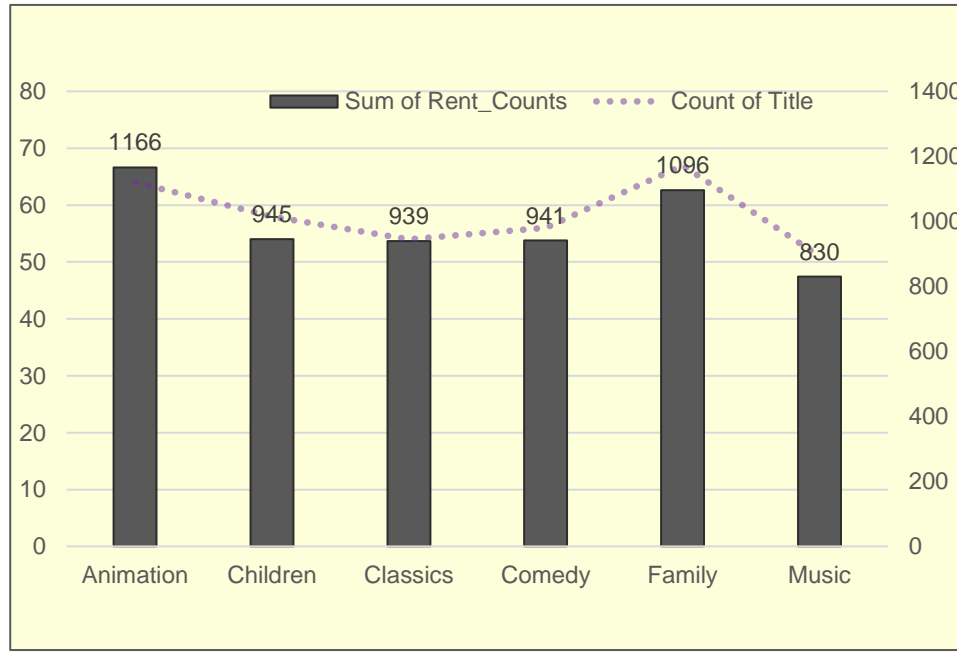


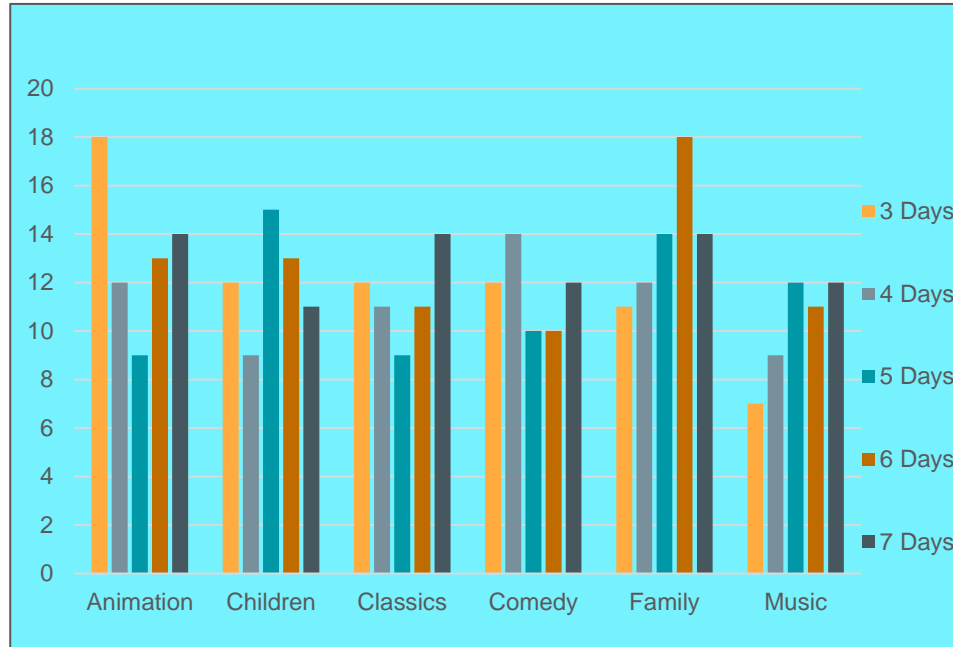
Q1. Family Categories and No of Times Rented Out?



In this graph, we can see that most of the rent-out category is Animation followed by Family whereas the least is in the Music category. Children, Classics, and Comedy follow the same trend

Another interesting bit here is, the number of films in each category which also follows the same trend, although the number of films in 'Family' is almost equal to or greater than the 'Animation' category.

