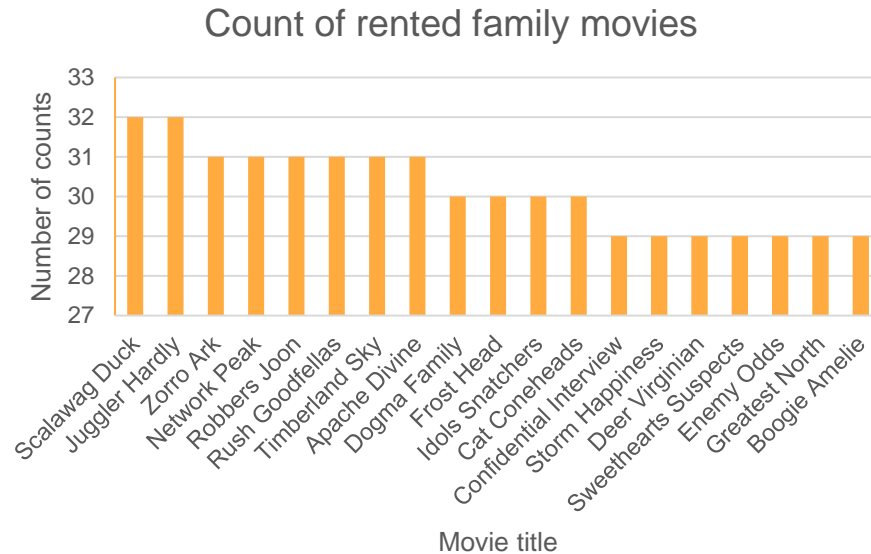


Insight 1: count of rented family movies

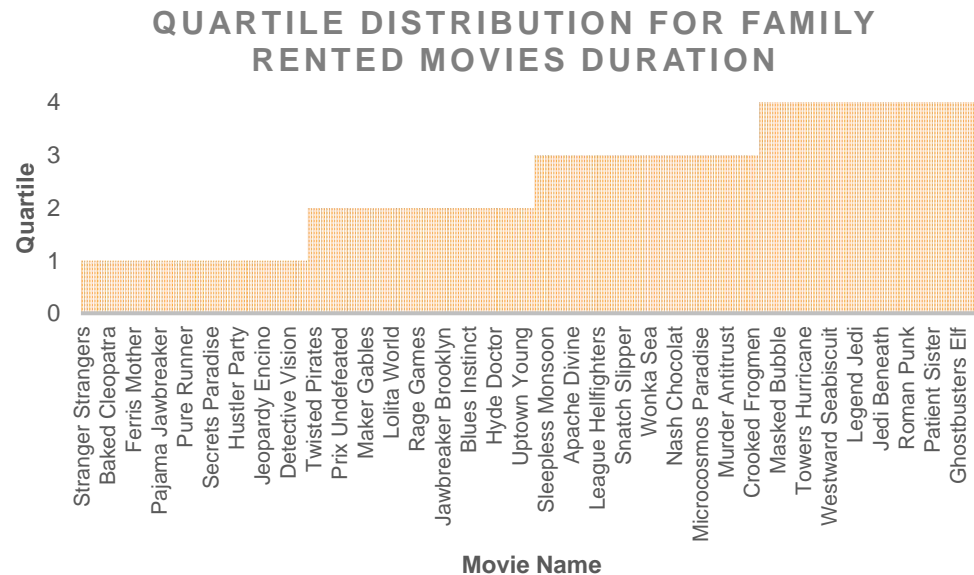


For rented family movies which are animation, children, classic, comedy, family & music, the chart displays the count of renting these movies.

Both Scalawag Duck & Juggler Hardly take the top as 32 rented times. On the other hand Boogie Amelie and others were rented 29 times.

Note: not all of movies are appearing in chart.

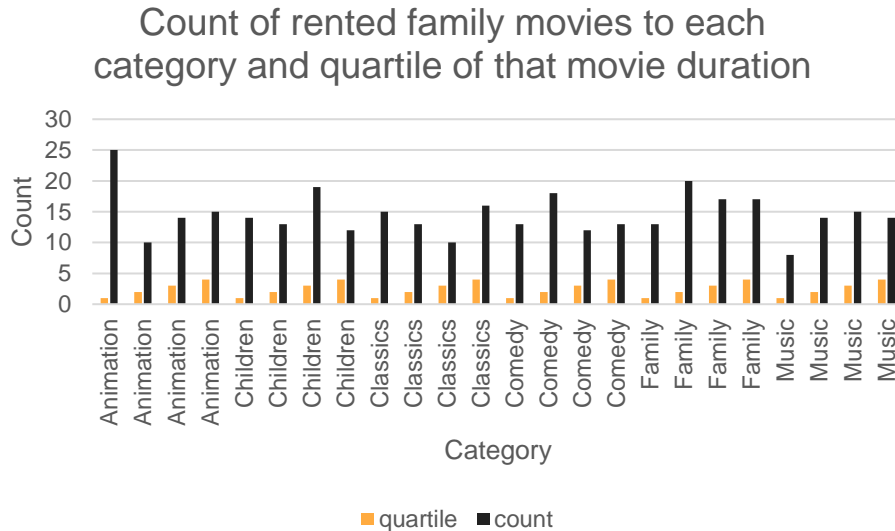
Insight 2: Quartile distribution for family rented movies duration



The rented duration of family related movies to the duration of all movies described in quartiles are presented in the chart.

As you can see there is no interesting trends because it is calssified as quartile so the graph would look the same no matter the difference. But the key insight here is to see a specific movie location in quartile to all movies to get some sense of its duration.

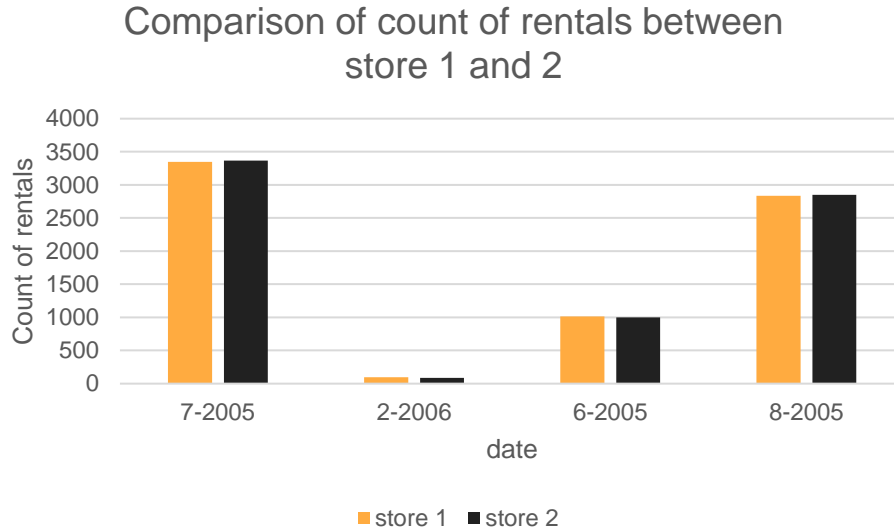
Insight 3: Count of rented family movies to each category and quartile of that movie duration



Each category of family related movies and the distribution of the quartiles of the movies under each category is presented in the graph.

As you can see animation movies tend to be much lower in duration to all other categories. On the other it is rarely that music movies present in the first quartile.

Insight 4: Comparison of count of rentals between different stores



The graph shows a comparison between two stores count of rentals.

As you can see both stores sell almost same amount of rentals per each period of time. Also you can see that 2-2006 were really bad for the two stores combined