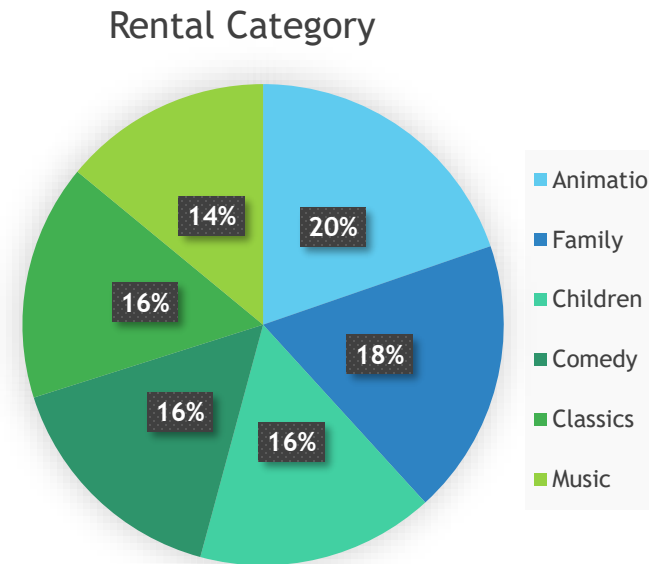
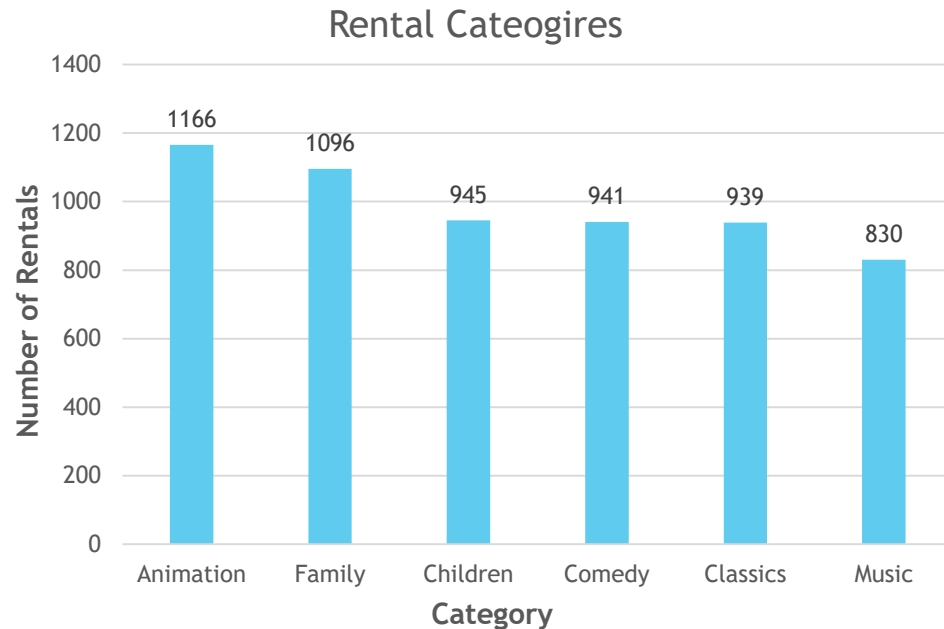


