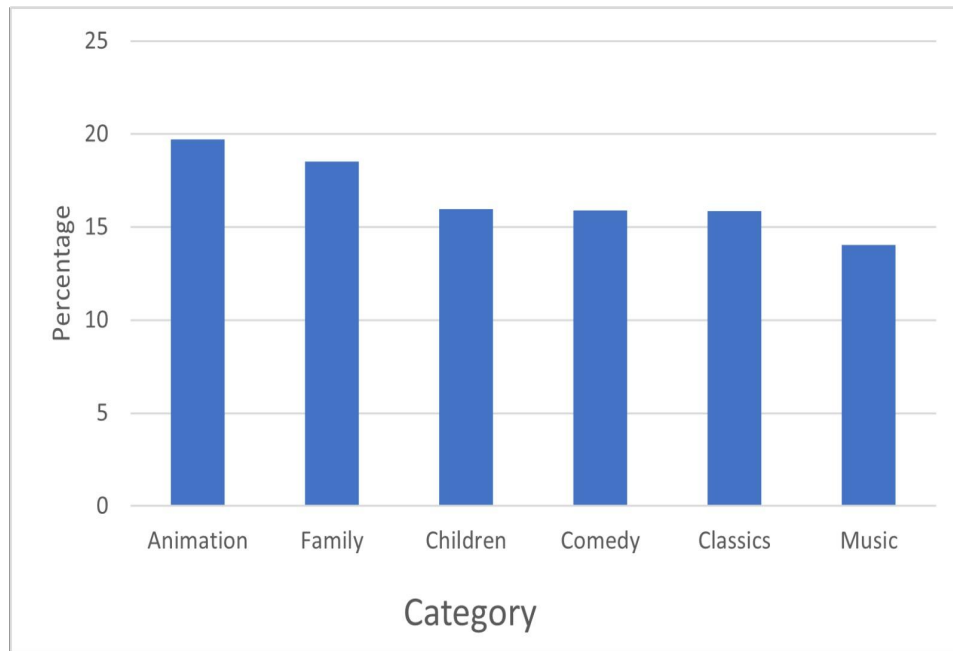
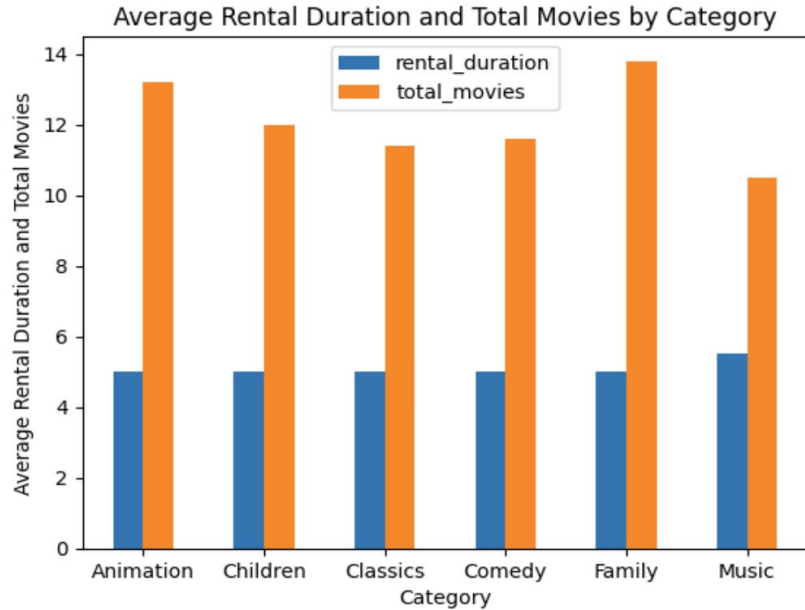


