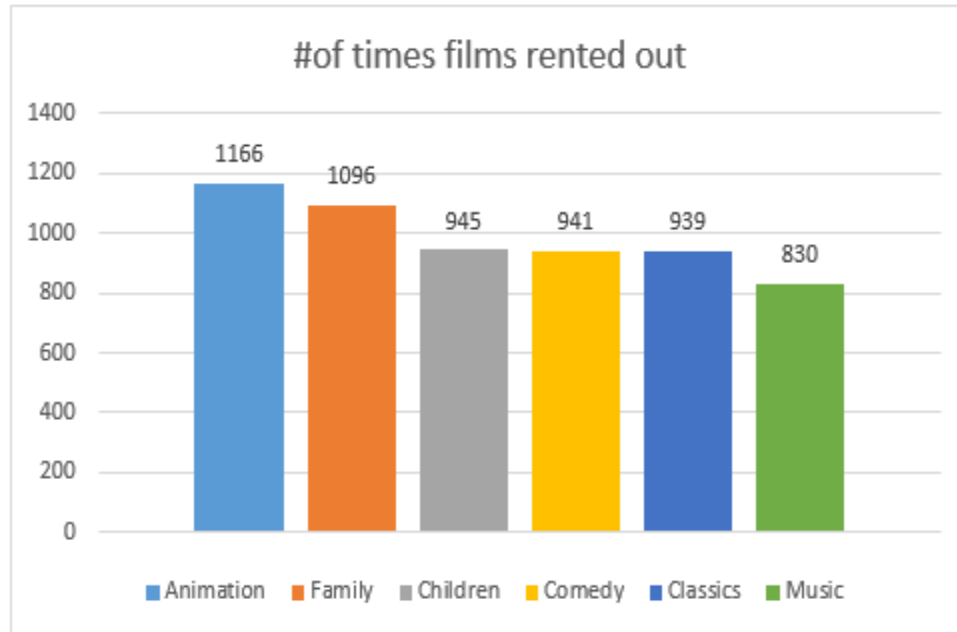


# Q1):Which are the most and least rented out family movie categories?

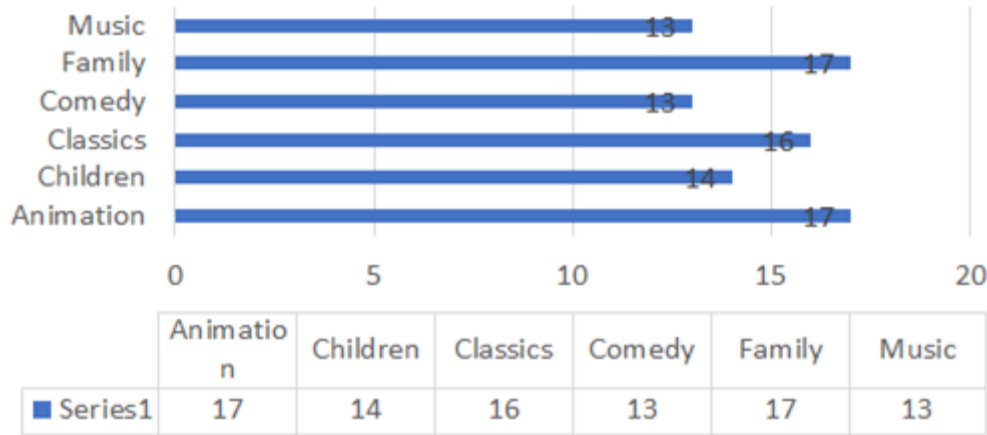


Animation movies were rented out the most, followed by Family.

However, the least rented out movie category is Music among all.

