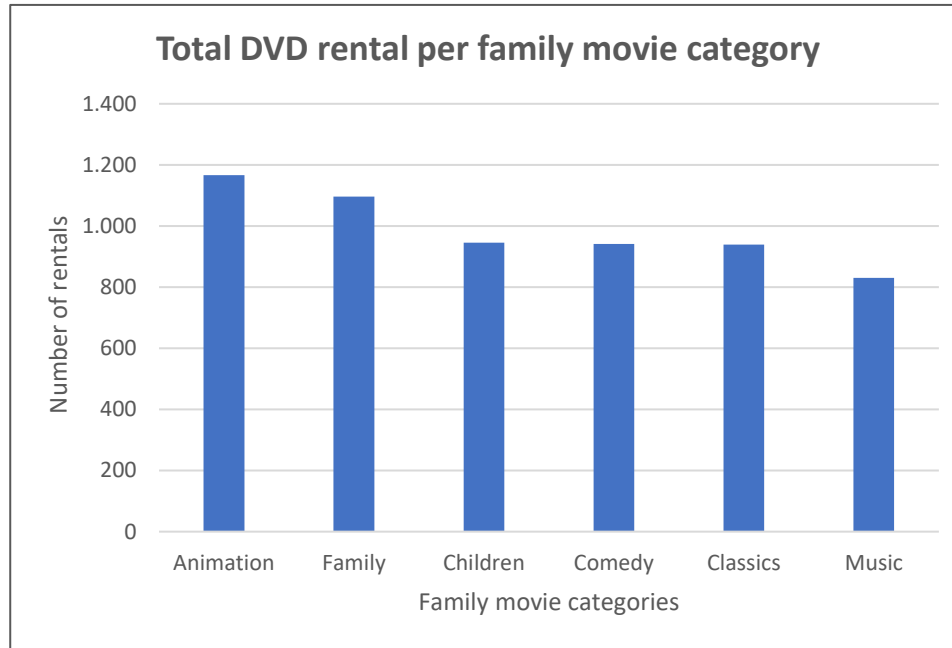


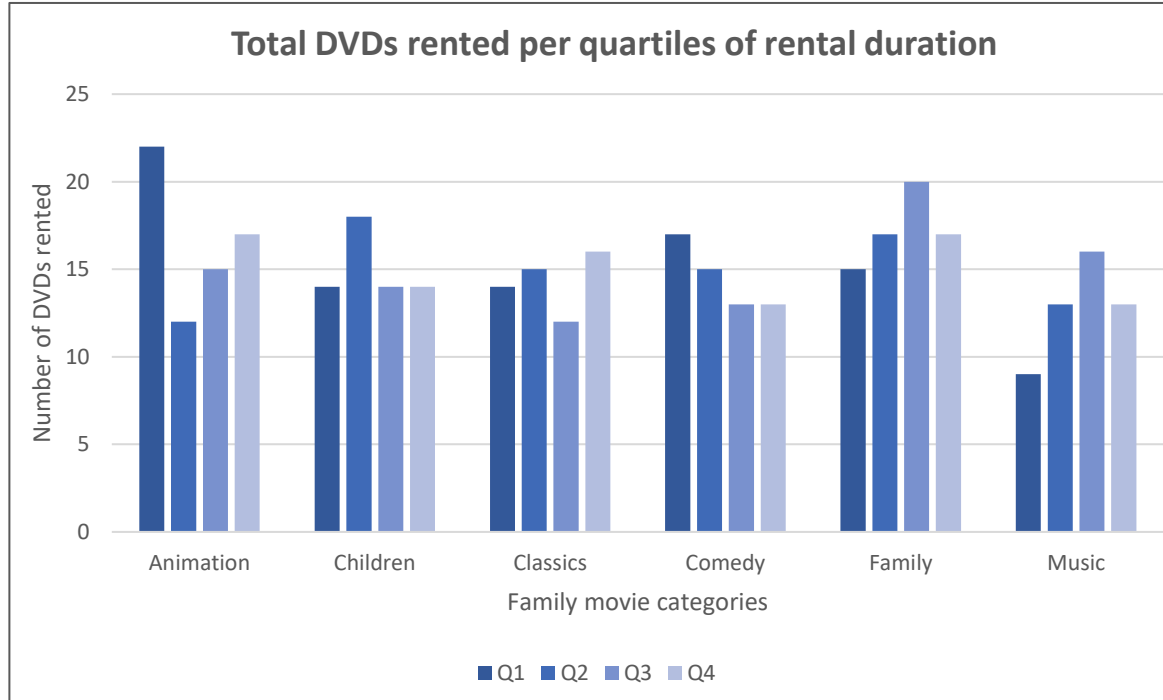
# What are the most popular family movie categories in the Sakila DVD Rental database?



In this graph, it is possible to notice that, even though the totals of DVDs rented are very similar, Animation and Family are the most popular family-friendly categories in the Sakila database, with 1166 and 1096 rentals, respectively.

The Music category is in a level below the others, with 830 rentals, making it the least popular category among the family-friendly ones.

# What is the number of DVDs rented based on the quartiles of the rental duration for movies in the family-friendly categories?

