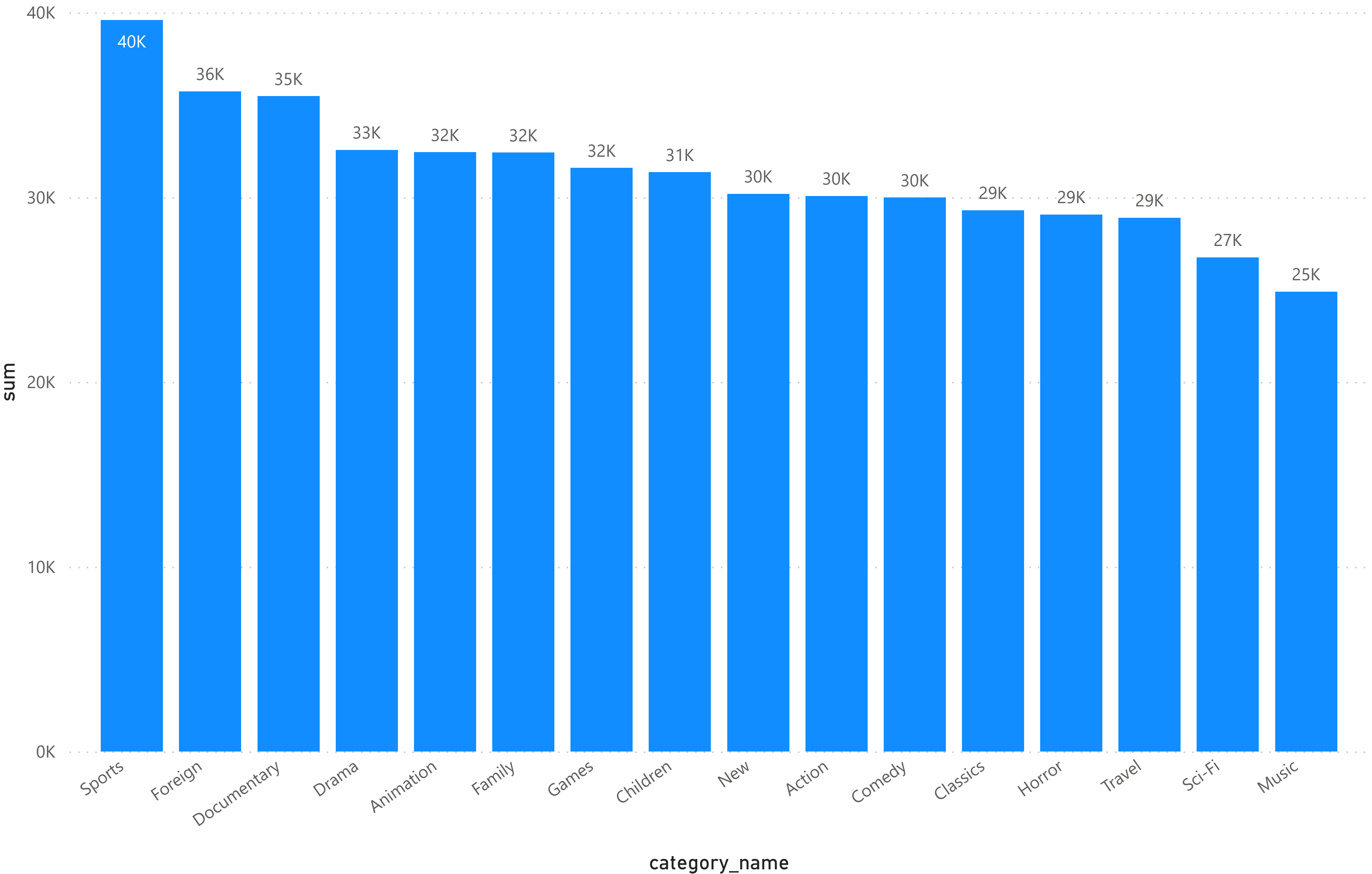


How many times have movies been rented out by Category?

