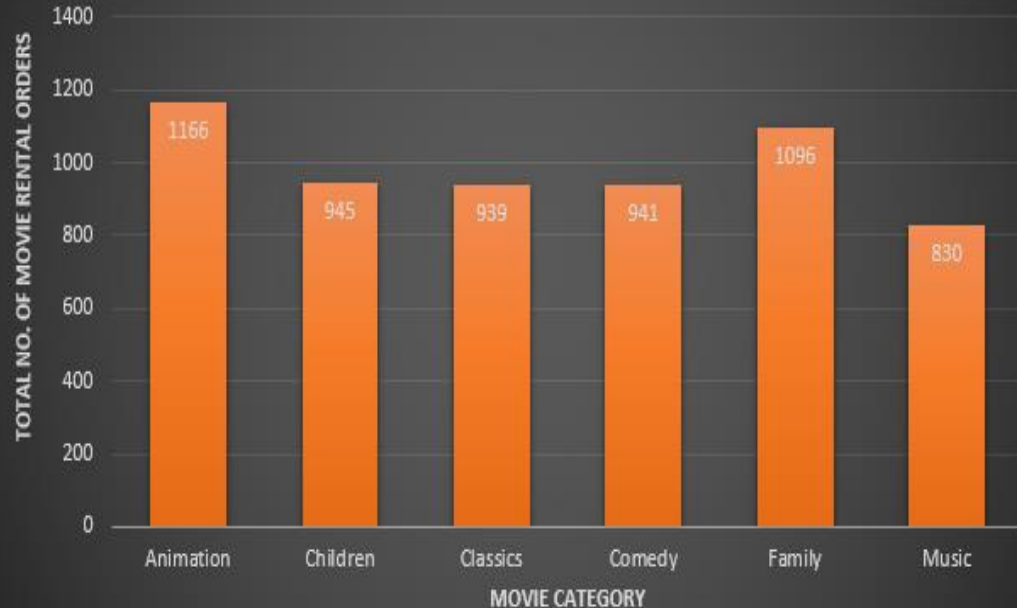


Which family-friendly movie categories have the most movie rental orders?

