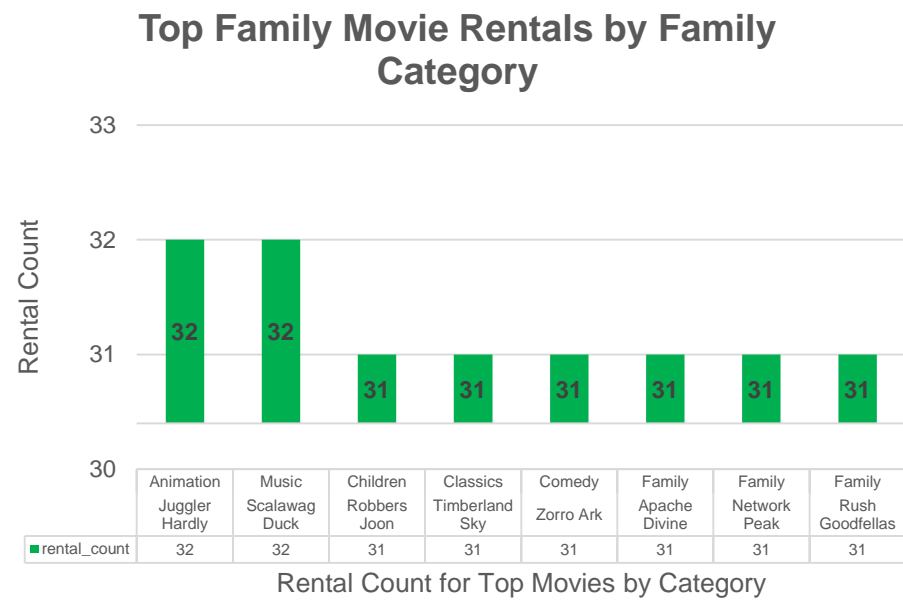
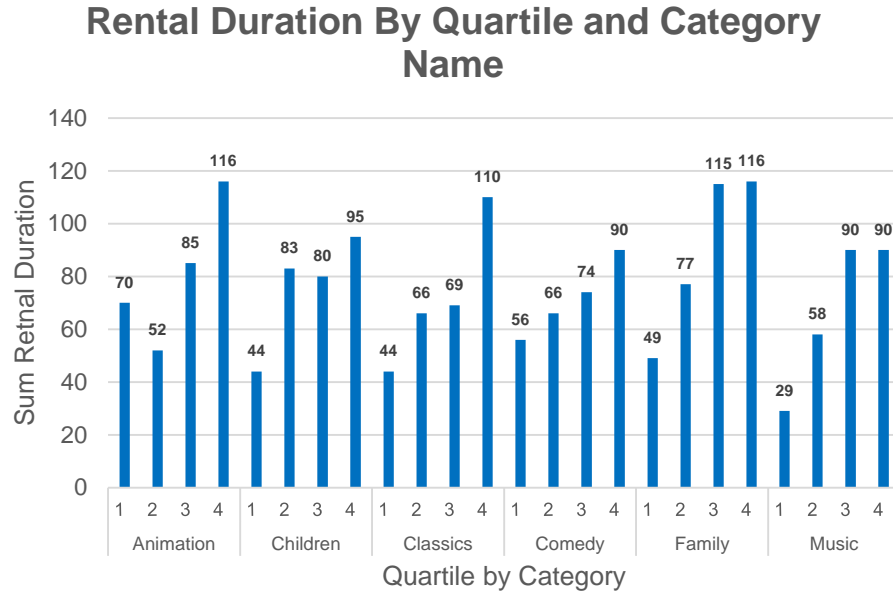


Q1: What are the top movies rented from each family category given the following categories are considered family movies: Animation, Children, Classics, Comedy, Family and Music.



