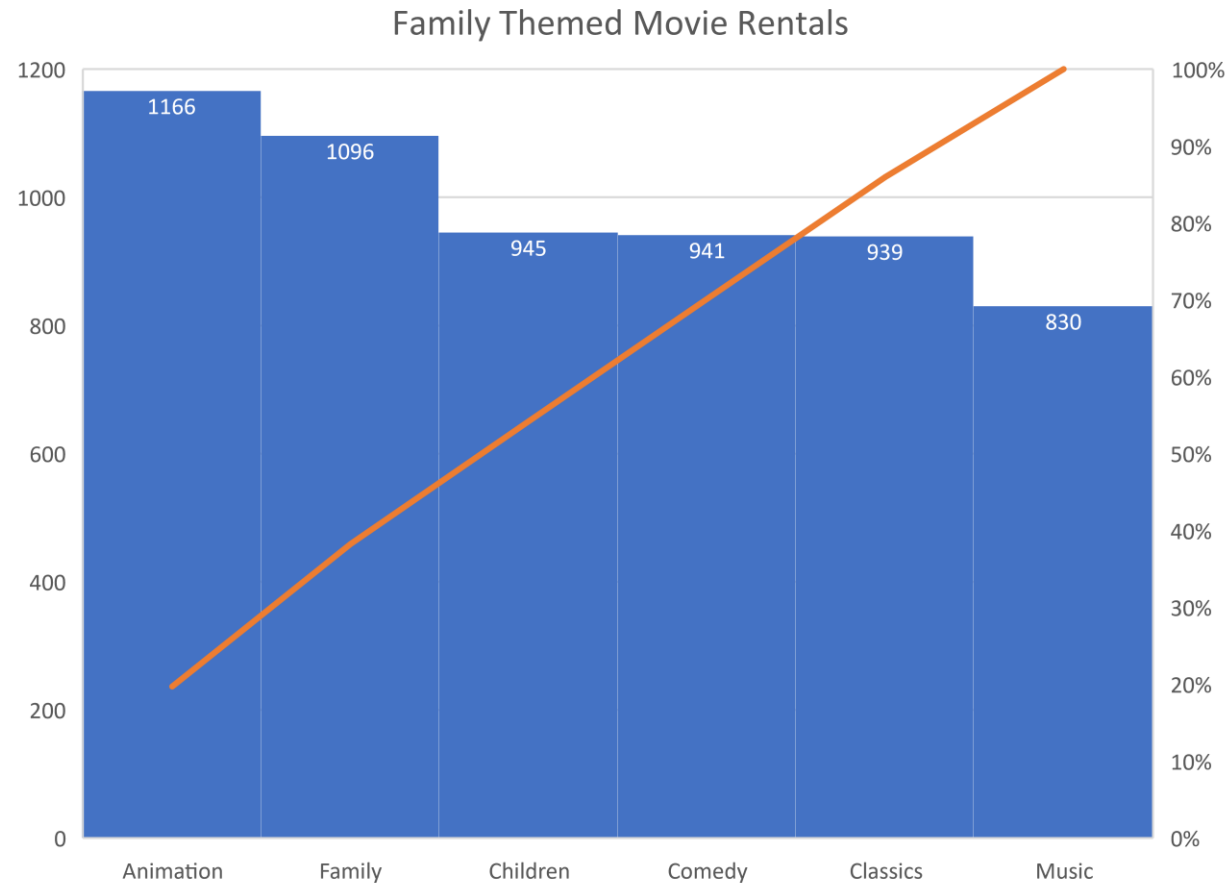


