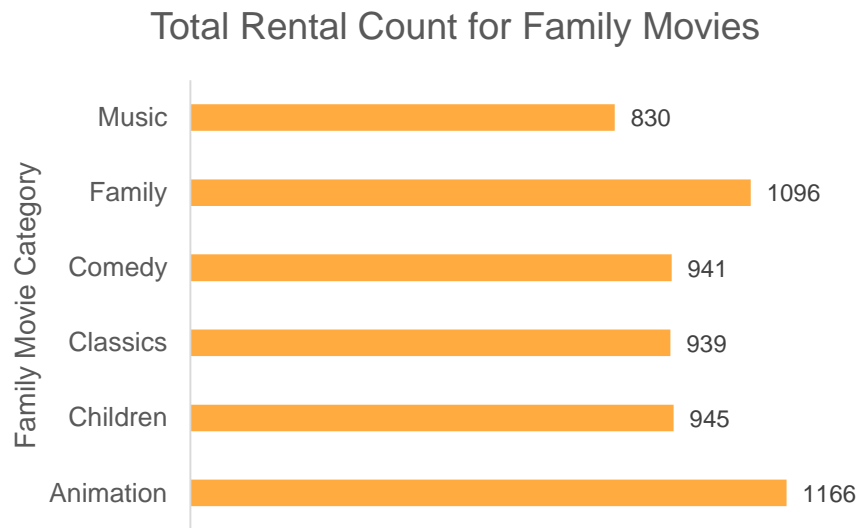


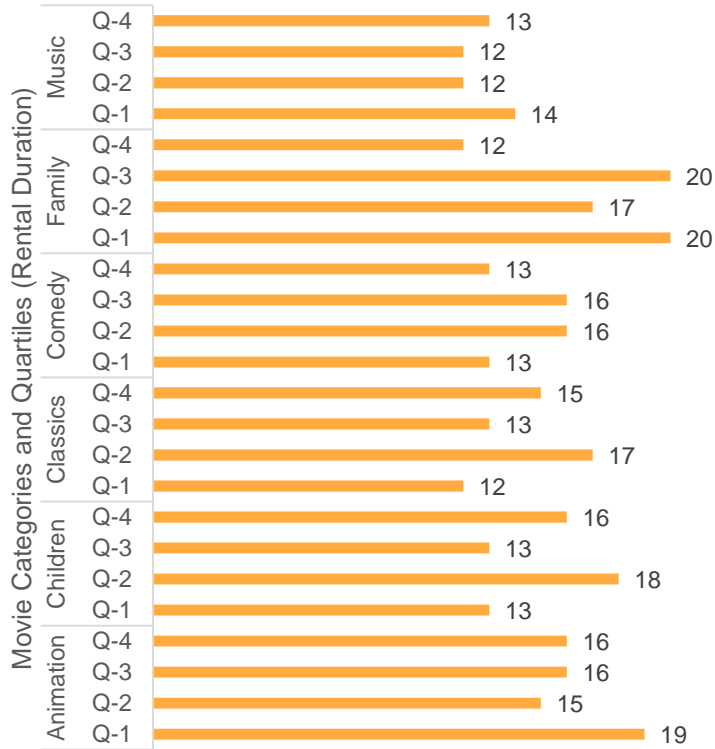
# QS1-Q1: Movie Category-wise Comparison of Family Movie Rental Count



As we can see family movies have been rented out total 5917 times during the period with categories family drama and animation being rented the greatest number of times (More than 1000 times)

