Which family-friendly category was the most popular amongst customers? Which category was rented the least?

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**Movie rental counts per category**
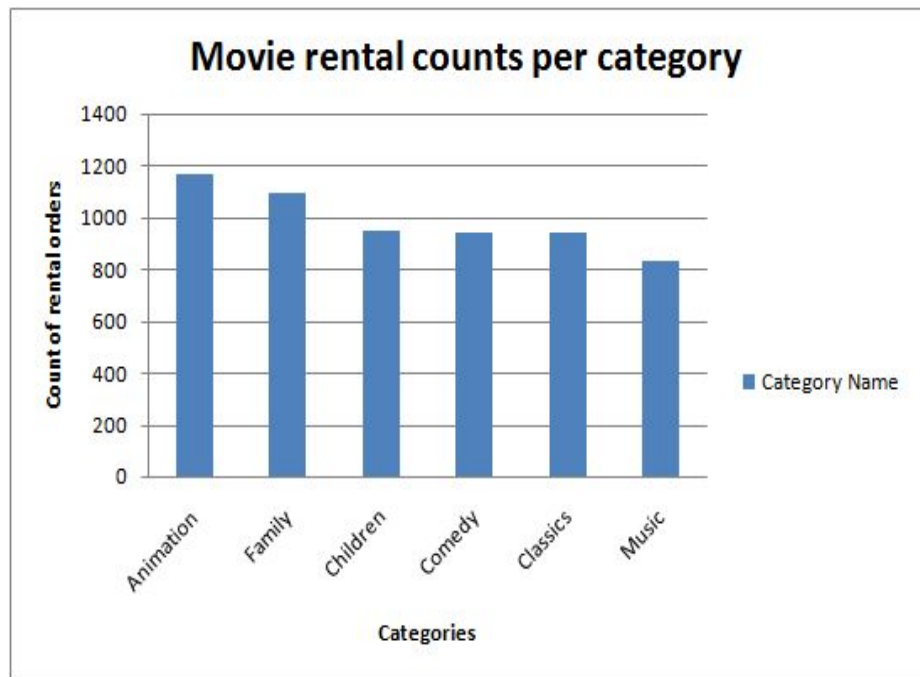
As per the visualized data, amongst the family friendly categories, animation was the most popular category and had the movies rented with a total close to 1200. On the contrary, music themed movies were the least popular amongst customers with total rental count being just over the 800 mark.

(Query to the visualization data included in the txt file – Query 1)

What are the rental order count distributions based on the categories and the rental duration quartiles?

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Rental orders based on categories and rental duration quartiles
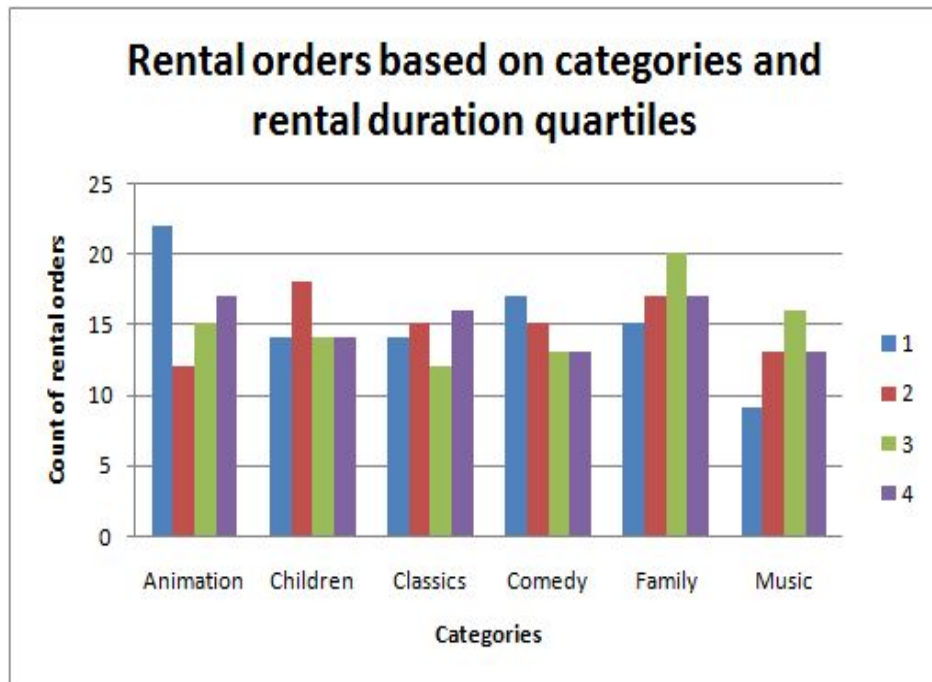
The quartiles in this visualized data are based on the rental durations, with 1 being the shortest duration and 4 being the longest. As we see here, animated movies that were rented for the shortest span of time include the most amount of orders. Also musical movies were rented for the shortest time span have the lowest rental count rate.

ALso evident from the data, children themed movies that were rented for the longest and the shortest duration, have the same amount of orders. People also rent classics and family themed movies for a longer duration as per the graph, whereas, comedy movies have the opposite trend.

(Query to the visualization data included in the txt file – Query 2)

What's the difference in the monthly movie rental order counts based on the different store branches? What are the monthly average rental order counts?

