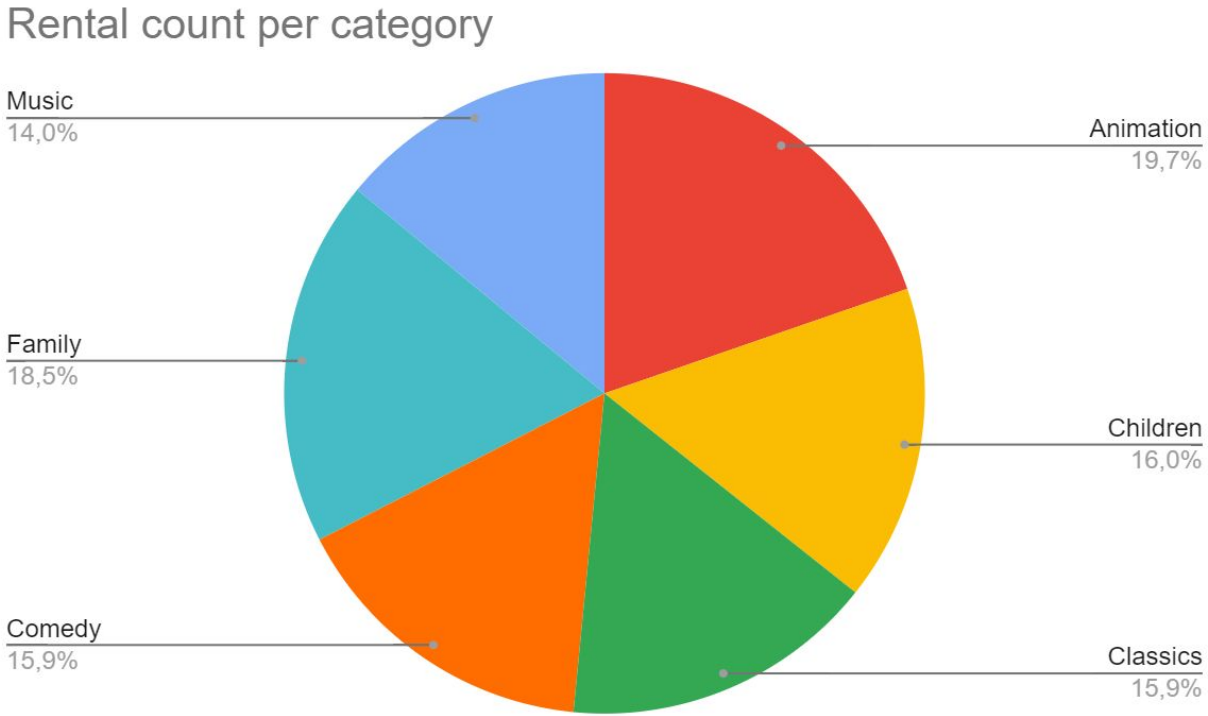
Q1: What movies are families watching?

