What is the the movies categories that families are watching?

Rental Orderby by Category
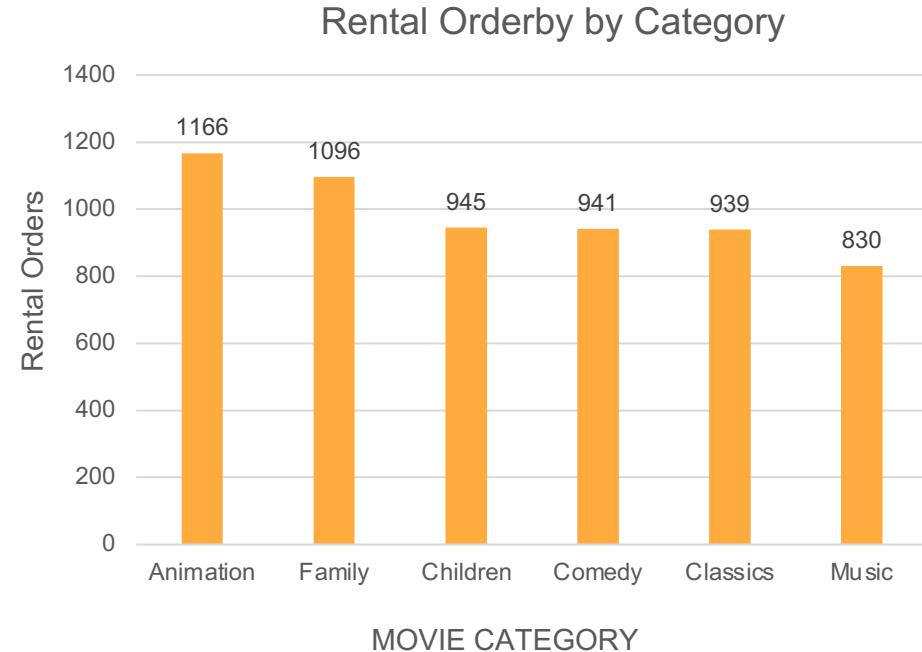
The chart shows the rental orders for each categories families are watching.

We can see that families are most likely to watch movies in the 'Animation' category followed by 'Family'.

Children' 'Comedy' 'Classics' are almost the same interest for families.

'Music' category end up with least interest to families.
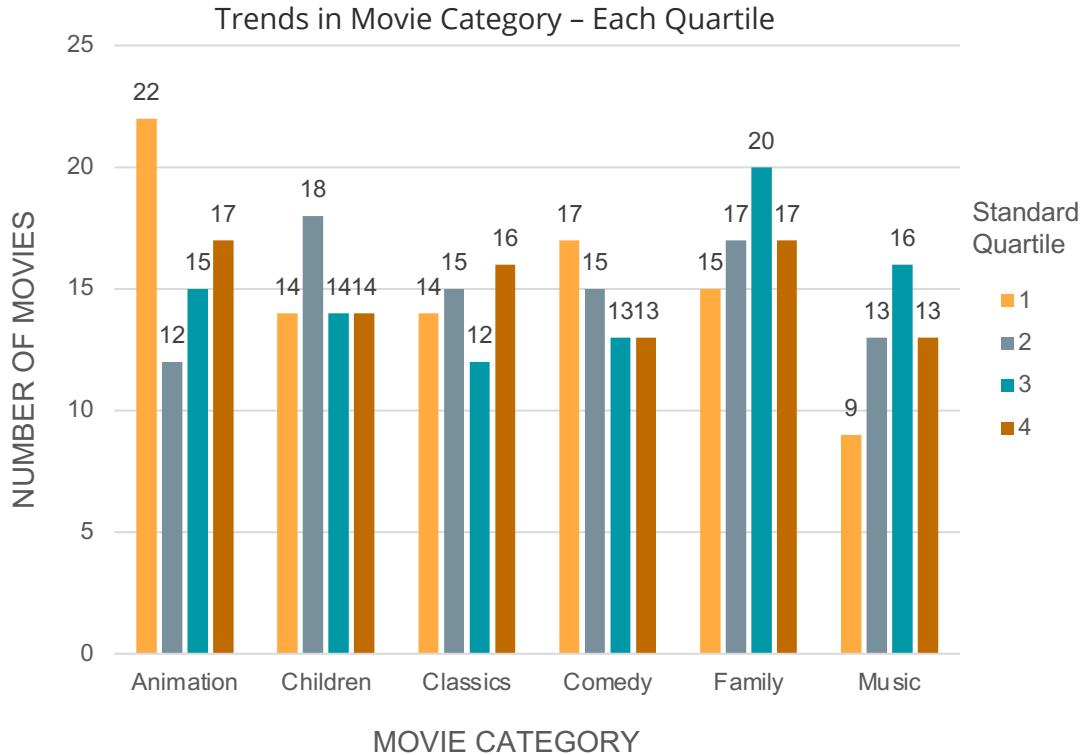
Trends in Rental Periods by Movie Category
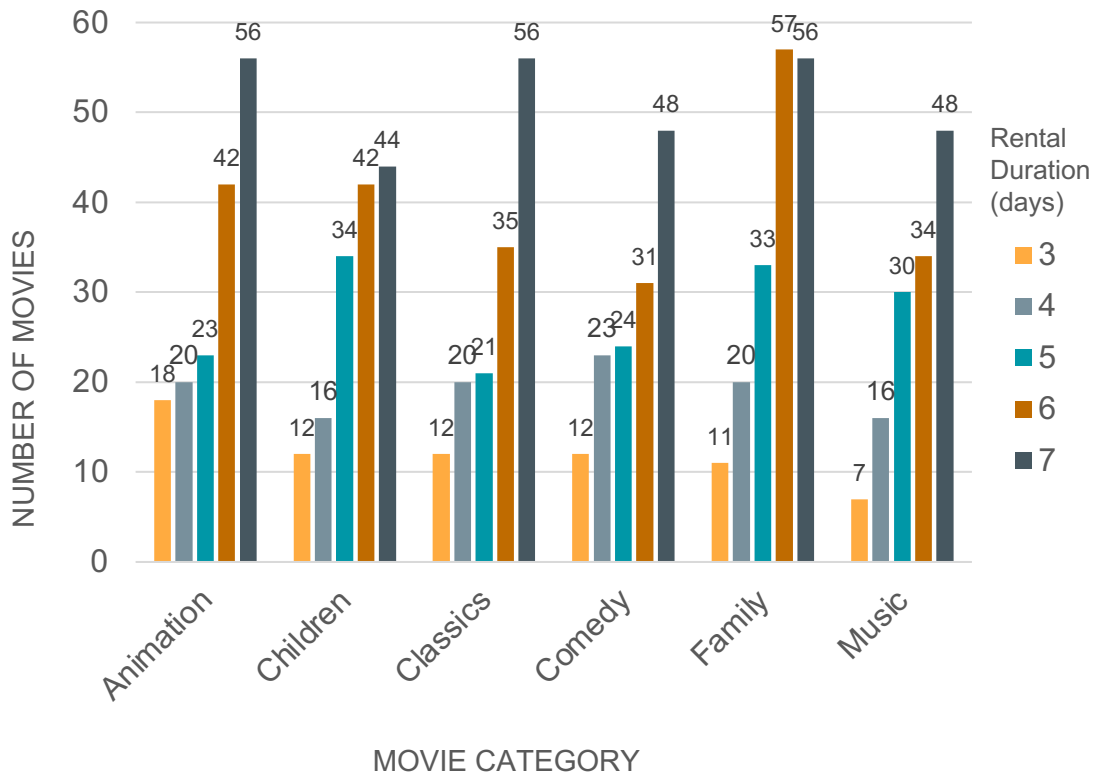
The chart shows trends in rental periods by each movie category.

