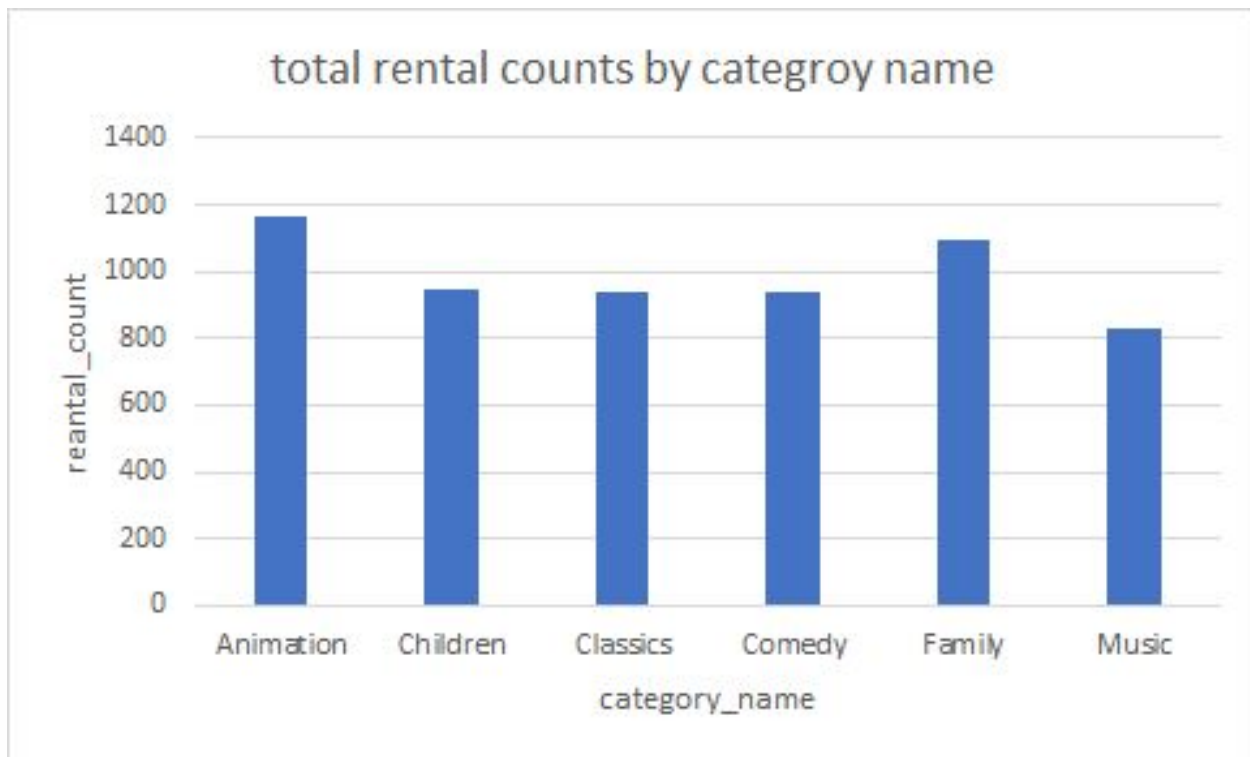
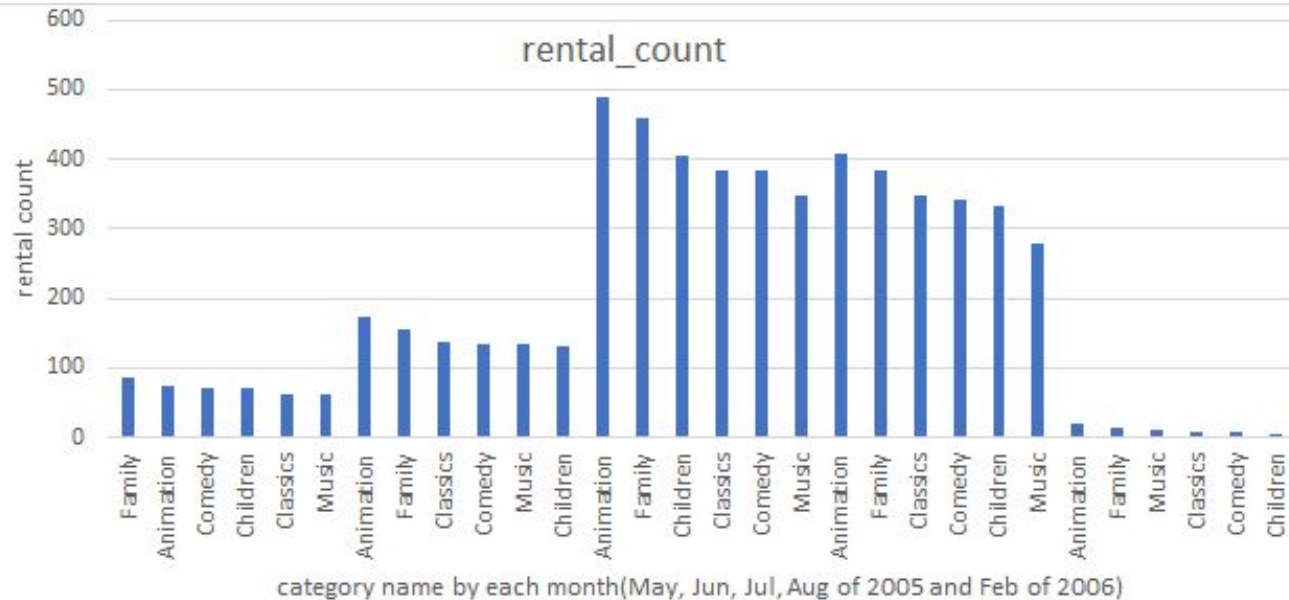


