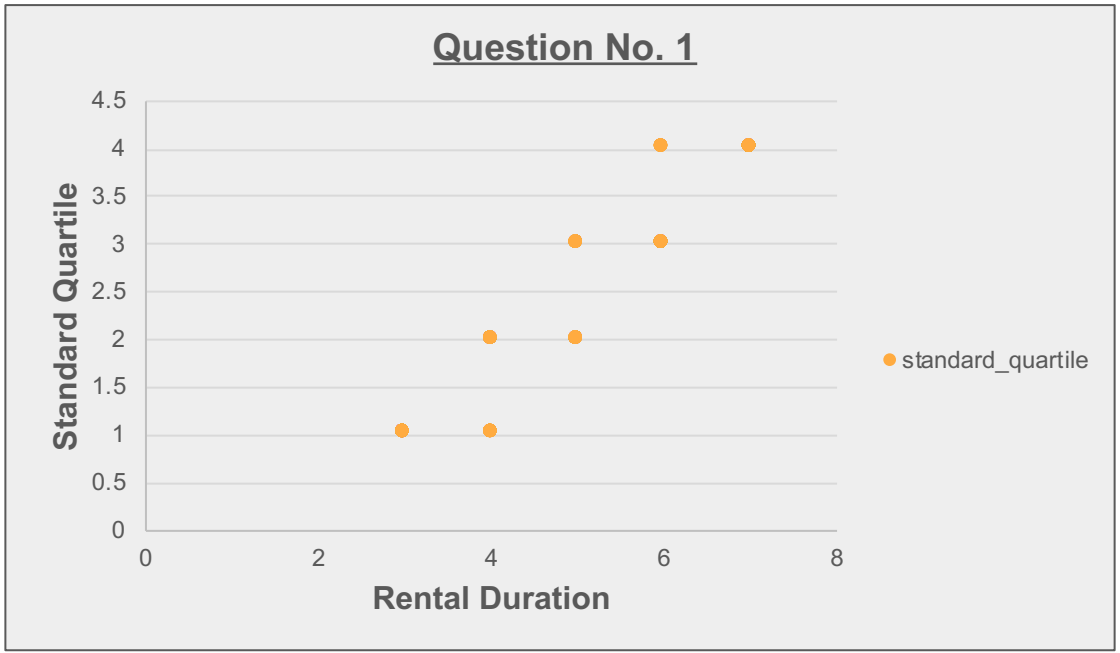
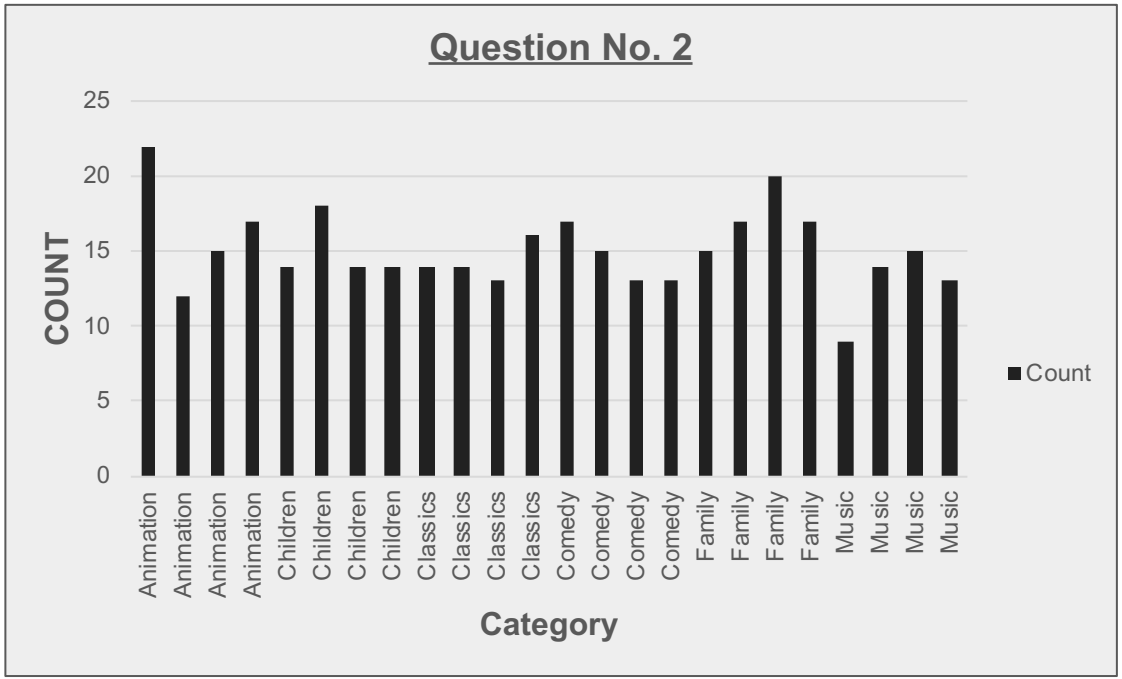
Question No. 1: We need to know how the length of rental duration of these family-friendly movies compares to the duration that all movies are rented for. **Provide a table with the movie titles and divide them into 4 levels (first_quarter, second_quarter, third_quarter, and final_quarter) based on the quartiles (25%, 50% 75%) of the rental duration for movies across all categories?**