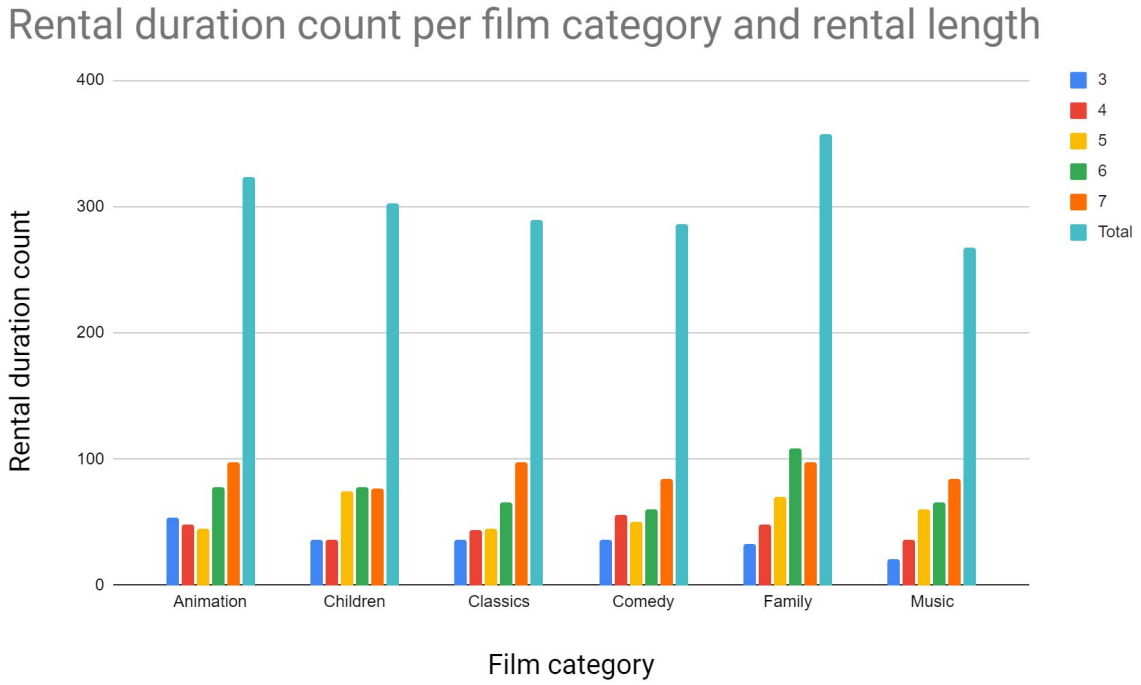


We can see that **Animation (19,7%)** is the most requested film category in the *family* niche, followed closely by **Family (18.5%)**.

The least favorite is the **Music (14,0%)** category.

In general, we can see that it is a distribution almost **equaly distributed**.

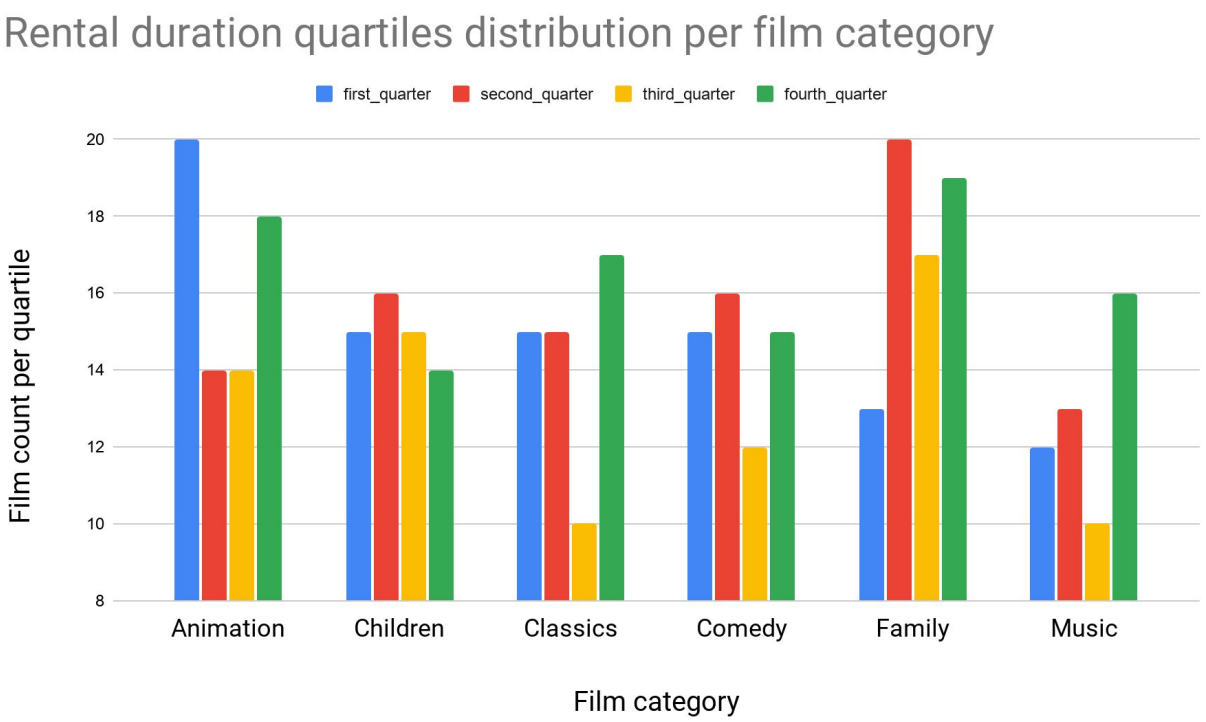
Q2: How the length of rental duration of these family-friendly movies compares to the duration of all the movies?