1. Percentage distribution of different categories



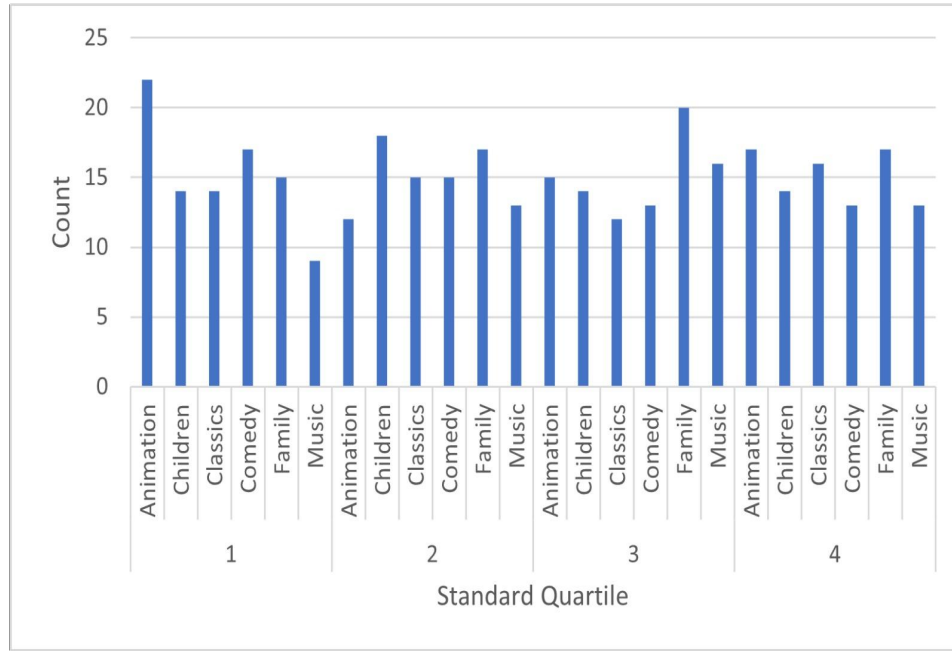
We can see that the Animation Category has the highest proportion and Music category has the lowest percentage of movies being rented. Children, Comedy and Classics type of movies has almost similar percentage for being rented.

2. Analyzing movie categories and Average rental duration



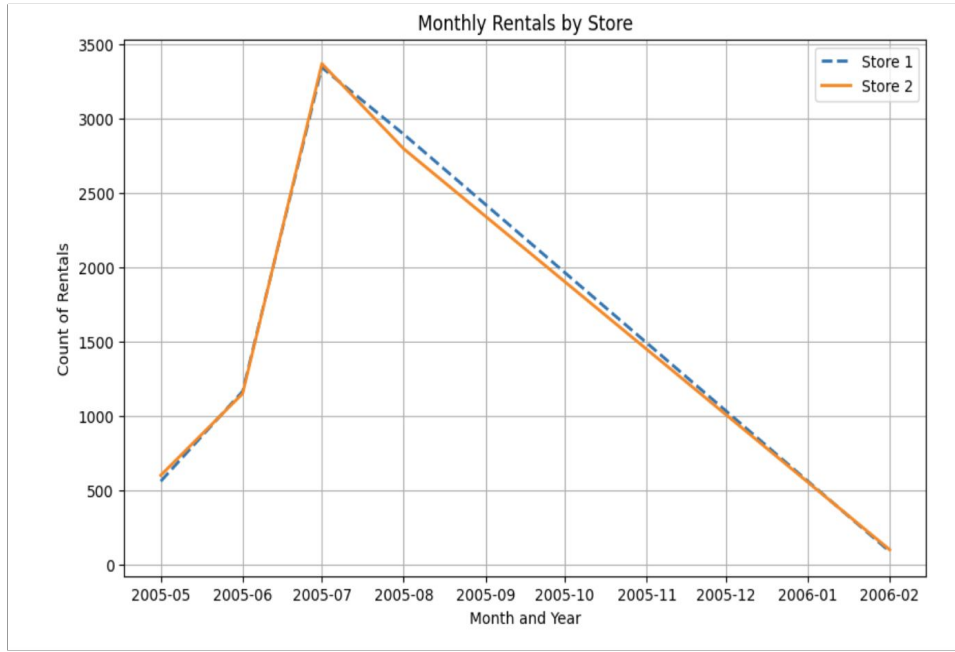
Movies with the lowest average rental duration is rented highest in number (Animation and family are example) and the movie with the highest average rental duration is rented least (example : Music)

3. Categorising movie categories according to quartiles of their rental duration



Highest and lowest count both are present in the quartile 1 , highest is for the animation and lowest is for the music.Children has highest count in quartile 2 as compare to other quartile of children.

4. Monthly rental count for each store



The graph shows that for both Store 1 and Store 2, they had almost similar sales. They both had their highest rental sales in the month of July (7), after which they decreased.