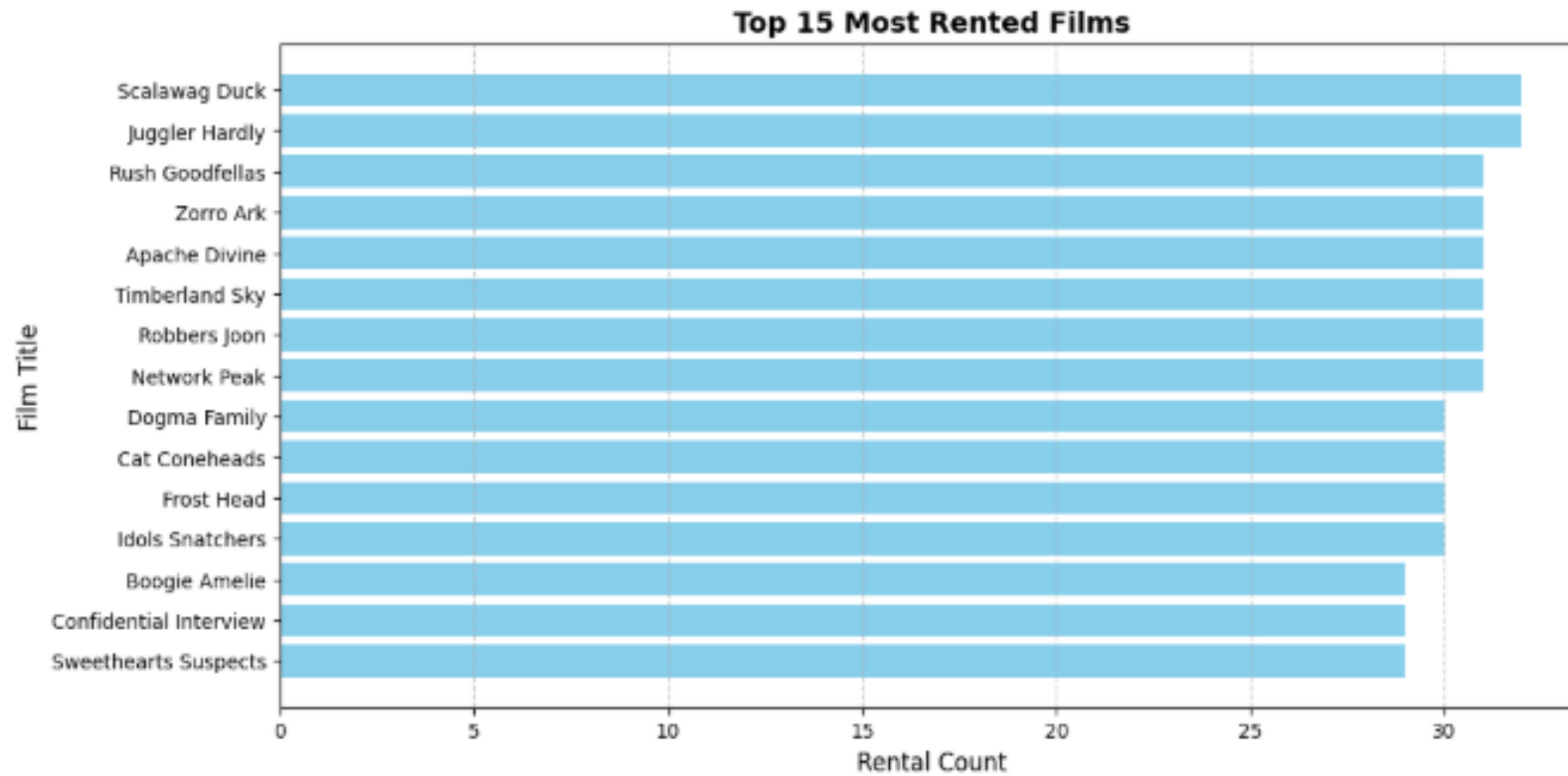
