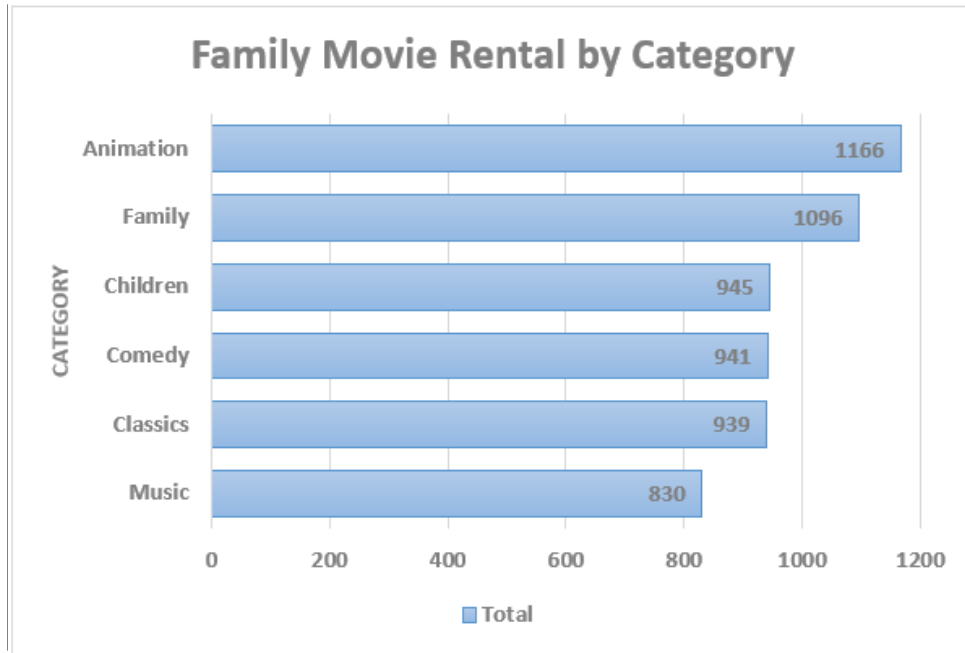


Udacity Nanodegree Program

Project: Investigate a Relational Database

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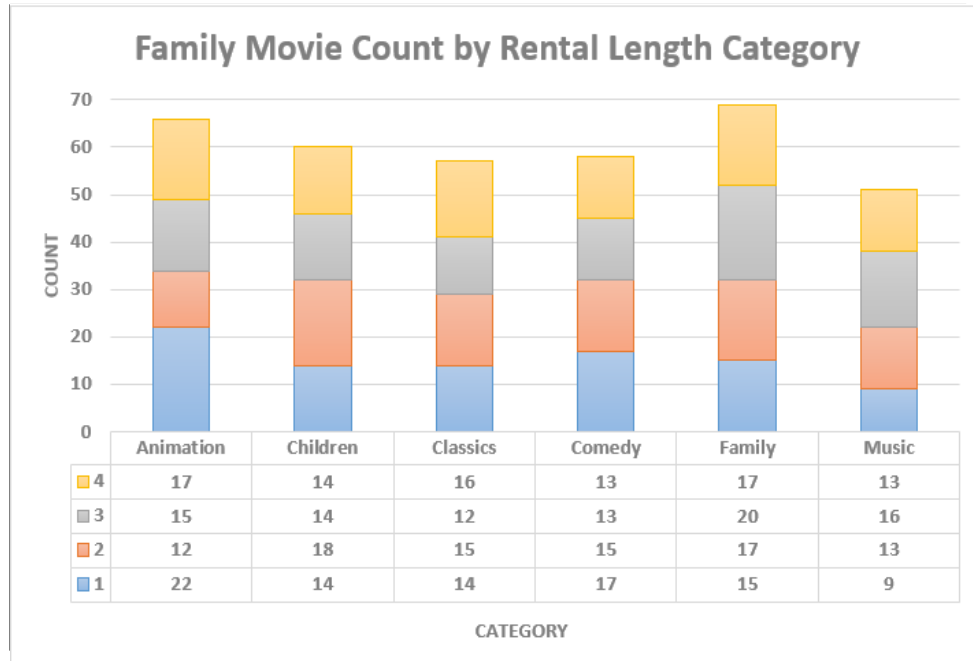
What are the numbers of times Family movies have been rented out?



The bar chart shows the total number of times all movies have been rented out for each type of family movies.

Animation is the most popular family movie type, with 1166 rentals in total, followed by the Family category.

What is the quartile distribution for family movies based on rental duration?

