

Sakila SQL Analysis Project

This project analyzes the Sakila DVD Rental Database using SQL. The objective is to explore customer behavior, film performance, and rental trends by writing SQL queries and exporting the results for further analysis.

Project Files:

1. 01_pg13_low_rental_rate_films.csv
2. 02_films_with_deleted_scenes.csv
3. 03_active_customers_list.csv
4. 04_customers_who_rented_on_date.csv
5. 05_distinct_customers_on_date.csv
6. 06_daily_rental_counts.csv
7. 07_scifi_films_list.csv
8. 08_customer_rental_counts.csv
9. 09_films_to_discontinue_low_rentals.csv
10. 10_films_not_returned.csv

Tools Used:

- MySQL
- MySQL Workbench
- CSV
- Excel

Skills Demonstrated:

- SQL SELECT, WHERE, ORDER BY
- JOIN operations
- GROUP BY and HAVING
- Aggregate functions (COUNT, SUM)
- Exporting data from SQL
- Data exploration and reporting

Key Insights:

- Identified films with low rental frequency.
- Analyzed customer rental activity on specific dates.
- Counted daily rentals.
- Identified active customers and key film categories.

Conclusion:

This project strengthened my SQL fundamentals and helped me understand how SQL is used in real business data scenarios.