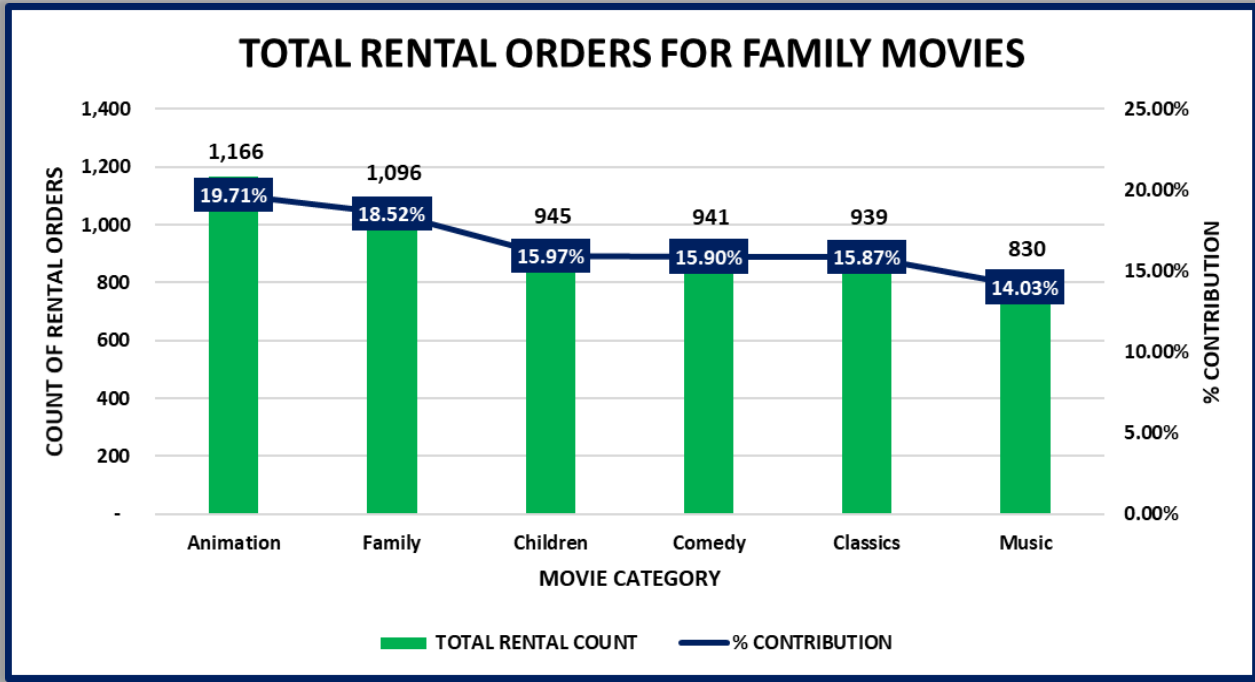
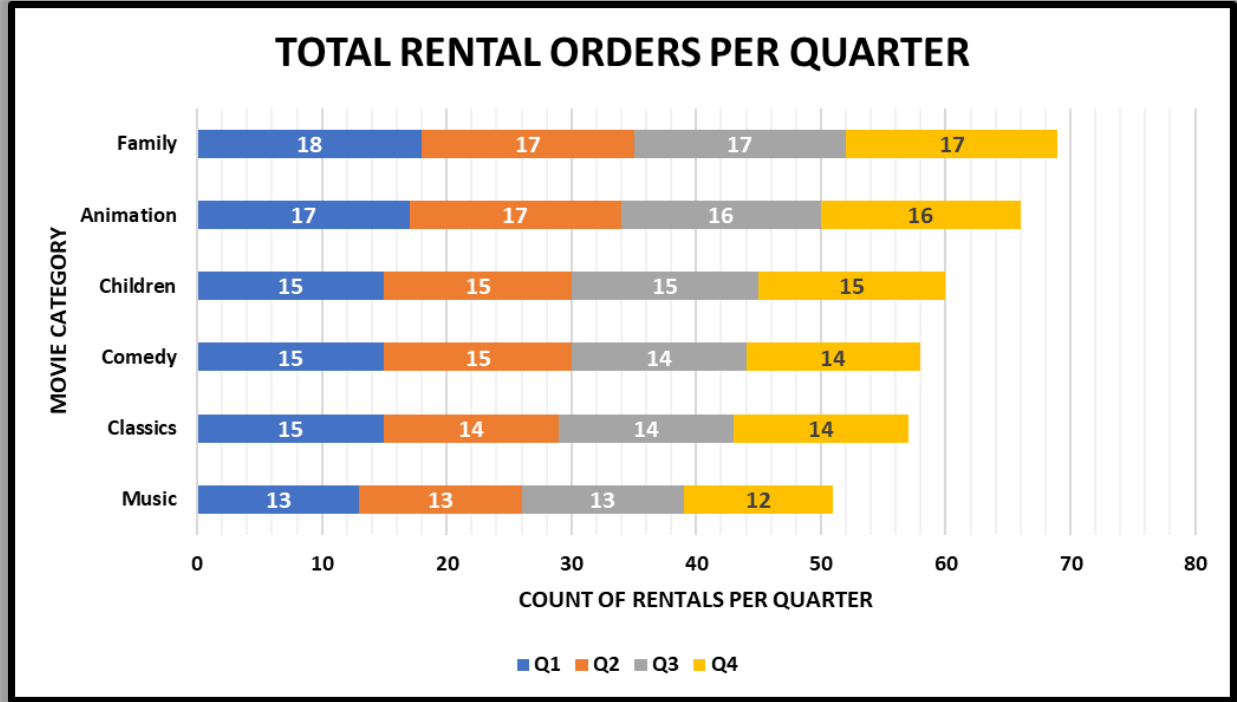


