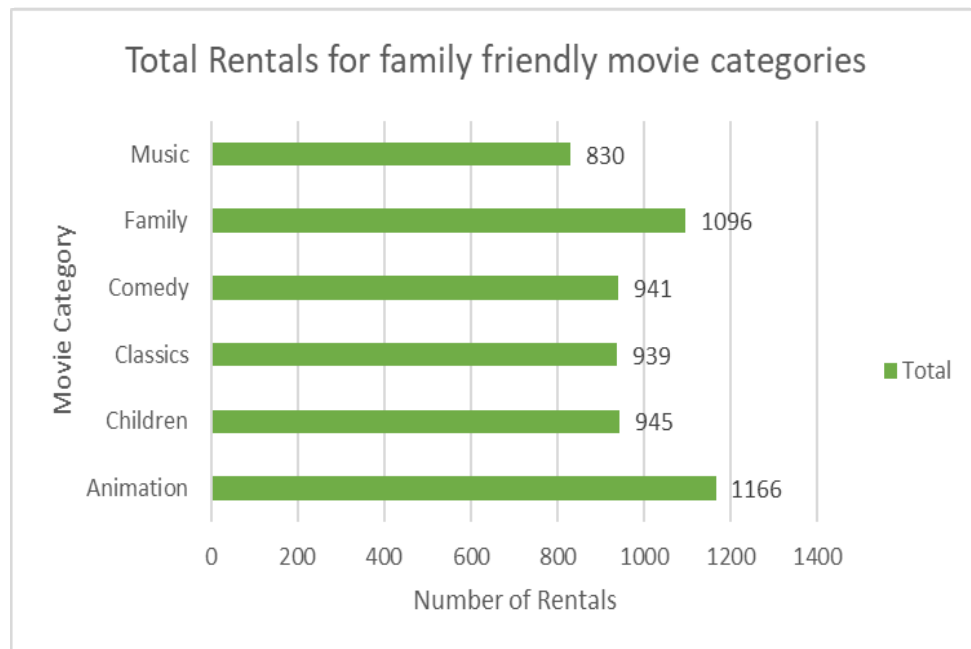


Can you identify renting patterns for family friendly movie categories based on total rentals data?



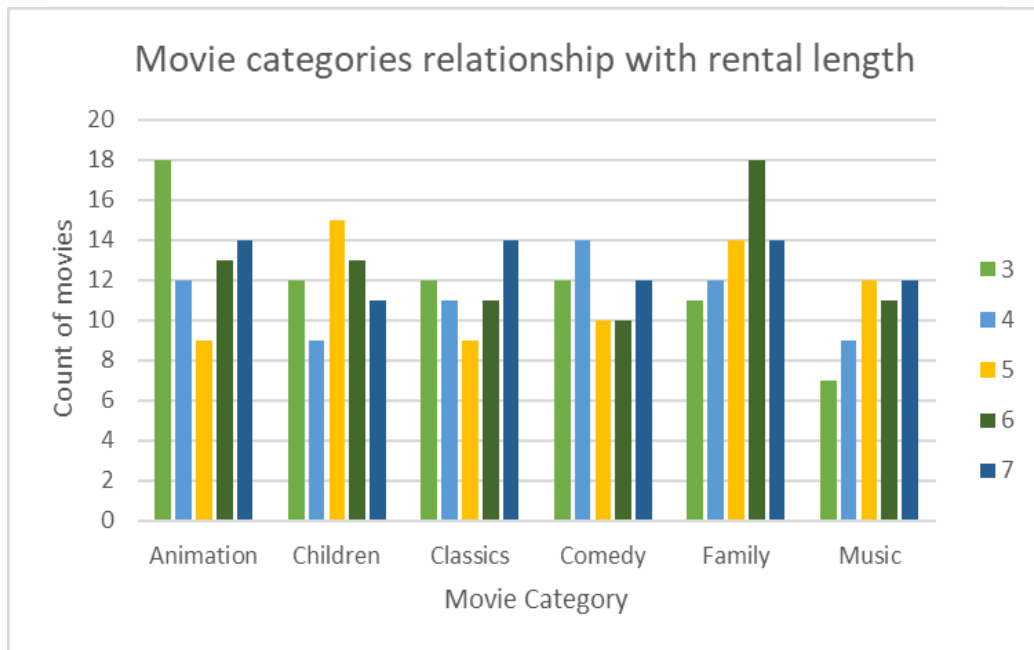
Animation category is a clear leader with most rentals.

Family category is second popular category.

Difficult to separate comedy, classic and children categories.

Music is the least popular category.

Which Category of movies are rented for longer period of time?