Question 1: How many customers have rented the family movies in each category?



Each of the family-friendly movies has similar numbers of rental orders. However, we can recognize that Animation has the most numbers of orders, and the Family category follows the next.

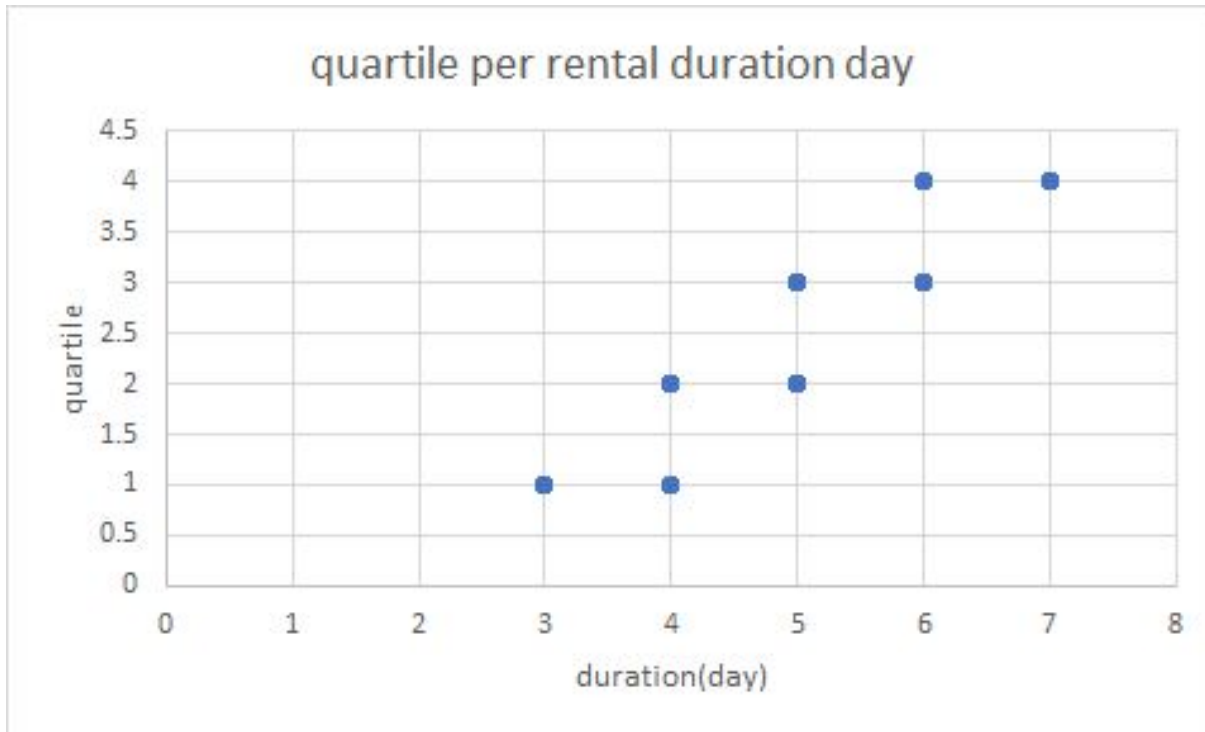
Question 2: Which categories were most popular in each of the months?



