Q1- The movies that families are watching

Movie Rental Orders

Number of rental orders vs Movie category:
- Animation: 1166
- Children: 945
- Classics: 939
- Comedy: 941
- Family: 1096
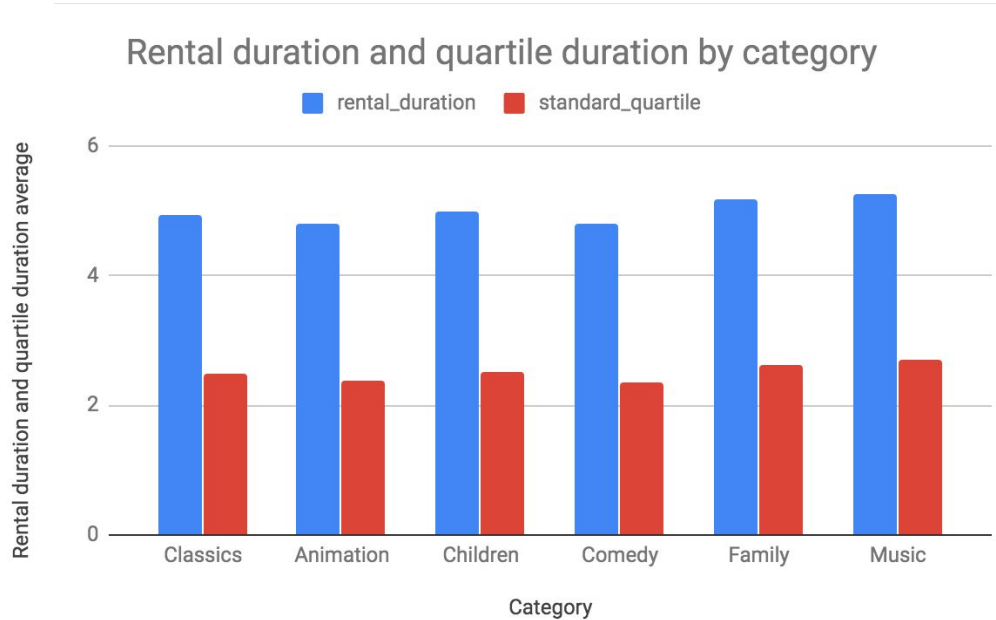- Music: 830
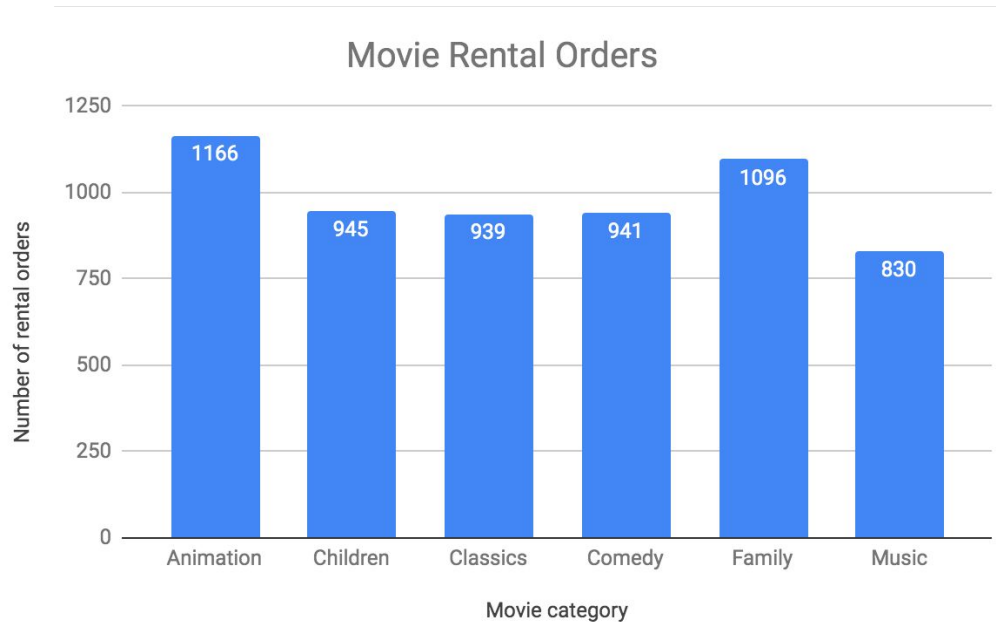
The code is in the .doc document.

