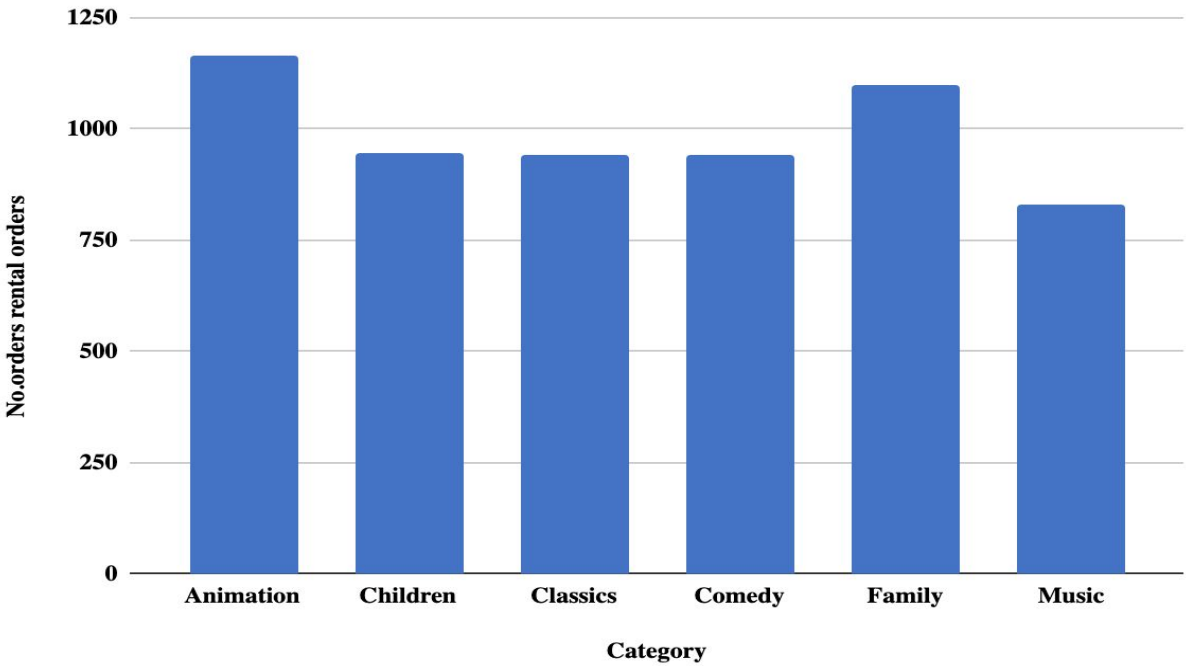


What is the trend in the number of total rental orders till now for each category of family movies ?

Total rental orders by families



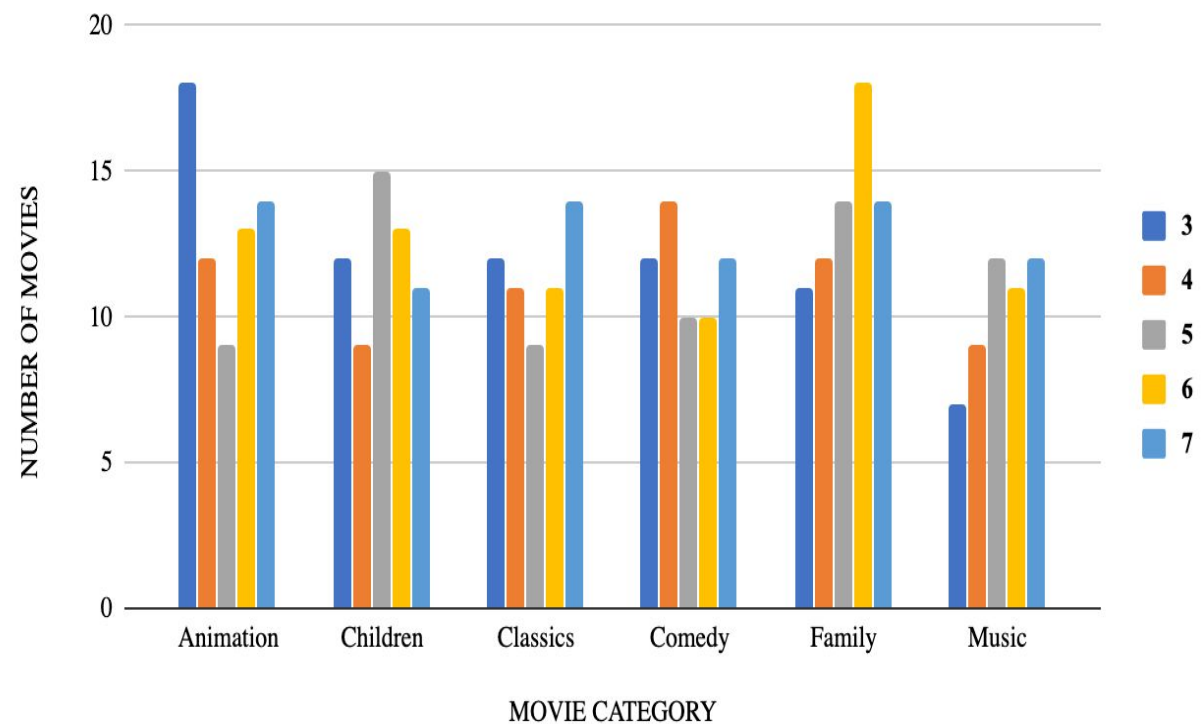
The graph is showing the rental orders for different category of family movies till now.

