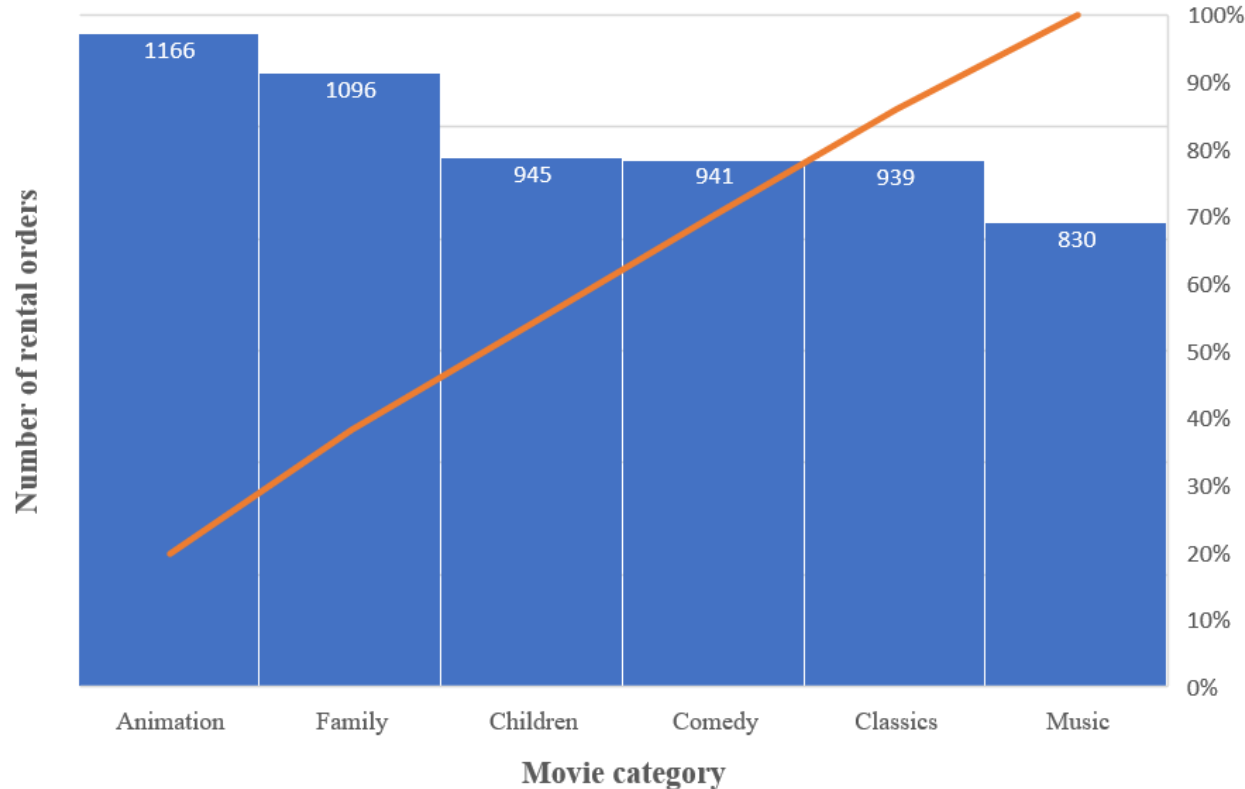


For each movie category, analyse the trend based on the number of times it had been rented out?