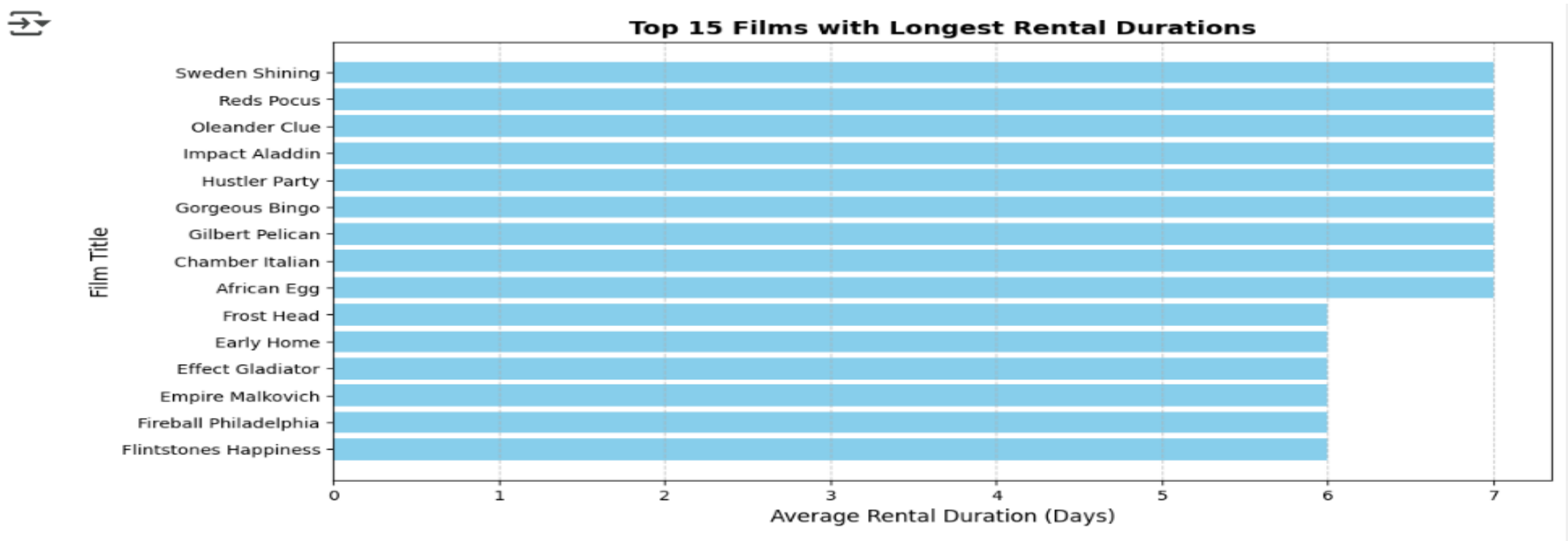


