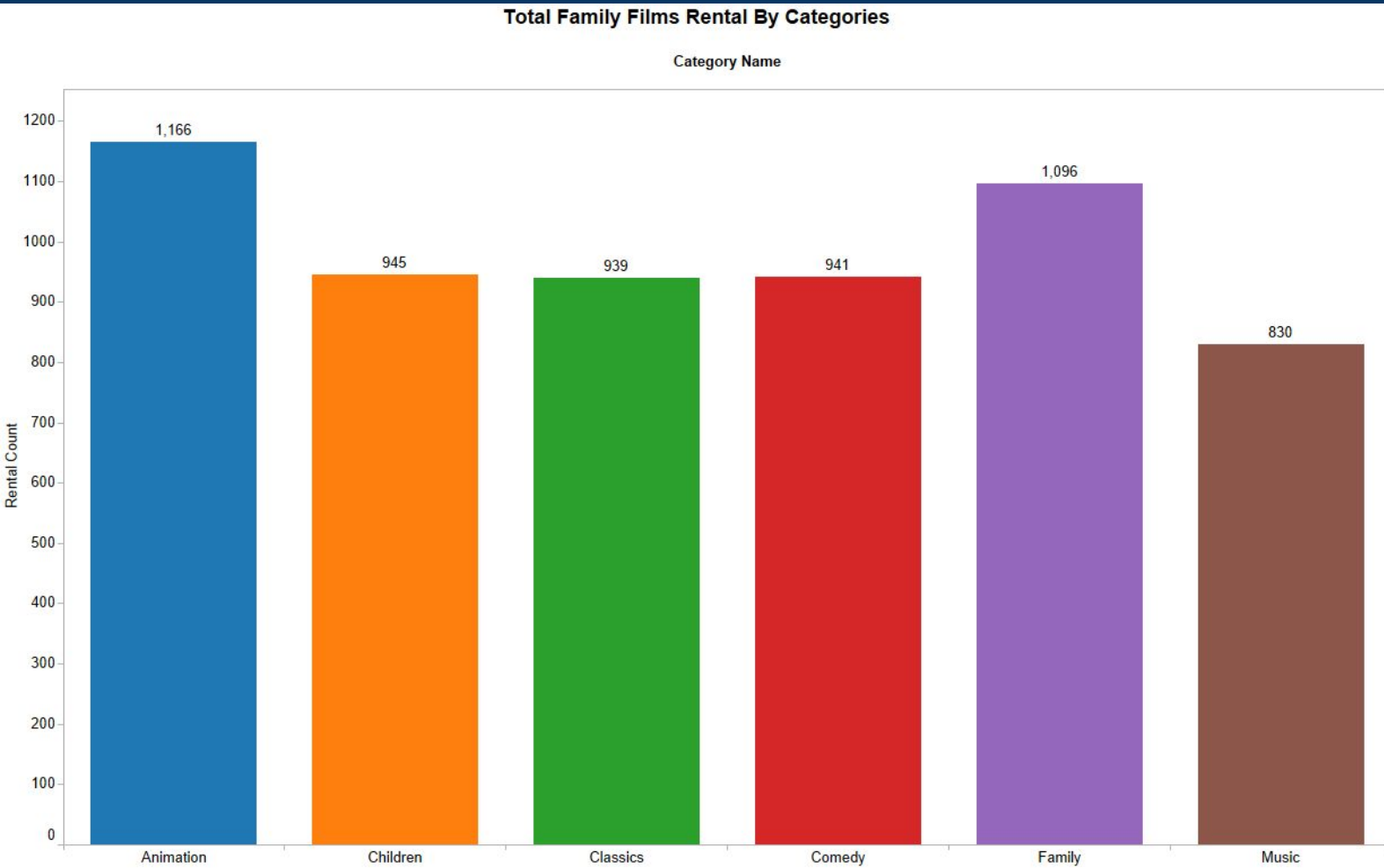


What is Family Movie Rental Distribution?