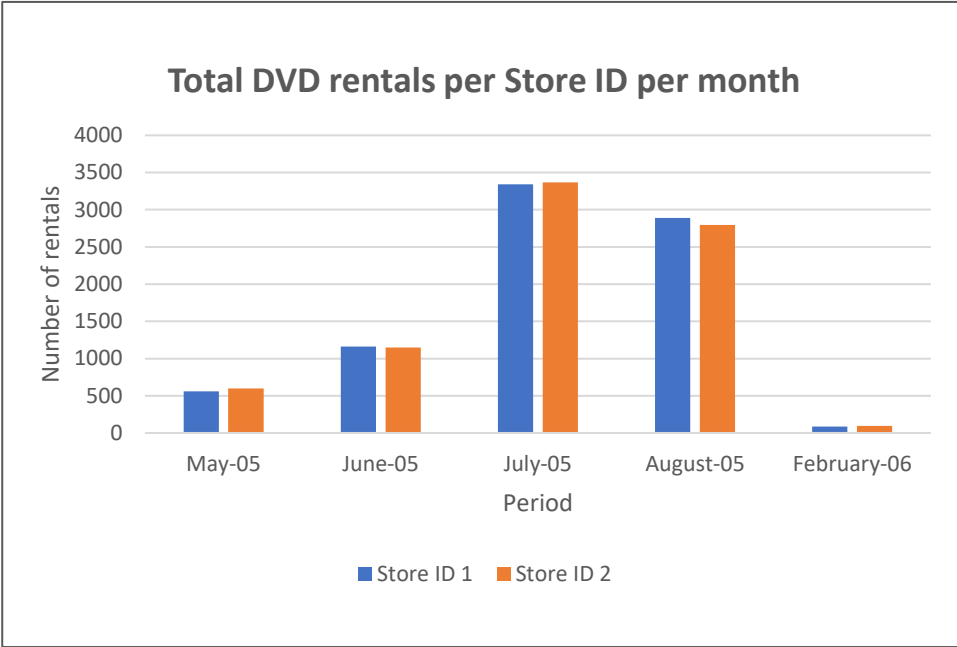


In this graph, it is possible to notice that the Animation category has the highest number of DVDs rented, 22 total, in the first quartile of the rental duration across all family-friendly categories.

The Children category has the highest number in the second quartile, 18 total. The Family category has the highest number in the third quartile, 20 total.

Finally, Animation and Family are tied with the highest number, 17 DVDs rented each, in the fourth quartile.

# How do Stores 1 and 2 differ from each other in terms of total monthly rental orders?

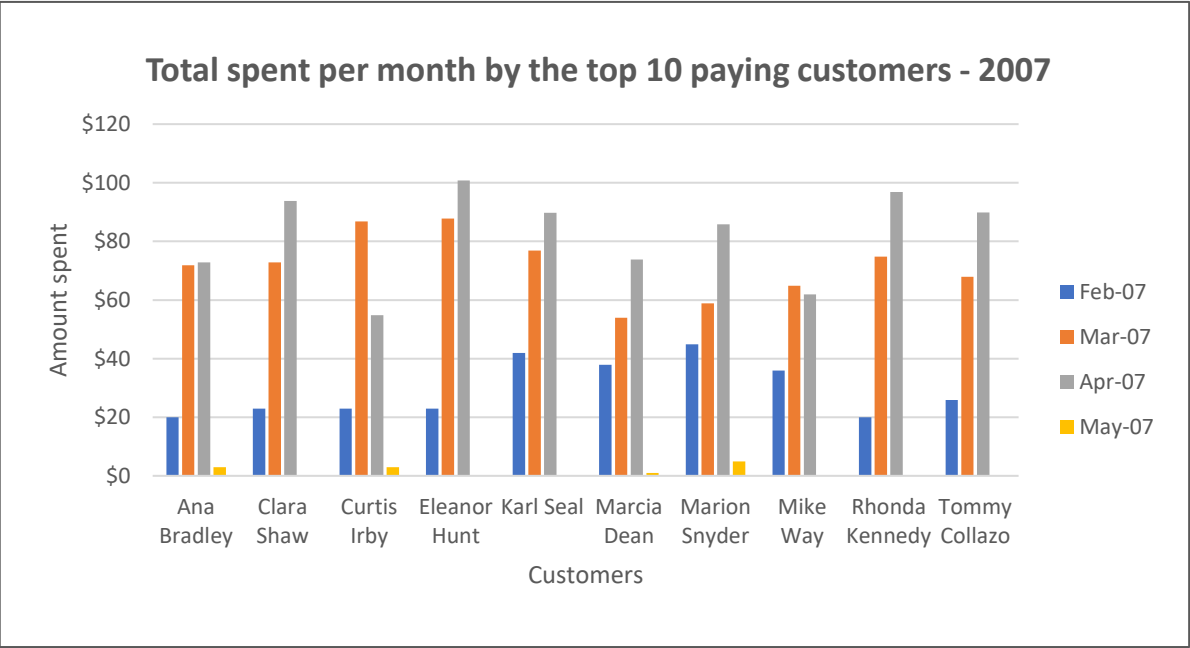


In this graph, it is possible to see that in fact the total rental orders per month was very similar for both stores during the analyzed period. The differences were very subtle.

July and August of 2005 were the months with the highest number of rentals for Store 1 and Store 2.

They both had the least number of rental orders in February 2006.

# Who were the top 10 paying customers and what was their total payment amount per month in 2007?



This graph shows that, among the top 10 paying customers, Eleanor Hunt spent the highest total payment amount in a single month in 2007, which occurred in April, with a total of \$100.78.

In addition, it is also possible to see that, among these top 10 customers, Marcia Dean was the one who spent the least in a month, with \$0.99 in May.