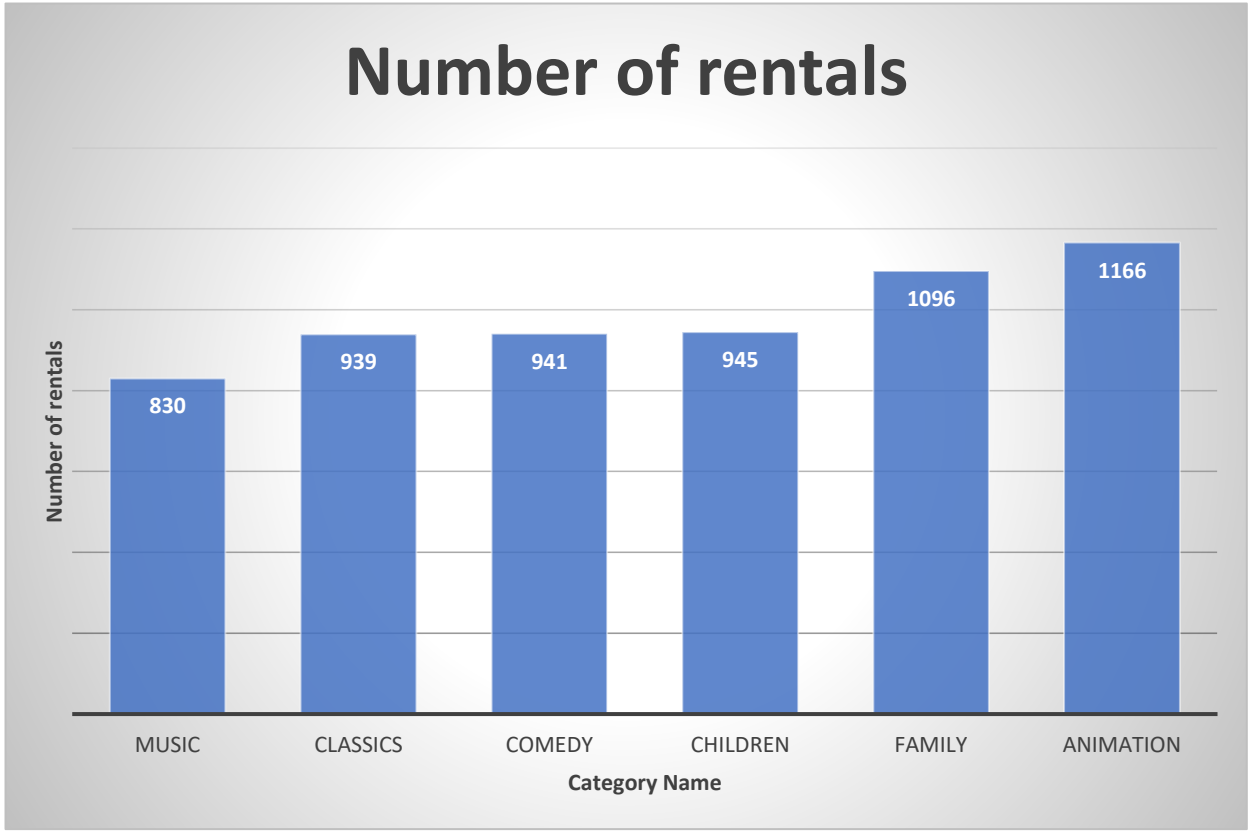
Rebeka Bizvurm

PROJECT 1 –Investigate a relational database

1. What movies families are watching?

We want to understand more about the movies that families are watching. The following categories are considered family movies: Animation, Children, Classics, Comedy, Family and Music.
Create a query with the film category and the number of times it has been rented out.