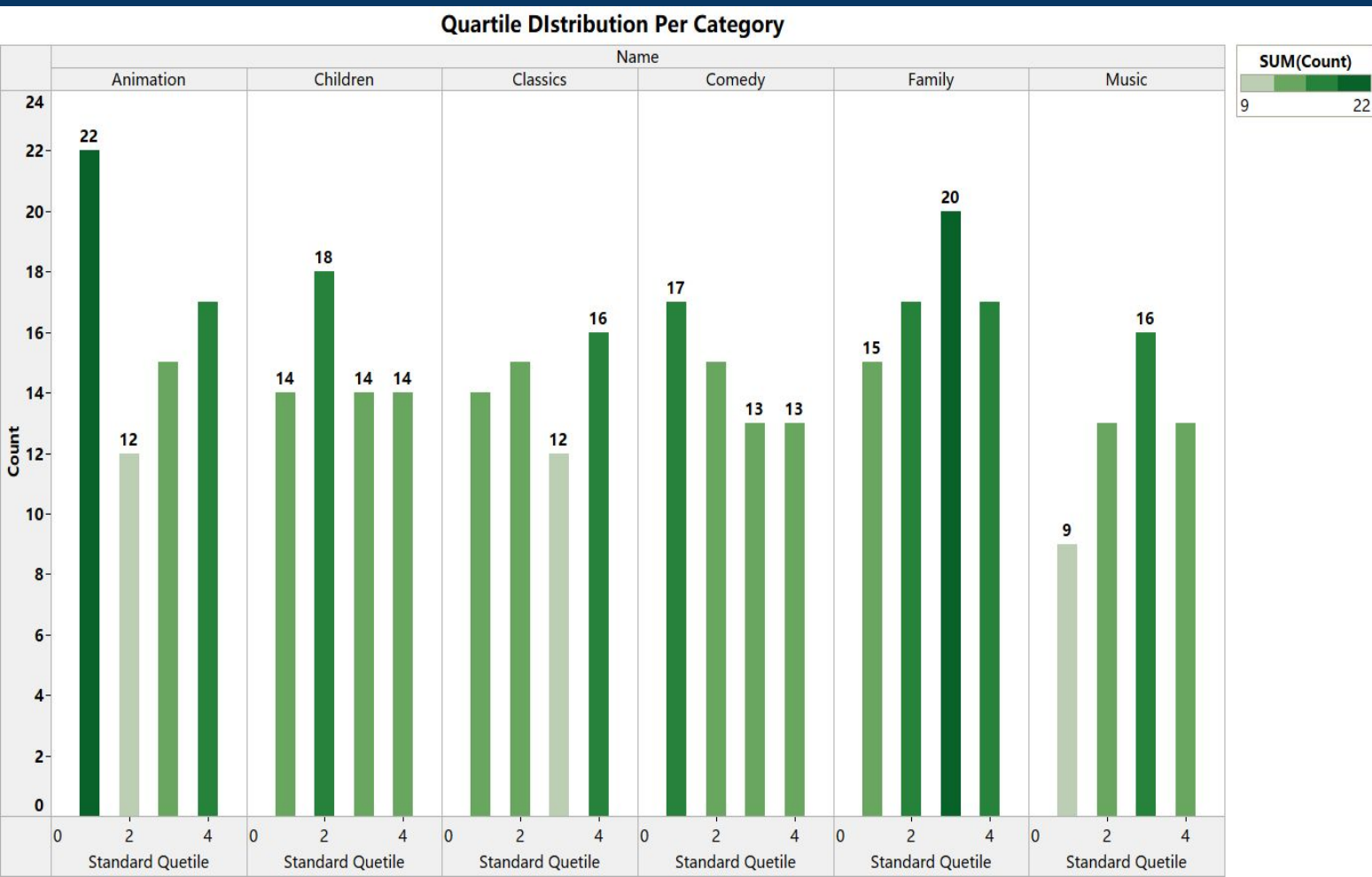
From here we see out of six categories we considered as family movies, animation had the most rental history at 1166, followed by 'Family' at 1096. Music had the least at 830. There is no significantly difference between the rest three categories.

How Do Family Movie Rental Duration Compare With Rest of Movies (Quartile)?

	<div>title</div> <div>character varying (255)</div>	<div>name</div> <div>character varying (25)</div>	<div>rental_duration</div> <div>smallint</div>	<div>standard_quartile</div> <div>integer</div>
1	Arizona Bang	Classics	3	1
2	Heartbreakers Bright	Children	3	1
3	Harper Dying	Animation	3	1
4	Daughter Madigan	Children	3	1
5	Tracy Cider	Animation	3	1
6	Go Purple	Music	3	1
7	Gables Metropolis	Family	3	1
8	Tootsie Pilot	Children	3	1
9	Tomorrow Hustler	Classics	3	1
10	Fury Murder	Children	3	1
11	Flintstones Happiness	Comedy	3	1
12	Fight Jawbreaker	Animation	3	1
13	Ferris Mother	Comedy	3	1
14	Titanic Boondock	Animation	3	1
15	Fargo Gandhi	Children	3	1

With the query we generated we can get a result table as shown on the left. We can easily find out movie associates with its standard quartile and compare against other movies.