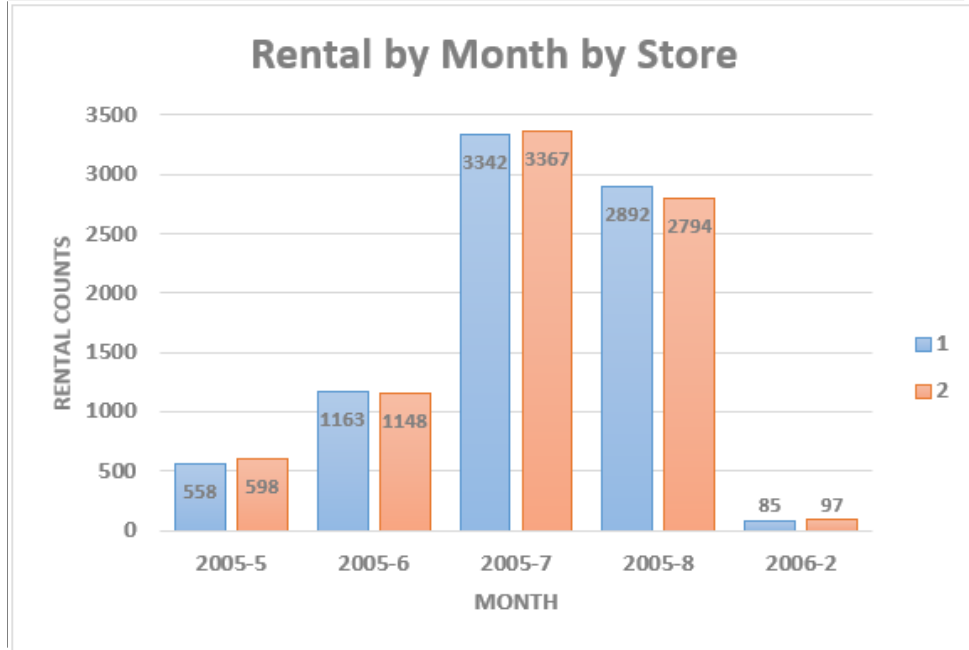


As shown in the clustered chart, for Animation and Comedy, the majority movies fell in to the first quartile of rental duration.

The second quartile of the Children category has 18 movies, compared to 14 for each of the other three interval groups.

As to Family, both the second and fourth quartile have 17 movies.

What is the monthly rental orders fulfilled by each store?

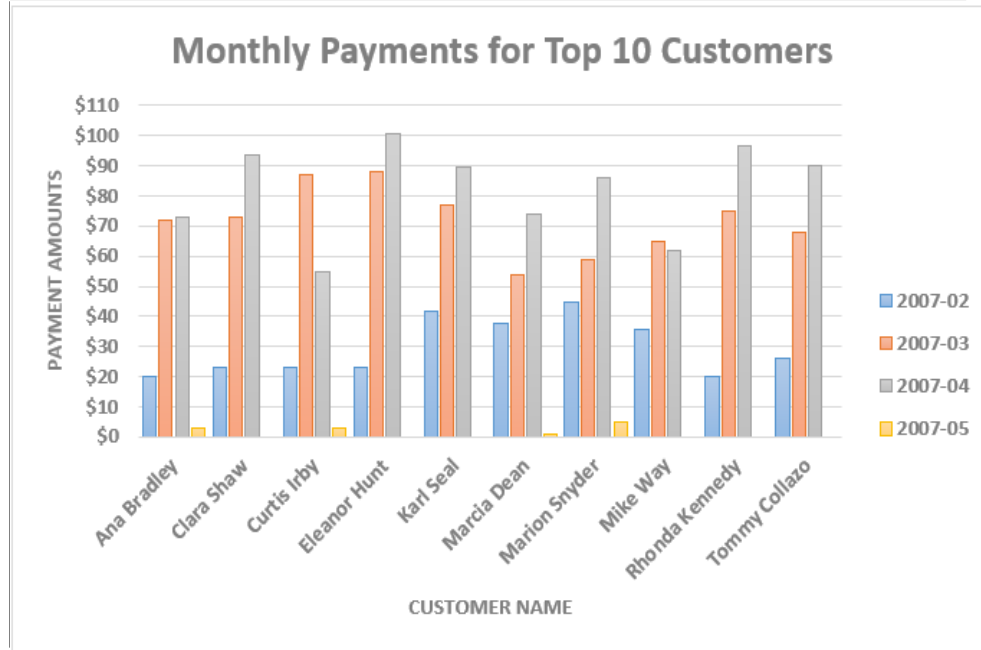


Both stores' performance was quite similar in terms of monthly rental orders.

Store 1 and Store 2 both fulfilled the greatest amount of orders in July 2005 (3342 and 3367 respectively), followed by August 2005.

Order numbers dropped significantly in February 2006, neither Store 1 or Store 2 generated more than 100 orders in that month.

What are the Top 10 customers' monthly expenditure?



The majority of top 10 customers spent the greatest amount of money in April 2007, except for Curtis Irby and Mike Way who made more payments in March.

Only four small payments were received from these customers in May.