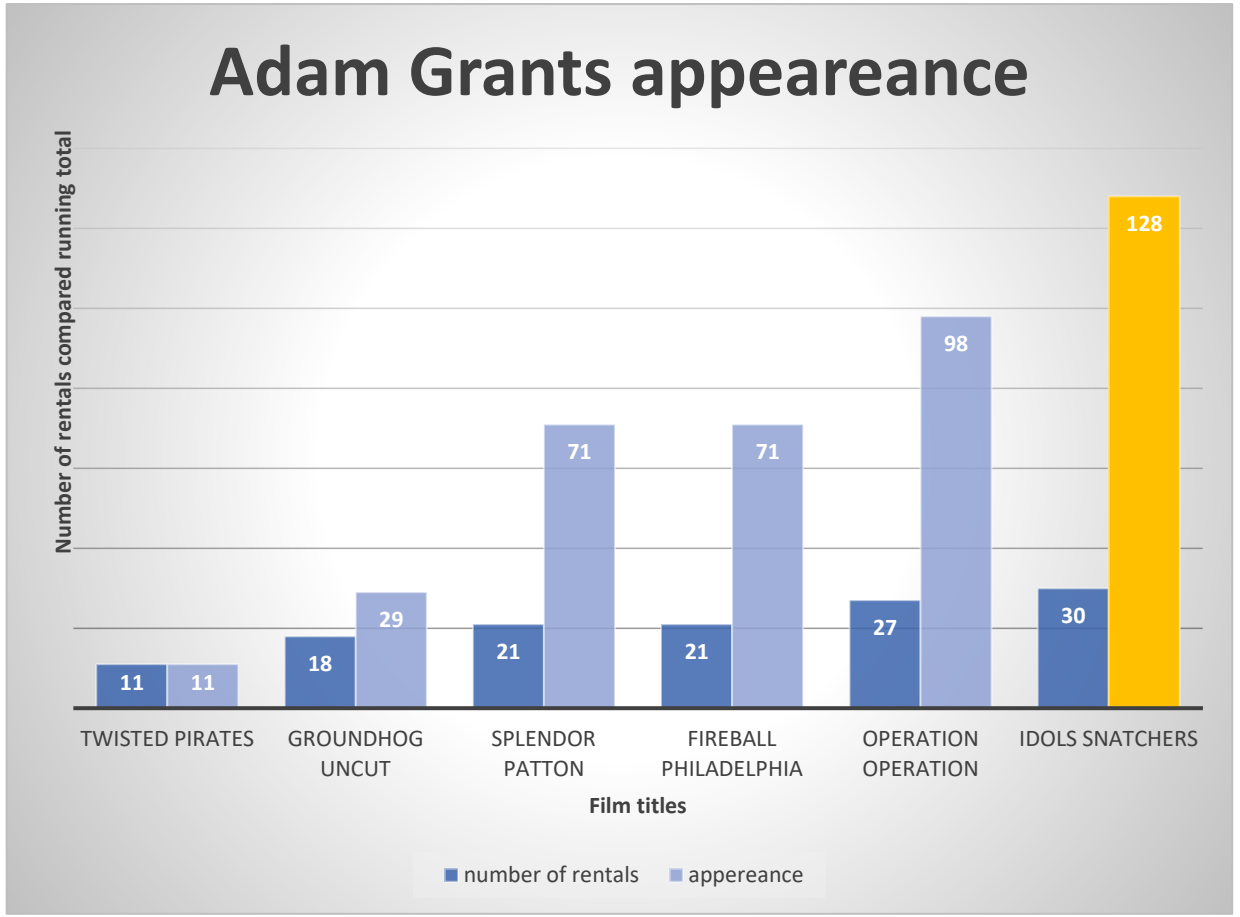
If we check the Number of rentals per category we can see that dispersion between categories is not significant. The least popular category is **Music** with **830 rentals** in total, and the most popular category is **Animation** with **1166 rentals** in total.



2.Who are the most popular actors among families?

We would like to measure the popularity of actors among family categories: Popularity is measured by how many times an movie with the actor is rented. Table contains: actors full name, movie name, how many times a movie rented, running total of appeareances.

We can see for example that **Adam Grant** appeared in 6 rented movies, how the appeareance increased by every movie rented, He was watched **128 times.** In the table we can checkt the appereance for all fo our actors.