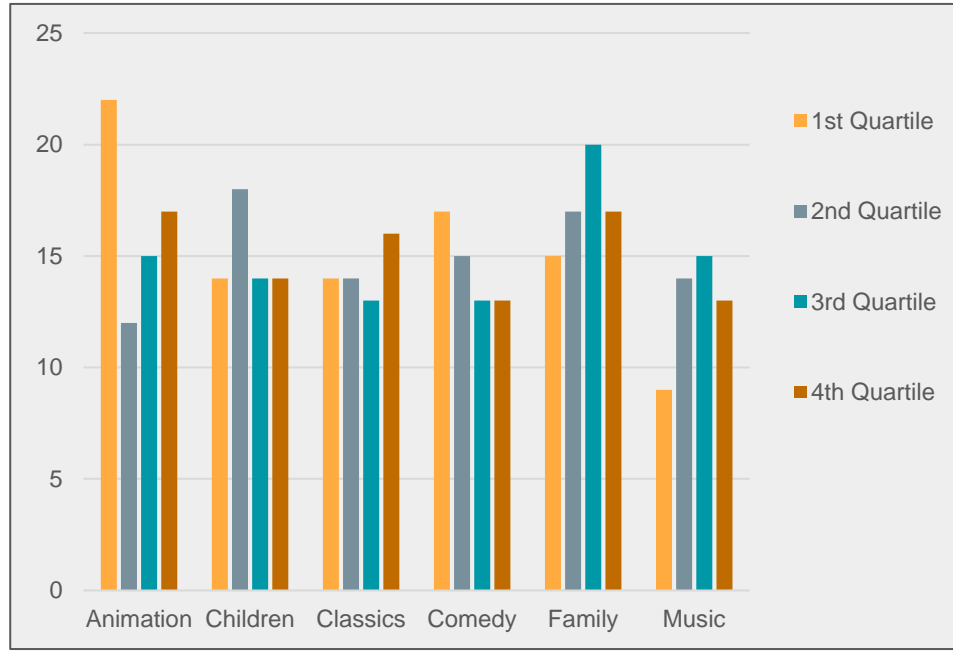
Q2. Rental Duration for Family Movies



From this chart, we deduce that most of the films are rented for 7 days followed by 6 days and then 3 days. Animation films are seen to be mostly rented for 3 days whereas the same number of Family movies are rented for 6 days.

The Music category is the least rented but most of the films are rented usually for more than 5 days. The Classics also are preferred to being rented for 7 days.

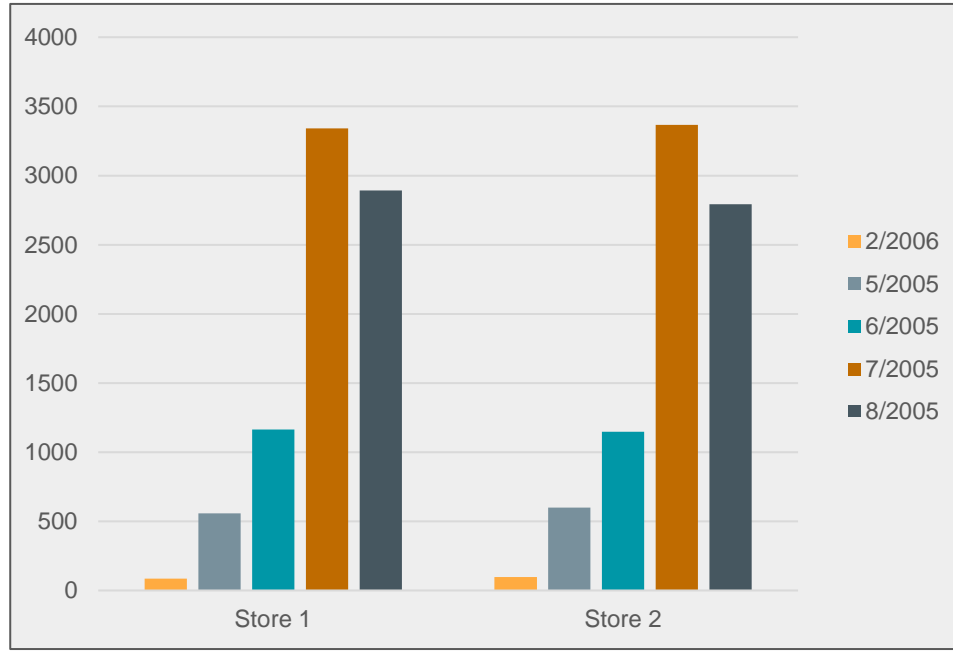
Q3. Number of Movies in Quartile wrt Category?



From movie distribution by each quartile for each category represents that the 'Family' category has the highest number of movies in its 3rd Quartile for its own category.

The Children category has the same number of films in each quartile except the 2nd quartile.

Q4. Rentals by each Store in 2005 and 2006



Both stores seem to perform equally well in their comparison however Store 2 seems to take the lead in the number of rentals.

They have the highest rentals in July 2005 with more than 3300 rentals