TOTAL RENT ORDERS BY MOVIE CATEGORY



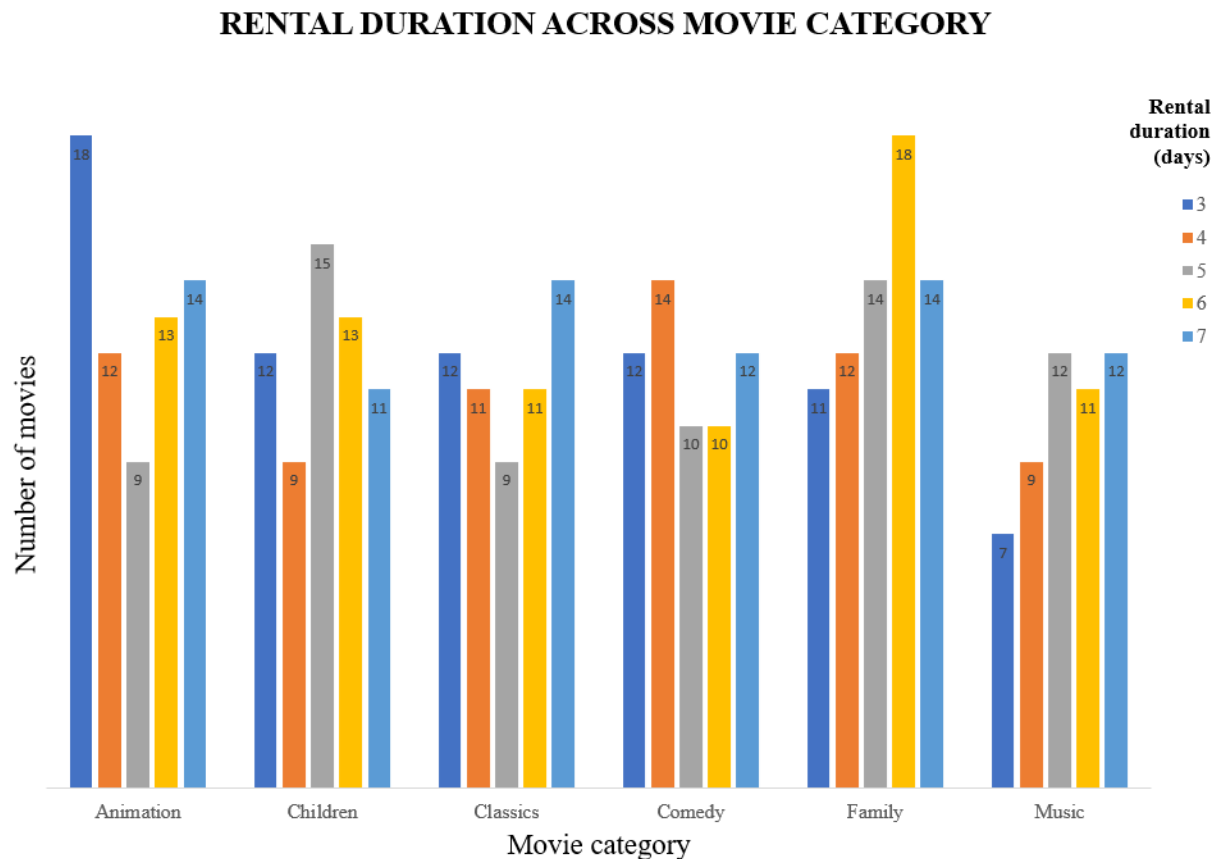
The Pareto chart shows the distribution of the total rent orders in descending order of frequency.

We can see that 'Animation' is highly rented followed by the 'Family' category

Families show almost the same level of interest in the 'Children', 'Comedy' & 'Classics' category.

While 'Music' takes up the least rented category of movies.

Compare the length of rental duration for all movie categories, with specific details about “Family” category?



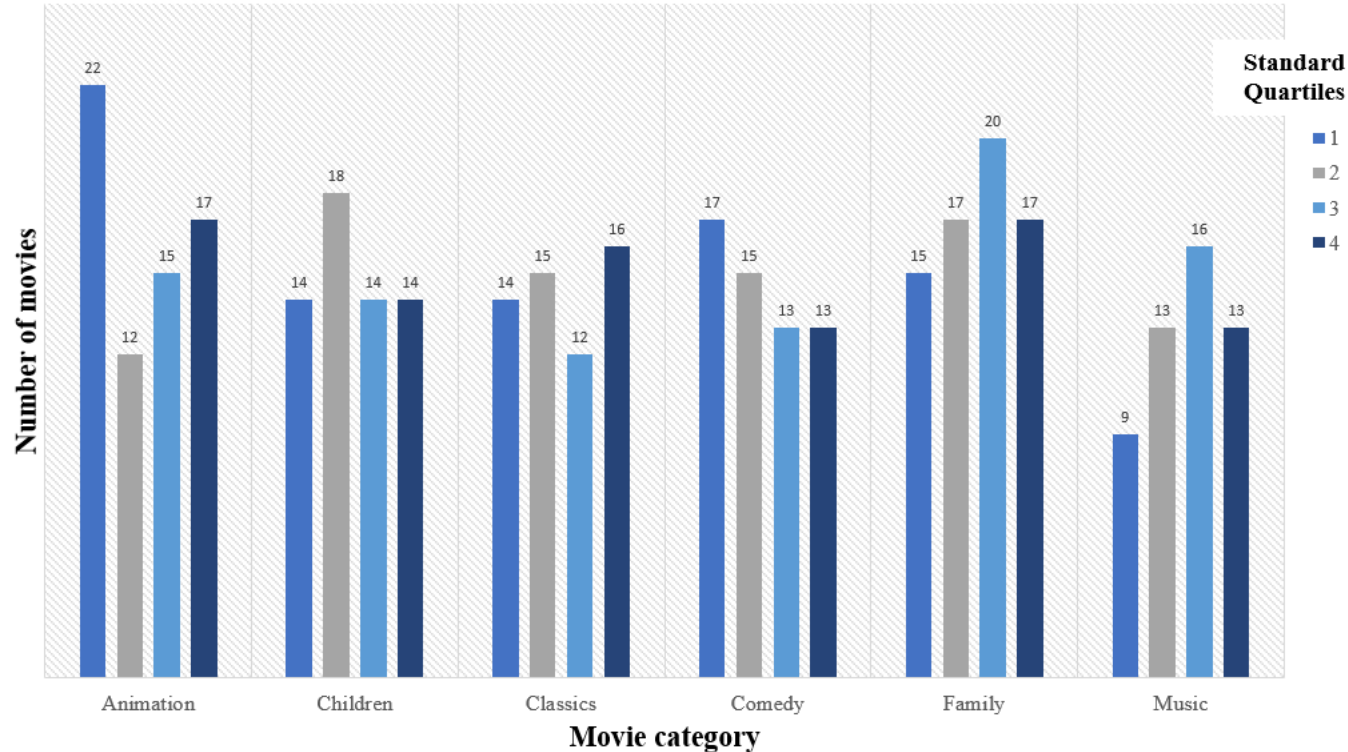
From the chart, we can see that ‘Family’ category of movies can be compared easily with other category of movies.

