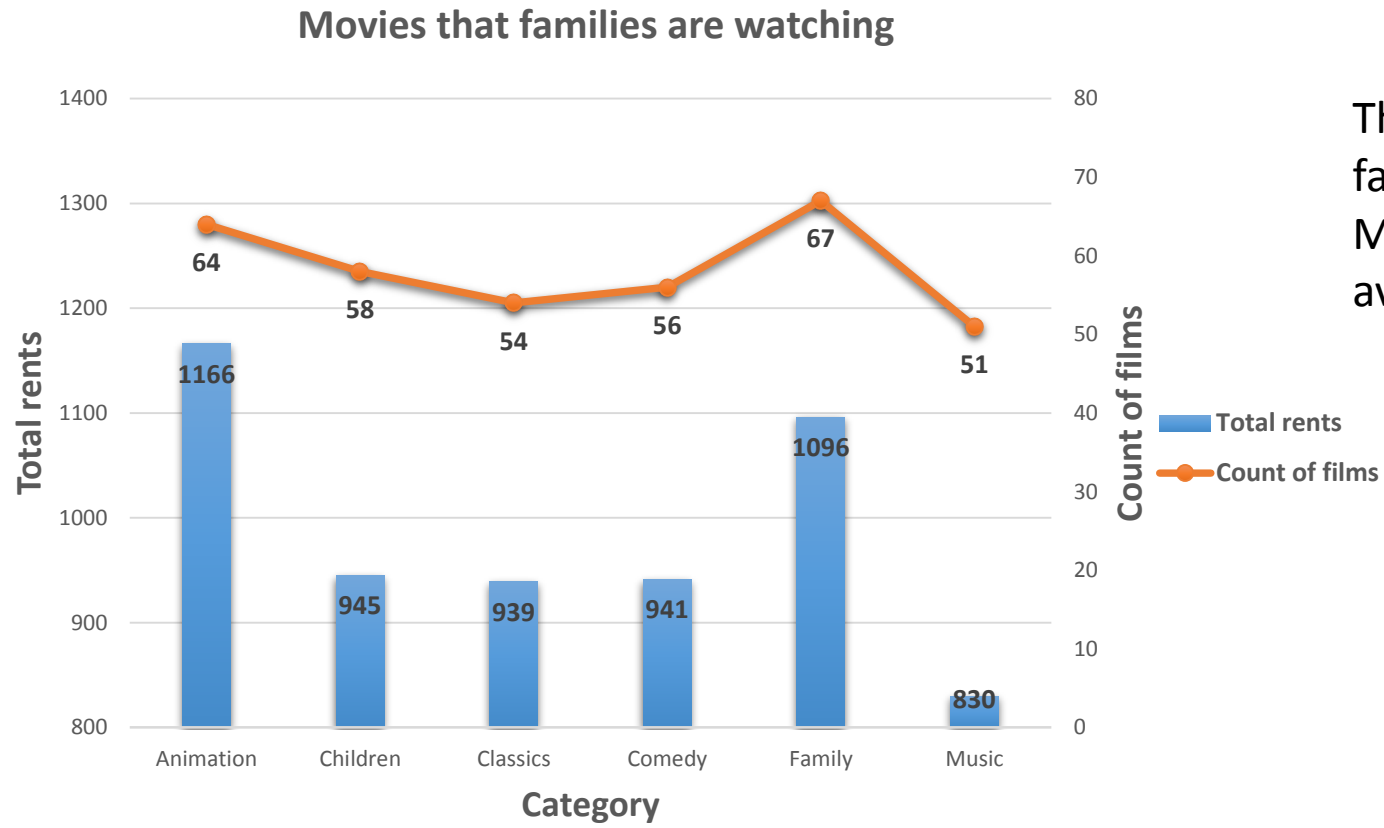


Question 1

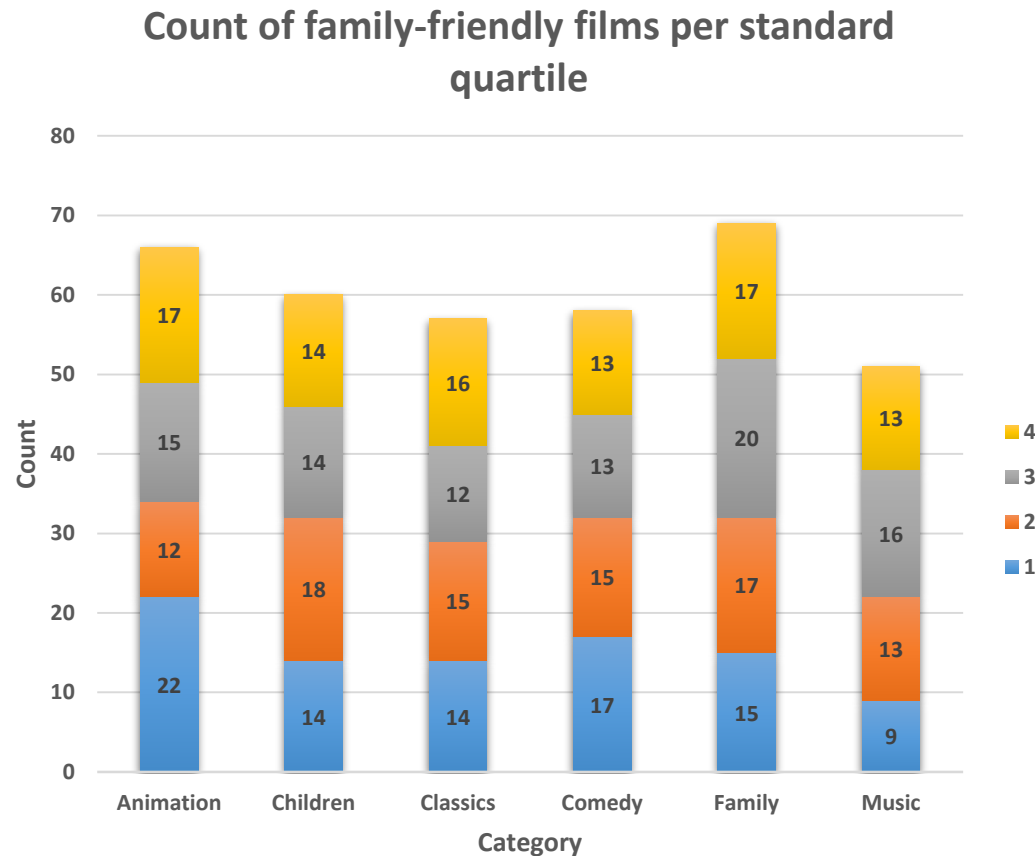
What are the movies that families are watching?