Family Movie Rentals

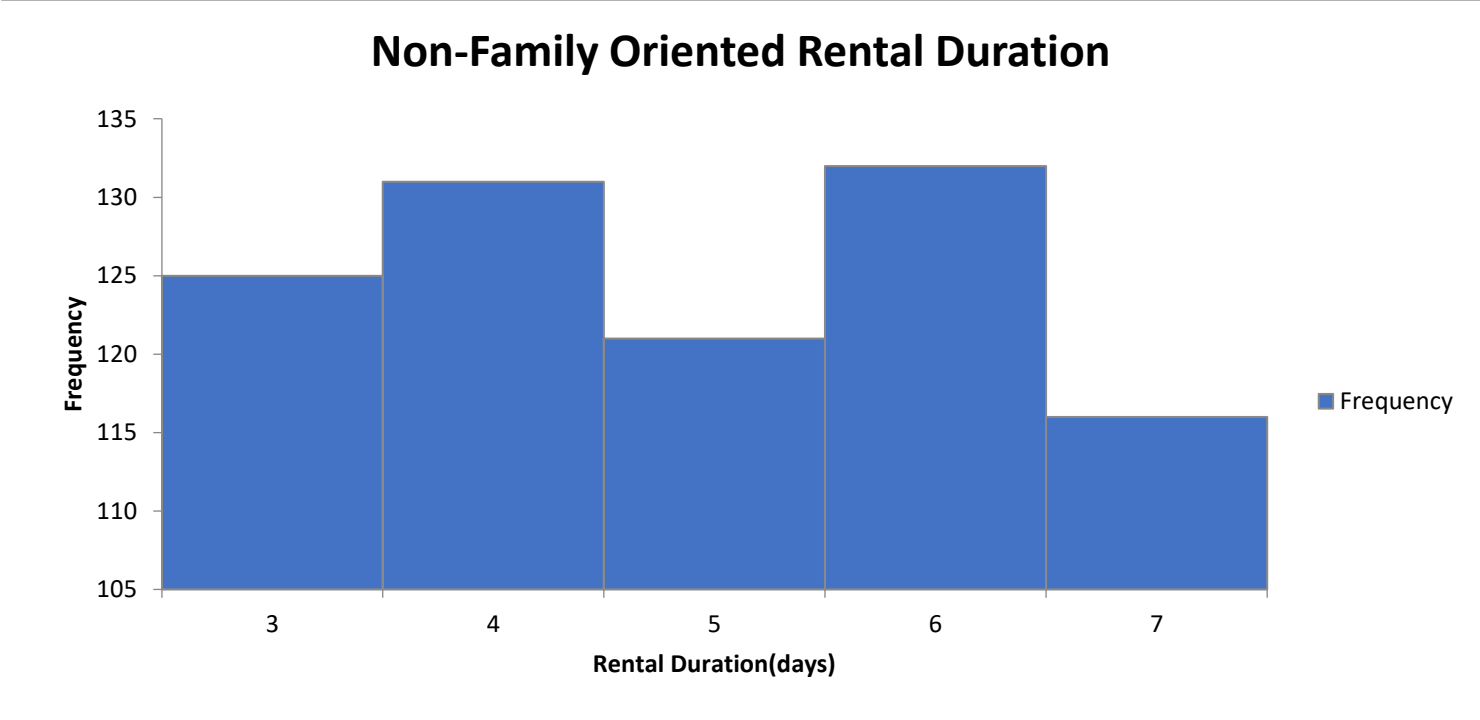