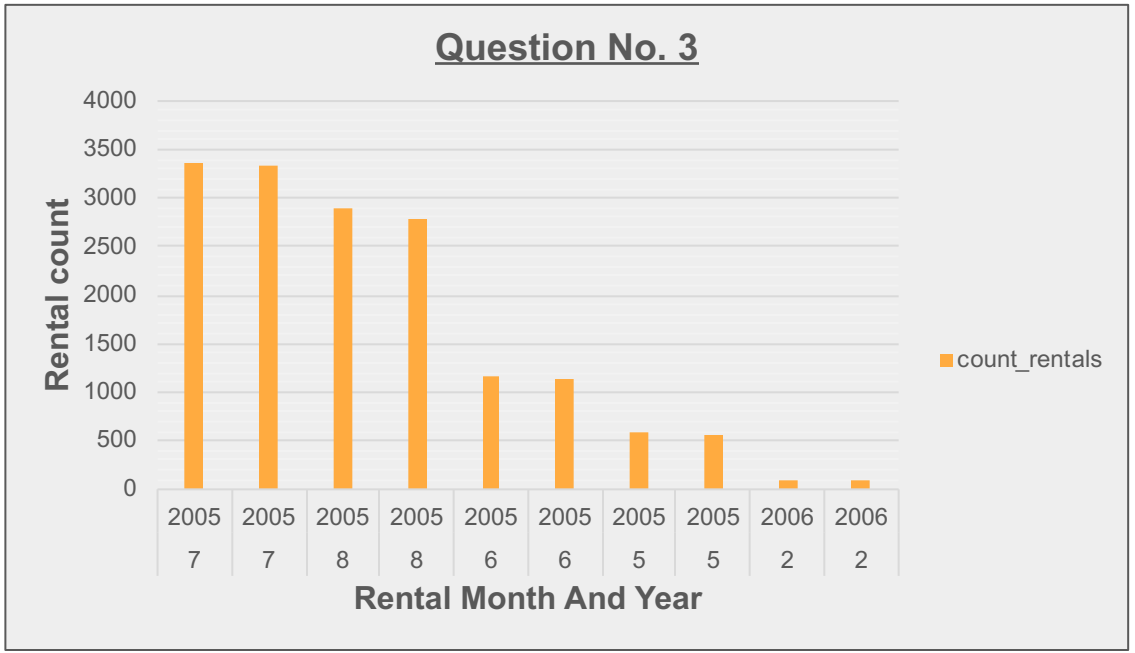
This visualization compares the rental duration of the movies with the standard quartile ranges of the rental duration of these movies. The vertical axis represents the standard quartile where as the horizontal axis represents the rental duration of movies. The yellow dots represents the standard quartiles which in this case represents a gradient. This gradient indicates that the standard quartile is directly proportional to the rental duration of the movies.

