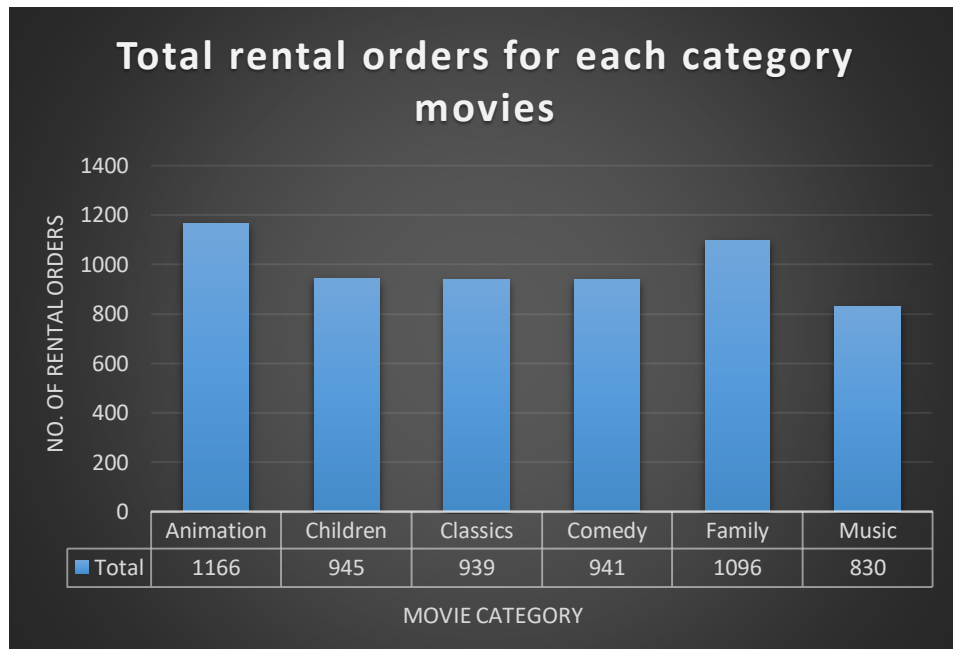
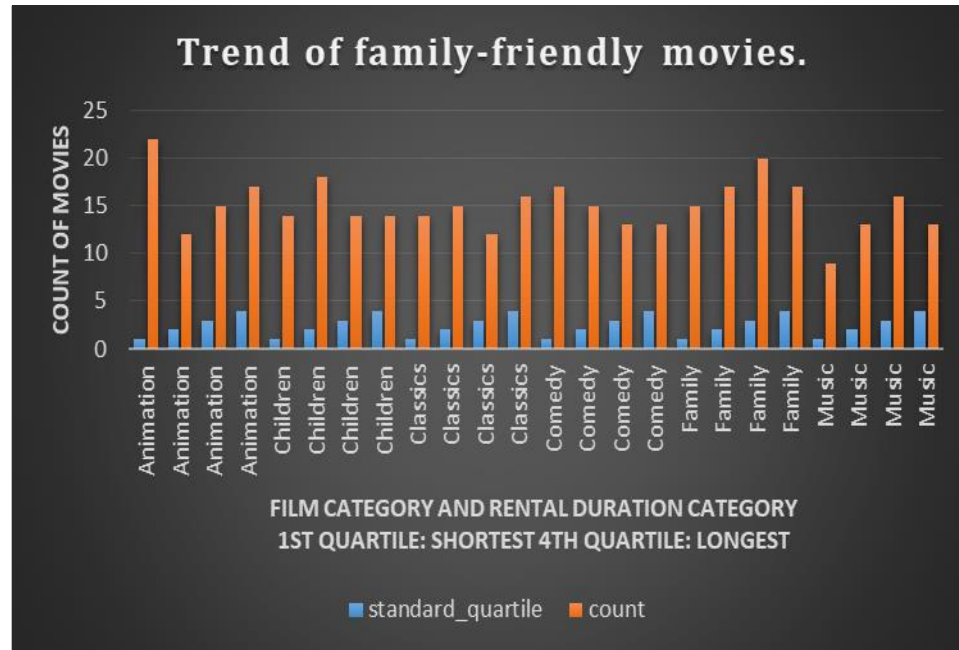


What is the trend followed in the number of total rental orders for each category movies (‘ Animation’, ‘Children’, ‘Classics’, ‘Comedy’, ‘Family’ and ‘Music’)?



We visualize from the following graph that the families are most likely to rent movies in the ‘Animation’ category which are around 1166 followed by ‘Family’ category with roughly the same interest for ‘children’, ‘classics’ and ‘comedy’ categories, families show least interest to rent ‘ music’ category movies having a count of around 830 movies.

