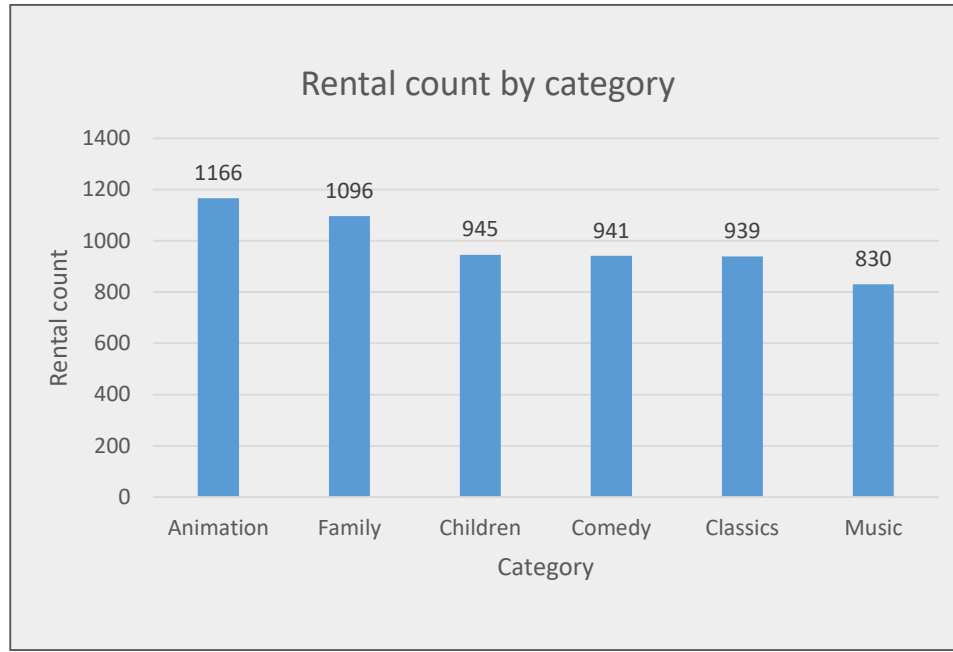
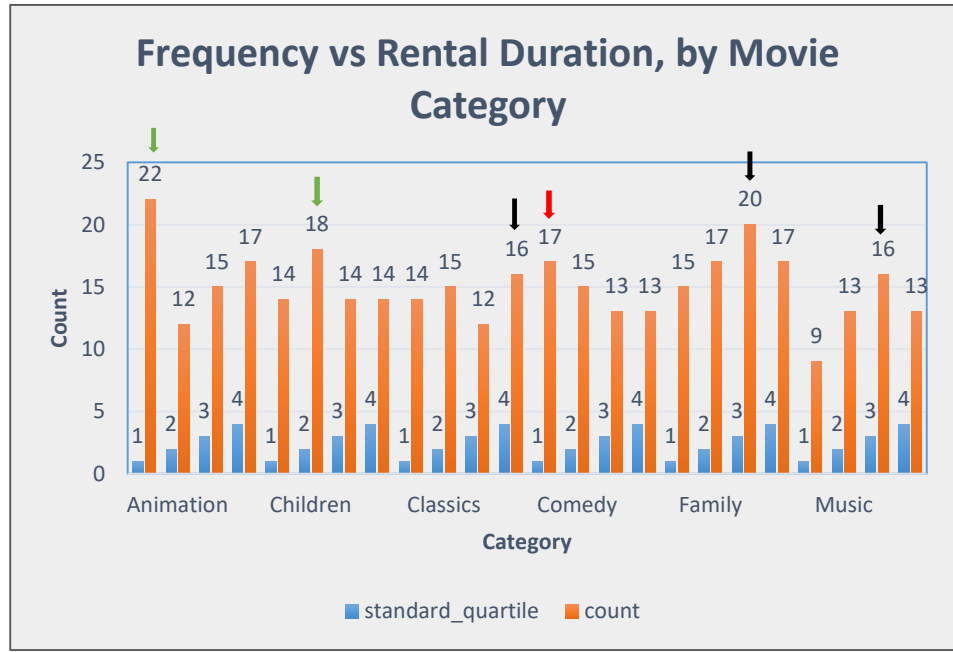