Question No. 2: Provide a table with the family-friendly film category, each of the quartiles, and the corresponding count of movies within each combination of film category for each corresponding rental duration category. The resulting table should have three columns: Category, Rental length category and Count.



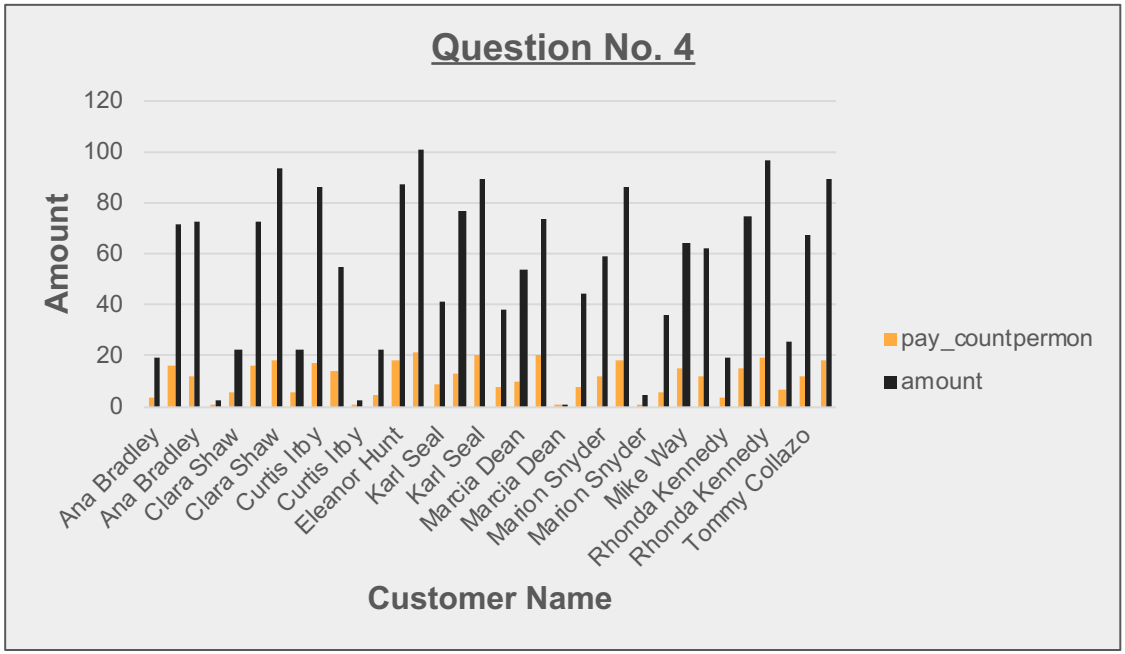
This visualization compares the corresponding count of movies within each combination of film category for each corresponding rental duration category with family-friendly film category. The vertical axis has the count which refers to the corresponding count of movies within each combination of film category for each corresponding rental duration category while the horizontal axis has the family-friendly film category. The black bar shows the count for each individual family-friendly film which is further divided by rental length category based on each of the quartiles.

Question No. 3: We want to find out how the two stores compare in their count of rental orders during every month for all the years we have data for. **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. Your table should include a column for each of the following: year, month, store ID and count of rental orders fulfilled during that month.**



This visualization compares the count of rental orders during the month for all the years. The horizontal axis represents rental month and year where as vertical axis represents count of rental orders. The yellow bar compares the count of rental orders for store 1 and store 2.

Question No. 4: We would like to know who were our top 10 paying customers, how many payments they made on a monthly basis during 2007, and what was the amount of the monthly payments. **Write a query to capture the customer name, month and year of payment, and total payment amount for each month by these top 10 paying customers?**



This visualization shows the name of top 10 customers and the amount of their monthly payments for 2007. The yellow lines show the payments a customer made in a certain month where as the black line demonstrates the amount they have paid in that month.