Create a query that lists each movie, the film category it is classified in, and the number of times it has been rented out. **What is the rental frequency distribution for movies in the family category? - Query 1**



- ❑ From the visual, Animated movies (**1,166**) accounted for **19.71%** of all rented movies in the family-friendly category.
- ❑ Families also preferred to watch movies in the Family genre, as those accounted for **18.52%** of the rented family movies. The second highest percentage contribution.
- ❑ The Children (**15.97%**), Comedy (**15.90%**), Classics (**15.87%**), and Music (**14.03%**) categories also had a substantial volume of rentals.

Provide a table with the movie titles and divide them into 4 levels (first\_quarter, second\_quarter, third\_quarter, and final\_quarter) based on the quartiles (25%, 50%, 75%) of the rental duration for movies across all categories. **How does the rental length of these family-friendly movies compare to the duration that all movies are rented for? - Query 2**



- ☐ Quarter 1 (**93**) has the most rentals for family-friendly movies, accounting for **25.76%** of all rented family movies.
- ☐ Across all quarters, Family genre movies accounted for the most rentals in the family-friendly movie category.
- ☐ Musical movies are the least favourite family movies based on the collected data.

Write a query that returns the store ID for the store, the year and month and the number of rental orders each store has fulfilled for that month. **How is the store performance per month? - Query 3**

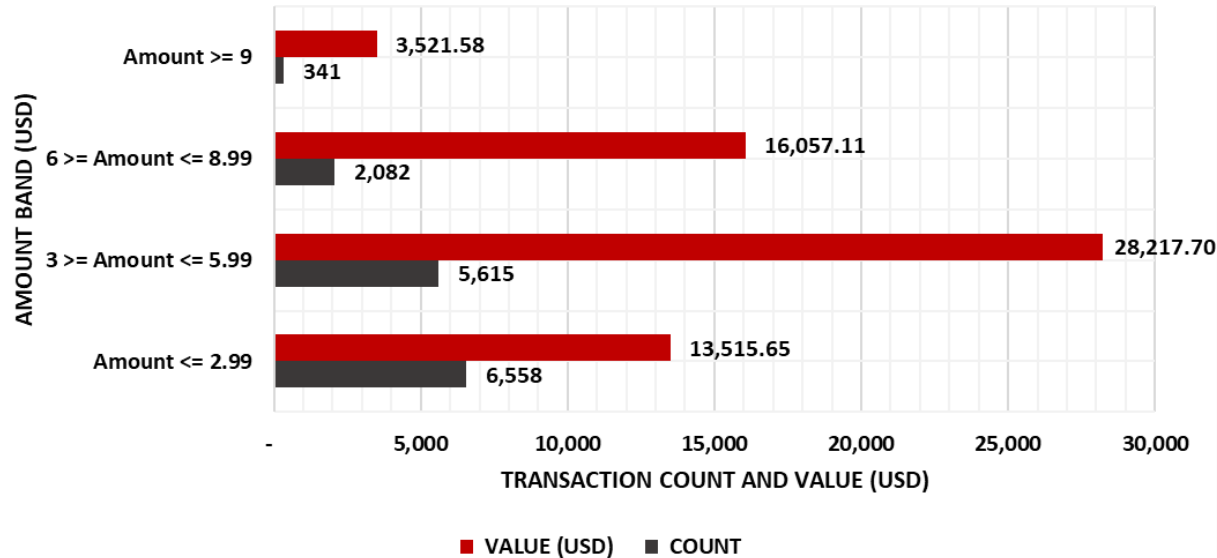
### TOTAL RENTAL ORDERS PER MONTH



- Most rental orders occurred in the month of **July 2005**; the month recorded a total of **6,709** movie rentals during the periods considered.
- Comparatively, both stores seem to perform almost alike, acquiring very similar volumes across the varying periods. **Store 2** edges **Store 1** in **May & July 2005**, and in **February 2006**, while, **Store 1** performed slightly better in the months of **June & August 2005**, respectively.

Create a query that lists carefully defined amount bands, rental periods, the total count of rentals, and the total payments accrued for each amount band. **What is the modal rental amount, does the rental price depict any visual influence on rental preference? - Query 4**

**DISTRIBUTION OF RENTAL PAYMENTS PER AMOUNT BAND**



- From the visual, movies that cost **USD 2.99 and below** account for most rentals in the dataset. The movies in this amount category were rented **6,558** times amounting to a total of **USD 13,515.65** in rental fees. This behaviour is closely mirrored by the second cheapest amount category (**3 >= Amount <= 5.99**).
- Visually, the rental price of movies in the dataset has an influence on the rental frequency as movies that cost up to **USD 9 and above** accounted for only **341** leases. However, a regression & correlation analysis is recommended to test this hypothesis and measure the significance level of this influence.