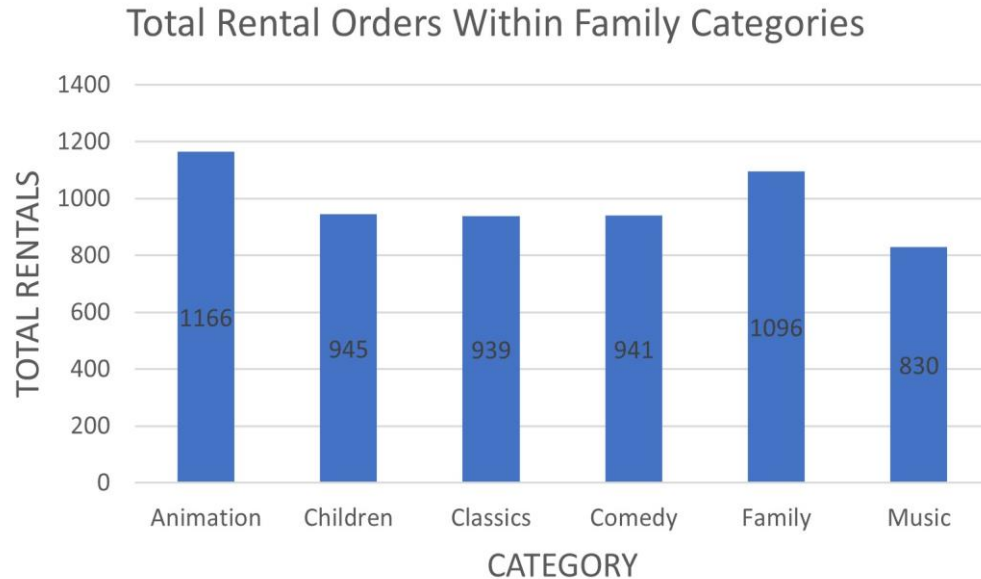


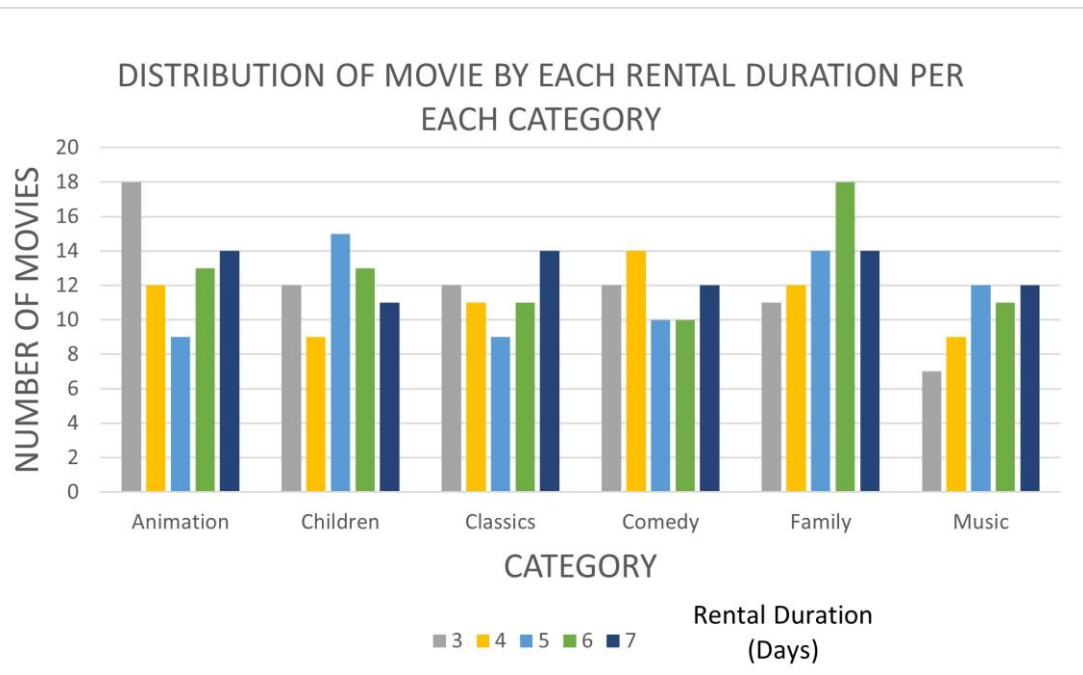
What movies are families watching?



This chart plots various categories of family movies and the respective total rentals. As shown by the chart, 'Animation' is the most rented out family movie closely followed by 'Comedy'. About the same number of rentals were recorded for the other genres of family movies.

(Visualised by Query #1 in attached file)

How does the length of rental duration of family-friendly movies compare to the rental duration of other movies?

