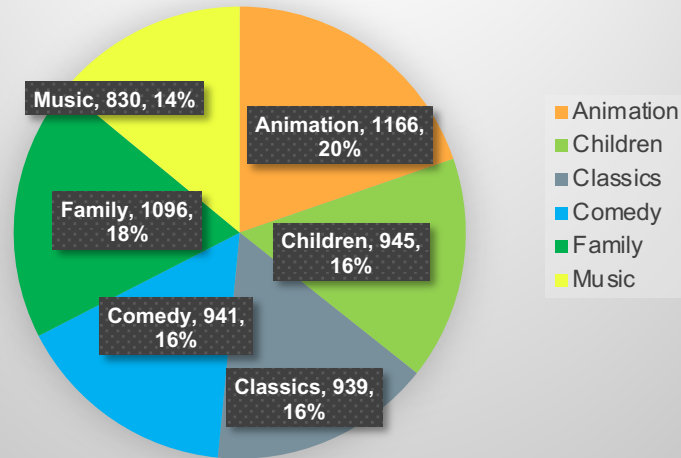


Q1: Which category of movie is rent out the most?

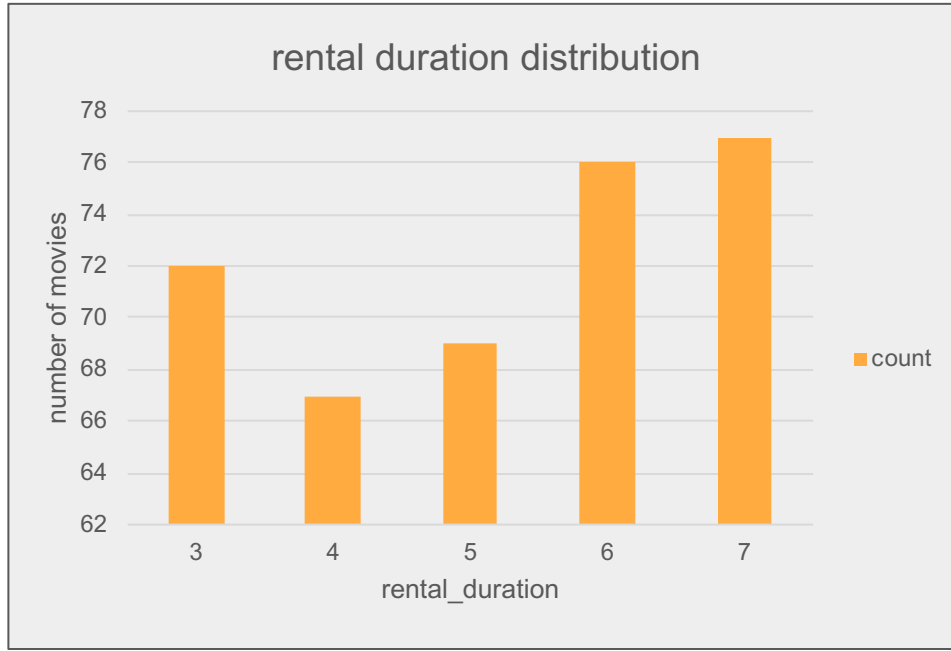
**Distribution of Movies Rent Out
by Genre**



Animation movie is the most favorite genre in family movies since this category is rent out the most.

Music genre is the least popular since it is rent out the least.

