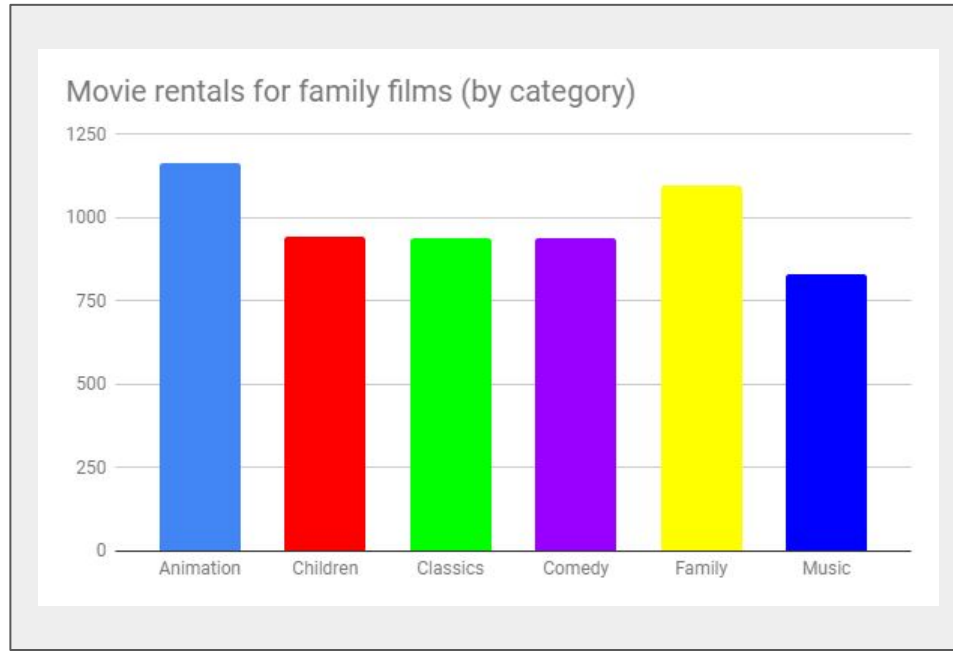
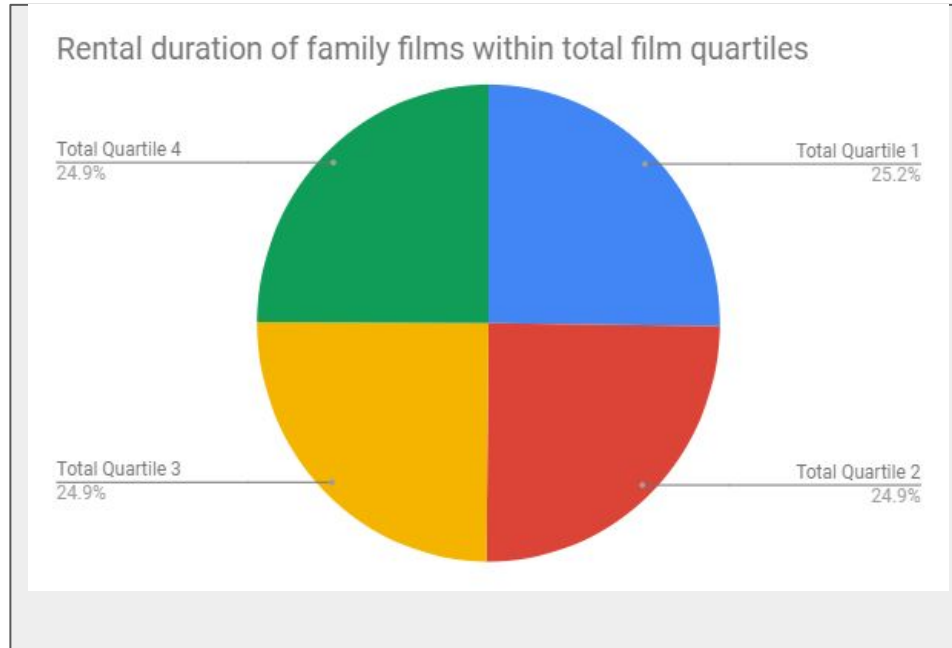


What is the total rental volume of each family-friendly category?



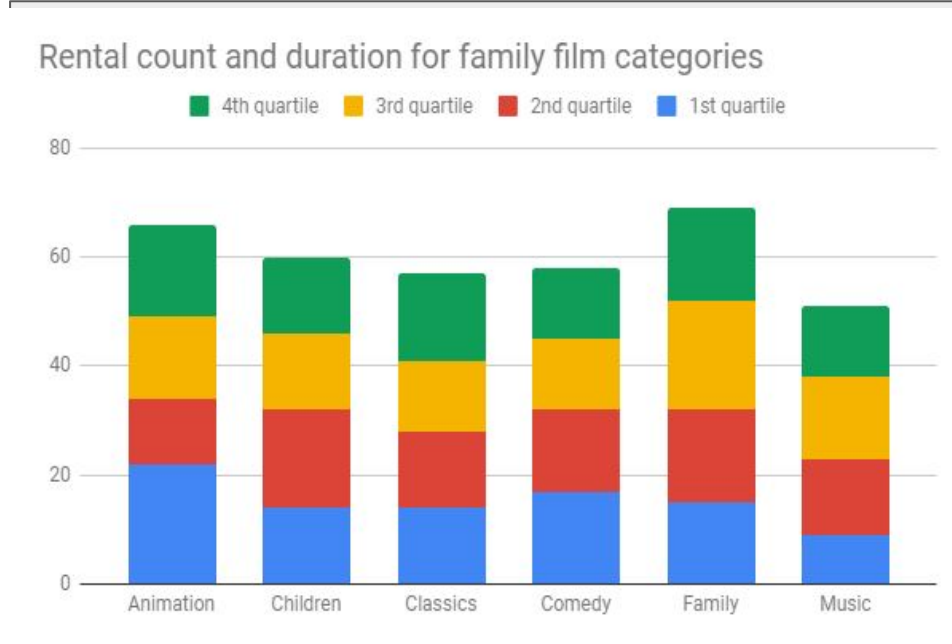
- Animated films are rented most of all family films.
- Music films are rented the least

How similar is rental duration of family films compared to rental duration of all films?



- Rental duration for family films does not diverge significantly from rental duration of all films.
- The pie graph appears to be divided into four equal parts. This is not entirely true but very close. This shows the close relationship between the aggregated data from family films and the aggregated data from all films.
- Mean rental duration:
Family films = 4.985
All films = 5.053

How do family film categories compare to each other?



- More variation can be seen when comparing categories among each other than when comparing family films to total films.
- Films in the Animation category are more likely to be rented for a short duration than films in the Music category.

How do the two rental stores compare to each other?



- The total rental volume is very similar in both stores.
- Rental volume peaked in July of 2005.