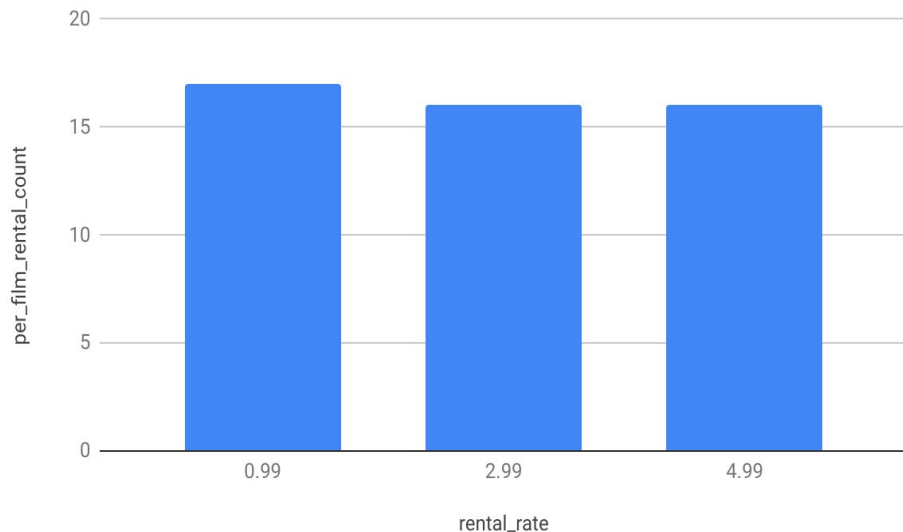


Query 1: The Price Is Right

per_film_rental_count vs. rental_rate

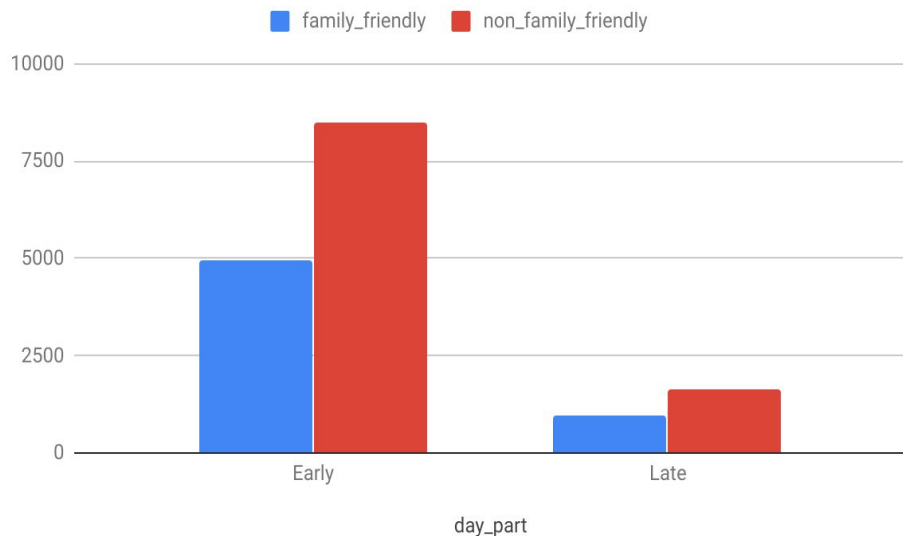


Question: To review pricing, what is the average number of rentals per film for each rental rate?

Answer: The average rentals per film is roughly the same for each rental rate (17, 16, and 16, respectively), suggesting that the top rate isn't so high as to discourage rentals at that rate.