All the rental about family-friendly orders has been occurred only in May, June, July, August of 2005 and February of 2006.

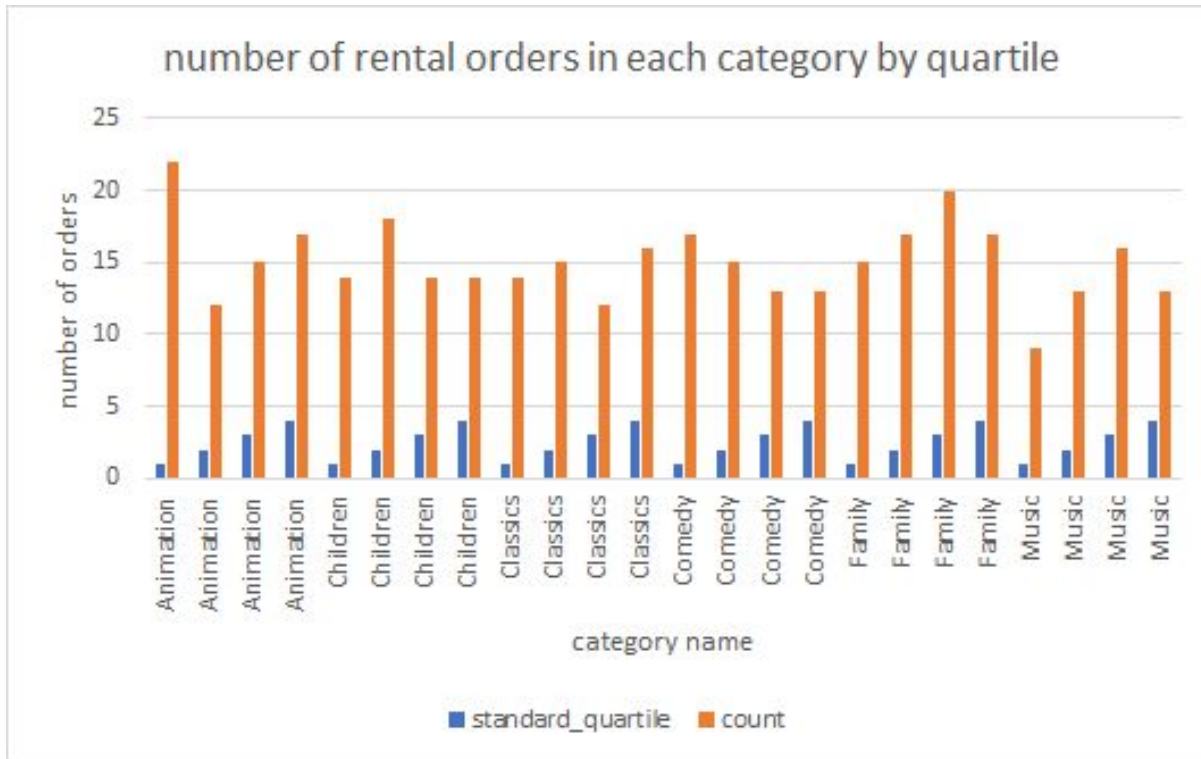
Even the number of most popular category in each of the months was mostly Animation.

Question 3: How much portions of the each rental durations are?



As the portion of rental duration gets longer and the quartile exceeds, customers tend to order long-duration rentals rather than the short term rental.

Question 4: How many family movies have been rented in each category by the quartiles?



Animation and Comedy categories have the most orders at the first quartile, while others mostly have the most orders at the second or the third quartile.

Also, Animation category has a significant number of orders among family-friendly movies at the first quartile.