Total of Movie Rental Orders by Customers per Category

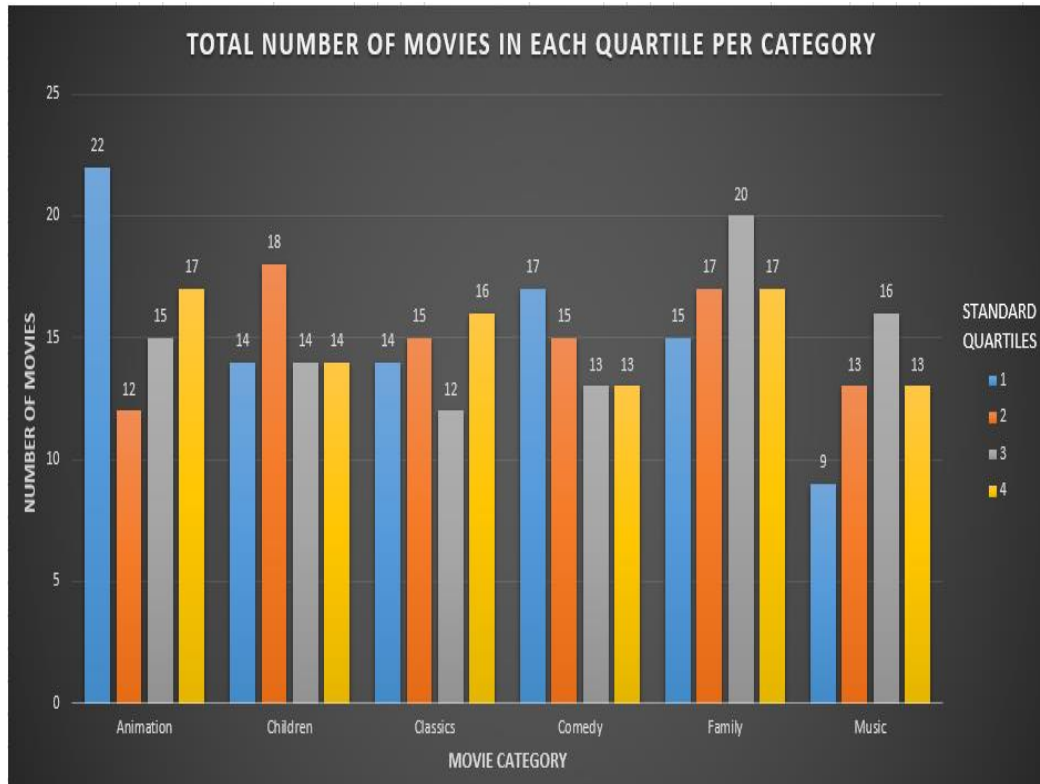


The chart shows the total number of movies rented by customers per family-friendly movie category.

Insights:

Based on the results, it is evident that the Animation category has the most number of movie rental orders followed by the Family category. Children, Classics and Comedy categories are slightly close to each other in terms of total number of movie rentals. The Music category is the least rented category by the customers.

Which quartile and family-friendly movie category has the highest number of movies compare to other movie categories and quartiles, if movie count is sorted by Category then Rental duration in ascending order.



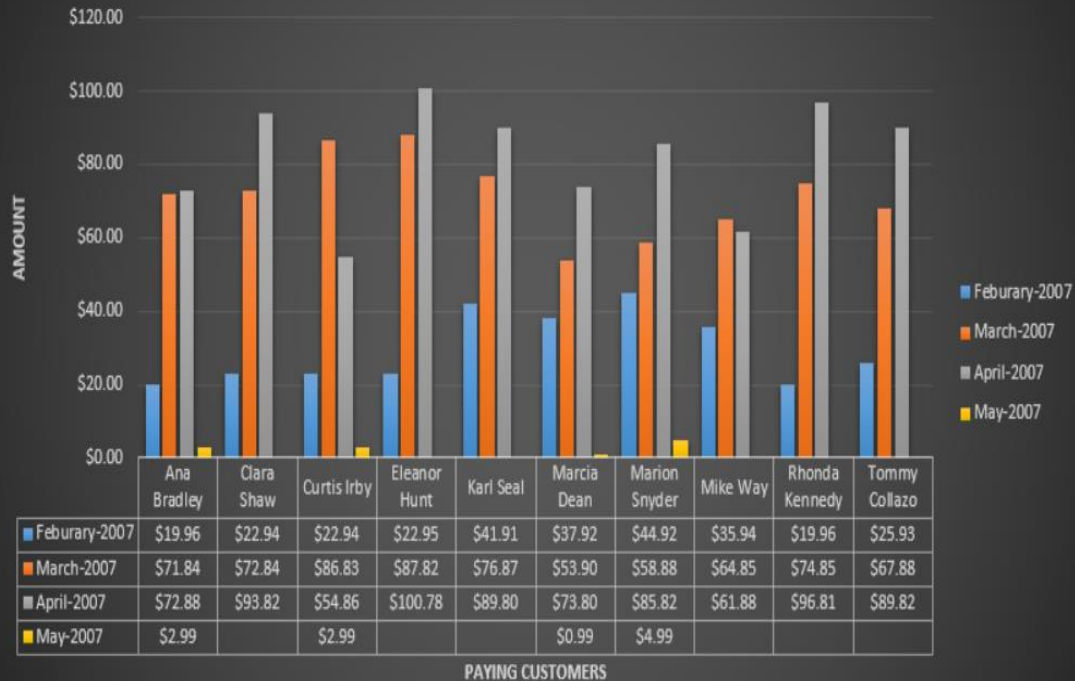
The chart shows the total number of movies in each standard quartile per movie category that were sorted via rental duration in the database.

Insights:

Looking at the results, it is evident that the Animation category has the highest number of movies within the 1st quartile compare to the other categories and quartiles. The Family category comes second in terms of number of movies. This can be seen in the 3rd quartile with a value of 20.