# Q 2) Which movie category were popular in the 4th quartile of rental duration?

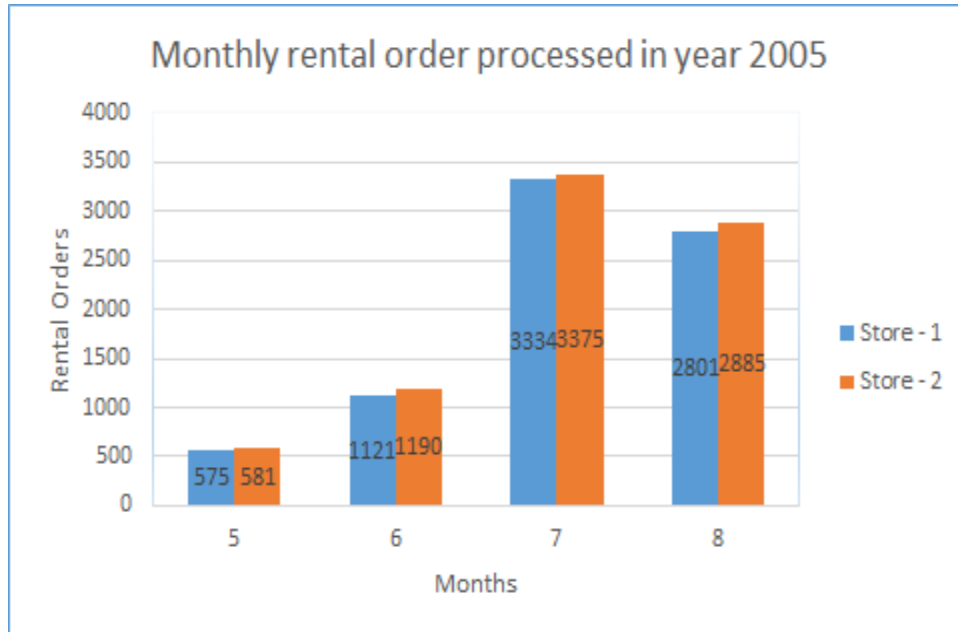
# of rented movie categories in 4th Qtile rental duration



Below were the popular categories in the 4th quartile of rental duration:

- Animation
- Family

Q 3): Compare the monthly performance of stores in terms of rental order processed in year 2005.

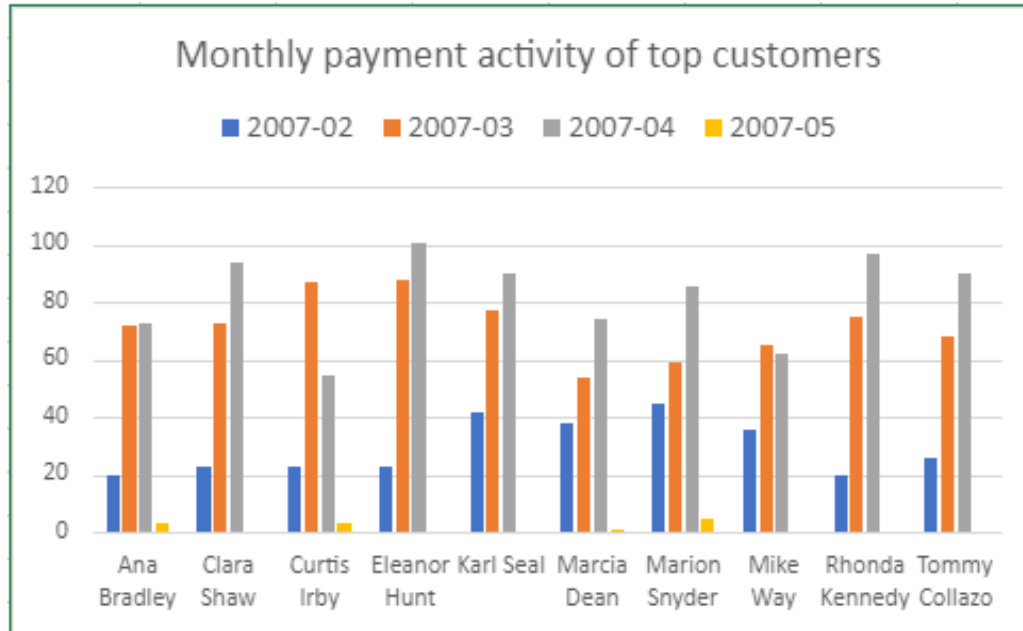


Trends of number of rental orders were same for both the store in 2005 over the months (May to August).

Although the difference was negligible but still on the basis of counts, Store 2 was slightly better.

Also observed that the number of rental orders were gradually increased over the period for both the stores.

## Q 4):When does top customers paid most amount?



The highest payments from top customers are received in April, 2007 followed by March, 2007. However there is a significant drop in the payments in May, 2007. This might be the result of either excess payments from customers or lack of the resources that meet the customers taste.