How Many Movies Were Rented Per Category Per Quartile?

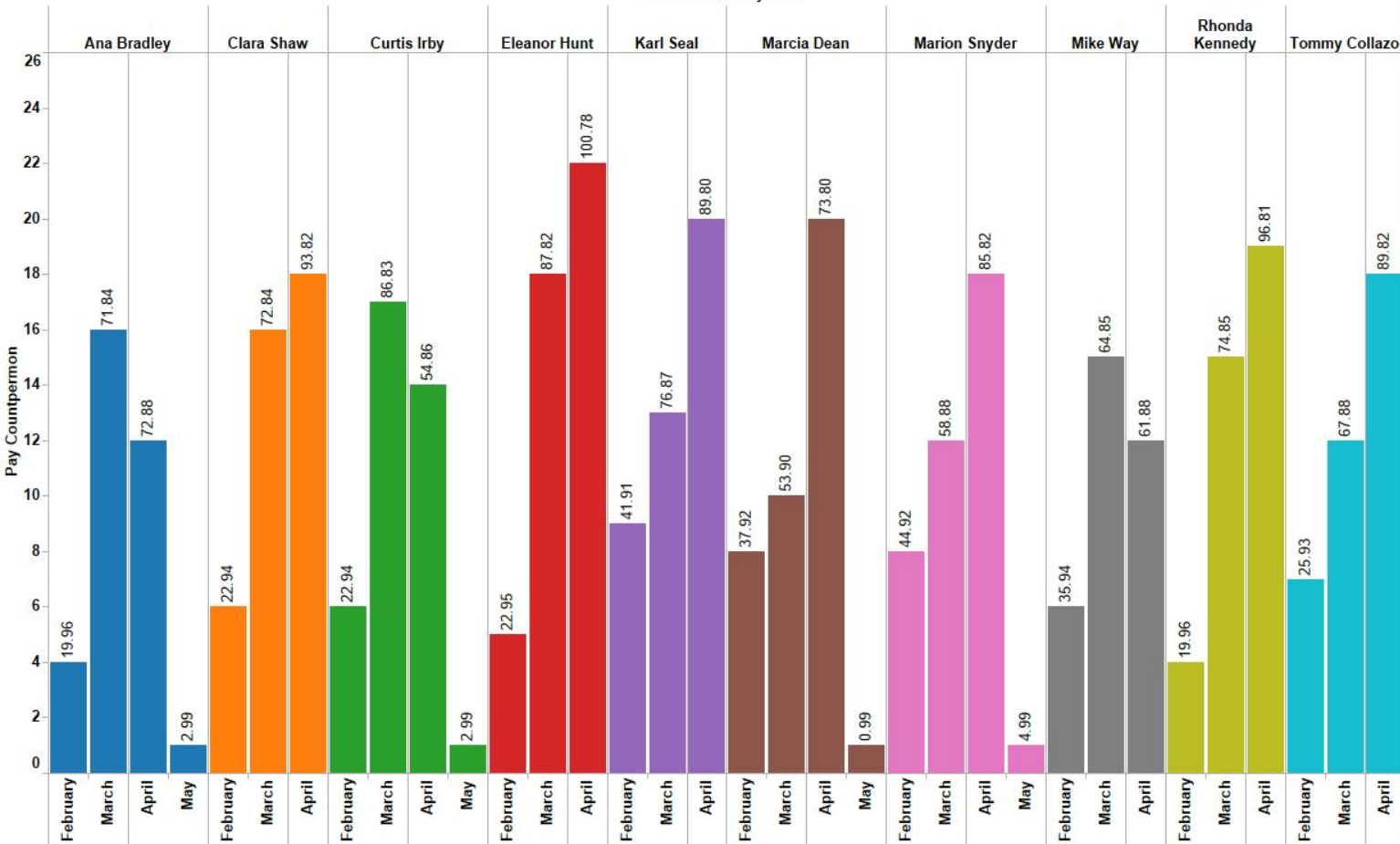


As the plot shows, maximum rental of each category is the darkest green bar, which is 22 rents at 1st quartile of rental length under animation category, then 20 rents at 3rd quartile under family category and so on. Minimum is indicated by the lightest bar instead.

What Are Top Customers Purchase Behaviors?