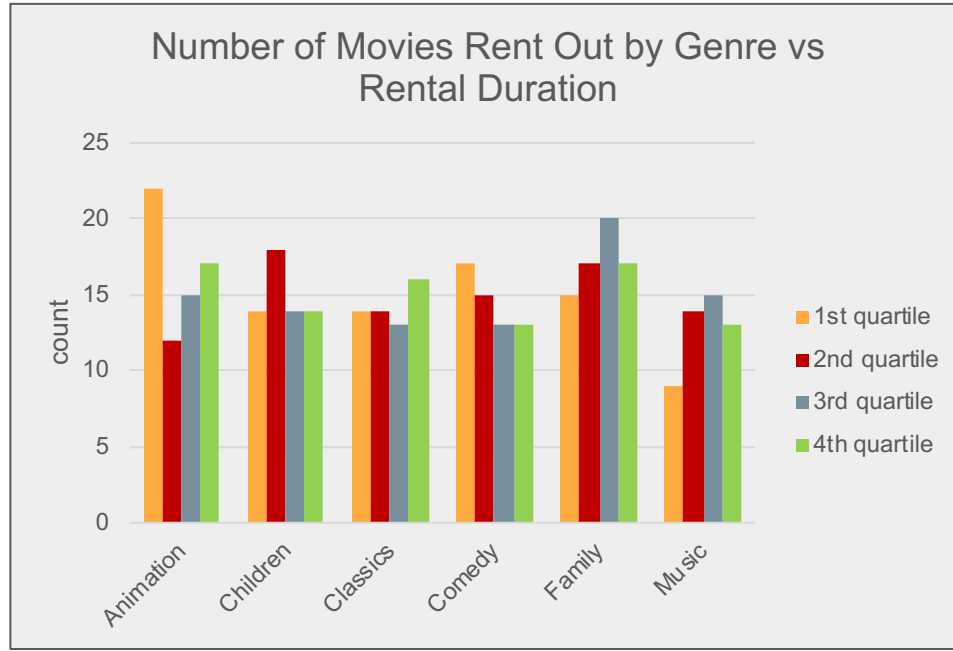
Q2: How long do customers rent for family movies?



Most customers prefer to rent family movies for long time (nearly one week), while some customers return movies in short time (3 days).

It may potentially be explained by that people usually borrow and return movies on weekends.

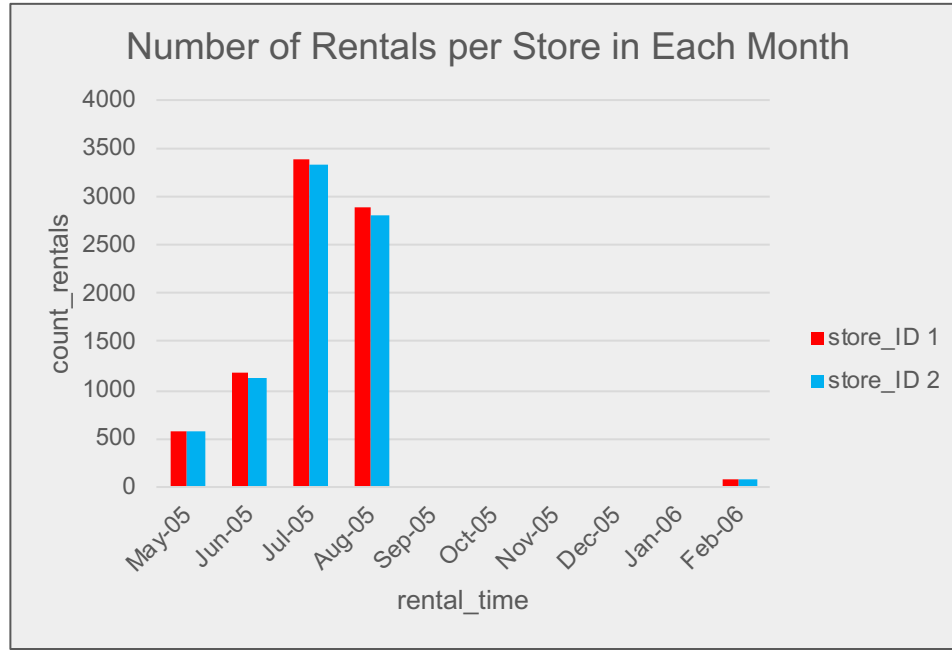
Q3: Which genre of movie were rent out most in terms of rental duration quartile?



For animation, most movies were rent out with short rental duration (mainly in the 1st quartile).

For family genre, most movies were rent out with medium rental period (mainly in the 3rd quartile).

Q4: How many rentals did each store process in each months?



We can see that both stores perform similarly. During the recording period, store 1 and 2 both peaked in July 2005.