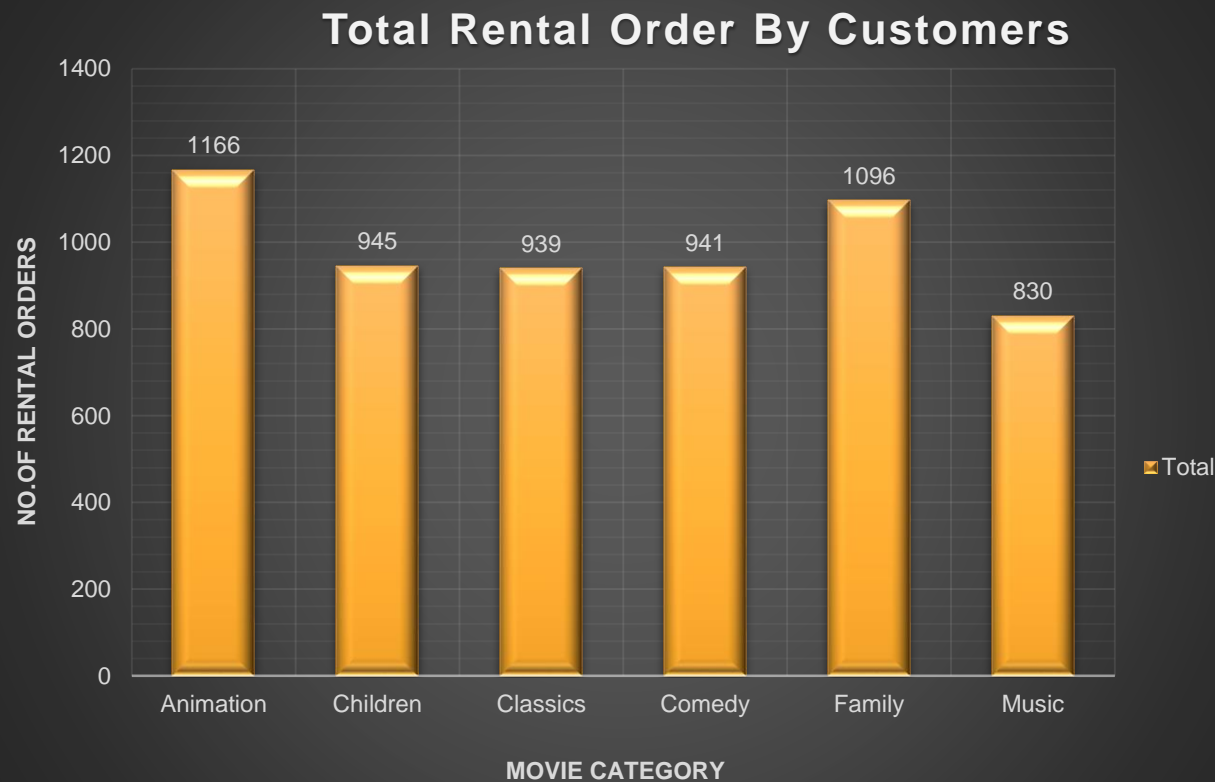


1. The number of times each movie has been rented out, classified by film category.



The plot is showing the rental orders for each category of family movies.

Graph shows that:

- Families are most likely to rent movies in the category **'Animation'**
- Followed by 'Family' with almost the same interest for 'Children', 'Classics' and 'Comedy'
- And families shows least interest to rent movies in **'Music'** category.

2. The length of rental duration of these family-friendly movies compares to the duration that all movies are rented for.

