



Movie Rental Analysis

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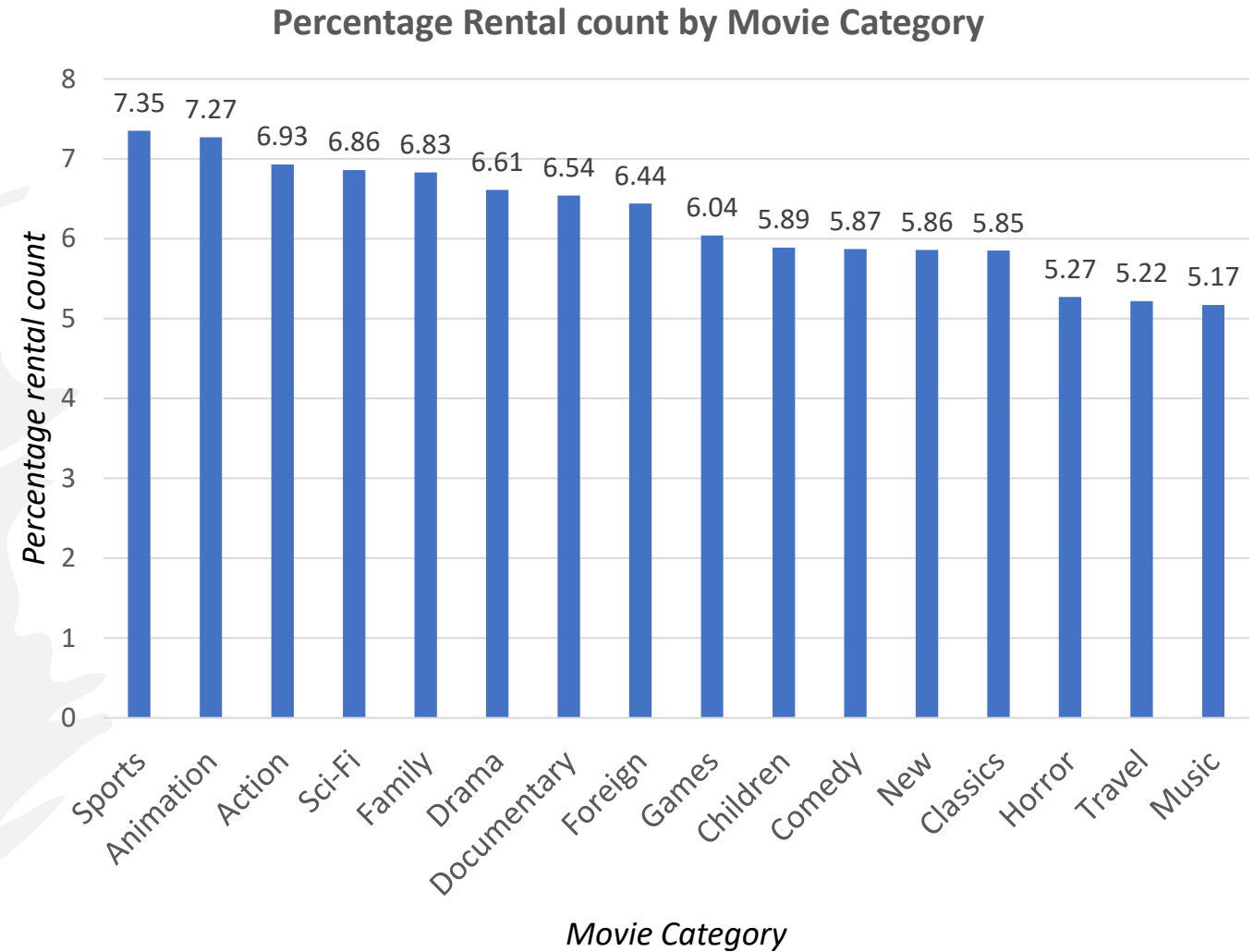
Part of Udacity Nanodegree