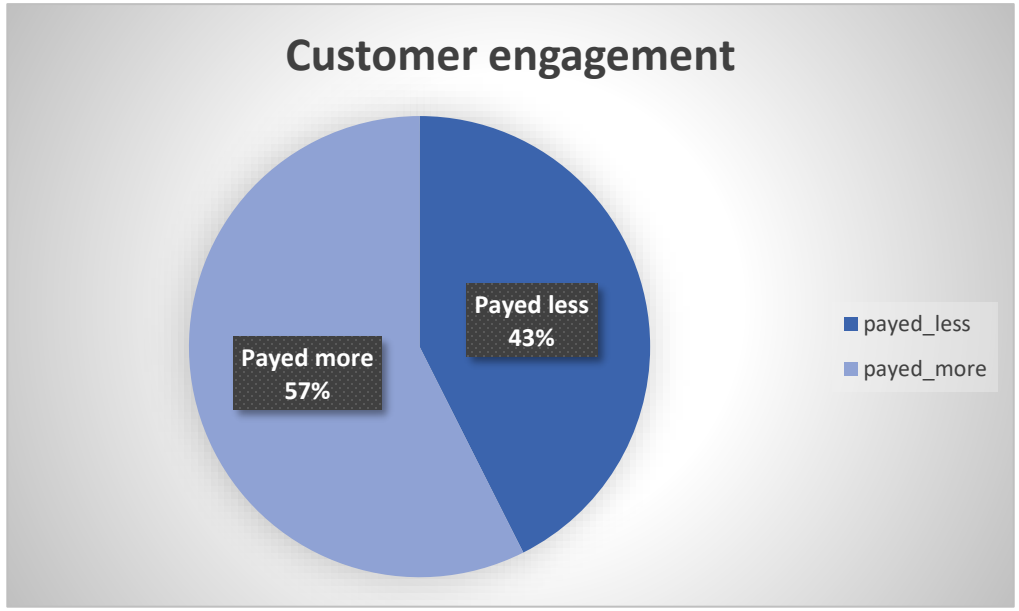
3.Who are our most valuable costumers, and how is our costumer engagement?

a) We would like to identify our top 10 costumers (full name, amount, e-mail, city based on last years payments, to give them a Special Discount Code.
b) we would like to find the costumers who spent less amount in the last 2 months than the frist 2 month to make a marketing campaign to improve their further engagement. (there are 4 months when payments arrived)

full_name	email	city	total_payment
Eleanor Hunt	eleanor.hunt@sakilacustomer.org	Saint-Denis	211.55
Karl Seal	karl.seal@sakilacustomer.org	Cape Coral	208.58
Marion Snyder	marion.snyder@sakilacustomer.org	Santa Brbara dOeste	194.61
Rhonda Kennedy	rhonda.kennedy@sakilacustomer.org	Apeldoorn	191.62
Clara Shaw	clara.shaw@sakilacustomer.org	Molodetno	189.60
Tommy Collazo	tommy.collazo@sakilacustomer.org	Qomsheh	183.63
Ana Bradley	ana.bradley@sakilacustomer.org	Memphis	167.67
Curtis Irby	curtis.irby@sakilacustomer.org	Richmond Hill	167.62
Marcia Dean	marcia.dean@sakilacustomer.org	Tanza	166.61
Mike Way	mike.way@sakilacustomer.org	Valparai	162.67

a) The top 10 costumer can be found on the table

b) 255 customers payed less in the last 2 month and we have total 599 costumers with payment. That means according to our diagram **that 57% of the customers payed more the last 2 month** so the results are positive. Obviously 4 month data is not ideal to identify trends and we should consider seasonality (valentines day)



4.What is the monthly rent by store?

We want to find out how the two stores compare in their count of rental orders during every month for all the years we have data for. Write a query that returns the store ID for the store, the year and month and the number of rental orders each store has fulfilled for that month. Your table should include a column for each of the following: year, month, store ID and count of rental orders fulfilled during that month.

By the monthly and yearly disribution of the rental data we can see that rents happend in 2 years: 2005, 2006 and 4 month: June, July , August, Februay for both stores. That brings the question what happend from September **2005 to January 2006**. Also we can assume that 2006 Februrary data is not complete as the **Number of rentals is significantly lower**