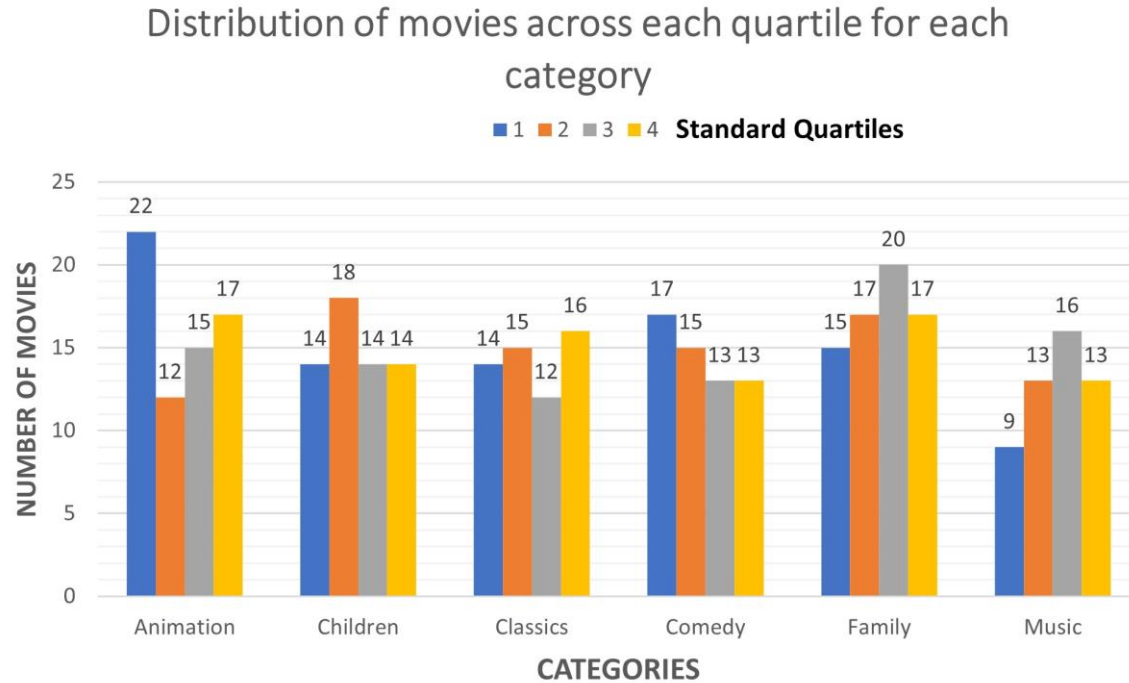


This chart compares the individual each rental duration numbers of individual categories.

As shown by the chart, family movies were rented out for six days on 18 different occasions.

(Visualised by Query #2 in attached file)

How does the number of movies in each quartile of family friendly compare to other categories of all movies?

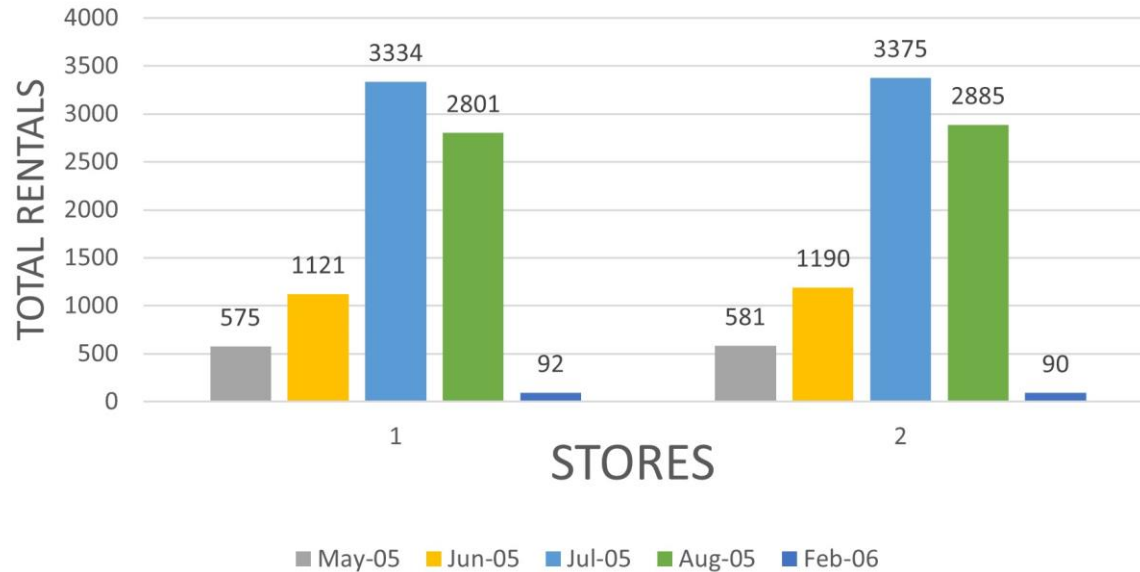


This chart demonstrates the comparison of number of standard quartiles across each category of family themed movies. The 'Animation' category got the most (22) movies falling within the 1st quartile, closely followed by 'Family' which has the most movies (20) in the third quartile.

(Visualised by Query # in attached file)

How do the two stores compare in their count of rental orders for every month?

Comparison of the total rentals between the two stores during selected months



This chart demonstrates and compares the total rentals two stores made within selected months. From the chart, Store 2 made the most rentals (3375) in July 2005 while Store 1 did 3334 rentals in same month. Both stores recored their lowest rentals in February 2006.

(Visualised by Query #4 in attached file)