It shows that families rent for as long as possible, regardless of the movie category.

6 out of 7 categories shows the most number for the rental duration.

Trends in Movie Category – Each Quartile

The chart here shows each movie category's quartile

In this chart, we can see the highest number of 22 in the first quartile of Animation category among all categories. Family, third quartile comes in 2nd place.

Top 10 Paying Customers in 2007

Top 10 Customers in 2007
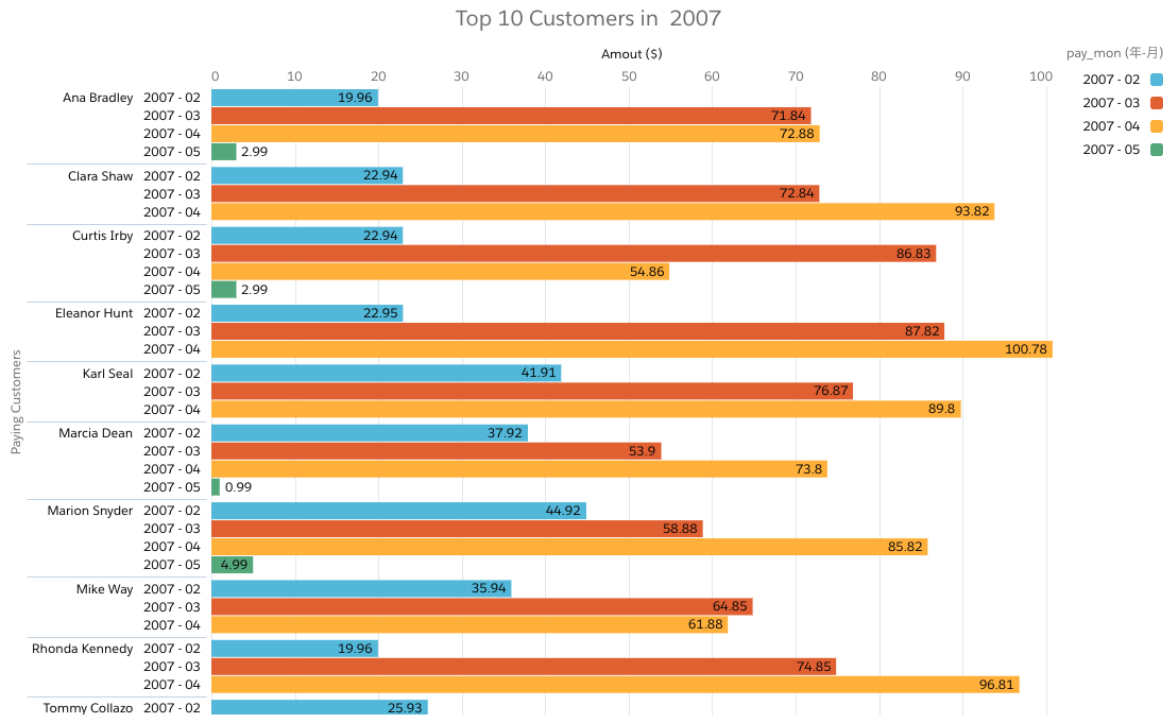
The chart shows Top 10 Paying Customers in 2007.

Eleanor Hunt has made the top monthly payments on April 2007. He made the most amount in May among all customer.

We can also see the trend that Feb is less amount of rental spending while May and April number increase.

References

Slide1. File: SQL_Question Set #1-1

Slide2. File: SQL_Question Set #1-2

Slide3. File: SQL_Question Set #1-3

Slide4. File: SQL_Question Set #2-2