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Monthly movie rental order counts based on different stores
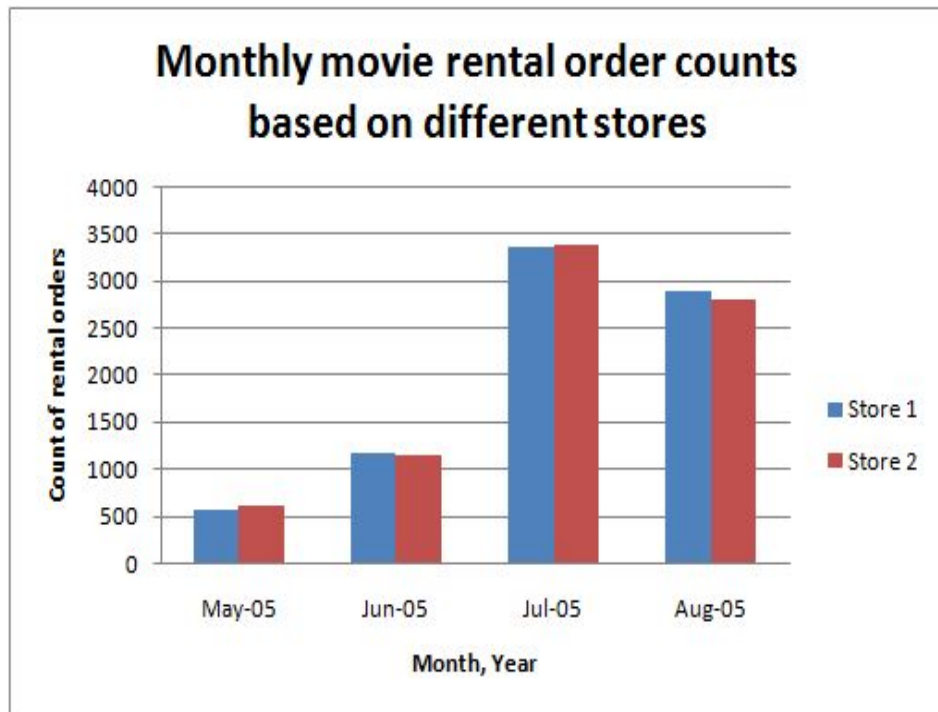
As per the visualized data, the comparison between the rental order counts of the 2 stores is neck and neck. Store 1 edged out store 2 in the months of June and August in terms of rental orders, whereas, store 2 had more rentals than store 1 in the months of May and July.

In the 2 initial months of May and June, rental orders were low, averaging around 500 and 1000 respectively. But in the months of July and August, order counts picked up and peaked at close to an average of 3500 in July and slightly decreased to an average close to 3000 in August.

All in all, both the store branches had equal amounts of rental orders

(Query to the visualization data included in the txt file – Query 3)

What was the monthly payment distribution for the top 5 spending customers in a particular year?

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Monthly payments of the top 5 paying customers
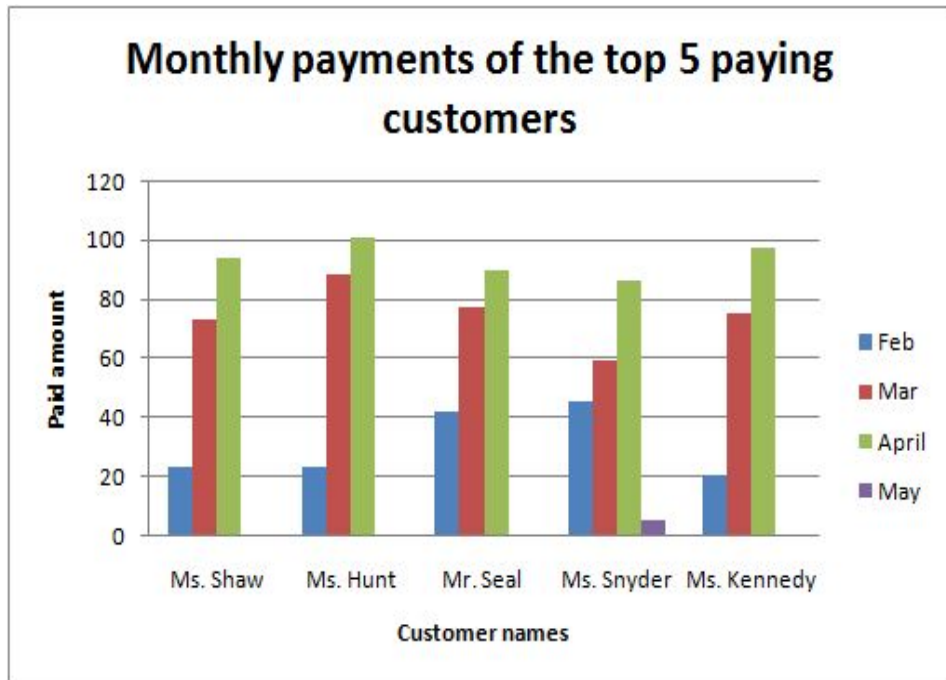
As per the visualized data, all the top paying customers spent their most amount of money in the month of April, whereas, only one customer spent money in the month of May. Besides that, the month they least spent their money on average was February.

This indicates it was slow sales at the start of the year and there were some problems at the stores in the month of May, thereby, resulting in the lack of sales.

(Query to the visualization data included in the txt file – Query 4)