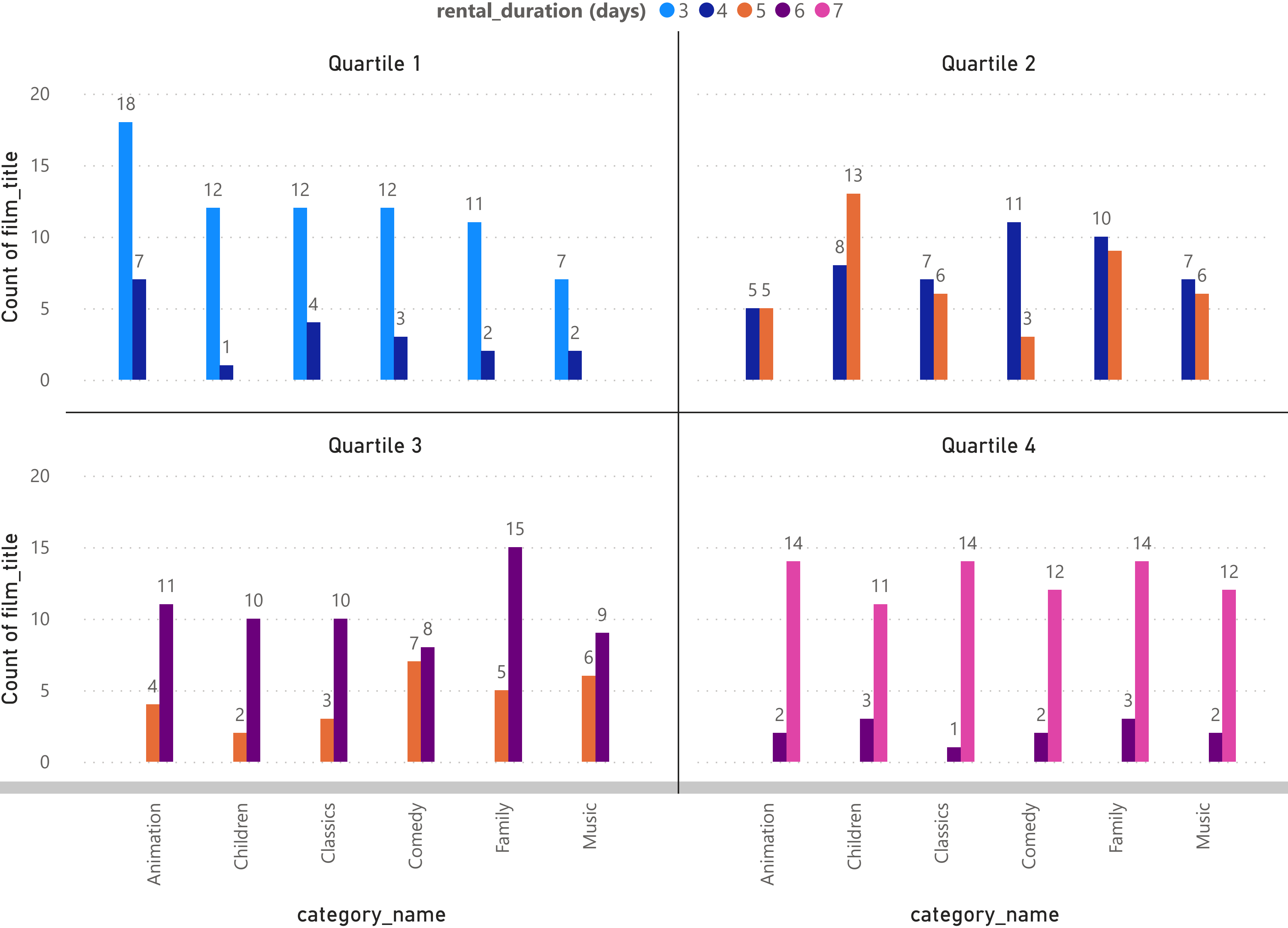
Total Rentals by Category_name



There is a notable demand for sports category at 40k, with music recording the lowest at 25k.

How does Rental Duration compare across Categories?