Question 1



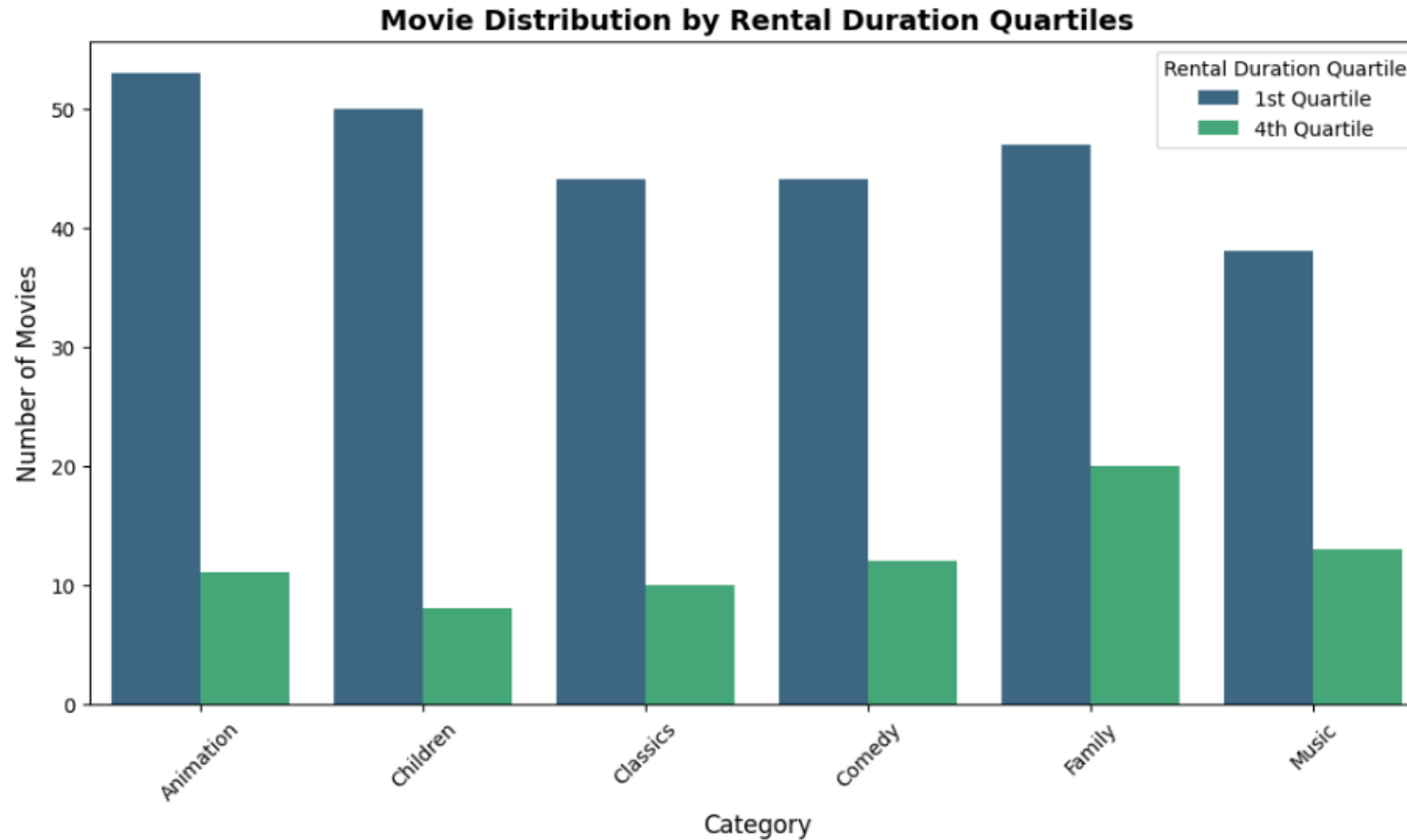
The bar chart, "Top 15 Most Rented Films", represents the most popular films based on rental count. The x-axis represents the rental count, while the y-axis lists the film titles in descending order of popularity. Scalawag Duck is the most rented film, followed by Juggler Hardly and Rush Goodfellas. The blue bars represent the rental frequency. The overall distribution suggests that the top films have similar rental counts, hence a consistent demand.