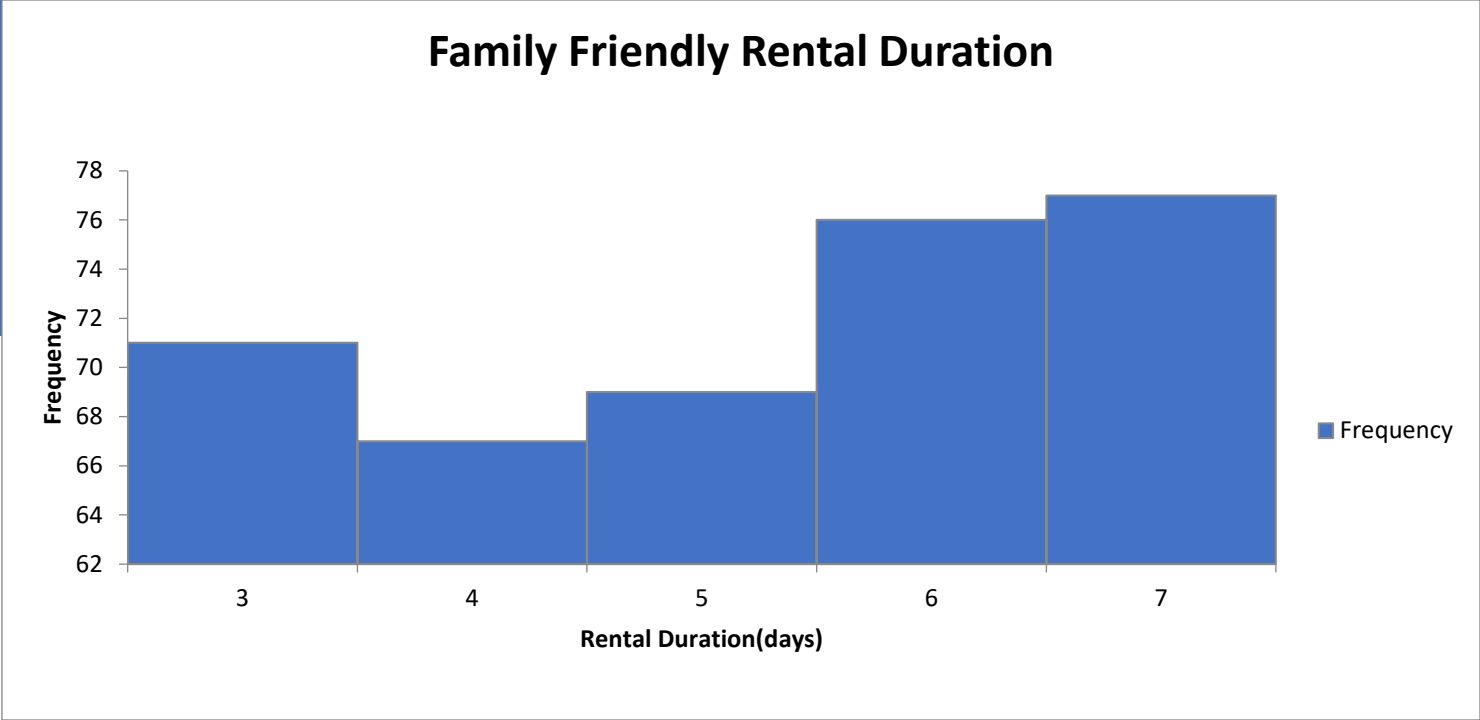