Movie Distribution By Each Rental Duration For Each Category

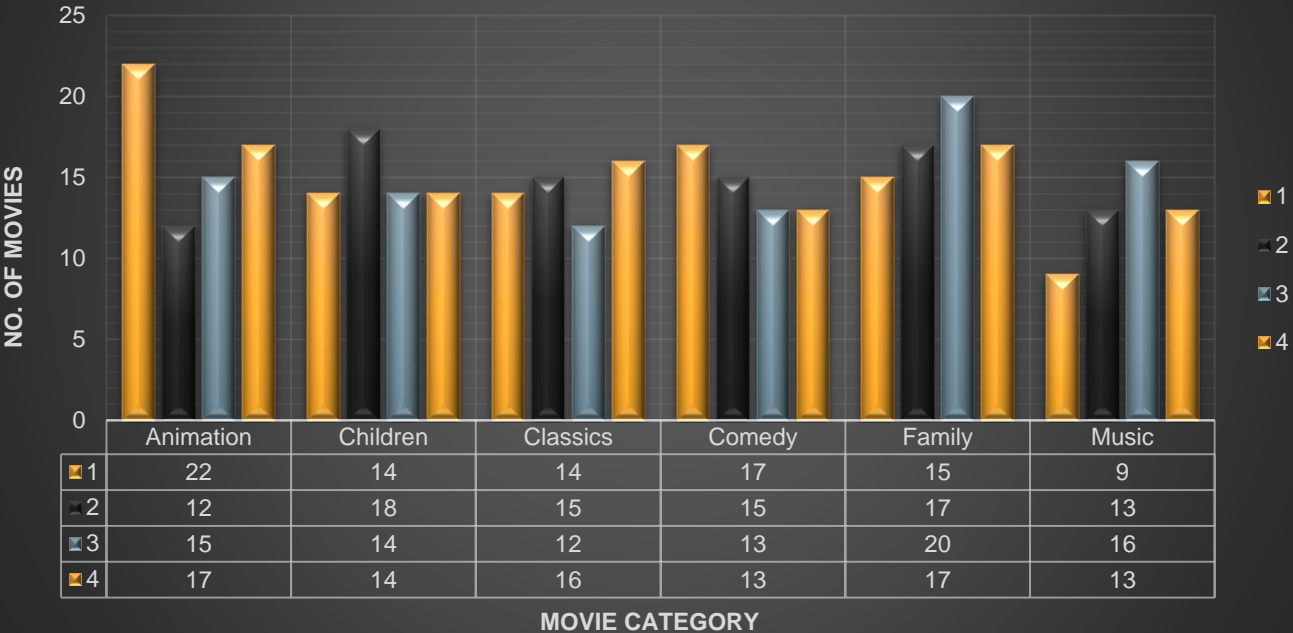


The plot here shows the distribution of movies by each rental duration for each category of the family movies.

- The maximum number of movies in the 'Family' category are rented for 6 days as compared to maximum number of movies in the 'Animation' category which are being rented for 7 days.
- Similarly, we can also compare 'Family' movies duration with other categories.

3. The comparison with number of movies in each quartile for each category of “family movies” within each combination of film category for each corresponding rental duration category.

Movie Distribution By Each Quartile For Each Category

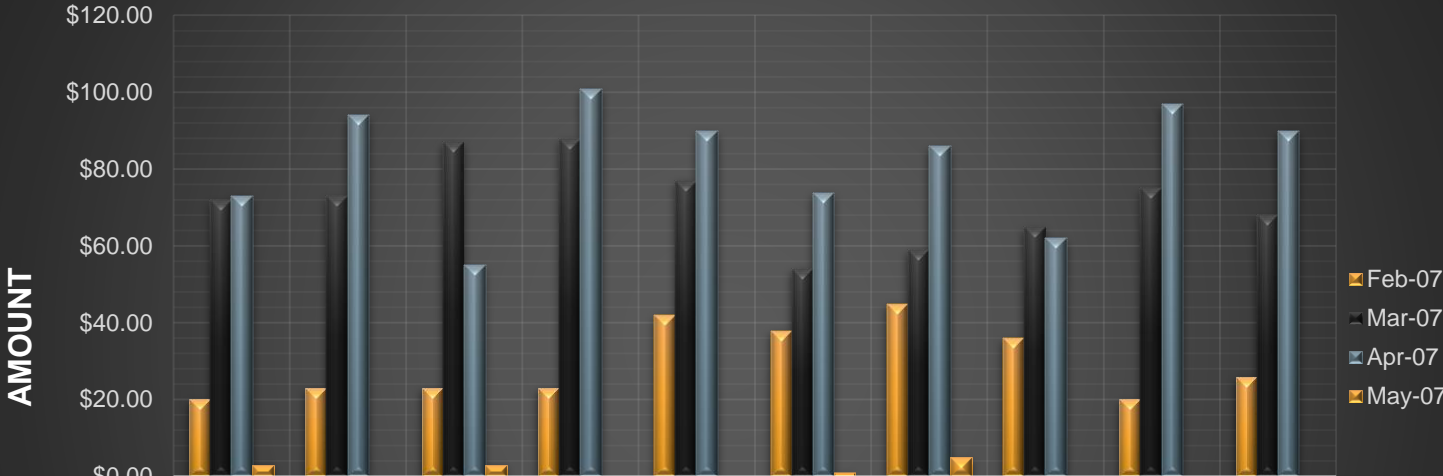


The plot here shows the distribution of movies by each quartile for each category .

- ‘Animation’ category has the highest number of movies in the first quartile in its own category and among all other categories.
- ‘Music’ category has the least number of movies in the first quartile in its own category and among all other categories.
- Likewise we can do comparison for other categories too.

4. Top 10 paying customers, the payments they made on a monthly basis during 2007, and the amount of the monthly payments.

TOP 10 PAYING CUSTOMERS IN 2007



	Ana Bradley	Clara Shaw	Curtis Irby	Eleanor Hunt	Karl Seal	Marcia Dean	Marion Snyder	Mike Way	Rhonda Kennedy	Tommy Collazo
Feb-07	\$19.96	\$22.94	\$22.94	\$22.95	\$41.91	\$37.92	\$44.92	\$35.94	\$19.96	\$25.93
Mar-07	\$71.84	\$72.84	\$86.83	\$87.82	\$76.87	\$53.90	\$58.88	\$64.85	\$74.85	\$67.88
Apr-07	\$72.88	\$93.82	\$54.86	\$100.78	\$89.80	\$73.80	\$85.82	\$61.88	\$96.81	\$89.82
May-07	\$2.99		\$2.99			\$0.99	\$4.99			

PAYING CUSTOMERS

The plot is showing the top 10 paying customers in 2007 in order of their names with the amount of the monthly payments they made.

- Eleanor Hunt has made the top monthly payment of \$100 in April 2007.
- Marcia Dean has made the least monthly payment of \$0.99 in May 2007.

The information regarding the query references of the visualizations
and insights mentioned in

`Queries_Investigate_Relational_Database.txt`