It is evident from the data that families are most likely to rent movies in the 'Animation' category followed by 'Family' category with almost the same interest for 'Children', 'Classics' and 'Comedy' categories.

Families show least interest to rent 'Music' category movies.

For all rental orders till now, how the length of rental duration of specifically 'Family' category movies compares to the duration that all family movies are rented for?

Movies distribution by each Rental Duration for each category

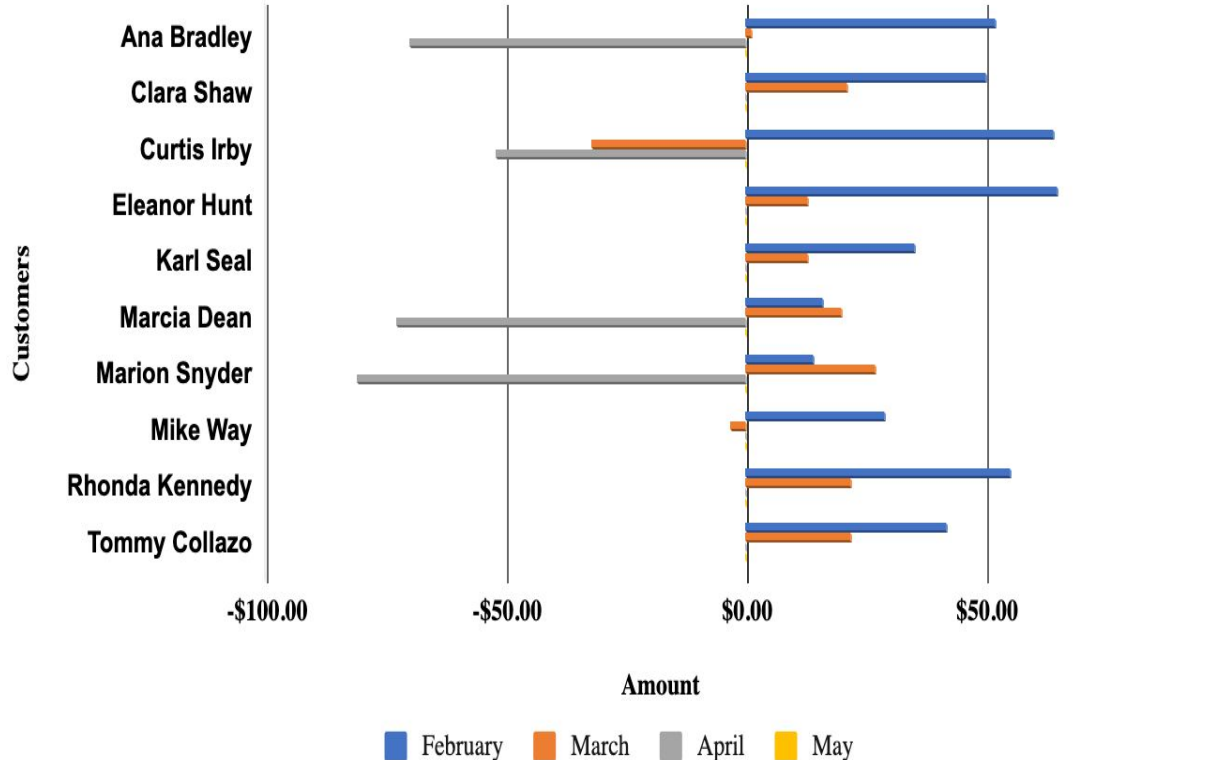


The plot here shows the distribution of movies by each rental duration for each category of the family movies.

