



# Sakila DVD Rental

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# Introduction



The Sakila DVD Rental is a movie rental database that contains information about the following: movies, actors, rentals, customers, store, and staff members.

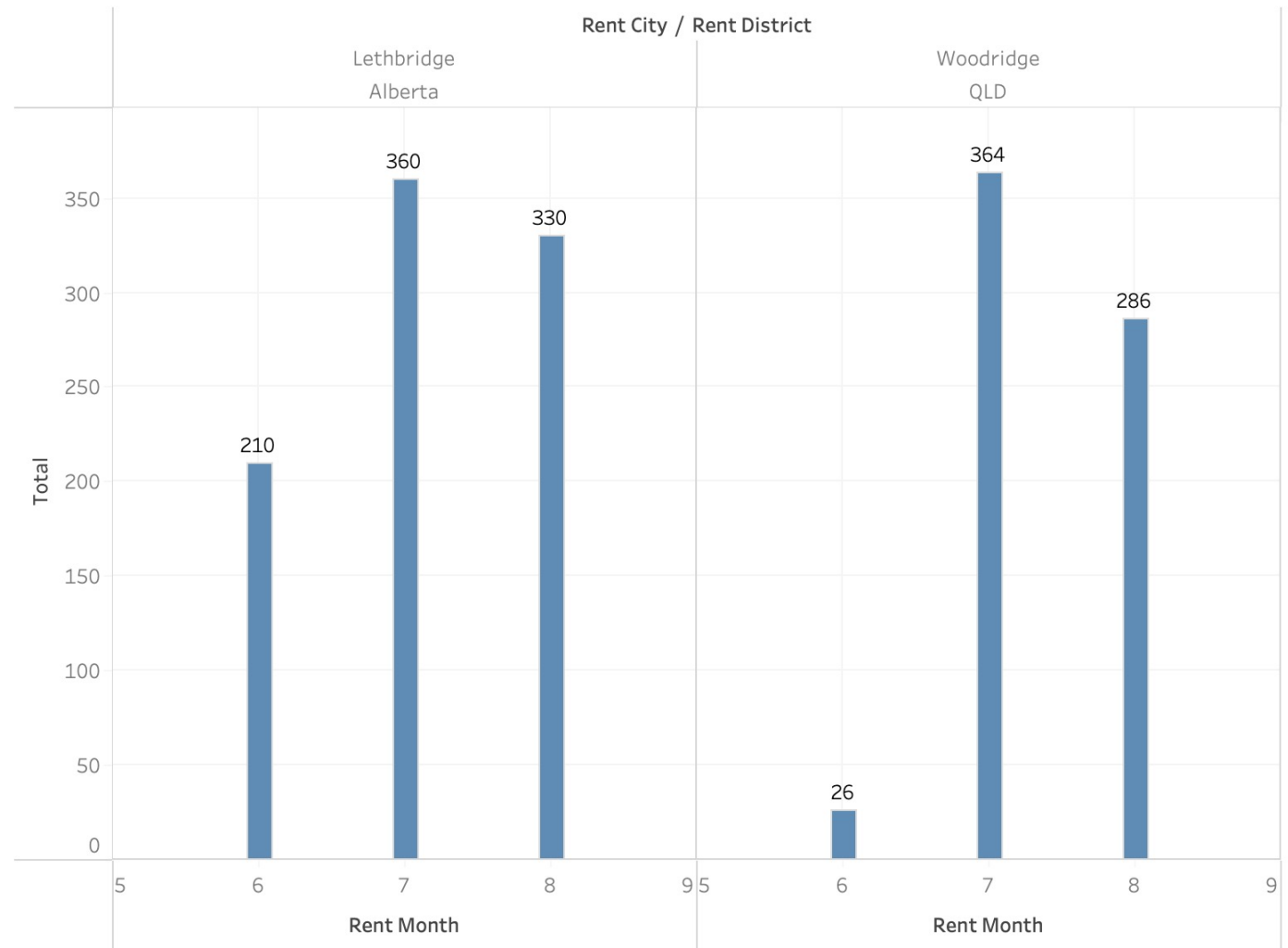


We will be using this database to answer questions about rental orders, top-paying customers, payment difference, rental duration, and key takeaways.

