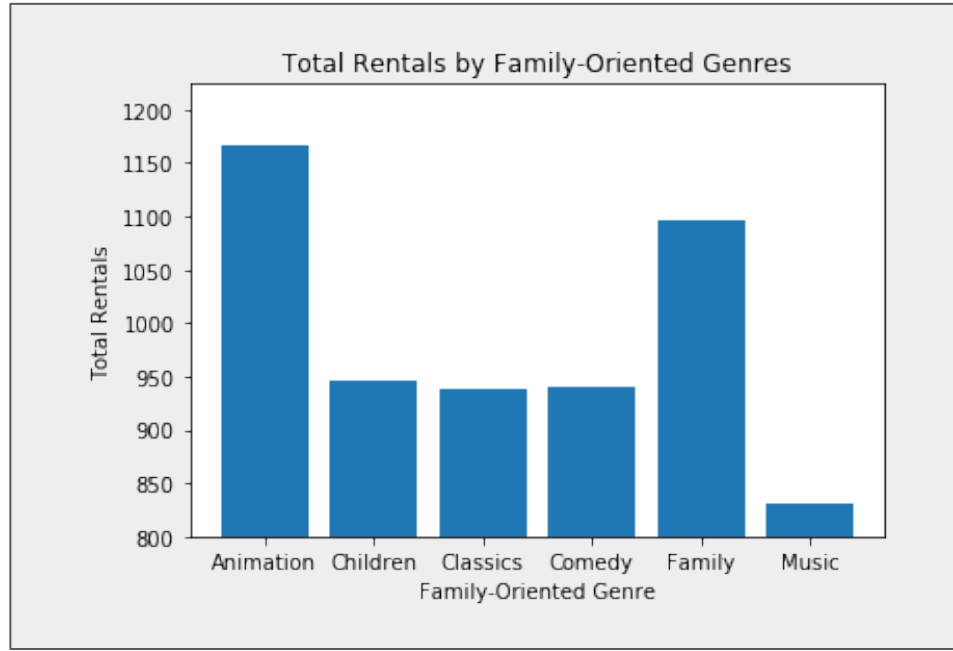
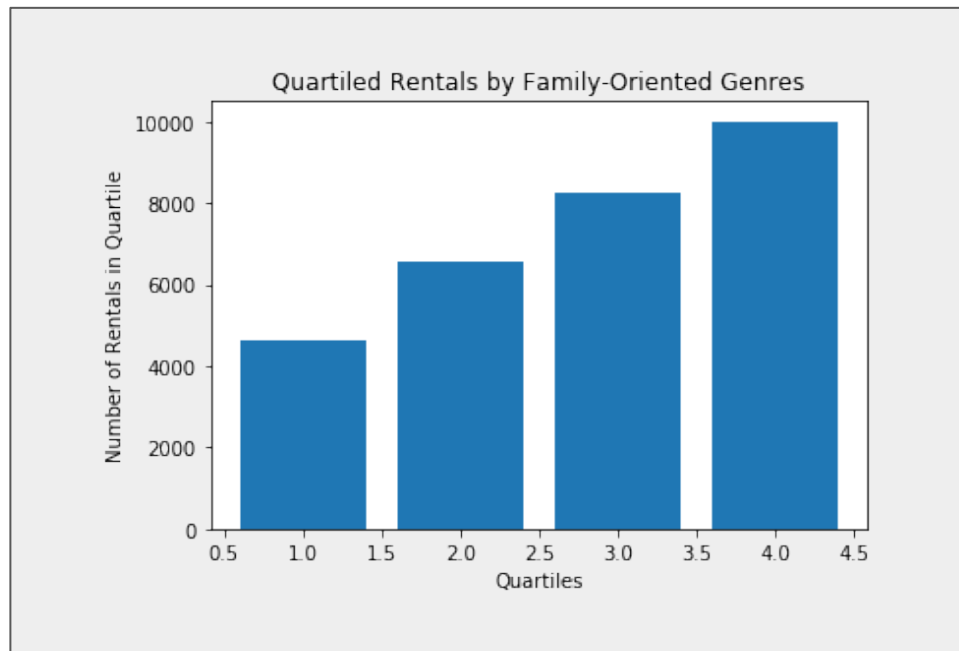


Q1: How many times were family-oriented movies rented out by genre?