# Q1-Q3: Family-Movie Category wise distribution based on rental duration

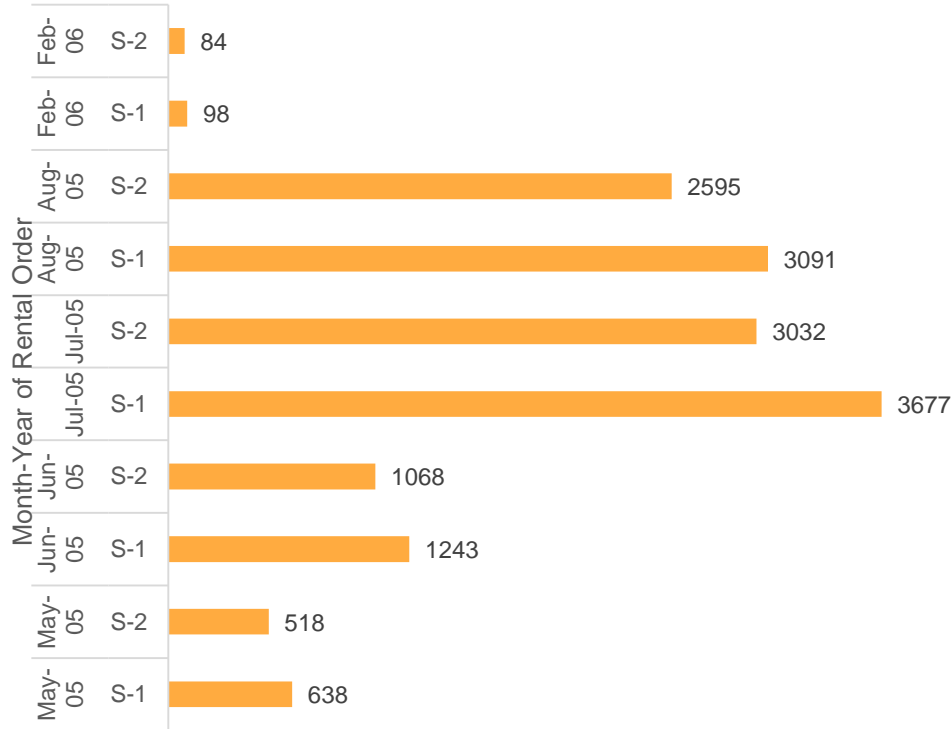
Quartile category count of movies based on rental duration



Animation movies have more movies with lower rental duration; Children and Classics movies have higher movies in second quartile; Comedy movies have higher number that falls in to second and third quartile; Family movies have higher number of movies in first three quartiles; Musical movies have appx equal distribution of movies in each quartile;

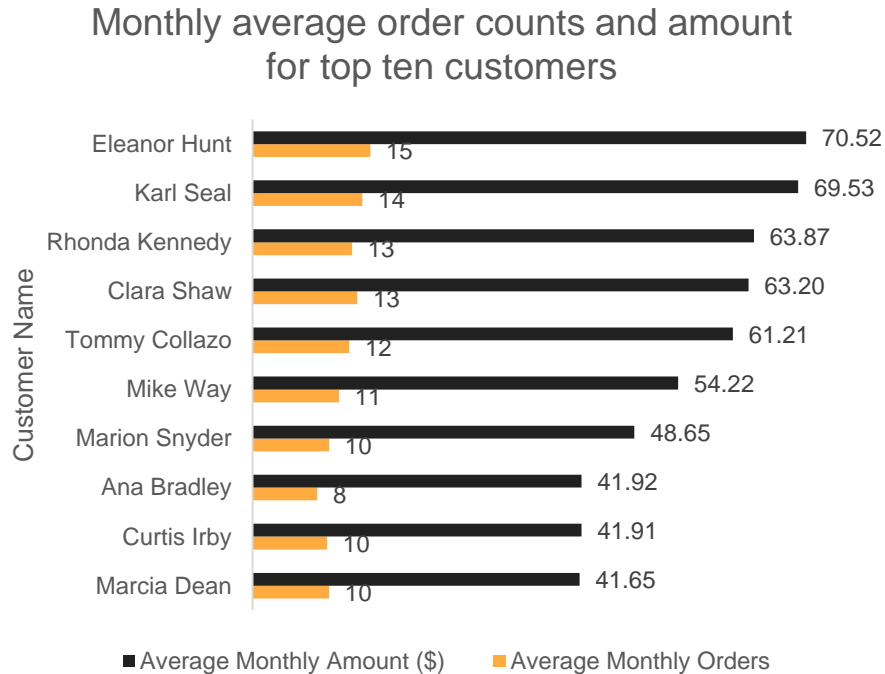
# Q2-Q1: Month-wise comparison of Rental Orders at Two Stores

Month-wise Comparison of Rentals at Two Stores



As seen from the bar chart store-1 has out-performed store-2 for rental orders in all the months; July and August months see higher orders for movies. Rental Orders in Feb-2006 seem outlier might be due to incomplete data entries.

# Q2-Q2: Monthly average order count and order amount for Top ten customers



Eleanor Hunt, Karl Seal and Rhonda Kennedy are top three customers by monthly spends. Most of these customers have placed 10 times or more monthly orders.