# Which family movie category was rented out the most?



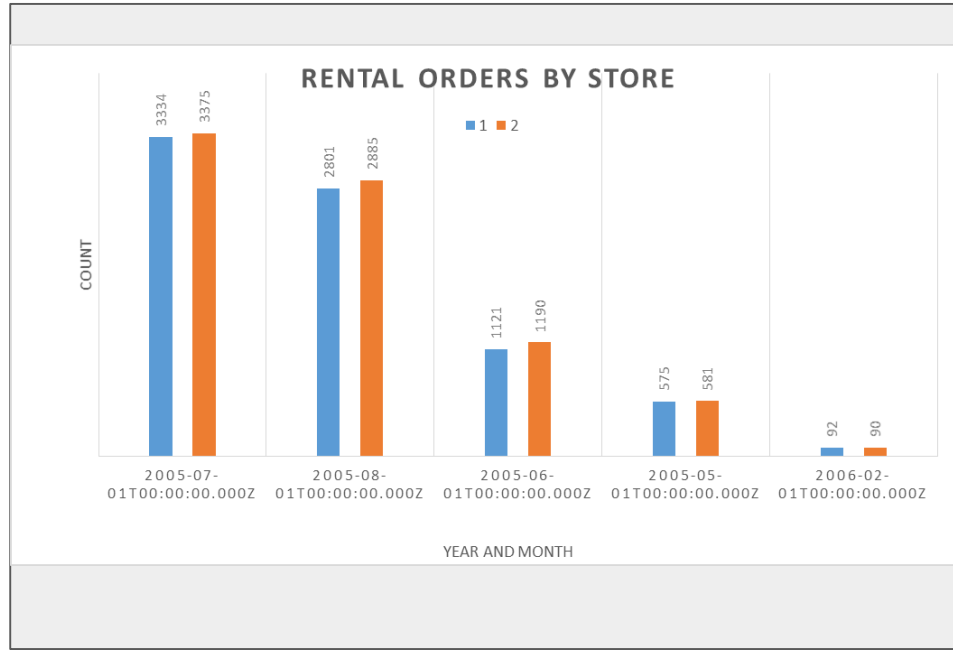
Animation is the most rented-out category among the 6 family movie categories.

# How do the rental duration vary by category for family movies?



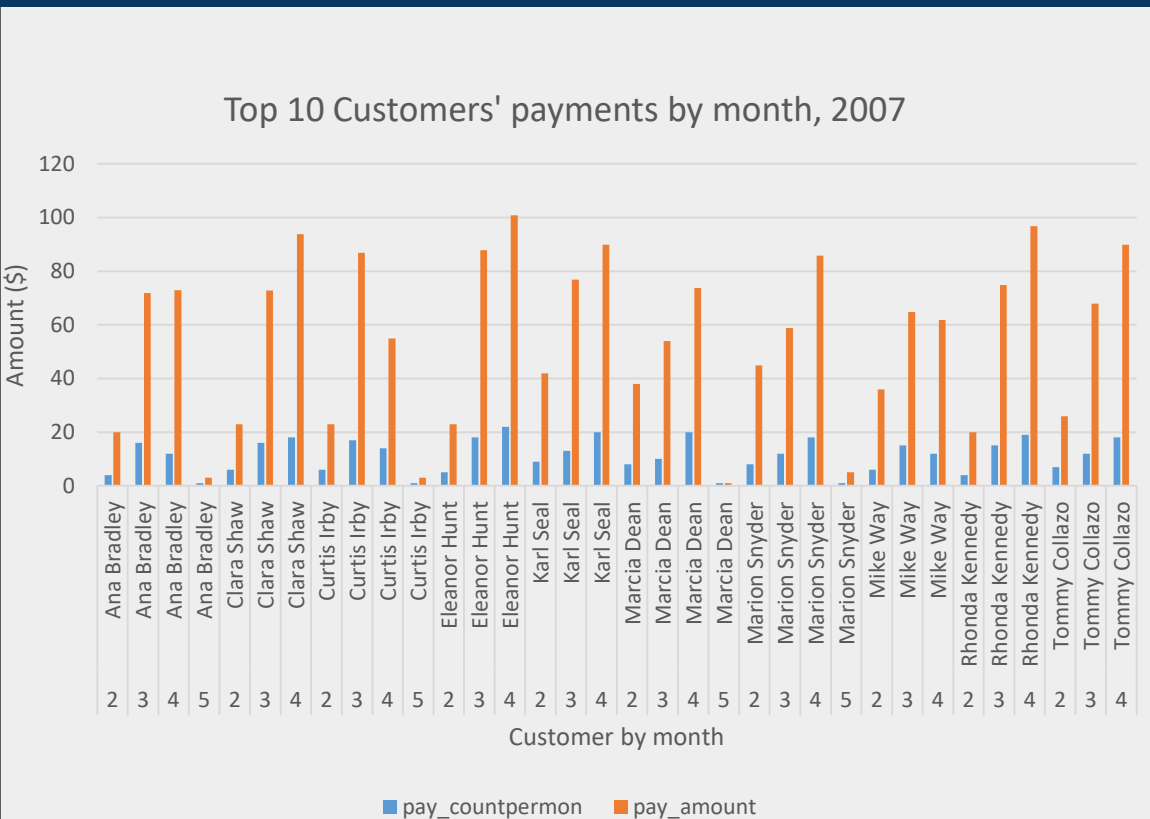
Black arrows represent movie categories that have longer rental duration, while the red and green arrows represent shorter rental duration. The Classics, Family, and Music categories may have been rented out for family events and special occasions, possibly during holiday season. The movies may have been watched multiple times over a period of time with different members, and hence the longer rental duration. Animation and Children movies naturally have a higher likelihood to have non-adults as the audience. It is likely that the movies are returned as soon as the children are finished with the movie. Comedies are most likely viewed by couples, which may show similar rental and return patterns as Children and Animation movies.

# How do the two stores vary in their rental orders?



Store 2 has consistently had more rentals than store 1 throughout 2005. In early 2006, store 1 exceeds store 2's rental by a minimal margin. It is also noticeable that rentals peaked in July and August.

# How do our top 10 customers use our services?



The top 10 customers of Sakila DVD Rentals frequent the stores during March and April.