Sakila Movie Database

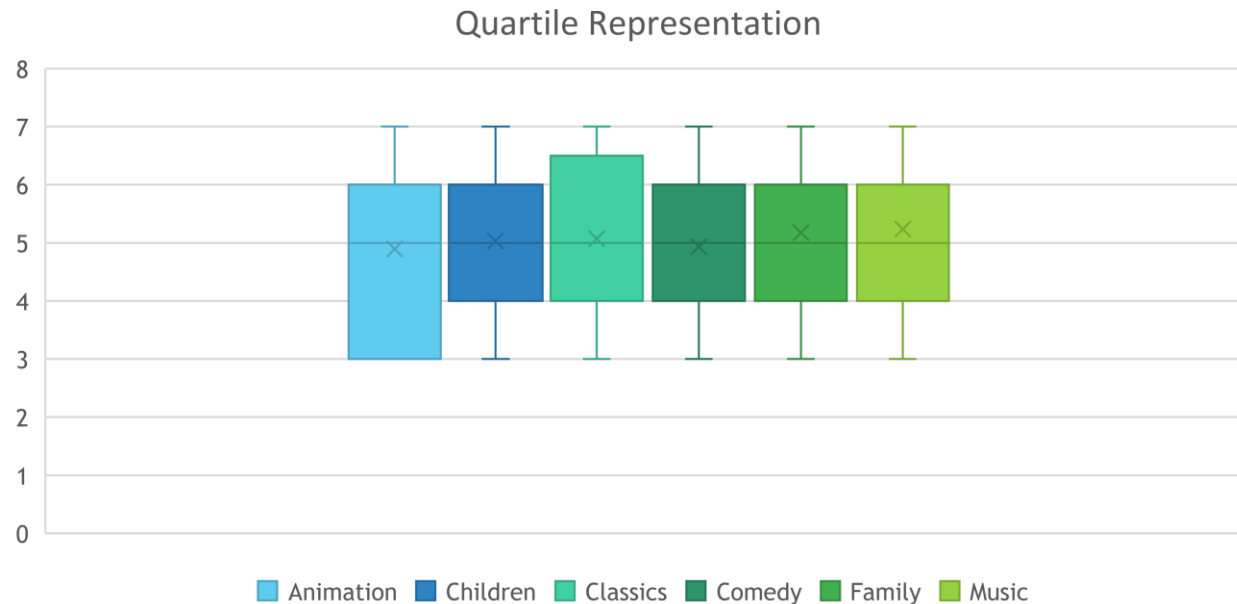
By: Zahin Rahman

We want to understand more about the movies that families are watching. The following categories are considered family movies: Animation, Children, Classics, Comedy, Family and Music



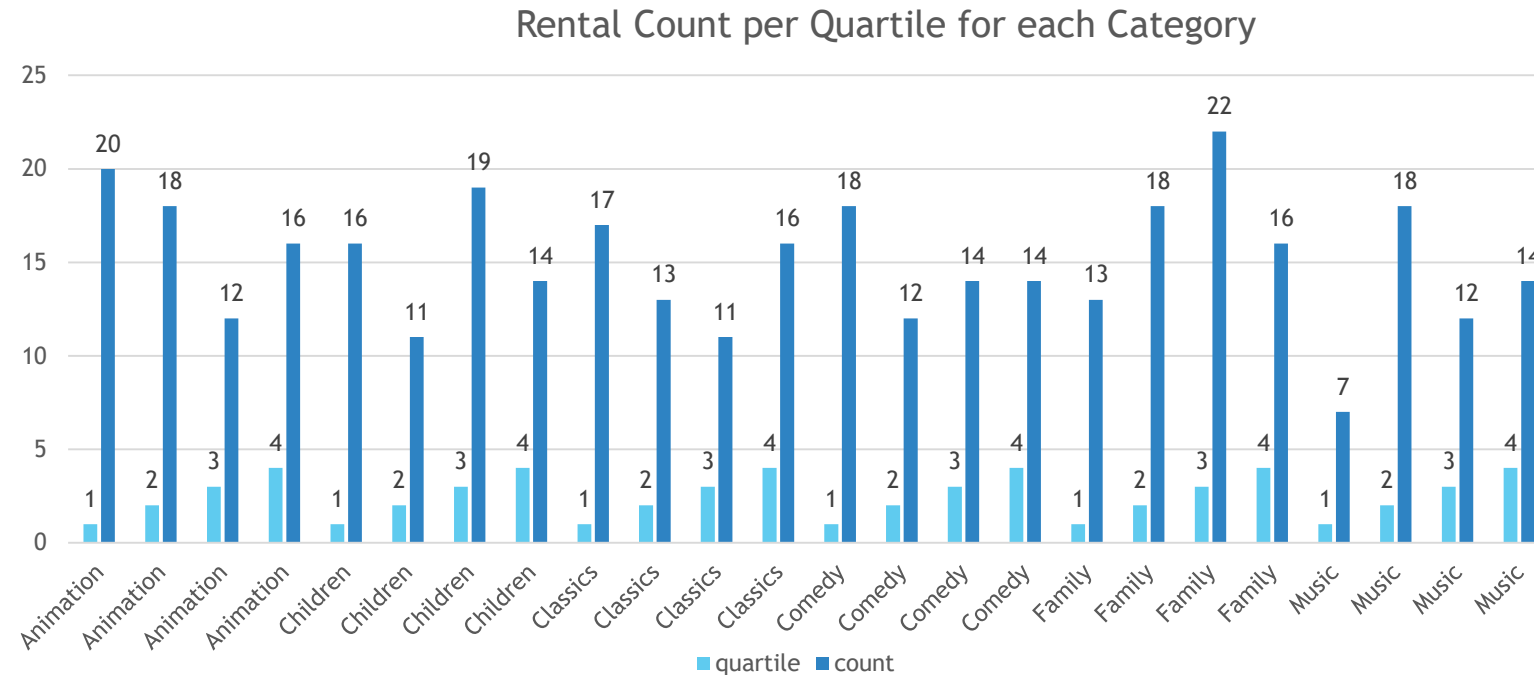
- ▶ The two leading categories are animation and family, with children, comedy and classics very close to one another. Note that certain movies could very well overlap in genres (such as animated comedy), however, that data is not captured here. One recommendation could be looking into rental of animation and family and seeing if at any point they had run out of stock. Maybe consider adding more animation and family category on stock displacing some musical ones.

