Question 1. What is the most famous genre of family movies according to the sum of rental count?
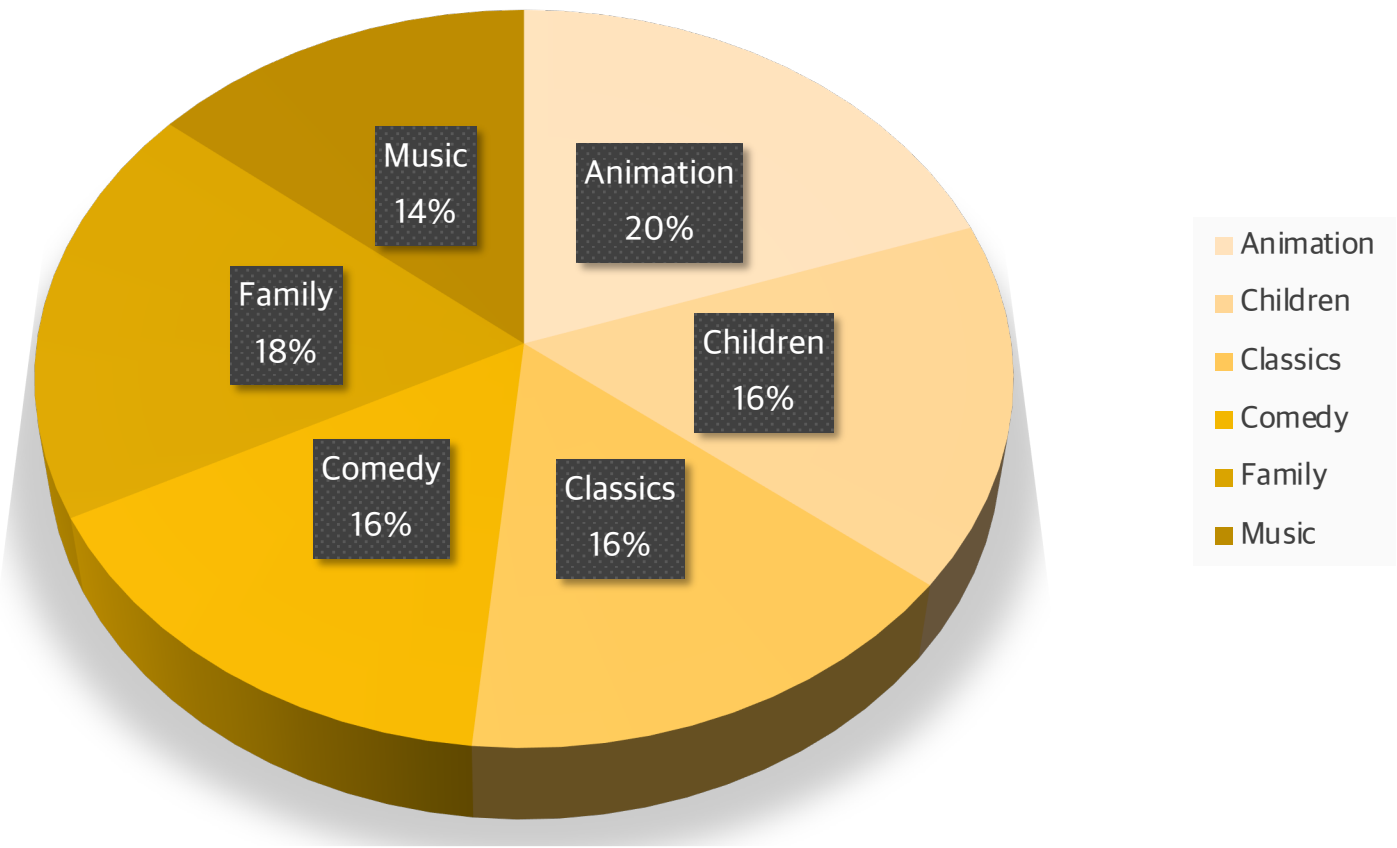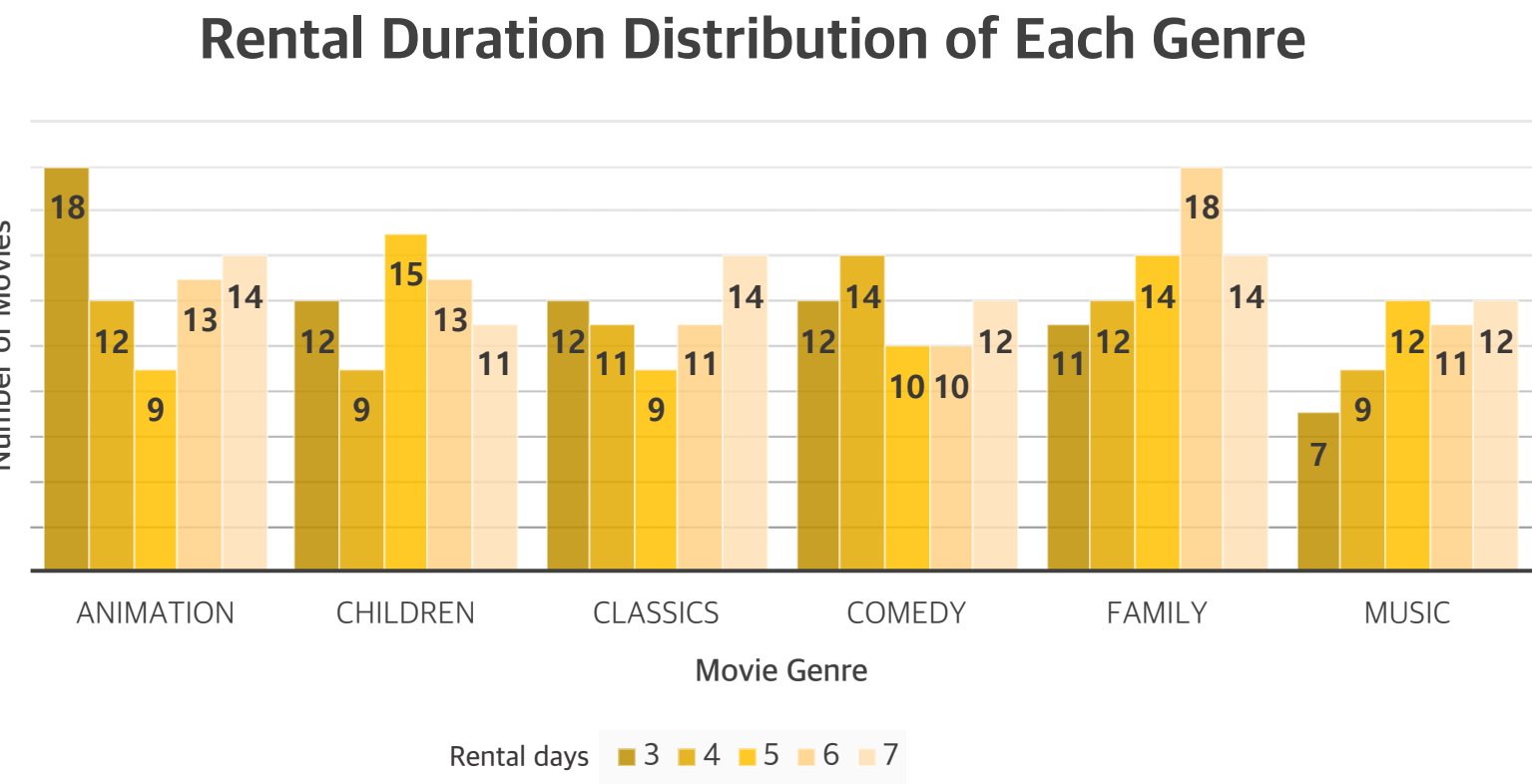
Rental Count of family movies by following genre