## What's the rental difference between Alberta and Queensland

- The DVD rental for June, July, and August are higher in Alberta versus Queensland.
- Queensland is more of a city area. Alberta is more of the countryside.

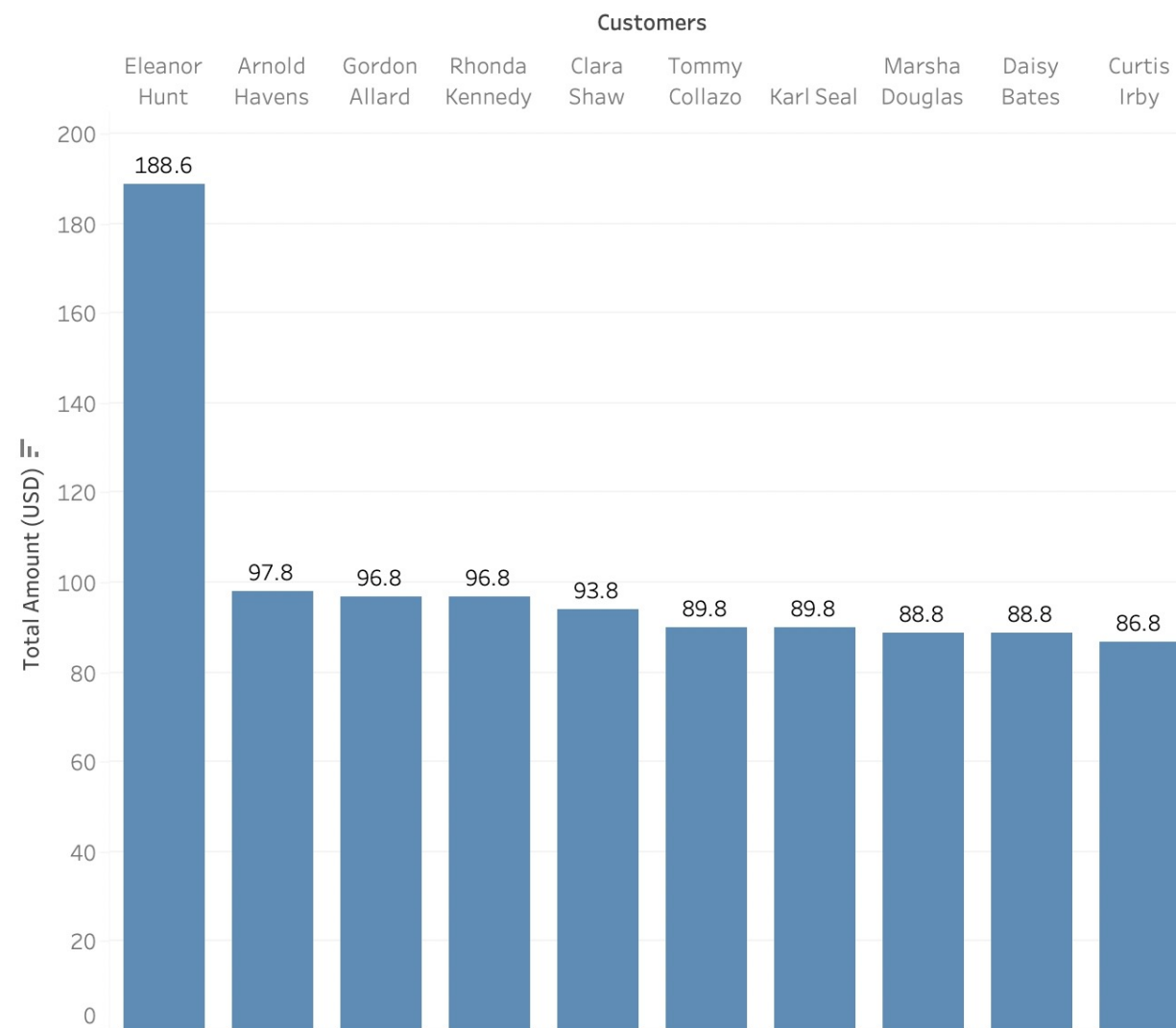
Monthly Orders



# Who are the Top 10 Customers

- Top 10 customers range from March to April.
- The top 10 customers spent an average of \$93 and an average of 19 movies rented.
- These were the highest numbers in April 2007.

