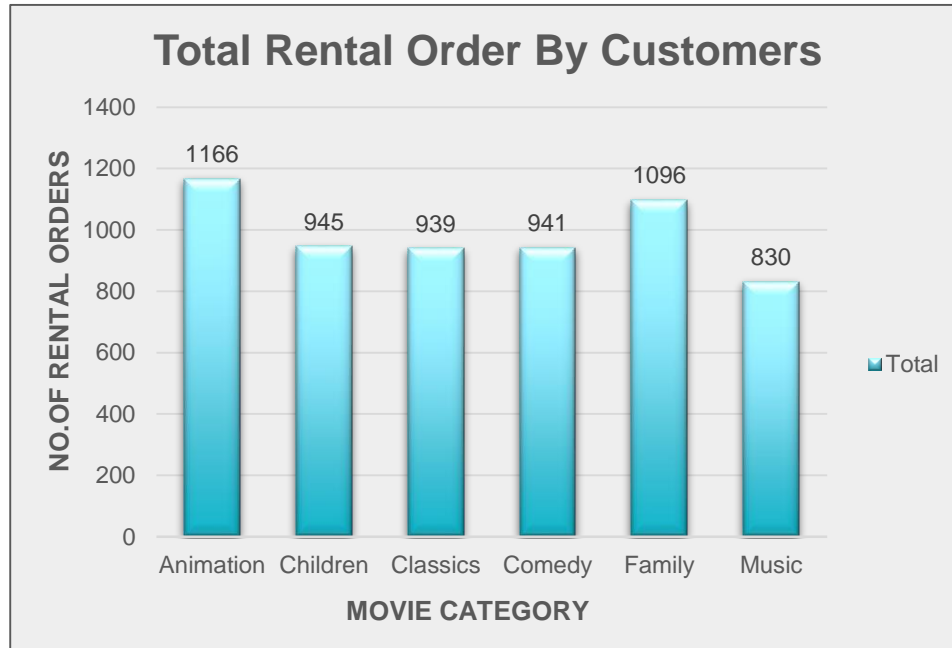
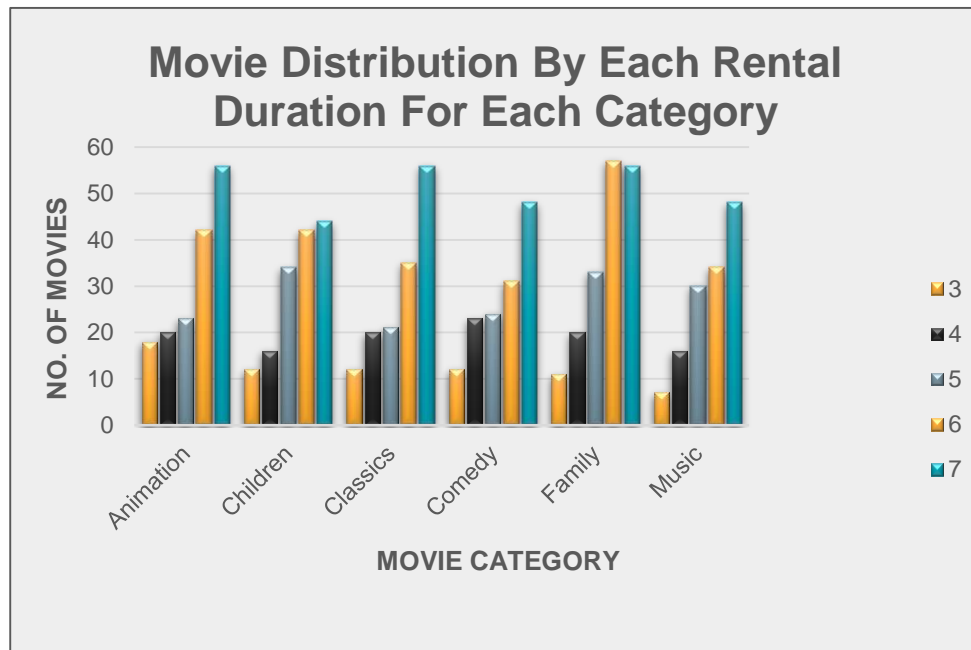


What is the number of total rental orders till date for each category of family movies ?



- The plot is showing the rental orders for each category of family movies till date.
- It is clear from the data that families are most likely to rent movies in the **'Animation'** category followed by **'Family'** category with almost the same interest for **'Children'**, **'Classics'** and **'Comedy'** categories and families show least interest to rent movies in **'Music'** category.

How the length of rental duration of these family-friendly movies compares to the duration that all movies are rented for?

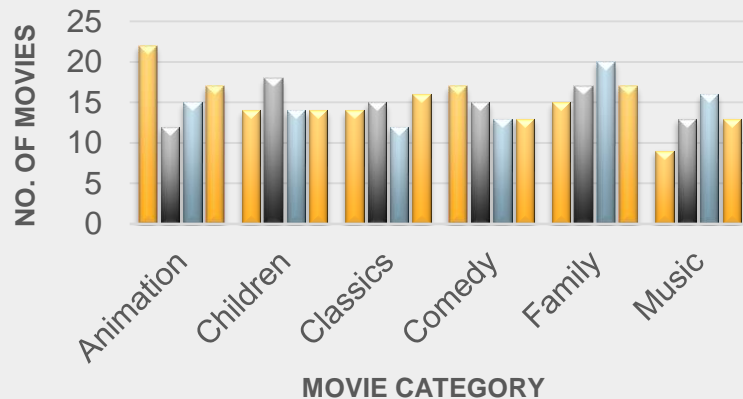


The plot here shows the distribution of movies by each rental duration for each category of the family movies.

- It can be clearly seen that maximum number of movies in the 'Family' category are rented for 6 days as compared to maximum number of movies in the 'Animation' category which are being rented for 3 days.
- Similarly, we can also compare 'Family' movies duration with other categories.

How can the comparison be made with the number of movies in each quartile for each category of “family movies” if we sort all movies according to the rental duration in ascending order of duration?

Movie Distribution By Each Quartile For Each Category



The plot here shows the distribution of movies by each quartile for each category. Here, if we see the 'Animation' category, we can see that it has the highest number of movies in the first quartile in its own category and among all other categories. There are 17 movies in the fourth quartile on the second place followed by number of movies in the third and fourth quartile. Likewise we can do comparison for other categories too.

Who were our top 10 paying customers, how many payments they made on a monthly basis during 2007, and what was the amount of the monthly payments?



The plot is showing the top 10 paying customers in 2007 in order of their names with the amount of the monthly payments they made in 2007.

As we can see here, that Eleanor Hunt has made the top monthly payment of \$100 in April 2007.

REFERENCES

Below mentioned is the information regarding the code/query references of the visualizations and insights mentioned in the above slides:

1. Slide 1: Query1- Rohini_Investigate_Relational_Database.txt
2. Slide 2: Query2- Rohini_Investigate_Relational_Database.txt
3. Slide 3: Query3- Rohini_Investigate_Relational_Database.txt
4. Slide 4: Query4- Rohini_Investigate_Relational_Database.txt