This graphic shows us le sum of the rentals for each category.

Animation and family comes first.

I thought that a sum was more relevant than an average of the rentals for each category.

Q2- Length of rental duration for these films

Rental duration and quartile duration by category

rental_duration ■   standard_quartile ■

(Y-axis: Rental duration and quartile duration average)

(X-axis: Category — Classics, Animation, Children, Comedy, Family, Music)

I did an average on the google sheet to see the average rental duration.

Family, Music are the categories with the higher rental duration rate.

And Animation and Comedy are the categories with the lowest duration rate.

Q3- Repartition of the rental duration by categories

Number of orders by quartile by category
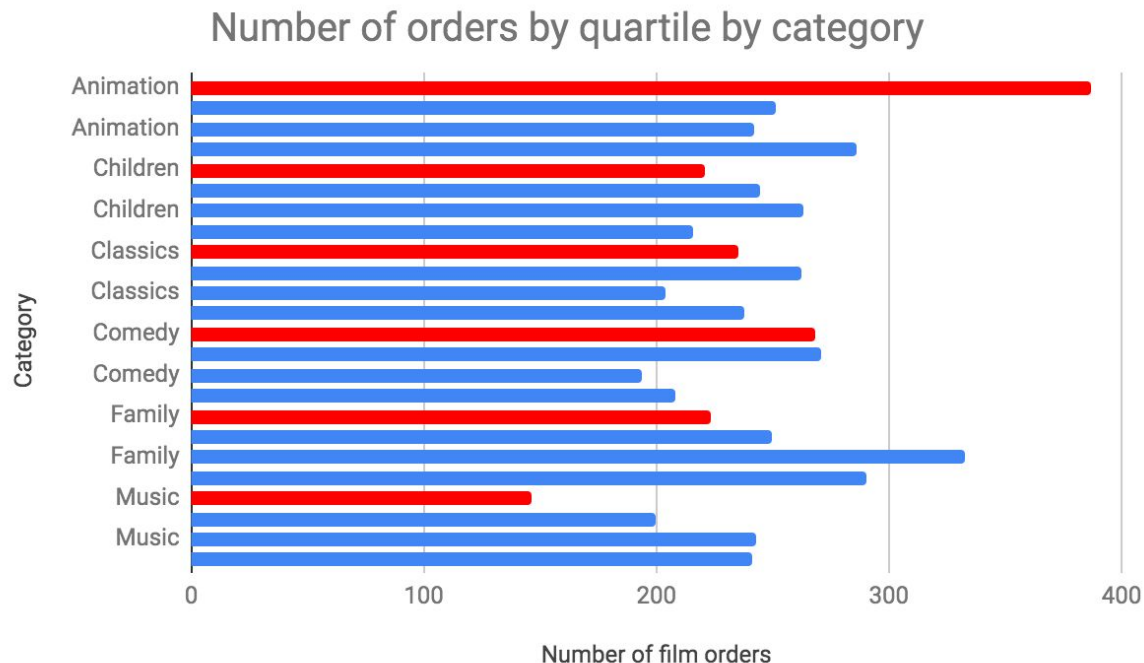
Result: It depends.

For the animation for ex the main part of the movies are in the first quartile of the rental duration.

For each category there are four columns for each quartile. Quartile 1 is in red.

Q4- Count of rental orders by month

Number of orders by month

The graphic represent the count of transactions for each month.

I though classifying by month was more relevant than by year.

Result: July and August arrive in first positions !

Thanks for your attention and for reviewing my work !