At maximum, ‘Family’ and ‘Animation’ recorded 18 number of movies.

But the rental duration for ‘Family’ is 6 days while that of ‘Animation’ is 3 days.

Analyse and compare the number of movies in each movie category based on the quartiles?

MOVIE CATEGORY BY EACH QUARTILE



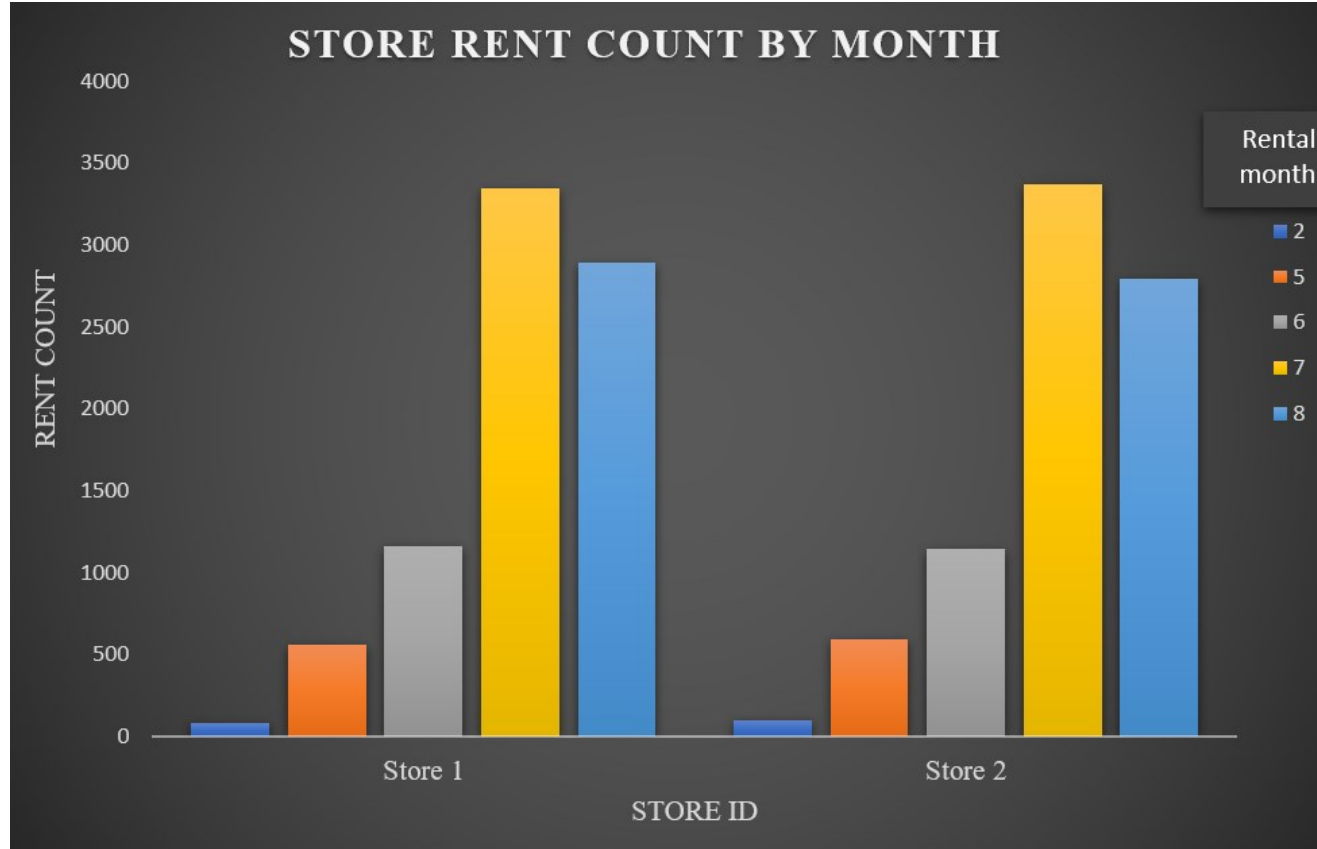
The chart compared the quartiles across the movie category.

It can be deduced that “Animation” have the highest number of movies amongst other movie categories.

Within the “Animation” category, 22, 17, 15 & 12 movies were recorded in the first, fourth, third & second quartiles respectively.

Same analysis applies to other categories of movie

How does the two stores compare in their count of rental orders for these months?



We can see that both stores recorded the highest number of rentals in the seventh month.

This could imply that more income was realized in the seventh month.