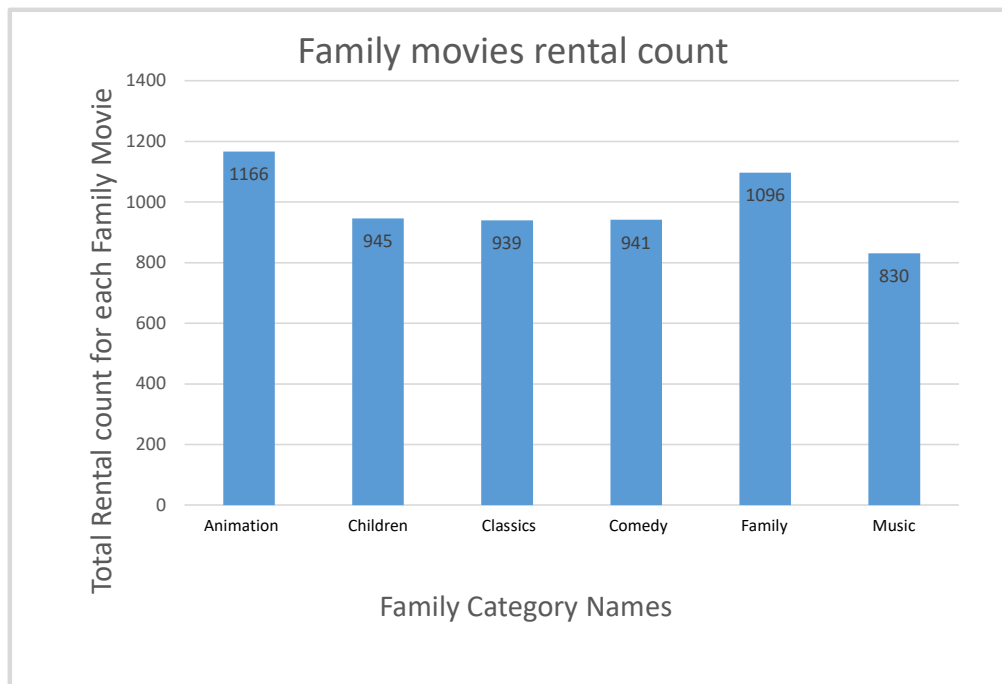


## What is the rental count for Family Movies?



We can see Animation category followed by Family category is most popular for Family rentals and Music type is the least favorable among Family rentals.

## Rental count distribution for family friendly movies based on rental duration

Category	Rental Length Category	Count
Animation	1	22
Animation	2	12
Animation	3	15
Animation	4	17
Children	1	14
Children	2	18
Children	3	14
Children	4	14
Classics	1	14
Classics	2	15
Classics	3	12
Classics	4	16
Comedy	1	17
Comedy	2	15
Comedy	3	13
Comedy	4	13
Family	1	15
Family	2	17
Family	3	20
Family	4	17
Music	1	9
Music	2	13
Music	3	16
Music	4	13

Animation movies leads the short rental duration among family categories(i.e., they have highest count for 1<sup>st</sup> quartile) and at the same time Animation and Family movies lead the count for family categories that were rented out for longest duration (i.e., they have the highest count for 4<sup>th</sup> quartile)

Also, based on the results of supporting query, shortest rental duration is 3-days and longest duration is 7-days for family friendly categories

## Find number of movies not yet returned for each store



Both stores have almost equal number of movies not returned yet after rental

store_id	unreturned_items
1	92
2	91

## Top Five customers' payment trends for rentals on month-to-month basis

Month, Year	Customer Name	Payment Current Month	Payment Previous Month	Difference from Previous Month
FEB, 2007	Clara Shaw	22.94	0	22.94
MAR, 2007	Clara Shaw	72.84	22.94	49.9
APR, 2007	Clara Shaw	93.82	72.84	20.98
FEB, 2007	Eleanor Hunt	22.95	0	22.95
MAR, 2007	Eleanor Hunt	87.82	22.95	64.87
APR, 2007	Eleanor Hunt	100.78	87.82	12.96
FEB, 2007	Karl Seal	41.91	0	41.91
MAR, 2007	Karl Seal	76.87	41.91	34.96
APR, 2007	Karl Seal	89.8	76.87	12.93
FEB, 2007	Marion Snyder	44.92	0	44.92
MAR, 2007	Marion Snyder	58.88	44.92	13.96
APR, 2007	Marion Snyder	85.82	58.88	26.94
MAY, 2007	Marion Snyder	4.99	85.82	-80.83
FEB, 2007	Rhonda Kennedy	19.96	0	19.96
MAR, 2007	Rhonda Kennedy	74.85	19.96	54.89
APR, 2007	Rhonda Kennedy	96.81	74.85	21.96

Based on payment trends, Eleanor Hunt spent the most in a month from previous month (an increase of \$64.87 in Mar, 2007) where as Marion Snyder spent the least when compared to previous month's payment (decrease of \$80.83 in May, 2007)