Legend:
- Animation
- Children
- Classics
- Comedy
- Family
- Music

Chart labels:
- Music 14%
- Animation 20%
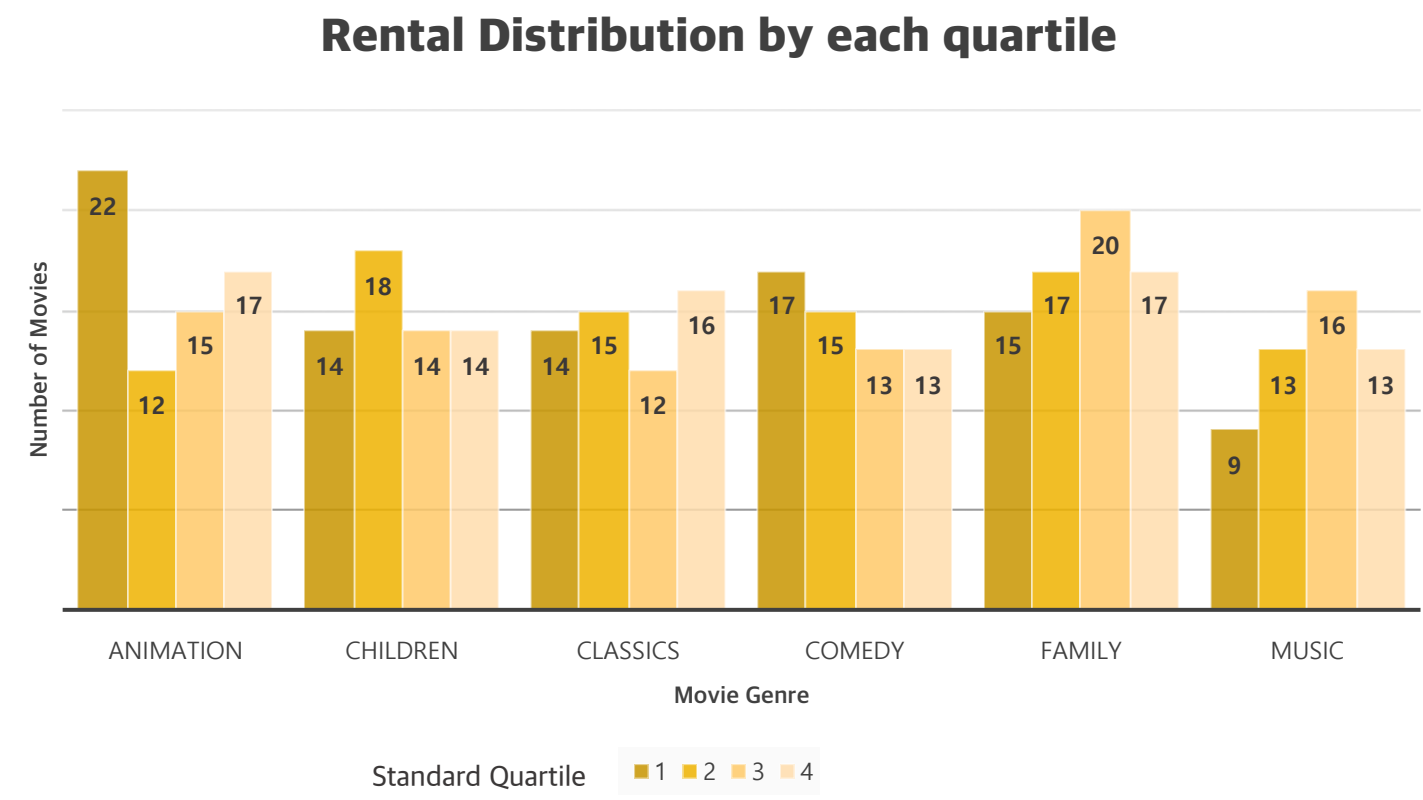- Family 18%
- Children 16%
- Comedy 16%
- Classics 16%

According to the data of the family movie genre, Animation is the most popular genre for 20%. Total sum of animation genre's rental is 1166. Although I extracted raw data of each film title with sum of rental count, I made it simpler by pivot tabling with Category name.

Question 2. How the length of rental duration of specifically "family genre" movies comparing to the duration that all movies are rented for.

Rental Duration Distribution of Each Genre

This pie chart gives information of each genre's distribution of rental duration. In the case of the family genre, the rental period tends to be about six days since the number of people who rented 6 days has the highest value of 18. Similarly, We can deduce that there is a tendency that people who rented the animation genre for 3 days.

Question 3. Compare a family-friendly film category, each of the quartiles , and the corresponding count of movies within each combination of film category for each corresponding rental duration category.

Rental Distribution by each quartile

Standard Quartile ■1 ■2 ■3 ■4

This pie chart shows the distribution of the number of movies by each quartile with each category of family-friendly movies, and rental-duration is sorted with ascending order. From the graph, We can clearly see that Animation has the highest number of movies in the first quartile, followed by 17 movies in the fourth quartile. Likewise, for the category Music, it peaked in the third quartile as 18 movies.

Question 4. How the two stores compare in their count of rental orders during every month for all the years in the data.

Comparison between two stores of rental orders by every month

Number of Rental orders

	Jun-2005	Jul-2005	Aug-2005	Feb-2006
Store 1	1015	3347	2835	95
Store 2	1000	3366	2851	87

Month

Store ID ■ 1 ■ 2

This pie chart represents which store rented more for each period.
For the year 2005, Store2 rented 20 more than compared to Store1, since the store2 rented more in July and August 2005. However, in the year of 2006, Store 1 rented 8 orders more than the Store2.