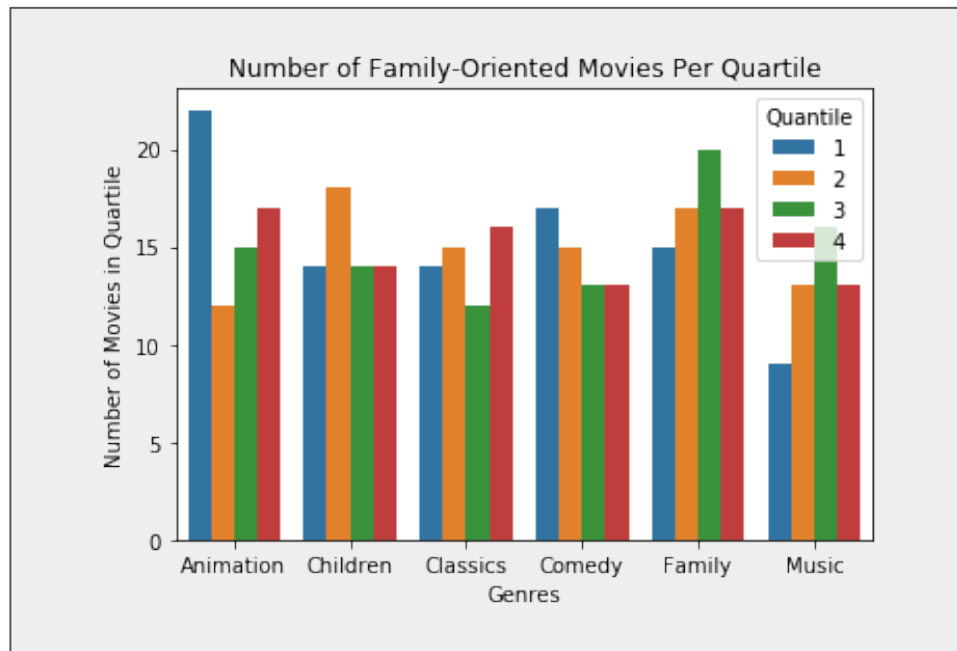
This visual looks at all the movies with a family-oriented genre and aggregates the total number of rentals across all those movies. The visual shows that “Animation” clearly takes the lead, which is no surprise given the success of studios like Disney, Pixar, and DreamWorks.

Q2: How many rentals were a part of each quartile for family-oriented genres?



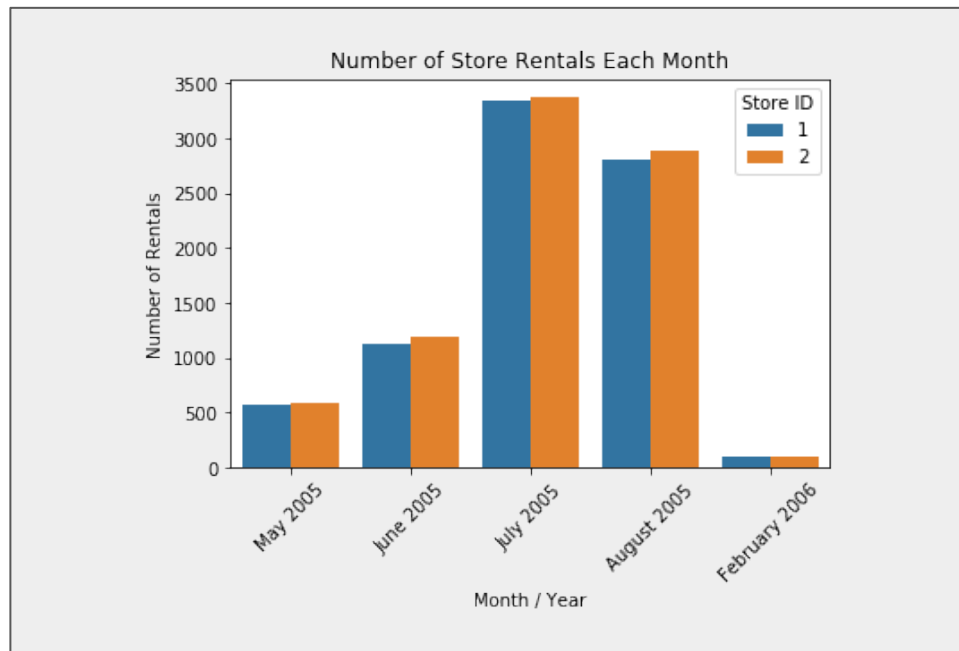
This visualization looks at the number of movies in each quartile and checks to see how many rentals were made given each quartile. It's no surprise that we would see a general incline across the quartiles as movies in the first quartile were rented far less than movies in the fourth quartile. When thinking about films like Disney's *Frozen*, I would imagine the rentals for that particular movie far outweigh many other family movies many times over.

Q3: How many movies are in each family-oriented genre's quartiles?



This visual shows the number of movies in each quartile separated out by genre. Interestingly, animation has the highest number of movies in the first movie whereas Family tends to have more movies in higher quartiles.

Q4: How many rentals did each store have each month?



In the visual off to the left, we see that each store more or less had the same number of rentals. (Store 2 edged Store 1 out just by a bit.) We don't have data for every month, but it appears that July is a hot month for rentals. That may be because July is literally a hot month where people choose to spend more time indoors!