Query 2: Family-Friendly Rental by Day Part

family_friendly and non_family_friendly

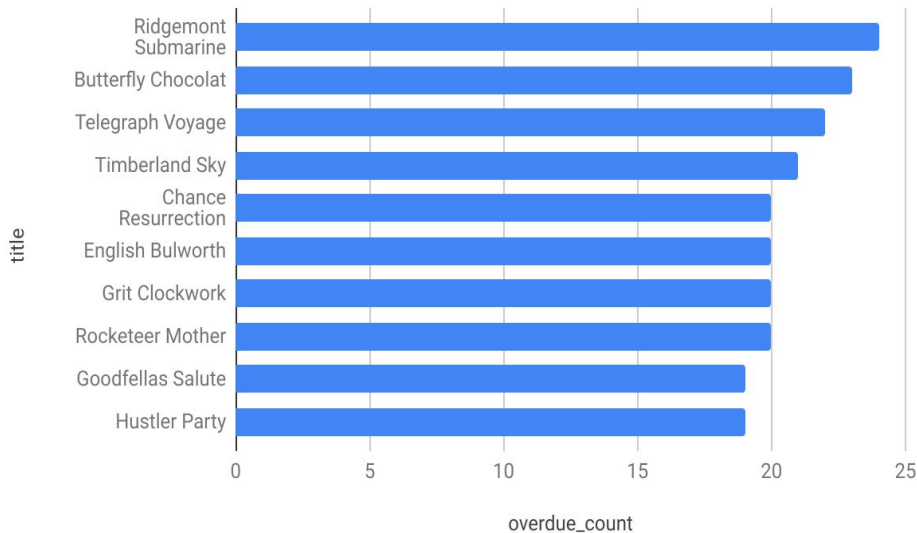


Question: How many family-friendly rentals occur before 8:00 pm, and how many occur after? What about non-family friendly rentals?

Answer: Non-family-friendly movies are rented more often than family-friendly movies. That difference aside, both family-friendly and non-family-friendly movies are rented after 8:00 pm in the same proportion.

Query 3: Popular With Procrastinators

overdue_count vs. title

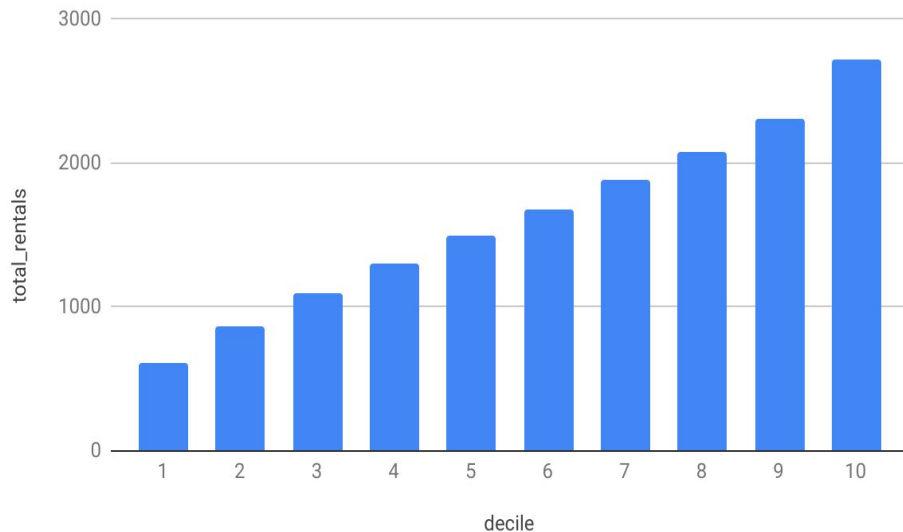


Question: Which films have been returned late most often?

Answer: Ridgemont Submarine, followed by: Butterfly Chocolat, Telegraph Voyage, Timberland Sky, Chance Resurrection, English Bulworth, Grit Clockwork, Rocketeer Mother, Goodfellas Salute, and Hustler Party.

Query 4: Rental Distribution

total_rentals vs. decile



Question: How many times are films rented by decile?

Answer: The number of rentals grows steadily by decile, from the first to the tenth. The tenth decile shows a bigger jump from the ninth decile than occurs between any other adjacent deciles.