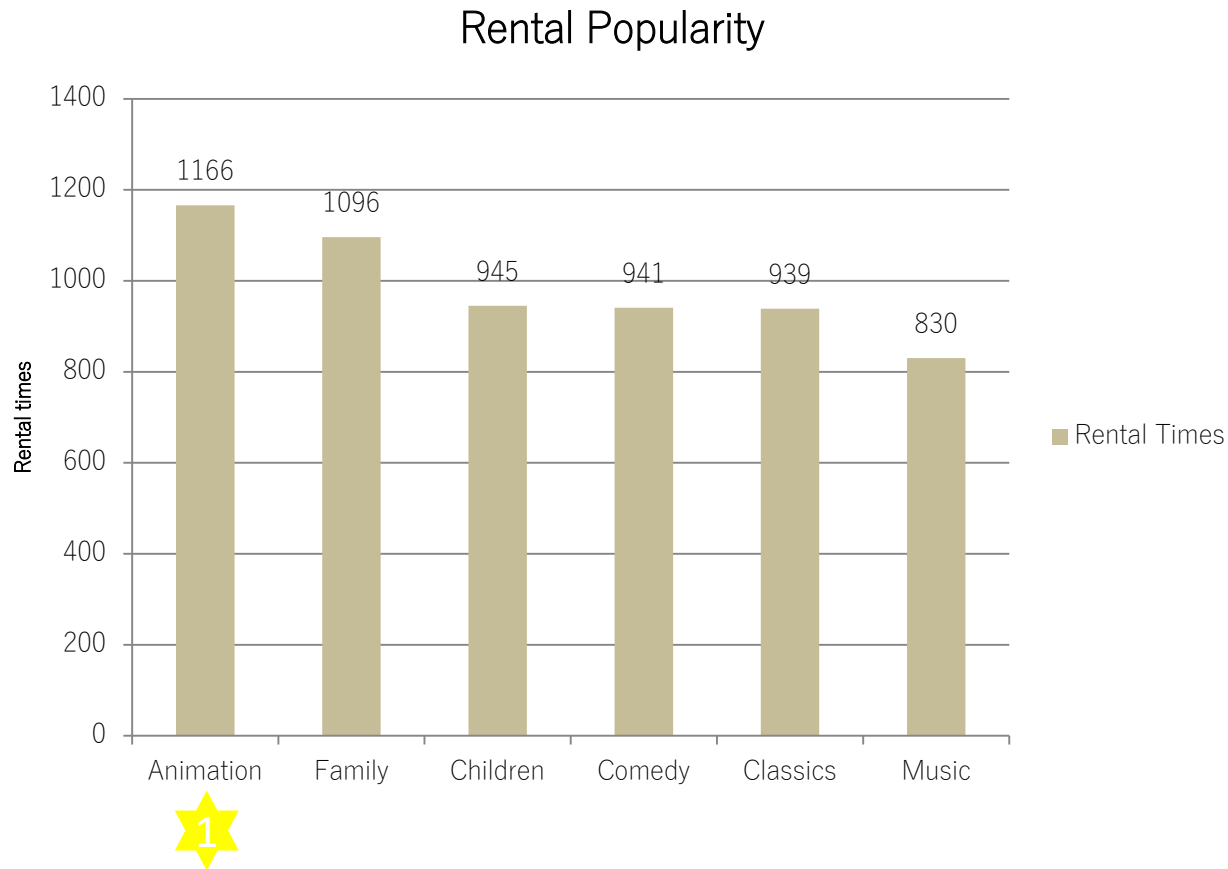


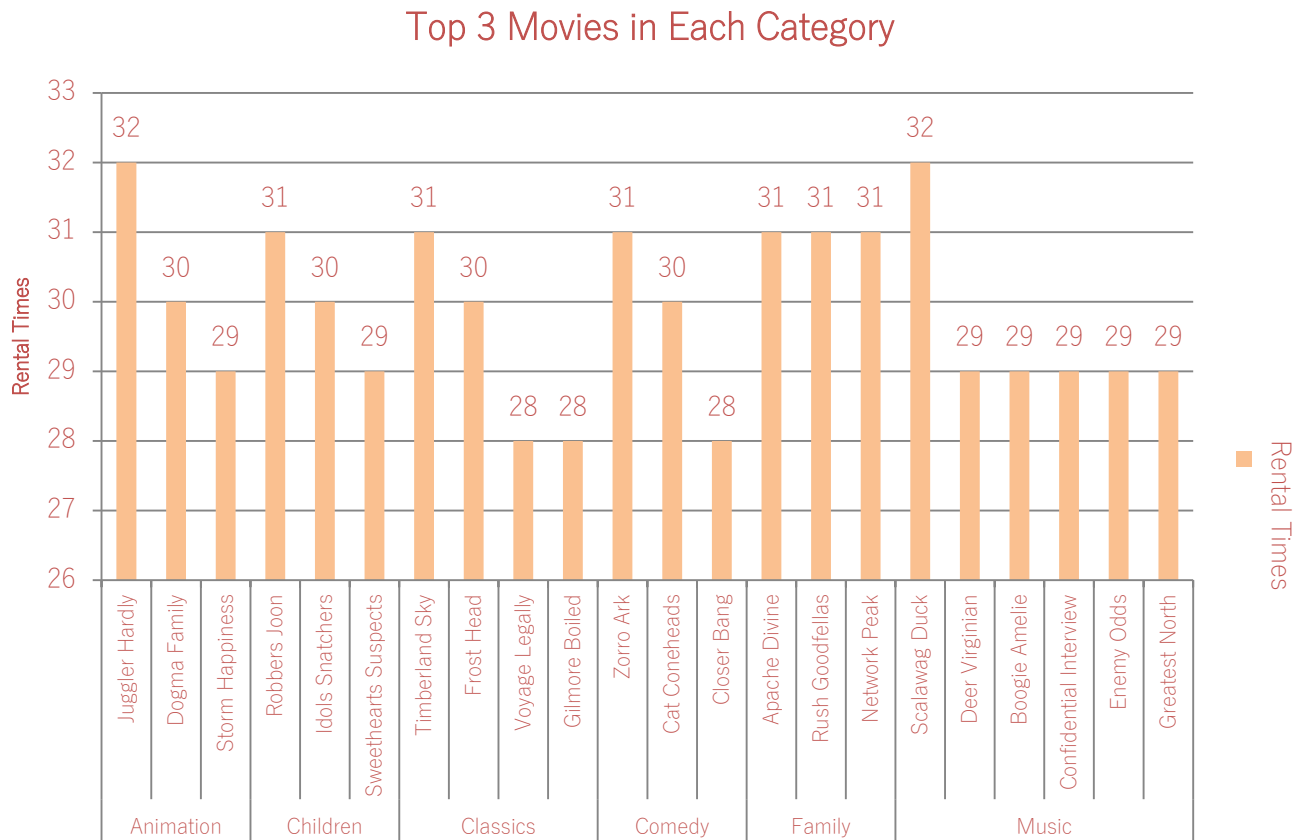
# What's the most popular category among all family movie categories?



Ans: We can see that “Animation” has the highest rental counts among all family movie categories, thus we can conclude that it is the most popular category.

| Movie Category | Rental Times |
|----------------|--------------|
| Animation      | 1166         |
| Family         | 1096         |
| Children       | 945          |
| Comedy         | 941          |
| Classics       | 939          |
| Music          | 830          |

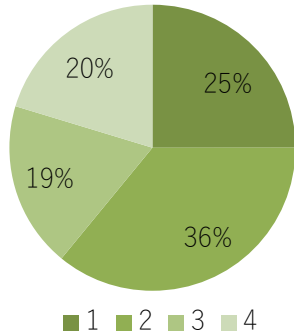
# What's the top 3 movies in each family movie category?



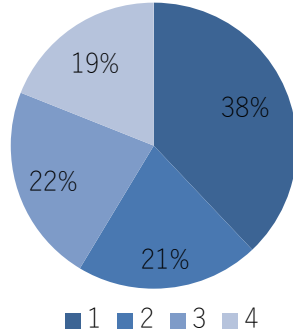
Ans: We can see the top 3 movies in each category from the graph on the left. The ranking is based on the rental count for each movie. Noted that some movies within a category have same rental count, thus we may see more than 3 movies in each category. I use `rank()` function to capture the top 3 movies from each category to prevent too many data points `dense_rank()` could bring into this chart.

