What is the most popular family-friendly movie genre?

FAMILY-FRIENDLY MOVIE GENRE

Music 15%
Family 19%
Classics 15%
Comedy 16%
Children 17%
Animation 18%
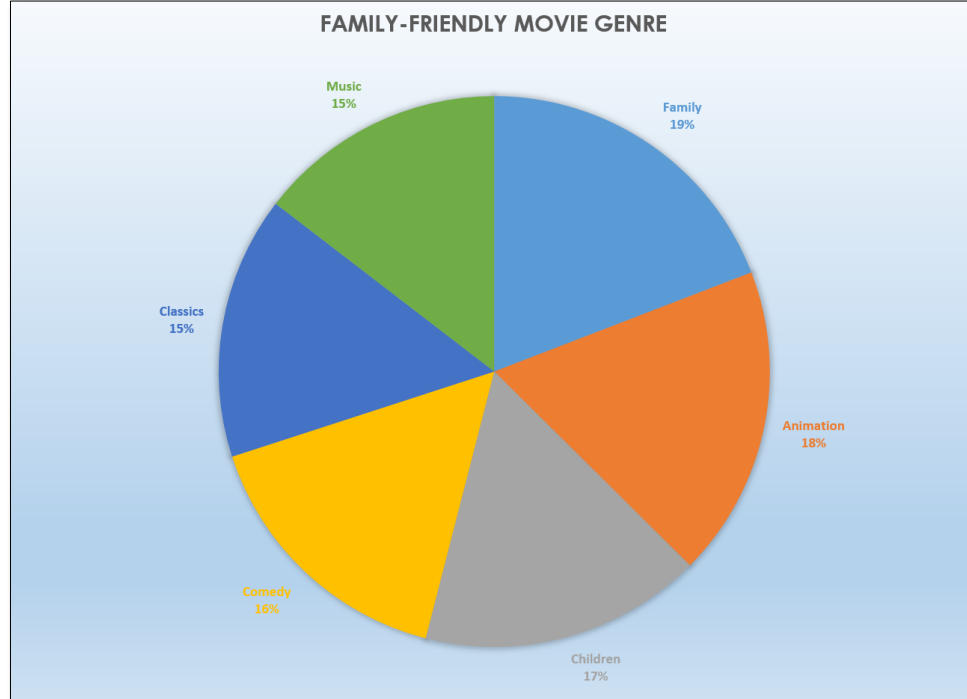
As pictured in the bar graph, the most popular family-friendly genre is 'Family' with 'Animation' being a close second. Overall, all the genre are relatively evenly spread out in terms of percentage of family movie rentals.

- All code is included in one file: MarcNguyen project.sql or MarcNguyen project.txt under question 1_1
- The query is exported to question1_1.xlsx

What is the breakdown of rental period for family-friendly movies?

FAMILY-FRIENDLY MOVIE GENRE RENTAL BREAKDOWN
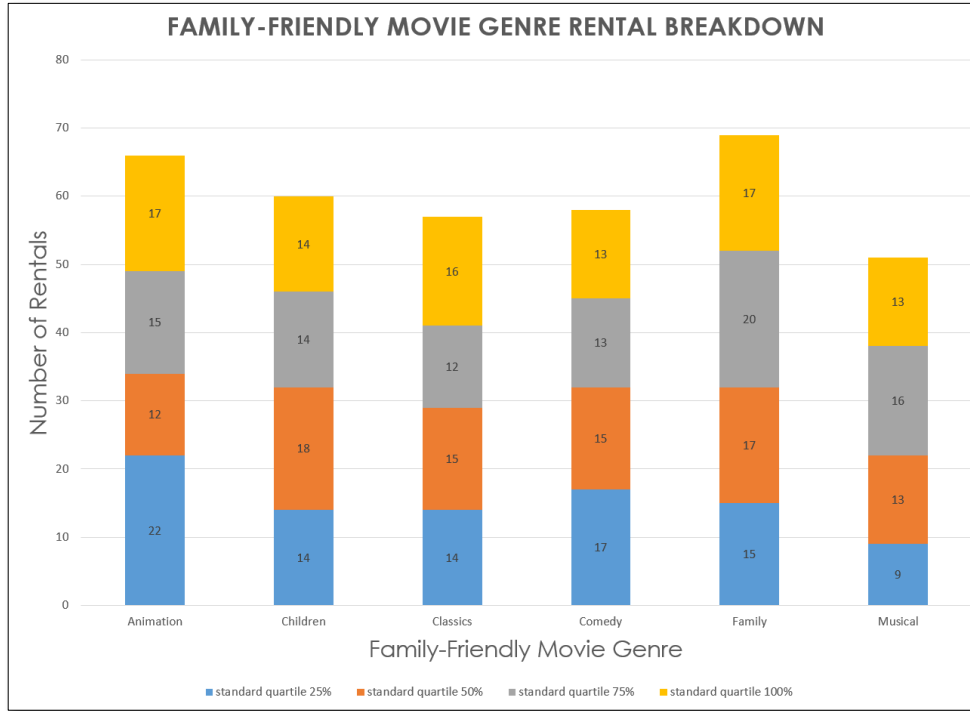
From the stack bar graph, 'Family' and 'Animation' movie genre has the largest final quarter quartiles for family-friendly movie genres. 'Animation' also have the largest first quarter quartiles.

