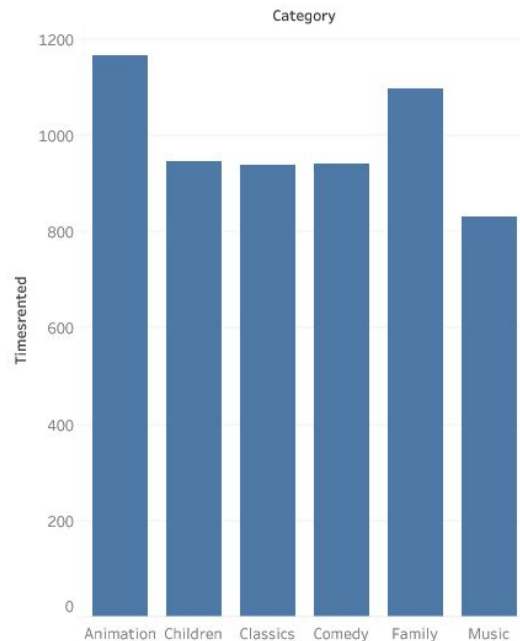


Rentals of Family Friendly Movies by
Category

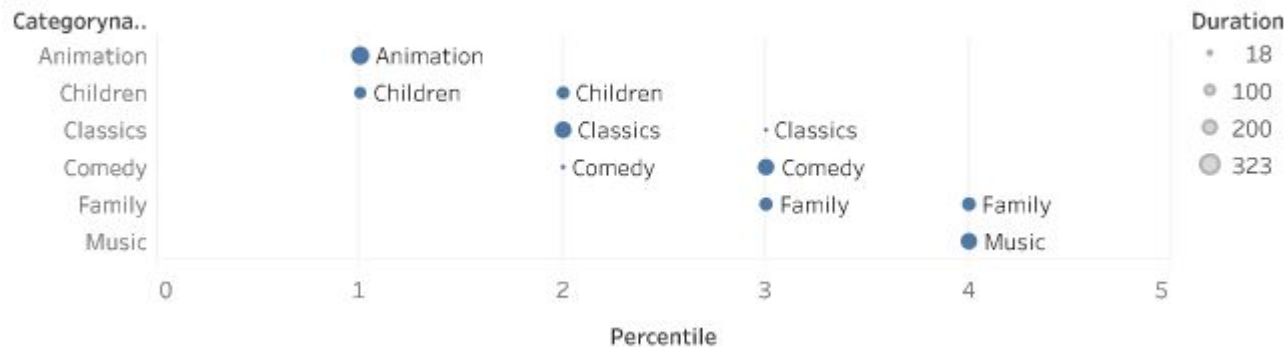


What movies are families watching?

As you can see to the left, the most commonly watched family movie category is Animation. Animation accounts for 19.7% of all rentals.

How does the rental duration of family movies compare to the rental duration of all films?

Categories of Family Movies Distributed into Percentiles



Animation movies are checked out for the longest duration. They are also responsible for a non-insignificant chunk of the first Quartile of rentals.

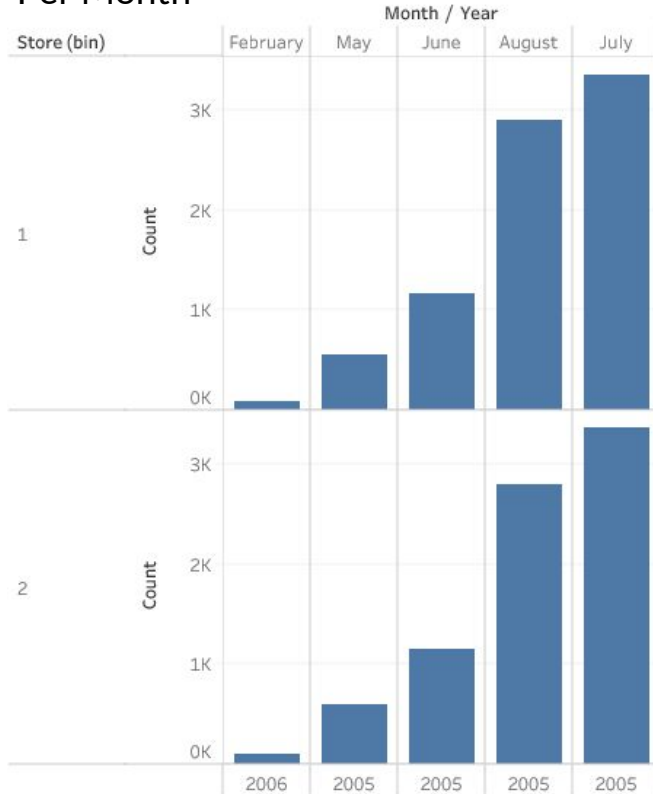
Count of Rentals by Category and Quartile



How many of each category are in each quartile?

The family friendly categories that fall into the first quartile of checkouts most often are Animation, then Comedy.

Comparison of Stores 1 & 2's Rentals Per Month



How does the rental count of each store compare per month?

The rental count of each store is almost exactly the same, with both stores having slightly worse months and slightly better months.