Question 2



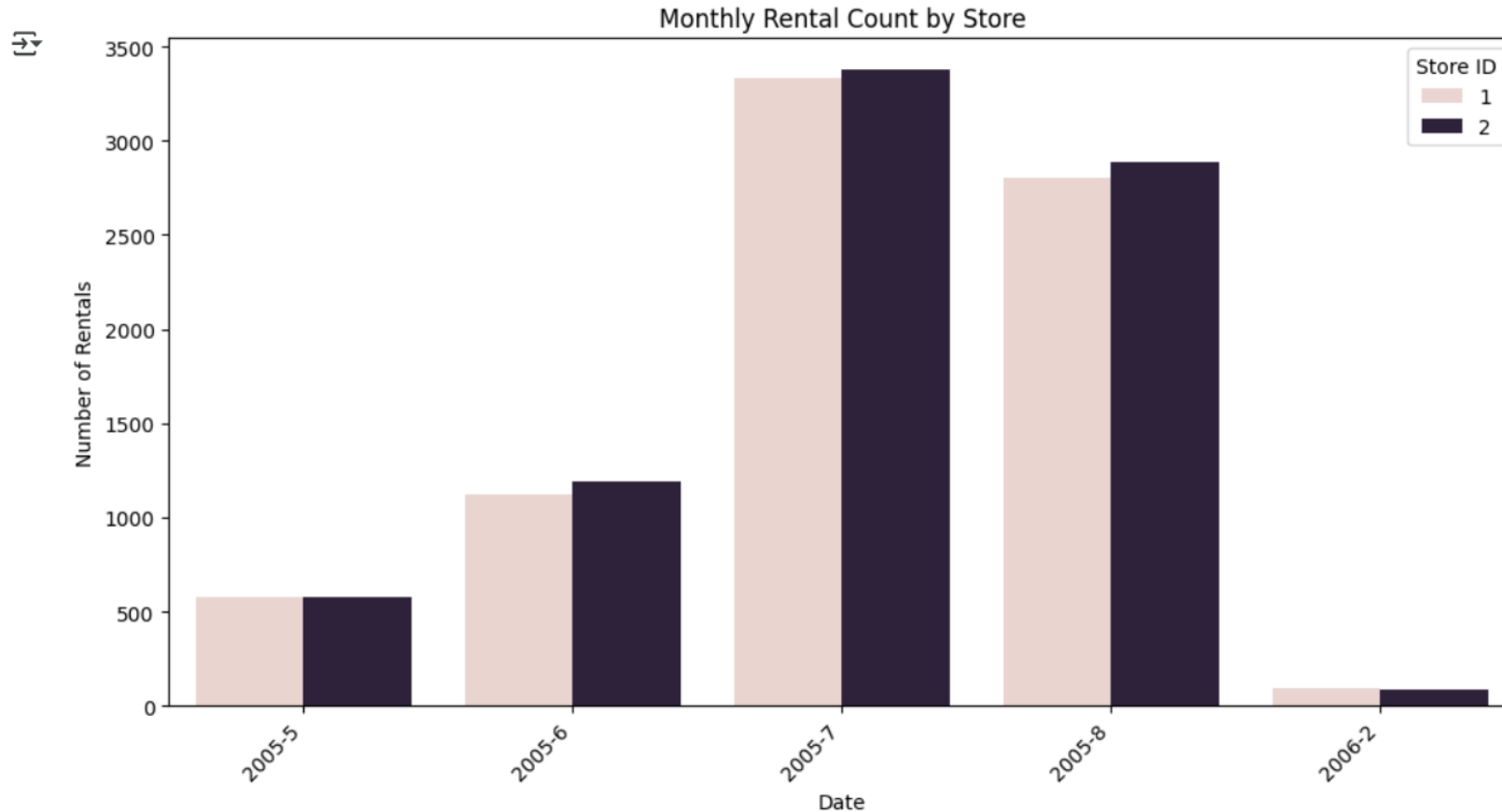
The bar chart shows the top 15 films with the longest average rental durations. Each bar represents a movie, with the x-axis showing the average rental duration in days and the y-axis listing film titles. The longest-rented films, such as Sweden Shining and Reds Pocus, have durations close to 7 days, which indicates higher customer retention. We also notice that most of films have similar rental durations, which means a consistent trend in rental behavior.

Question 3



The bar chart shows the distribution of movies across different family-friendly categories (Animation, Children, Classics, Comedy, Family, and Music) based on their rental duration quartiles. In 1st quarter, Animation, and Children categories have the highest number of movies, indicating they are popular rental choices. Music films have fewer rental counts meaning less popular but still noticeable which could be improved. In 4th quarter, family are most popular.

Question 4



The chart shows the monthly rental count for two stores. They both peak in July 2005 with over 3,000 rentals per store, followed by high activity in August 2005. Rentals gradually increased from May to July, and sharply had a decline by February 2006, indicating possible seasonal trends. Also, both stores had similar rental patterns, with Store 2 having higher rental counts.