

Objective & Goals

Context:

You are working as a Data Engineer in *Rent-A-Film*, the management wants you to answers their questions to help other teams in your organization to drive decisions through data.

Your aim is to answer the following questions:

Note: Make sure to create Rent-A-Film DB and import the related data first (separate pdf is there with the instructions for the same.)

1. We want to run an Email Campaigns for customers of Store 2 (First, Last name, and Email address of customers from Store 2)
2. List of the movies with a rental rate of 0.99\$
3. Your objective is to show the rental rate and how many movies are in each rental rate categories
4. Which rating do we have the most films in?
5. Which rating is most prevalent in each store?
6. We want to mail the customers about the upcoming promotion
7. List of films by Film Name, Category, Language
8. How many times each movie has been rented out?
9. What is the Revenue per Movie?
10. Most Spending Customer so that we can send him/her rewards or debate points
11. What Store has historically brought the most revenue?
12. How many rentals do we have for each month?
13. Rentals per Month (such Jan => How much, etc)



14. Which date the first movie was rented out?
15. Which date the last movie was rented out?
16. For each movie, when was the first time and last time it was rented out?
17. What is the Last Rental Date of every customer?
18. What is our Revenue Per Month?
19. How many distinct Renters do we have per month?
20. Show the Number of Distinct Film Rented Each Month
21. Number of Rentals in Comedy, Sports, and Family
22. Users who have been rented at least 3 times
23. How much revenue has one single store made over PG13 and R-rated films?
24. Active User where active = 1
25. Reward Users: who has rented at least 30 times
26. Reward Users who are also active
27. All Rewards Users with Phone