Programing for Data Science with
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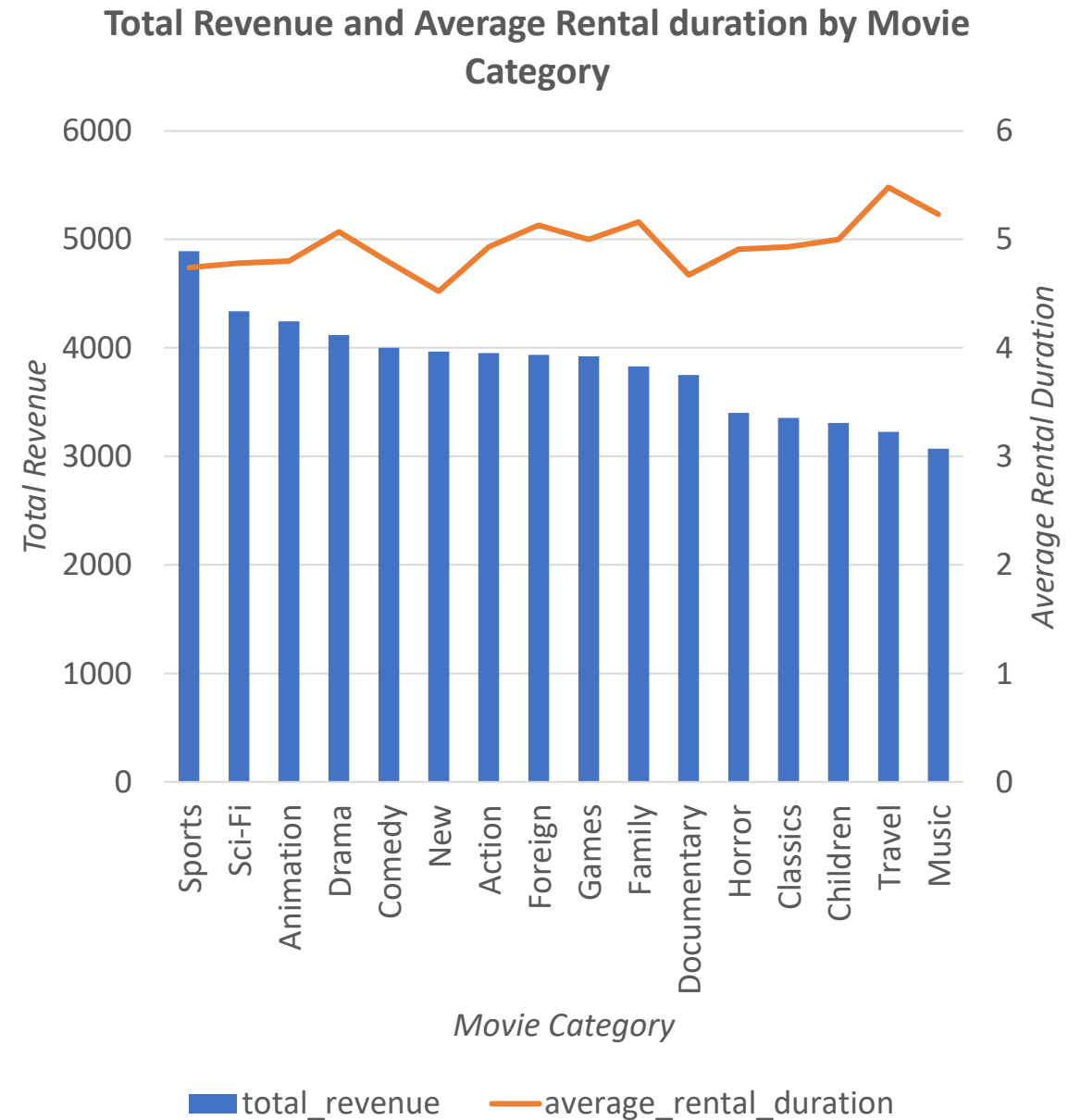
1. What are the percentages of rental count for each movie category?