- All code is included in one file: MarcNguyen project.sql or MarcNguyen project.txt under Question 1_3
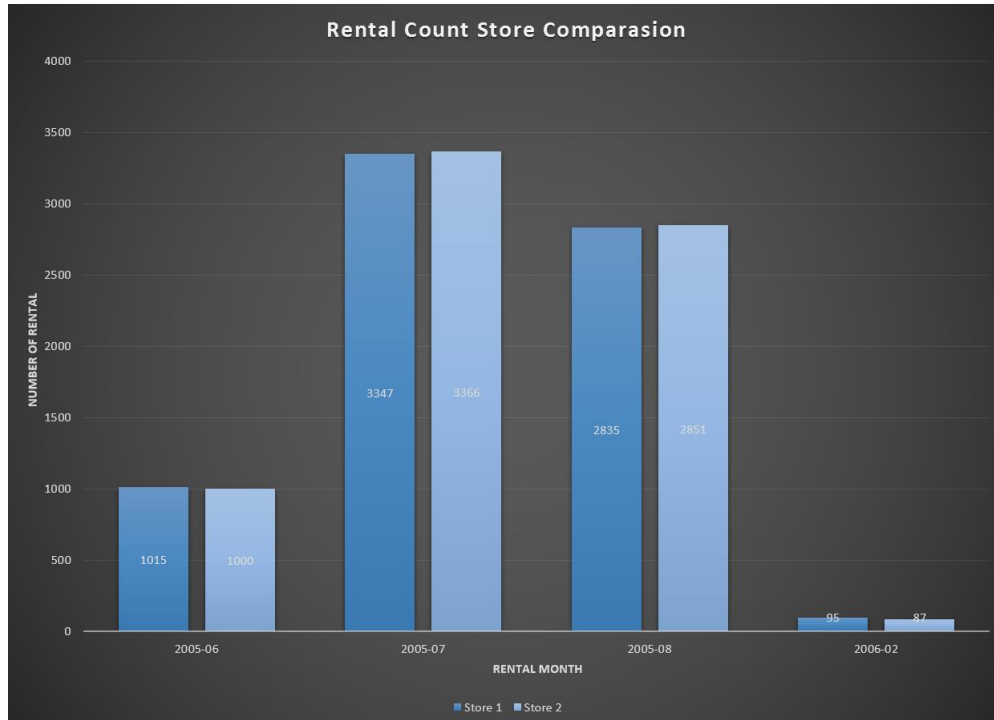- The query is exported to question1_3.xlsx

What is the rental comparison of the two stores?

The rental volume is divided per month and per store. The rental volume for both stores are near identical. There are marginal difference in rental volume between the two stores from month to month.

- All code is included in one file: MarcNguyen project.sql or MarcNguyen project.txt
- The query is exported to question 2_1.xlsx

What is the rental habits of the top customers?
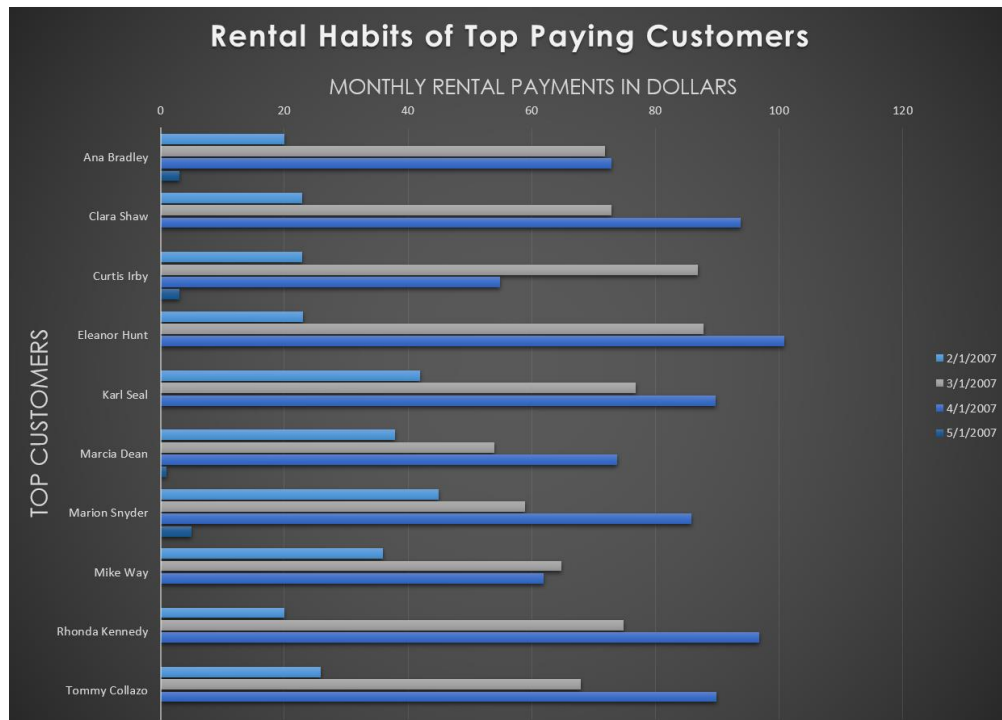
This is a graph of the total rental payment, organized per month for our top 10 customers in terms of payment amount. Eleanor Hunt had the greatest rental purchase in 4/2007. April and May are the two best performing months.

- All code is included in one file: MarcNguyen project.sql or MarcNguyen project.txt
- The query is exported to question 2_2.xlsx