Exploring the relation between length of rental duration of family-friendly movies compared to that of all other movies: Movie titles divided into 4 quartiles of the rental duration across all categories



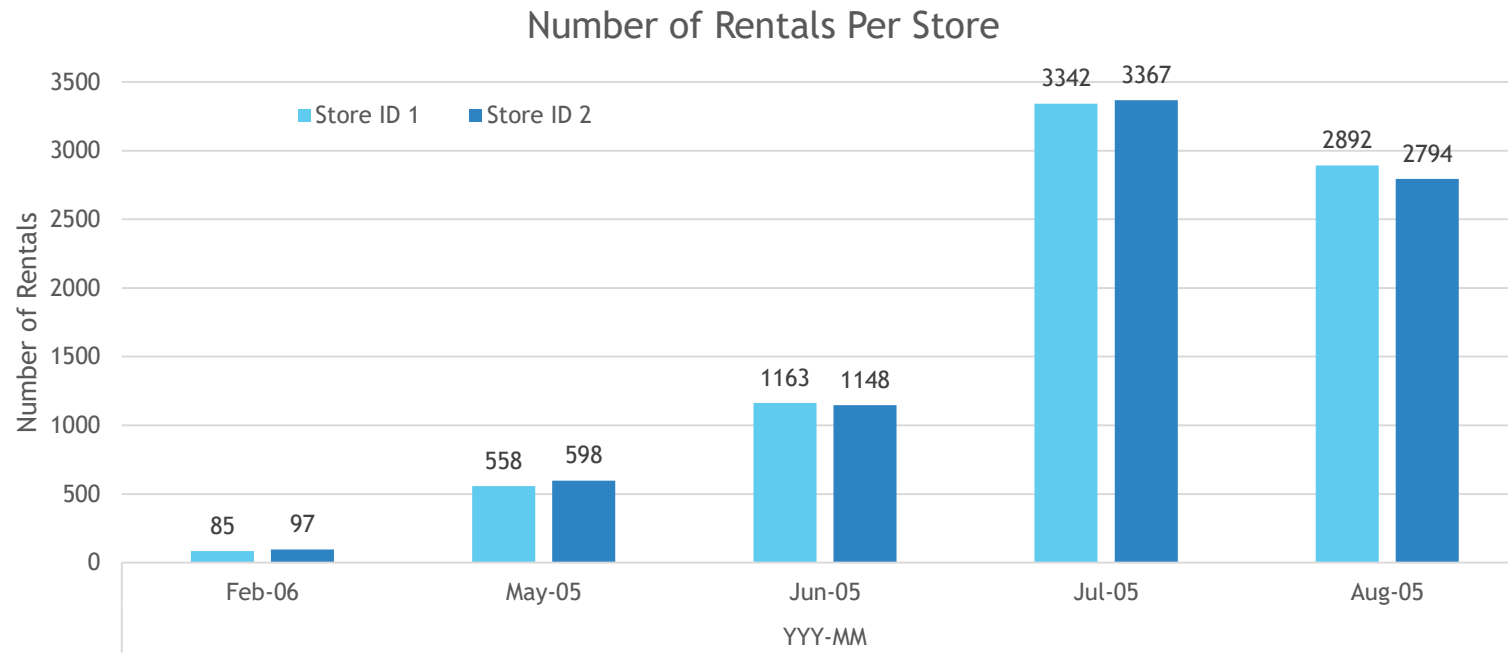
- ▶ Children, comedy, family and music all share the same quartile values. Animation category rental duration is skewed more towards the lower quartile while Classics' is skewed more towards the third and fourth quartiles

Table outlining each quartile and the corresponding count of movies within each combination of film category for each corresponding rental duration category, for family-friendly movies



- ▶ There is no concrete observable trend that is consistent across the different categories in terms of number of movies vs quartile of rental duration. Assuming that longer the duration of rental, higher the rental amount, then it combines well with the fact that music categories are rented less; which means that although they are rented less, they could be contributing equal amount towards the store's revenue per rental due to the higher number of longer rentals.

Comparing the performance of the two stores in their count of rental orders during every month for all 2005/2006 data



- ▶ Store 2 does seem to lag behind store 1 in the last 3 months, but did have an edge of Store 1 in the earlier two data sets. It does indicate improving performance for Store 1 with respect to Store 2.