- There is only a small **difference** in rental percentages (**2.18%**) **between** the most rented (**Sports**) and least rented (**Music**) categories
- The **top five** most rented categories are **Sports, Animation, Action, Sci-Fi, and Family.**



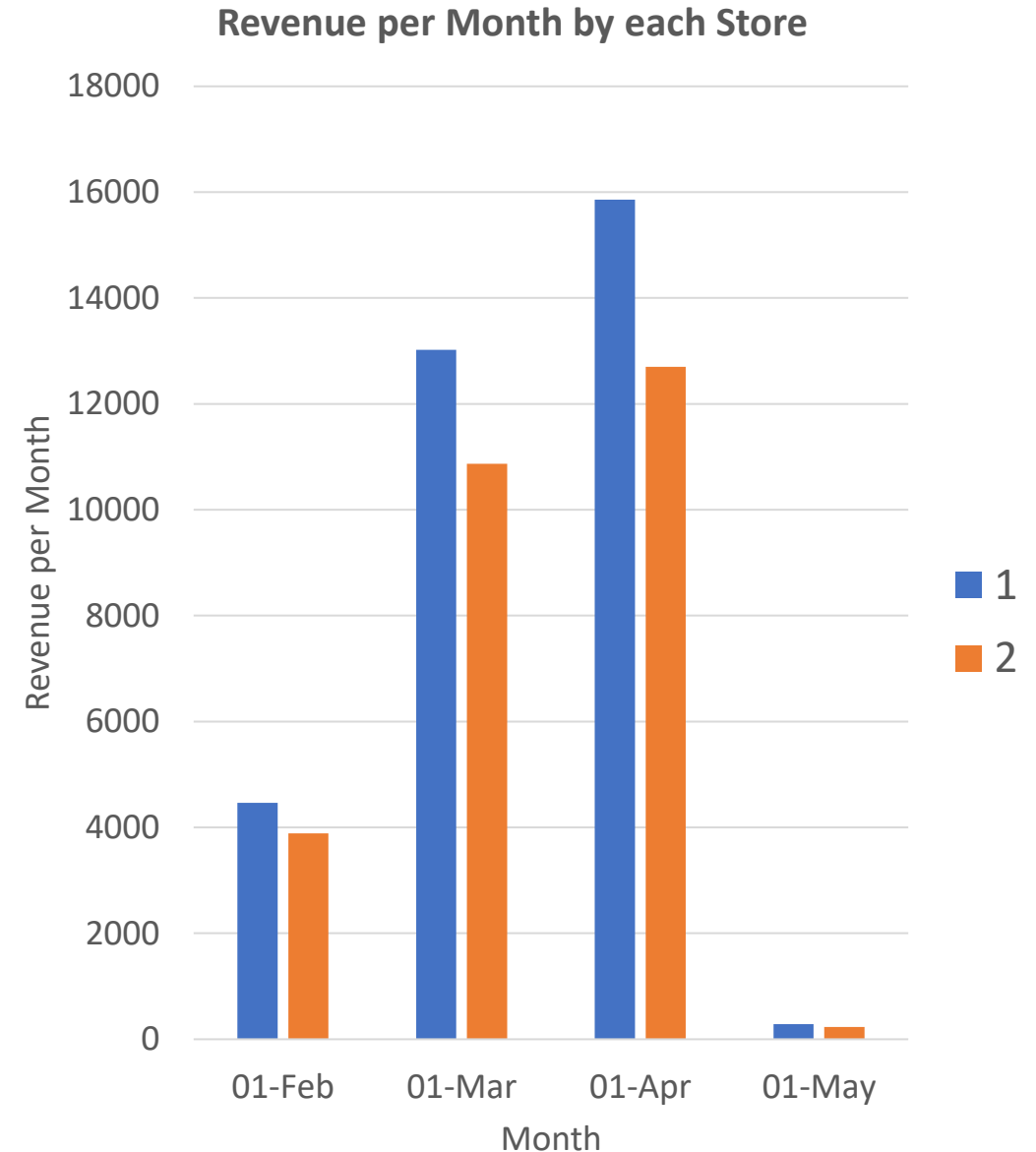
2. What is the total revenue and average rental duration for each movie category?

- **Sports** category has generated the highest revenue, followed by **Sci-Fi** and **Animation**
- **Drama** category has a higher average rental duration than most other categories



3. What is the revenue generated by each store per month?

- In each month, **store 1** generated more revenue than **store 2**
- Revenue increased significantly from **February** to **March**, with the revenue more than doubling in both stores



4. Plot daily revenue and its 5 day moving average during 2007

- There are some days with relative inactivity, such as **March 14, April 5, April 26 and May 14** where the revenue remains low
- During 2007, revenue seems to follow a sideways trend