- The category rented during most time is **Family**
- The category rented during less time is **Music**
- **Animation** is the top of the movies rented 3 days
- **Comedy** is for 4 days
- **Children** is for 5 days
- **Family** is for 6 days
- **Family**, **Classics** and **Animation** are tied for 7days

This analysis could be biased by the quantity of movies in every category, but as we saw in the q1 analysis, the movies count are fairly equal.

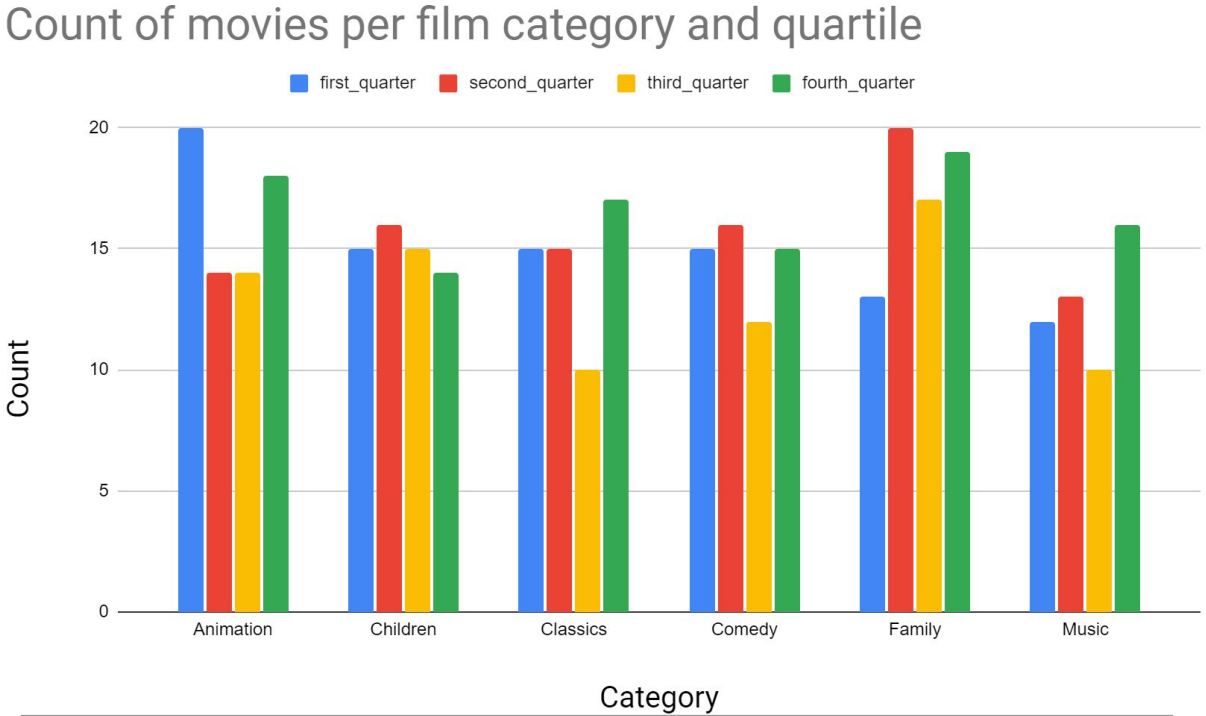
Q2: What is the distribution of rental duration per family film categories? And the movies count per quartile?