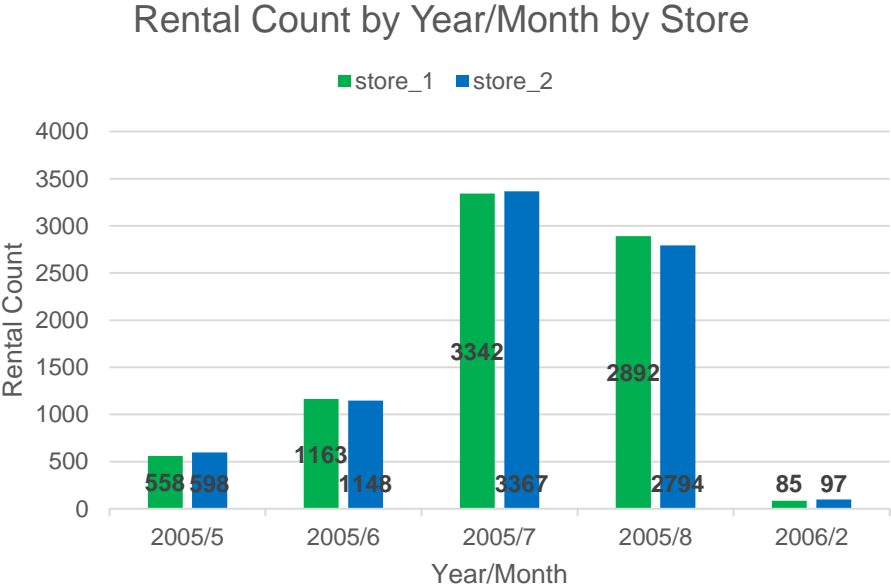
For Animation and Music, the top rental totals were 32 for “Juggler Hardly” and “Scalawag Duck”. Children, Classics, Comedy, and Family all had 31 rentals with the family category containing 3 movies tied with 31 rentals each with the movie names as follows “Robbers Joon”, “Timberland Sky”, “Zorro Ark”, “Apache Divine”, “Network Peak”, and “Rush Goodfellas” respectively.

Q2: What quartile shows the highest count of rental duration by quartile by category for Family movies as defined by question 1?



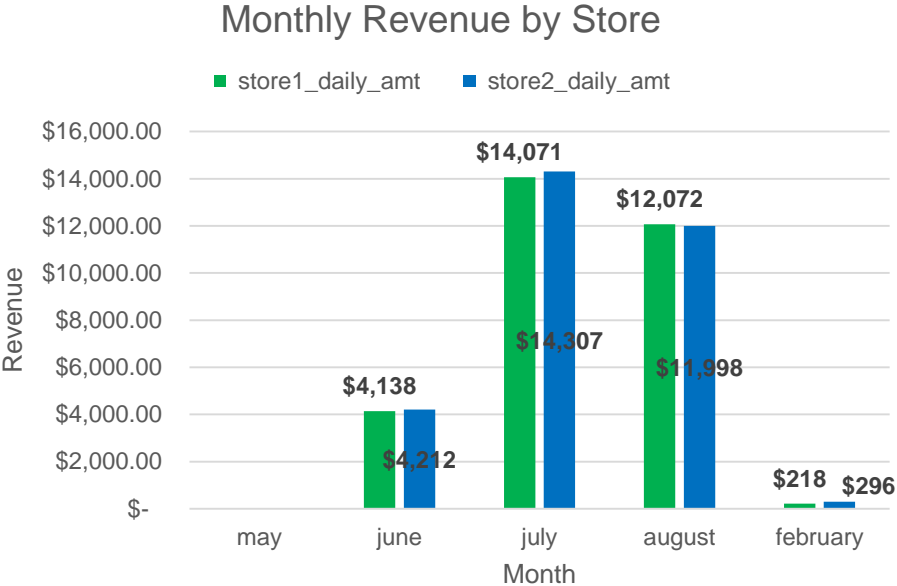
The fourth quartile has the most rental duration counts across all categories with the exception of music as the 3rd and 4th quartiles are tied with 90. With the exception of the Animation and Children categories, the count of rental duration seems to trend higher as the quartiles progress from 1 to 4.

Q3:Describe the rental trends broken down yearly/monthly for each store.



Store_1 and Store_2 both show a similar pattern of rentals each year/month. On initial glance, the data suggests that July 2005 is the best month for rentals for both stores. With February 2006 having the least rentals. However, the data provided is incomplete and the varying number of days in which rentals were recorded each month skews the result set.

Q4: What are the highest and lowest yielding months for each store?



July had the highest yielding month with each store netting over \$14,000 in revenue. May was the lowest yielding month with no revenue gained despite both stores having over 550 rentals. Perhaps the policy is the customer pays after the movie has been returned instead of when it is loaned out?