The most watched category is Animation, while family category has more films it comes second. Music category is the last in both number of available films and number of rents.

Question 2

provide a table with the family-friendly film category, each of the quartiles, and the corresponding count of movies within each combination of film category for each corresponding rental duration category.



- During first quartile, animation was in the first rank followed by a drop in quartile 2, but it is getting better through the rest of quartiles.
- Family category has the highest count over all combined quartiles thanks to third and fourth quartiles where it was in first rank.
- In second quartile, all categories increased compared to first quartile except animation category it has dramatically decreased.

Question 3

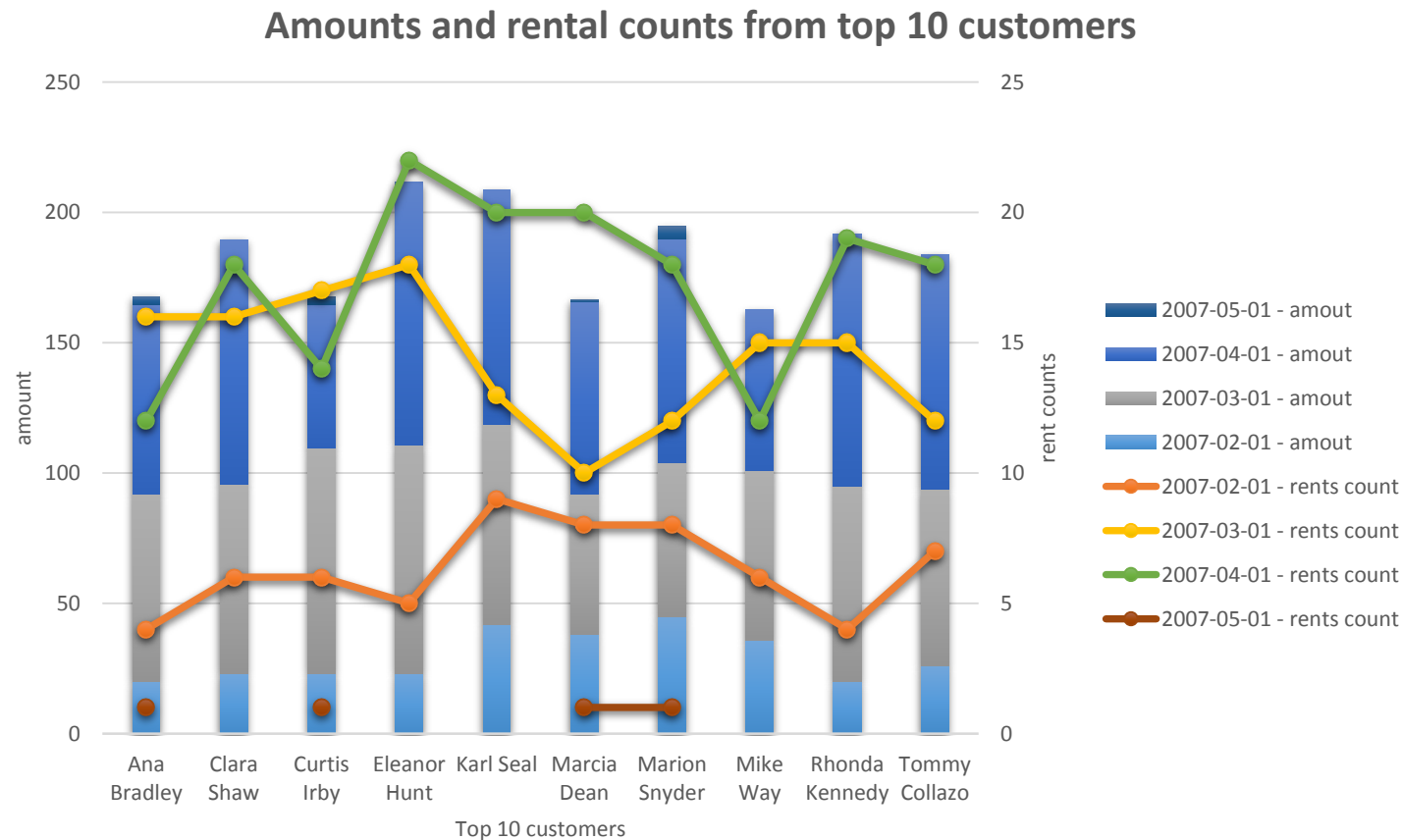
how the two stores compare in their count of rental orders during every month for all the years we have data for?



- The stores rents are so close to each other.
- July 2005 was the best with rents over 3300 per each store.
- The rents show proportional increase through the first 3 month with a peak in July before a slight decrease in August
- February data seems to be inaccurate or it's not for the whole month

Question 4

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?



- Eleanor Hunt is the top paying customer even she didn't rent any films in May.
- Only 4 of top 10 customers rented any films in May.