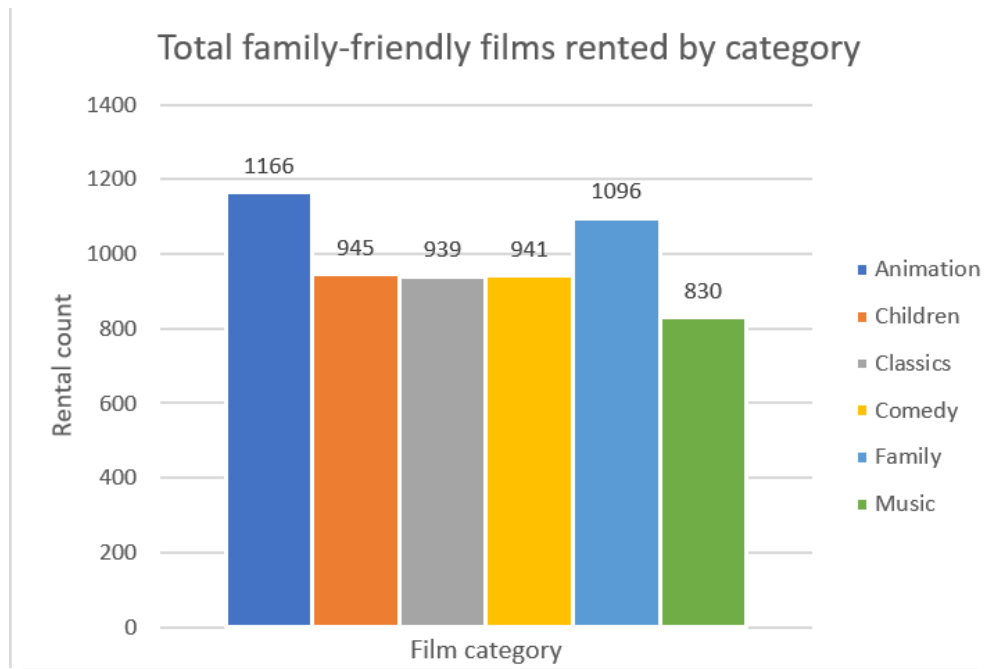
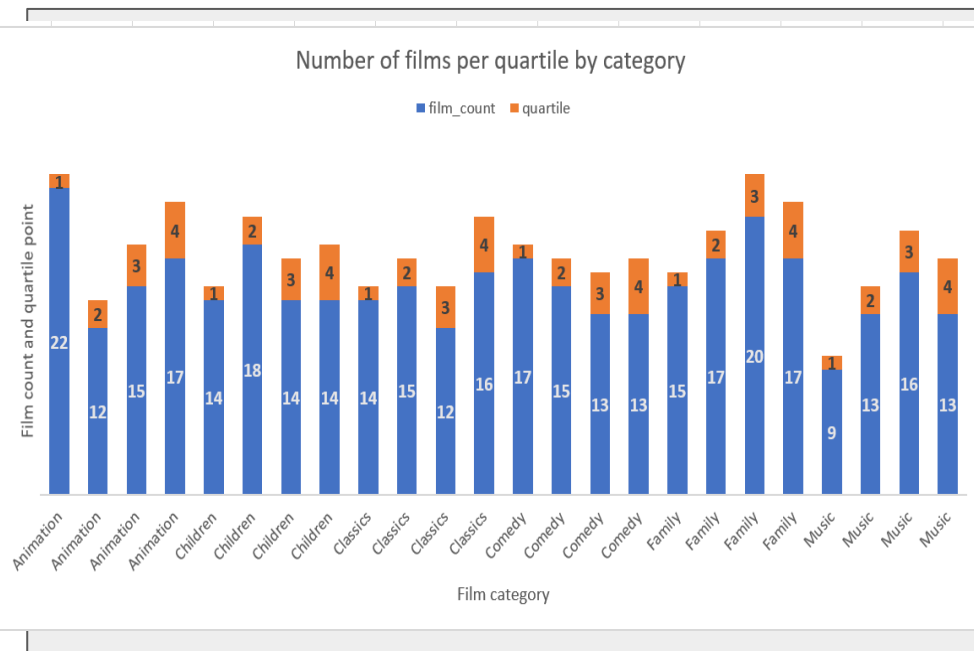


Q1. What is the total number of rental orders for family-friendly film categories, for all available data?



All films falling under the family category, were rented around the same number of times. Animation was the most popular category and music was the least popular.

Q2. Based on rental duration, how do family-friendly films distribute across quartiles?



We can see the total number of films, divided by quartile, for all family-friendly categories.

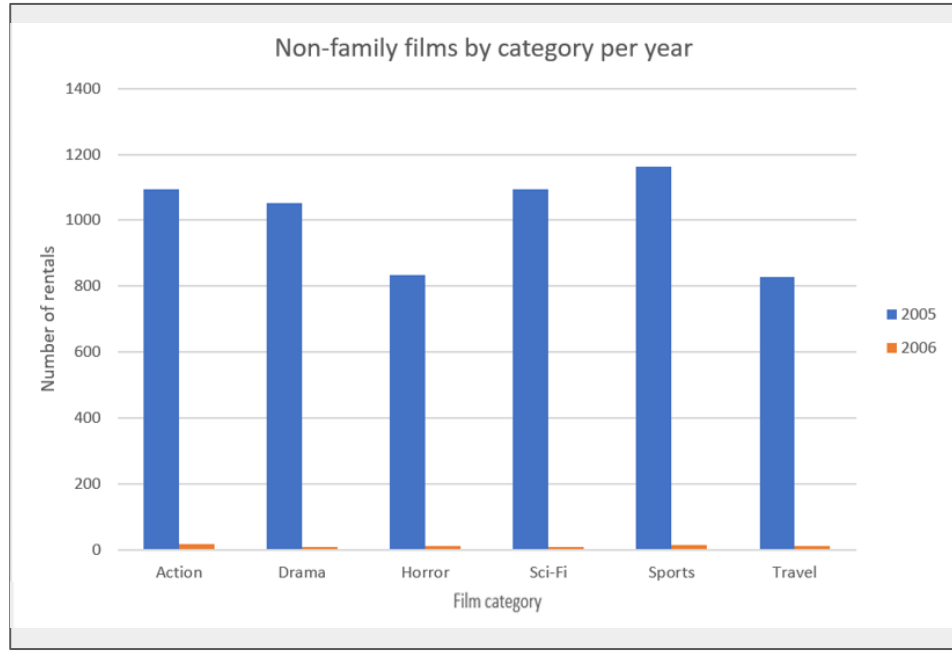
For example, animation has the most films that fall under the first quartile, in terms of rental duration, while music has the least.

Q3. How do both stores compare in terms of number of rentals by month each year?



Both stores follow a similar pattern of rentals, with February 2006 being the month of lowest rentals, and July 2005 the month with the most rentals.

Q4. What is the total amount of rented films per year, per film category, for non-family friendly films*? What are the most popular categories?



We can see that 2006 has very low volume of rented films compared to 2005.

Sports was the most popular category in 2005, while horror was the least popular in the same year.

*Assuming non-family categories as: Action, Drama, Horror, Sci-Fi, Sports and Travel