TOP 10 USER PAY/ MONTH

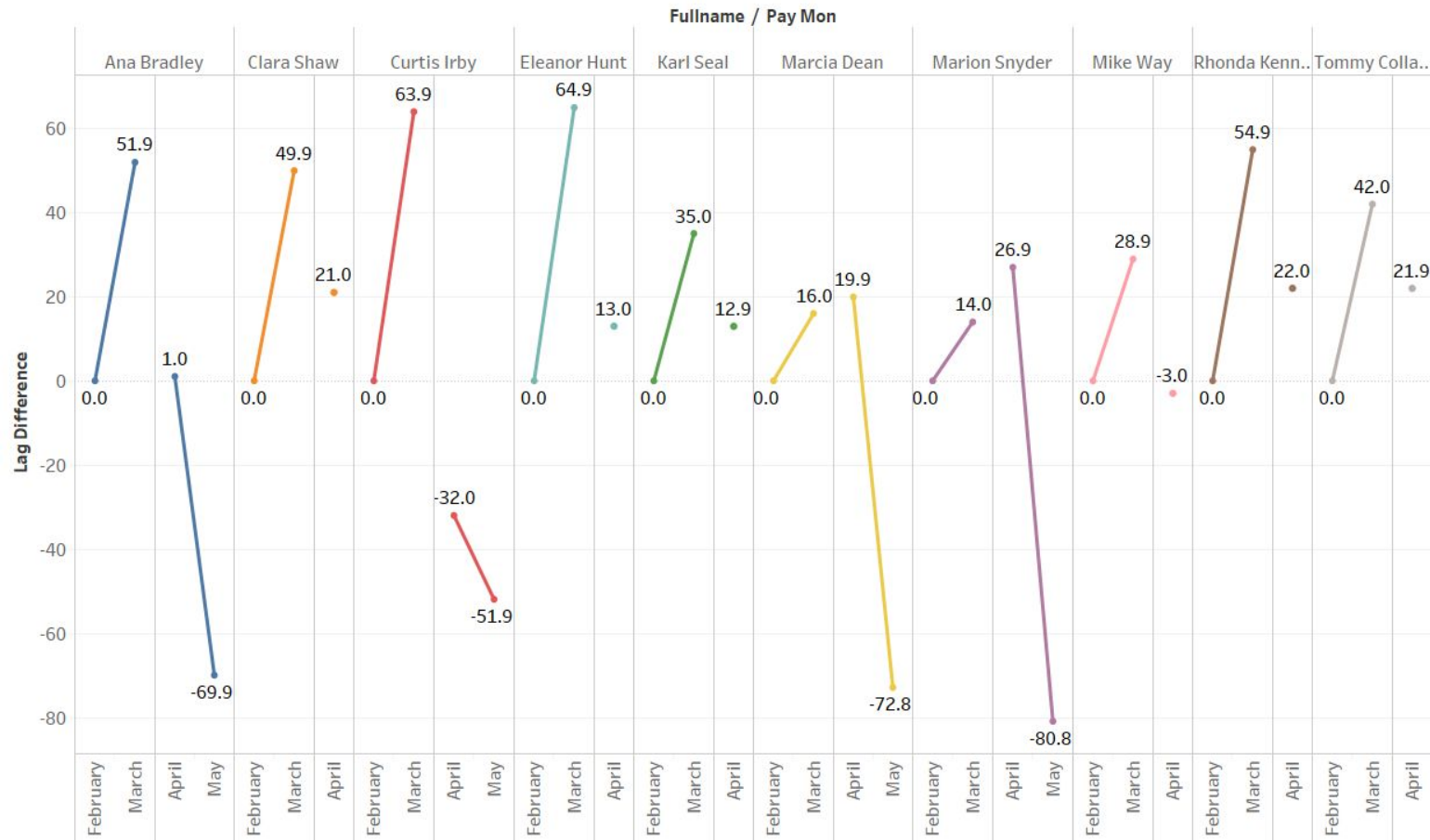
Fullname / Pay Mon



As we can see from the histogram, Eleanor Hunt had the overall highest payment amount 100.78 occurred in April. On the other hand, Marcia Dean had the overall smallest payment amount .099 occurred in May.

What Is The Payment Difference Between Month for Each User? Who Paid The Most Difference?

User Payment Monthly Difference



This plot shows us the payment difference between each month, we can clearly see that Eleanor Hunt had the most difference between Feb and Mar at 64.9, while Marion Snyder had the most negative difference between Apr and May at -80.8.