It's evident that maximum number of movies in the 'Family' category are rented for 6 days in comparison to maximum number of movies in the 'Animation' category which are being rented for 3 days.

Who were the top 10 paying customers and what was the difference payment amount in each successive month they made in 2007 ?

Comparison in payment in each successive month by each customer

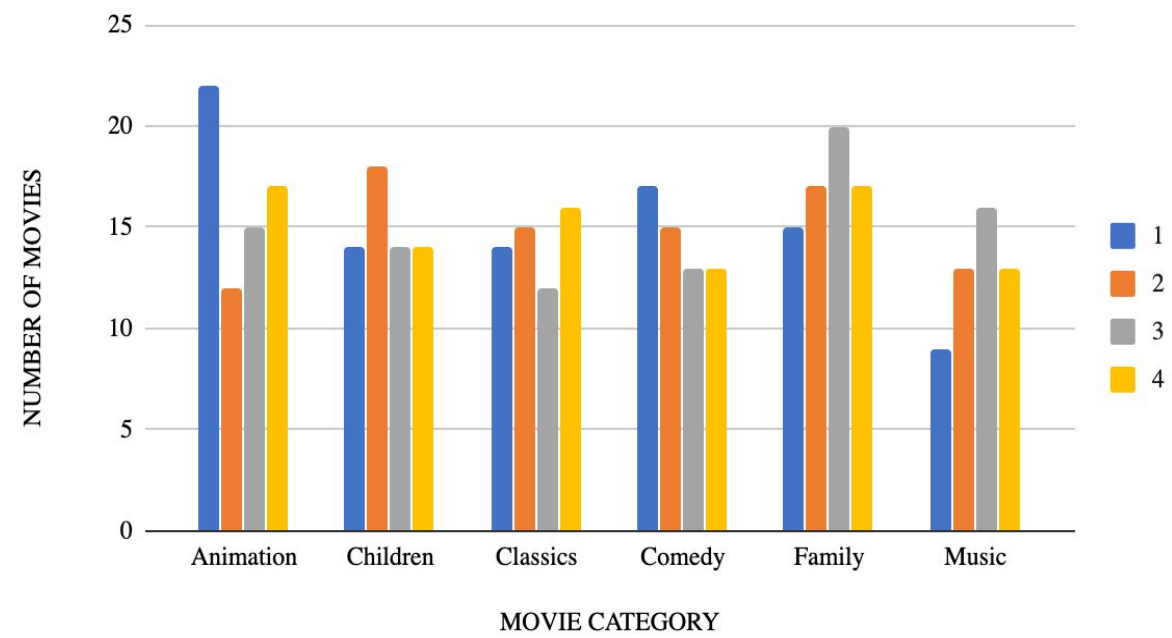


The plot is showing the top 10 paying customers in 2007 in order of their names with the difference amount of the monthly payments they made in 2007.

As we can see here, that the customer Eleanor Hunt paid the maximum difference of \$64.87 during March 2007 from \$22.95 in February of 2007.

How can we compare the number of movies in each quartile for each category of family movies if we sort all movies according to the rental duration in ascending order of duration?

Movies Distribution by each Quartile for each category



The plot here shows the distribution of movies by each quartile for each category of family movies when within the database all movies were sorted according to the rental duration in ascending order of duration.

Here, if we see the 'Animation' category, we can clearly tell that it has the highest number of movies in the first quartile in its own category and among all other categories. Within the category, there are 17 movies in the fourth quartile on the second place followed by number of movies in the third and fourth quartile.

REFERENCES

Here is the information regarding the code/query references of the visualizations and insights mentioned in the above slides:

1. Slide 1 : Query1 - Guy_sql_queries_investigate_relational_database.txt
2. Slide 2 : Query2 - Guy_sql_queries_investigate_relational_database.txt
3. Slide 3 : Query3 - Guy_sql_queries_investigate_relational_database.txt
4. Slide 4 : Query4 - Guy_sql_queries_investigate_relational_database.txt