- In this chart we wanted to know how many times each of the “family” category of movies has been rented. Animation leads with 1166 total rentals.

Family Movie Rental length vs. All other Categories

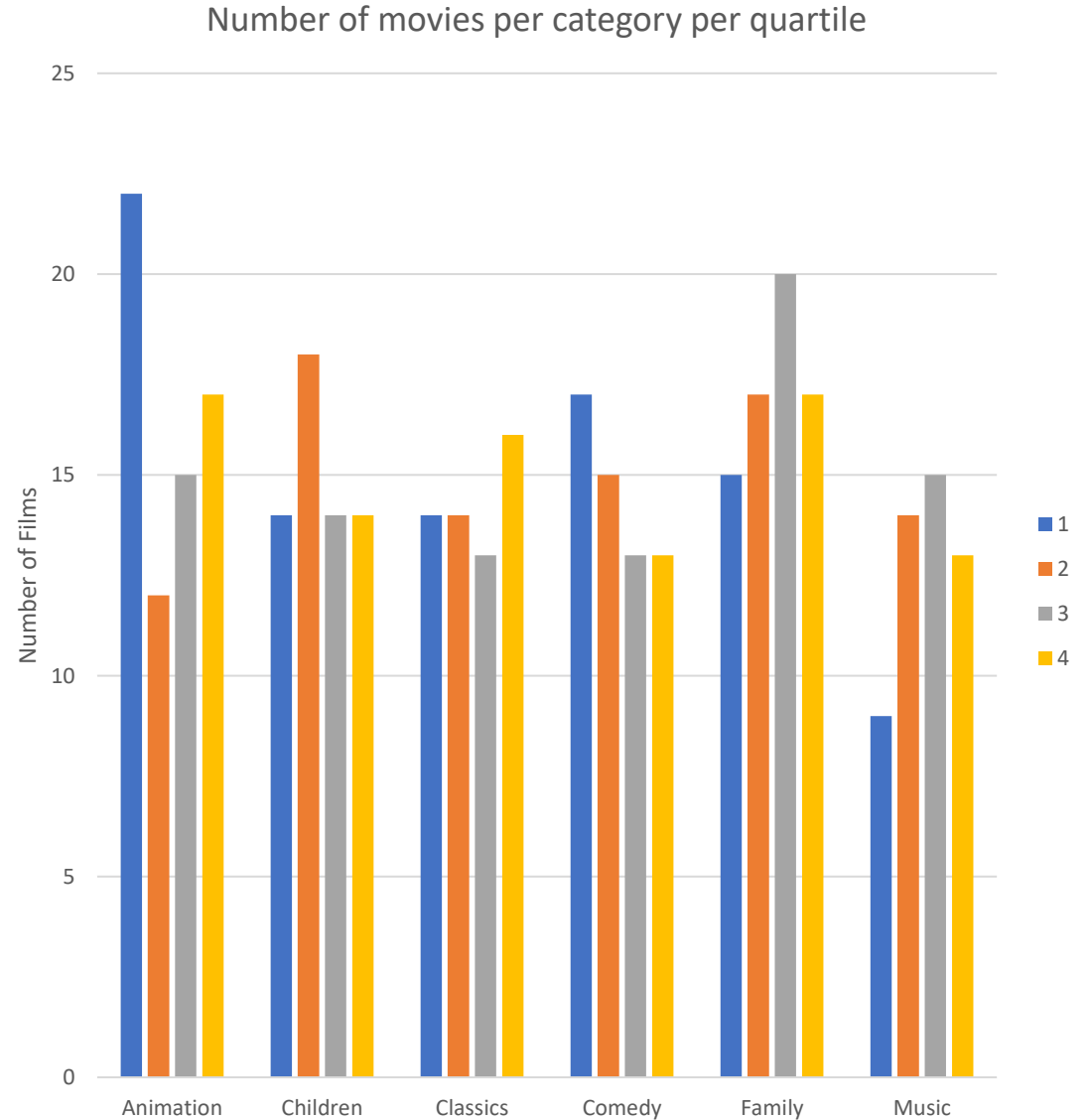
With this visualization, we wanted to compare the number of rental days between the “family” category of movies versus all other movie types. I created a histogram to compare the two. Not much variation between the two categories. It does seem that family movies are rented at least 1 day longer than non-family movies.

Measure	Family	Non-Family
min	3 days	3 days
median	5 days	5 days
mode	7 days	6 days
Std. Deviation	1.4	1.4
max	7 days	7 days
Average(mean)	5.1	5



Family Category Rental by quartile

- Here we wanted to examine what the number of each “family” themed movie rental per quartile. In Q1, it looks like Animation movies had the longer rental duration. Followed by children’s movies in Q2, Family movies in Q3, and Animation and family movies tied in Q4.



Animation rentals in the summer months, by store

Here, we wanted to analyze how well the Animation category rented in the summer months between stores. Store 1 had slightly better rentals in the month of July. Store 2 outperformed store one in the months of June and August, however.

HOW WELL DID ANIMATION RENT IN THE SUMMER MONTHS(JUNE-AUGUST) BY STORE