Rental duration by Category Split by Quartile

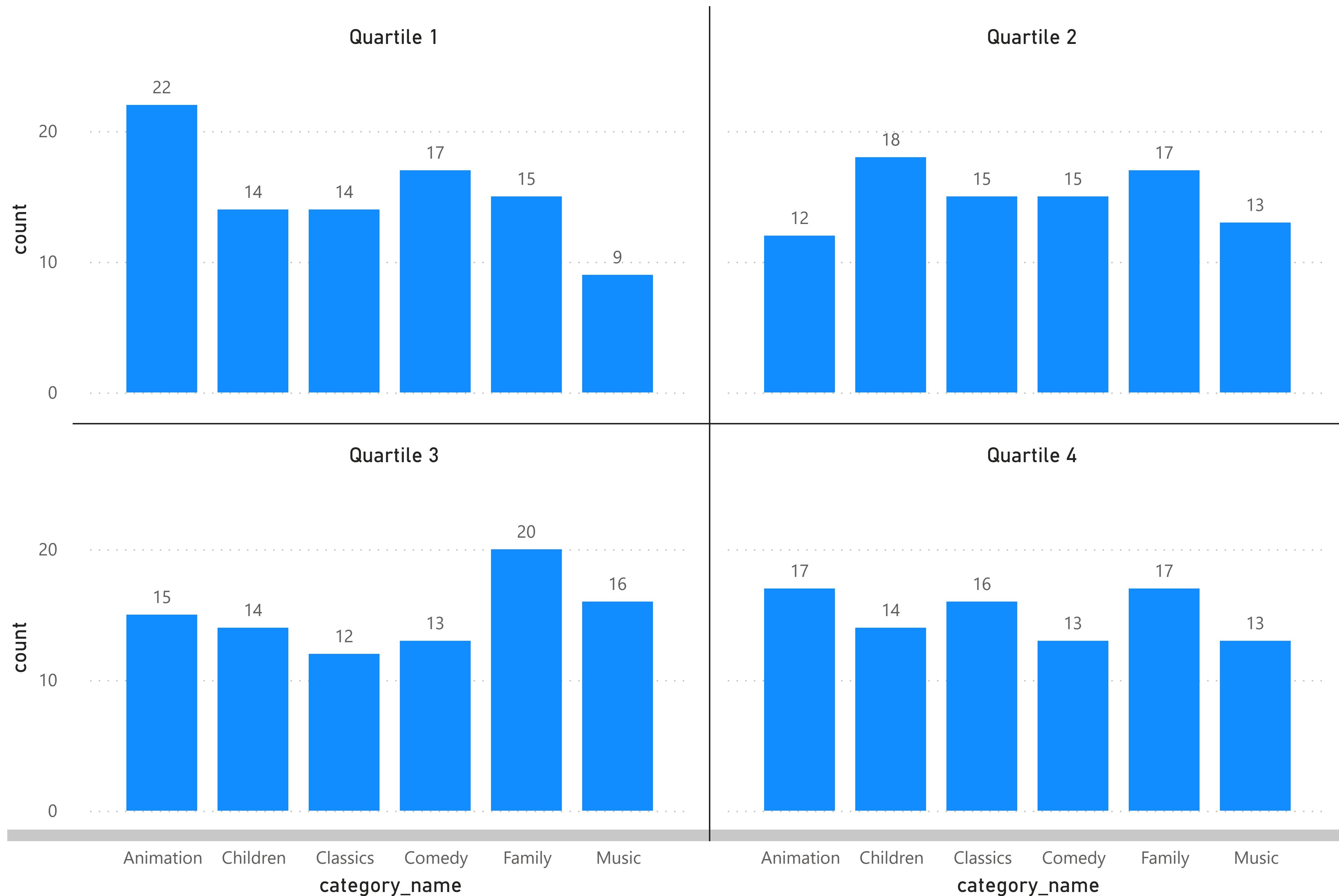


This is showing the division of the films by the duration of the rent for each family category split into 4 quartiles.

The largest number of films are rented for 7 days.