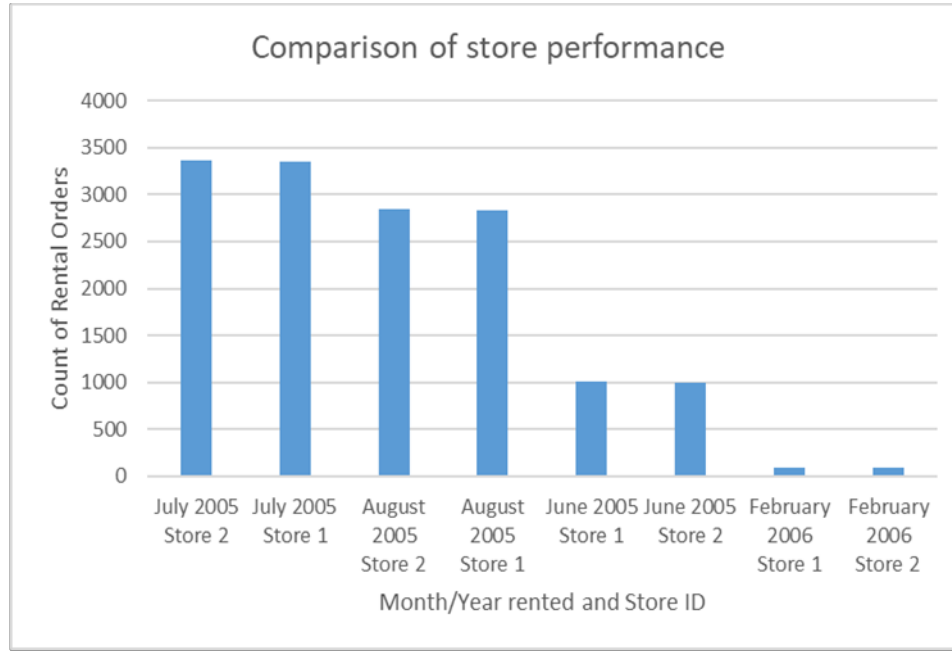
What is the distribution of family-friendly movies among the film categories and rental duration categories ?



From the following graph we visualise that a large number of Animation movies around 22 are rented for a short period of time (lying in first quarter). However, only a small portion of Music movies around 9 are rented for such a short period.

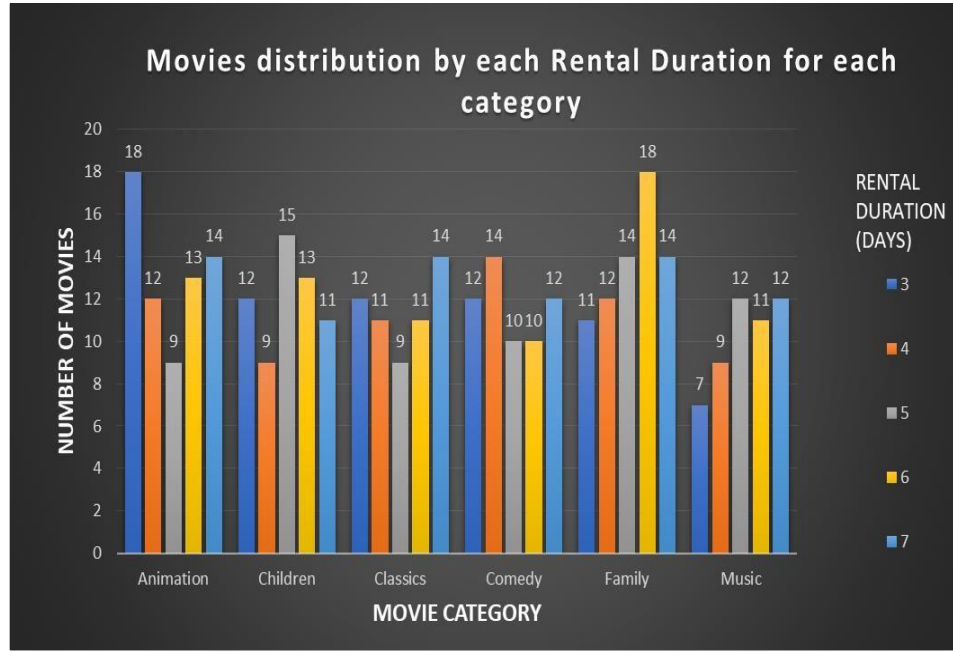
In this graph, shortest bar depicts 1st quartile and longest bar depicts 4th quartile.

How does the two stores(store 1 and store 2) compare in their count of rental orders during every month for all the years (data given) ?



We visualize from the following graph that for every month we have data for, the performance of the two stores is almost the same. The case for months with high number of rental orders are July 2005 (3350 orders), ranging in medium number of orders are months of August(2005) and for months with lowest number of rental orders like February 2006 (90 orders) as depicted from it.

For all orders, how the length of rental duration of specifically 'Family' category movies compare to the duration that all family movies are rented for?



We visualize from the following graph that the maximum number of movies in the 'Family' category are rented for 6 days in comparison to maximum number of movies in the 'Animation' category which are being rented for 3 days.

From the following graph we can compare 'Family' movies duration with the other present categories.