Who were the top 10 paying customers and what was the amount they each paid monthly in 2007?

TOP 10 PAYING CUSTOMERS IN 2007

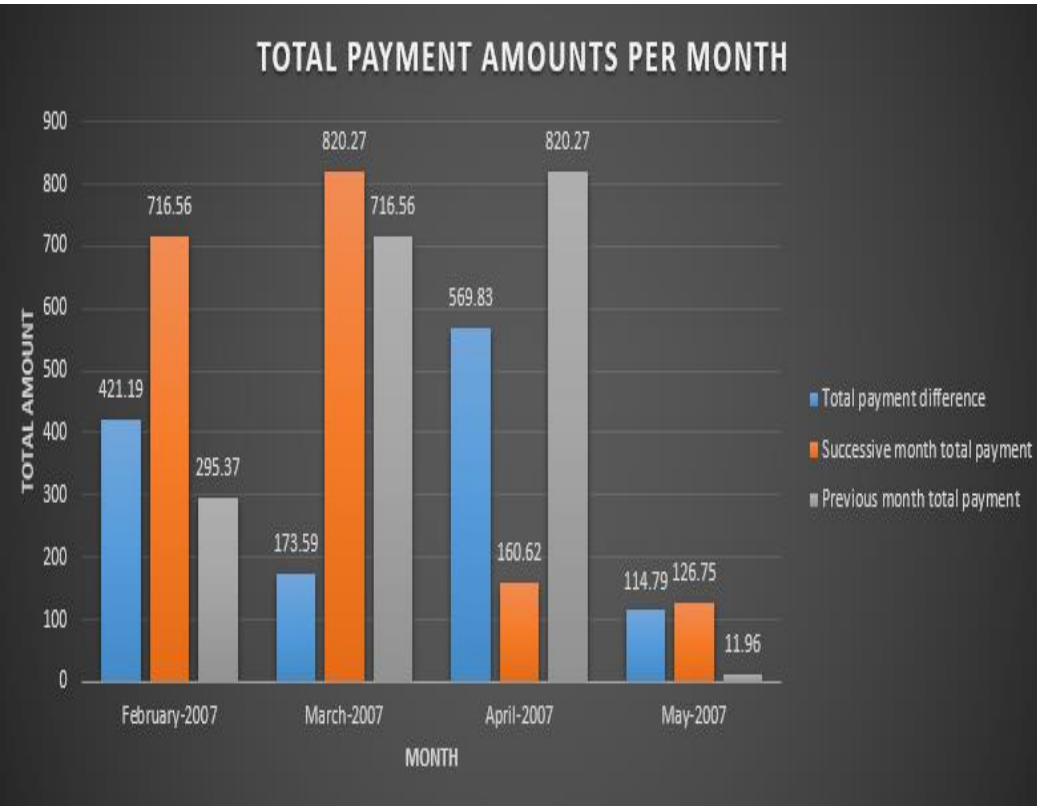


The chart shows the top 10 paying customers and the amount each customer paid monthly in 2007.

Insights:

Looking at the results, these customers made more payments between February and April 2007 with Eleanor Hunt being the number 1 paying customer out of the top 10 paying customers.

How do the total payment amounts for movie rentals made by top 10 customers compare for each successive month?



The chart shows the previous month total amount, total difference payment amount for each successive month and total successive month amount. These payments were made by the top 10 customers.

Insights:

Looking at the chart, focusing on March plots. It is evident that the customers made a lot of rental movie payments in April as the successive month total amount is higher compare to all the other months. However, the payment difference was low, meaning the customers did not save a lot in April compare to March whose total payment difference is 421.19 plotted under February 2007. Same comparison can be done for other months.

REFERENCES

- Slide 1: VuyiswaMatyila_Data Output Results Q1
- Slide 2: VuyiswaMatyila_Data Output Results Q2
- Slide 3: VuyiswaMatyila_Data Output Results Q3
- Slide 4: VuyiswaMatyila_Data Output Results Q4.