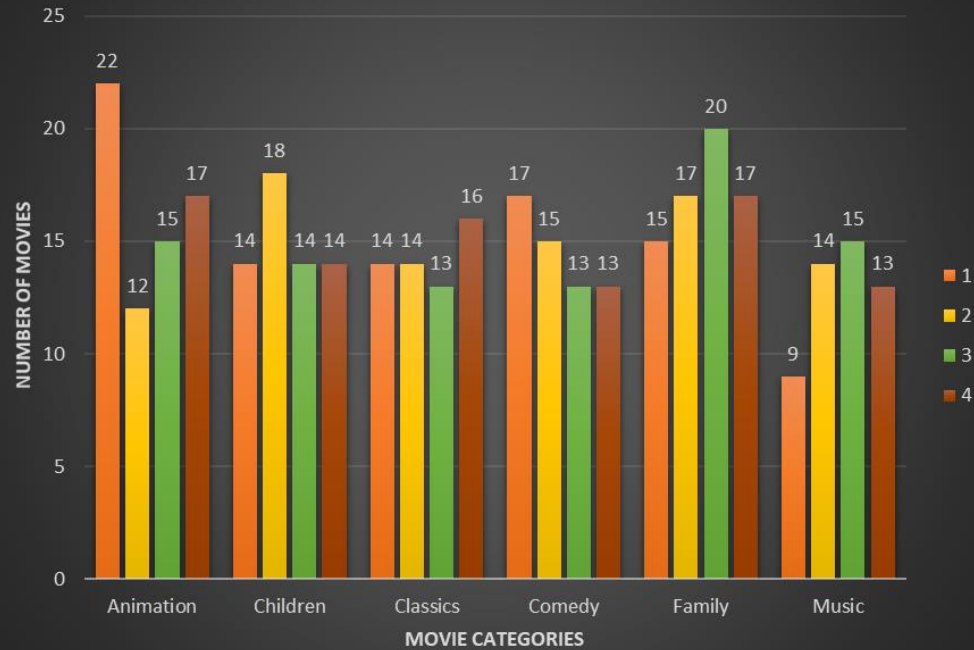


Most of the movies rented in Family category were rented for 6 days making it popular among customers.

When compared to all other categories; majority of Animation movies rented could only keep viewers interested for 3 days.

How each family friendly movie category compares over each quartile?

Movie Categories over each quartile

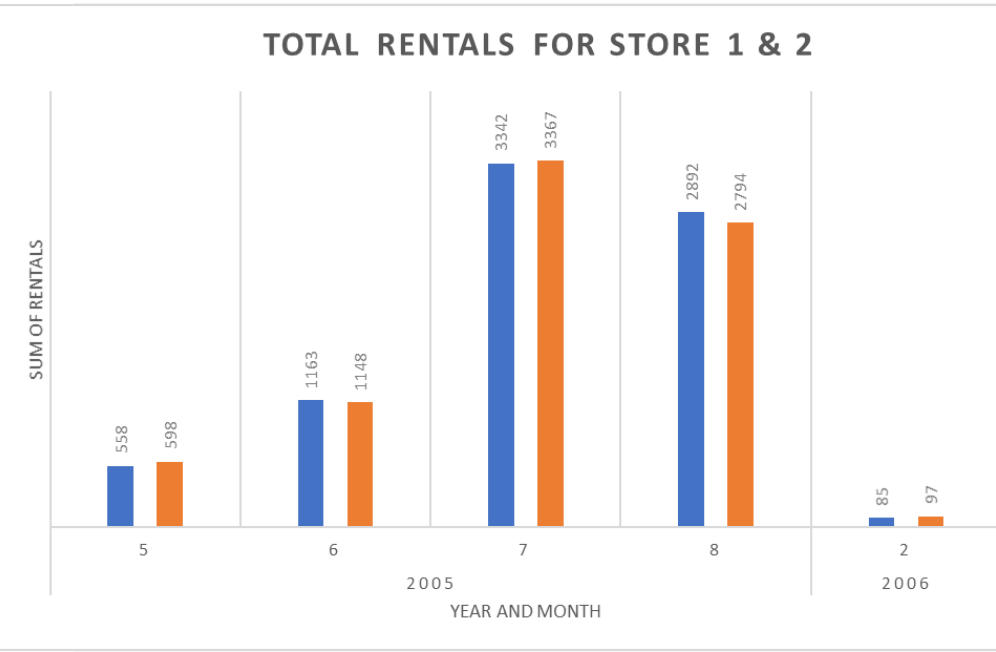


Animation category leads in first quartile.
Children category was more popular in second quartile.

Family category outsells all other categories in third quartile.

Animation and Family category share the honors in the fourth quartile.

Which Store performs better when number of rentals considered over the time period available?



Both stores does fairly well with store 1 having the upper hand when compared to store 2 in regards to number of rentals purchased by customers. However, there is not much to separate both the stores.

Store 1 has a total rentals :8040

Store 2 has a total rentals: 8004