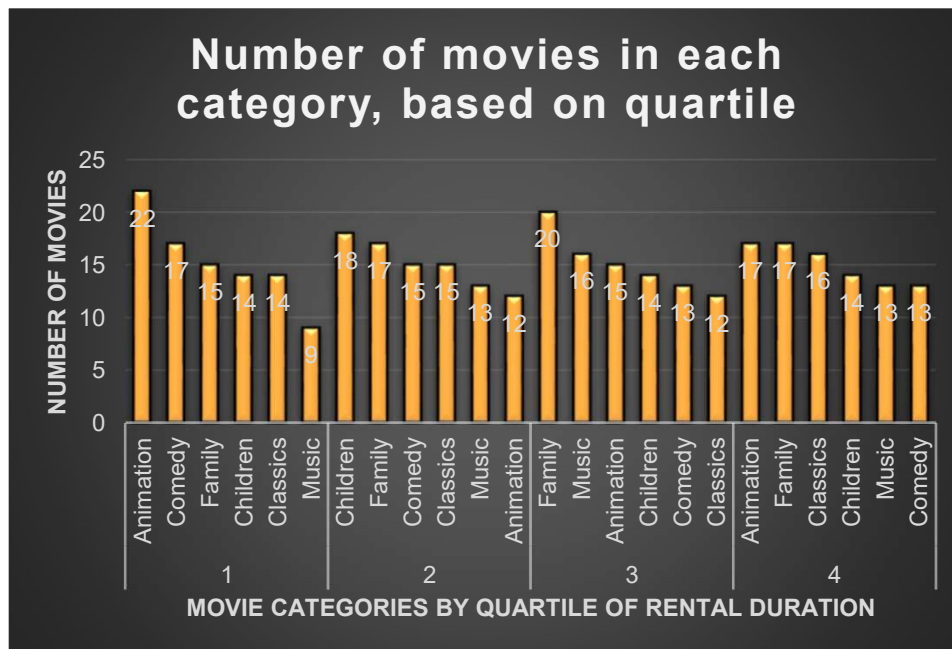
Q2: What is the average rental duration by Category?



<This chart shows that the average rental duration for family-friendly movies fall within the range of 4.8 - 5.3.

Music has the highest average rental duration, while Animation has the lowest>

Q3: What categories have highest number of movies per quartile of rental duration of family movies?



<The quartiles correspond with the rental duration of movies. The lower quartile represents the lower duration and higher quartile, higher duration.

From this chart, it can be seen that most of the movies in the first quartile are Animations, second quartile are Children, third quartile are Family, and fourth quartile are Animation and Family.>

Q4: How did Store 1 perform against store 2 in terms of rental orders fulfilled in 2005?



<from this chart, it can be seen that store 2 fulfilled more rental orders than store one, but only by a small margin of less than 100 orders per month.

Store 1 performance increased when that of store 2 increased, and vice versa>