- **Animation** is the category with more movies in **q1**
- **Family** is the category with more movies in **q2**, **q3** and **q4**
- **Music is the less in q1, q2**
- **Music** and **Classics** are the less movies categories in q3
- Comedy is the lesser in q4

The data for this analysis was computed using a dynamic table COUNT from the data pulled using SQL to solve this question (that did not include a COUNT)

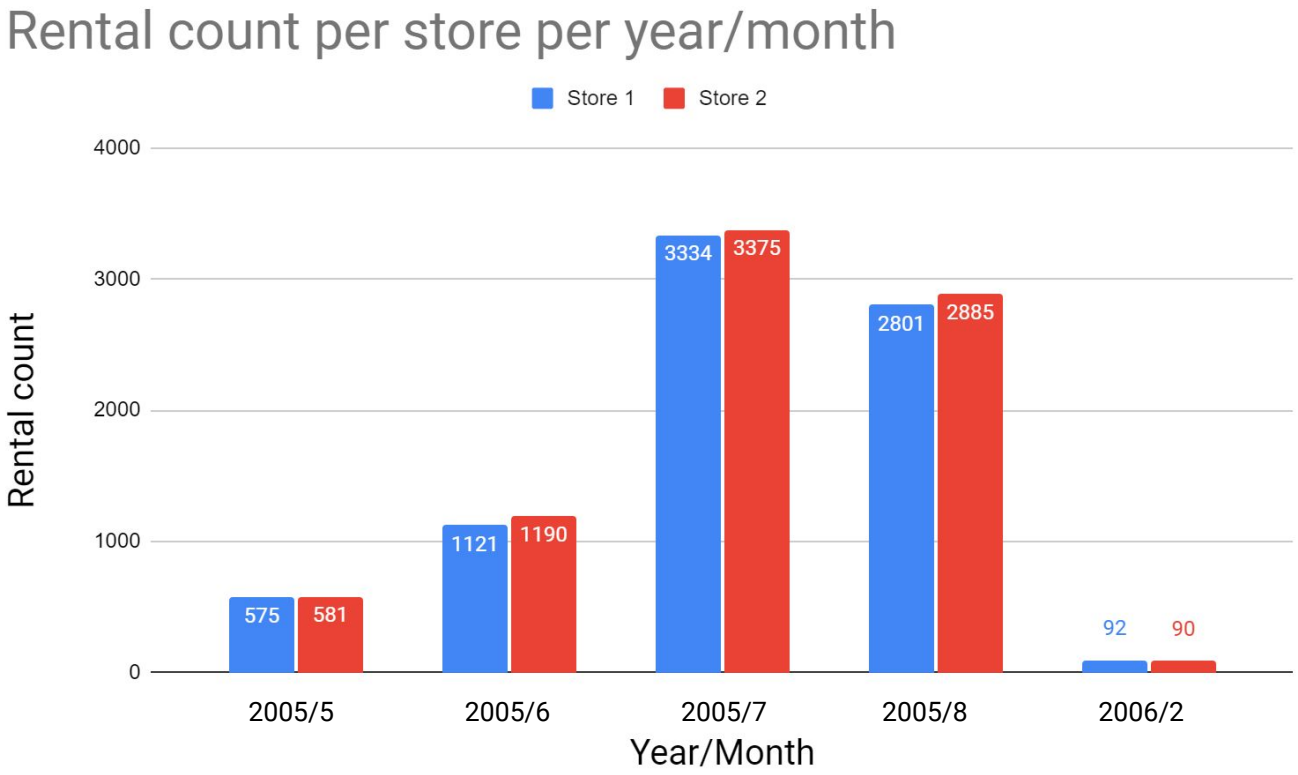
Q3: What is the distribution of movies count per family film category and quartile?



The data for this analysis was obtained using SQL to compute the total count per category and quartile

- **Animation** is the category with more movies in **q1**
- **Family** is the category with more movies in **q2**, **q3** and **q4**
- **Music is the less in q1, q2**
- **Music** and **Classics** are the less movies categories in q3
- Comedy is the lesser in q4

Q4: How the two stores compare in their count of rental orders during every month for all the years?



- Almost in every month **Store 2** had more rentals than **Store 1**
- **The difference is not too much**