# What's the percentage of movies in each standard quartile for each family friendly movie category? (Quartile is defined by rental duration)

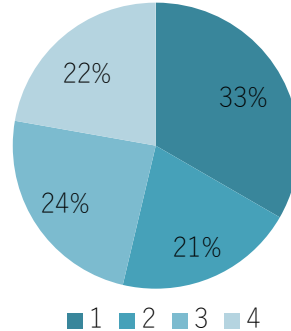
## Animation



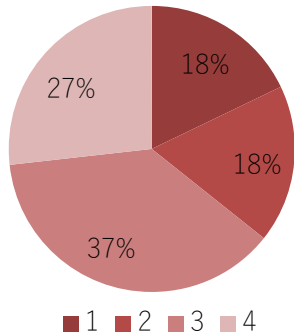
## Children



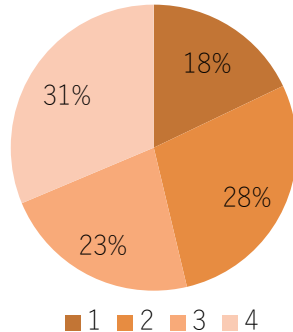
## Classic



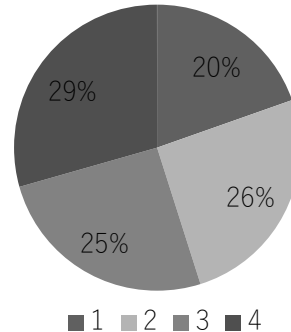
## Comedy



## Family



## Music



Ans: Standard quartile here is defined by rental duration of each rental event. With the shortest 25% rental events categorized as 1<sup>st</sup> quartile, 2<sup>nd</sup> for the next quartile and so forth. As you can see children movies have the highest 1<sup>st</sup> quartile share, which means that people who rent children movies has higher possibility in returning movie within short period. However, it is opposite in family movie category, which shows the highest share of 4<sup>th</sup> quartile among all categories.

# Who're the top 10 paying customers and how's their payment situation on a monthly basis during 2007?

| Pay Month     | Full Name      | Count | Pay Sum |
|---------------|----------------|-------|---------|
| 2/1/2007 0:00 | Ana Bradley    | 4     | 19.96   |
| 3/1/2007 0:00 | Ana Bradley    | 16    | 71.84   |
| 4/1/2007 0:00 | Ana Bradley    | 12    | 72.88   |
| 5/1/2007 0:00 | Ana Bradley    | 1     | 2.99    |
| 2/1/2007 0:00 | Clara Shaw     | 6     | 22.94   |
| 3/1/2007 0:00 | Clara Shaw     | 16    | 72.84   |
| 4/1/2007 0:00 | Clara Shaw     | 18    | 93.82   |
| 2/1/2007 0:00 | Curtis Irby    | 6     | 22.94   |
| 3/1/2007 0:00 | Curtis Irby    | 17    | 86.83   |
| 4/1/2007 0:00 | Curtis Irby    | 14    | 54.86   |
| 5/1/2007 0:00 | Curtis Irby    | 1     | 2.99    |
| 2/1/2007 0:00 | Eleanor Hunt   | 5     | 22.95   |
| 3/1/2007 0:00 | Eleanor Hunt   | 18    | 87.82   |
| 4/1/2007 0:00 | Eleanor Hunt   | 22    | 100.78  |
| 2/1/2007 0:00 | Karl Seal      | 9     | 41.91   |
| 3/1/2007 0:00 | Karl Seal      | 13    | 76.87   |
| 4/1/2007 0:00 | Karl Seal      | 20    | 89.8    |
| 2/1/2007 0:00 | Marcia Dean    | 8     | 37.92   |
| 3/1/2007 0:00 | Marcia Dean    | 10    | 53.9    |
| 4/1/2007 0:00 | Marcia Dean    | 20    | 73.8    |
| 5/1/2007 0:00 | Marcia Dean    | 1     | 0.99    |
| 2/1/2007 0:00 | Marion Snyder  | 8     | 44.92   |
| 3/1/2007 0:00 | Marion Snyder  | 12    | 58.88   |
| 4/1/2007 0:00 | Marion Snyder  | 18    | 85.82   |
| 5/1/2007 0:00 | Marion Snyder  | 1     | 4.99    |
| 2/1/2007 0:00 | Mike Way       | 6     | 35.94   |
| 3/1/2007 0:00 | Mike Way       | 15    | 64.85   |
| 4/1/2007 0:00 | Mike Way       | 12    | 61.88   |
| 2/1/2007 0:00 | Rhonda Kennedy | 4     | 19.96   |
| 3/1/2007 0:00 | Rhonda Kennedy | 15    | 74.85   |
| 4/1/2007 0:00 | Rhonda Kennedy | 19    | 96.81   |
| 2/1/2007 0:00 | Tommy Collazo  | 7     | 25.93   |
| 3/1/2007 0:00 | Tommy Collazo  | 12    | 67.88   |
| 4/1/2007 0:00 | Tommy Collazo  | 18    | 89.82   |

Ans: The table shows the top 10 customers' monthly payment situation in 2007. The table is ordered alphabetically according to full name, then it's ordered by month. Some of the customers spend more than 90 dollars per month! What's a good source of income, right?