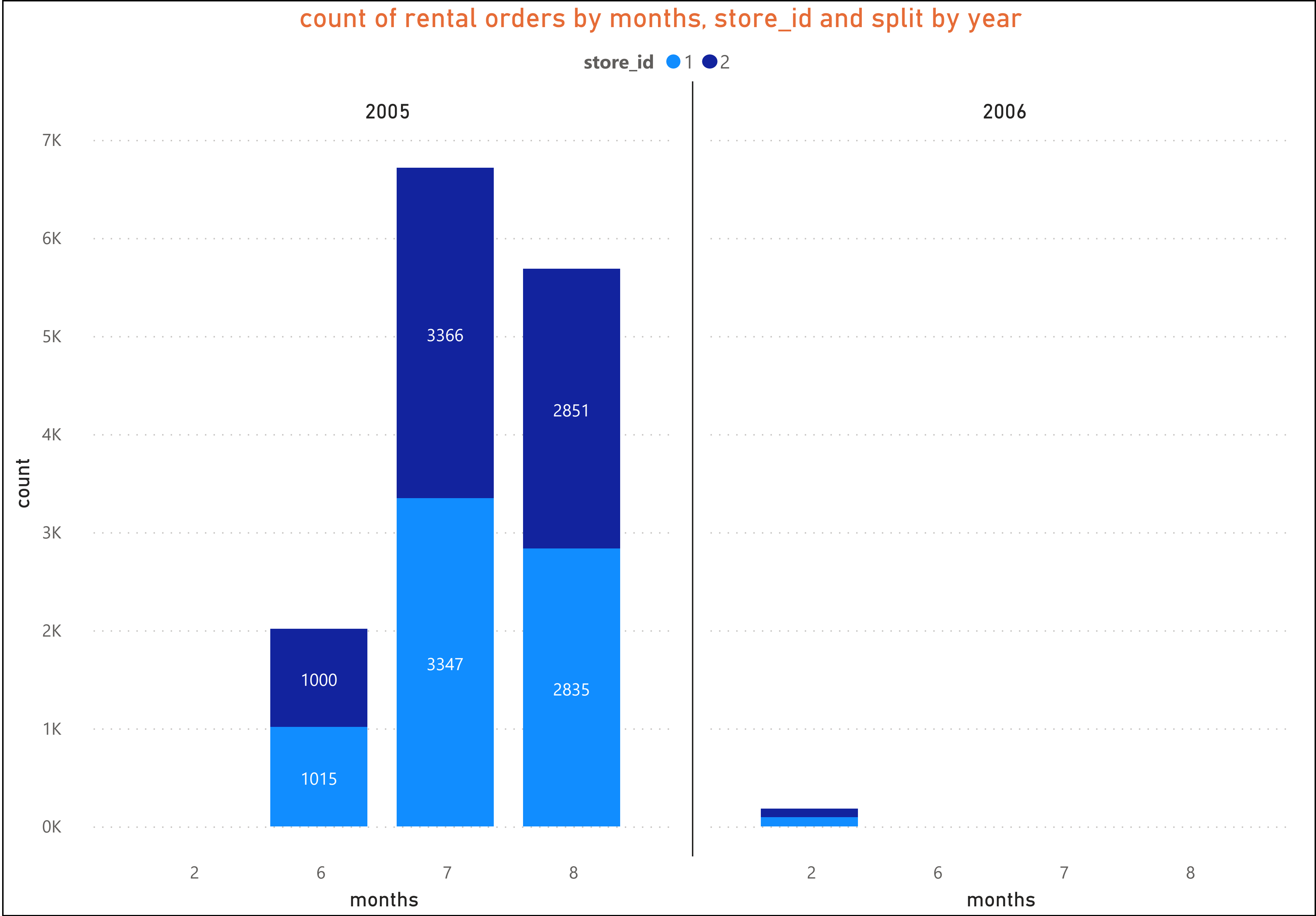
Count of movies rented by Category Split by Quartile

count of movies by category_name and Quartile



Here we split movies by Quartile for each family category. Animated films is 22 in Quartile 1, followed by 17 in Quartile 4, 15 in Quartile 3 and the least of 12 in Quartile 2.

How do the Stores compare in Yearly rental orders by Month?



Significant rental orders in July and August of 2005 compared to June of 2005. Orders in 2006 are negligible.