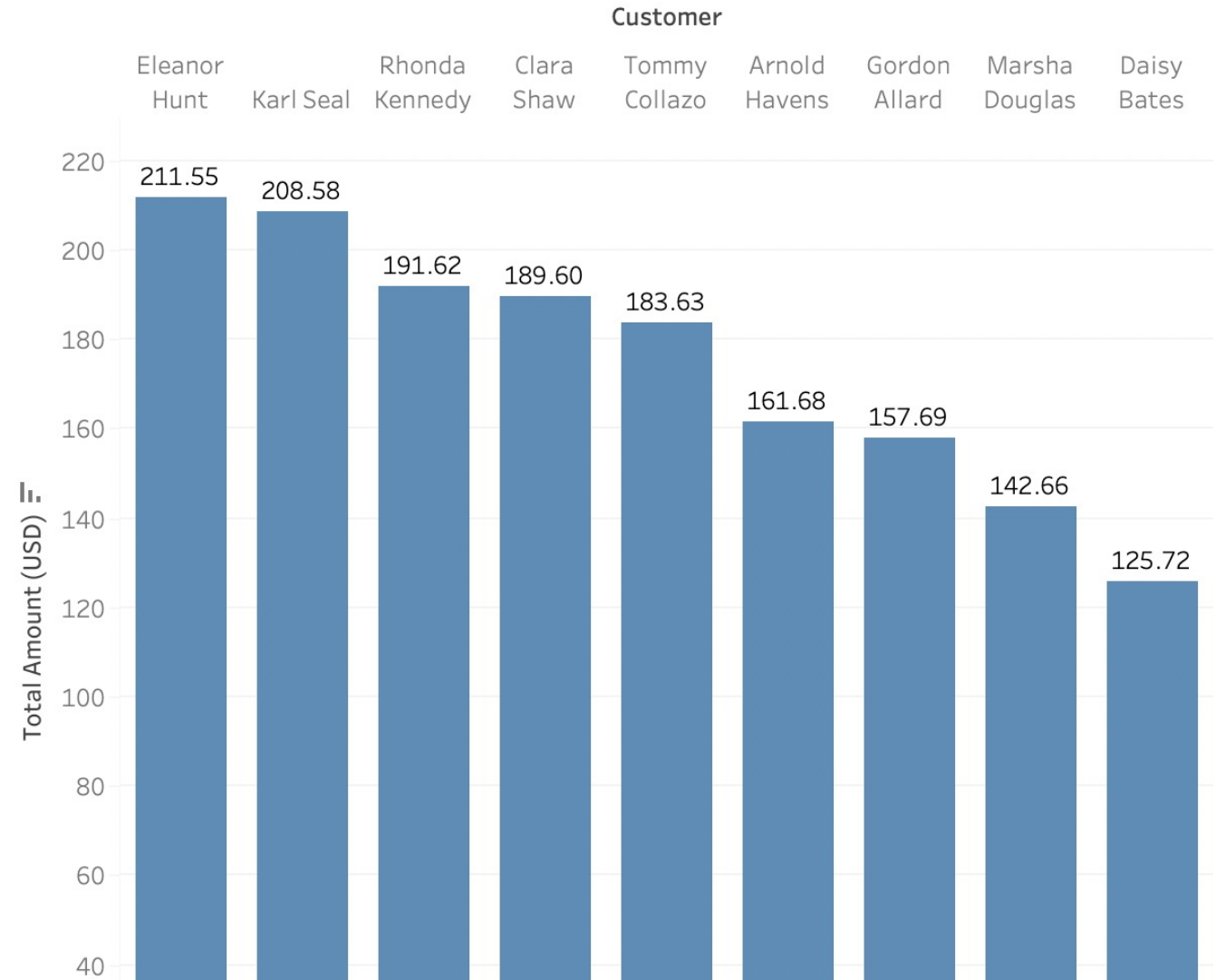
Top 10 Customers



## What's The Payment Difference

- The difference between the top customer vs the 10<sup>th</sup> customer is \$85.83. This payment difference was from February 2007 to March 2007.
- On a side note, the maximum difference paid month to month is \$64.87 from February to March by Eleanor Hunt

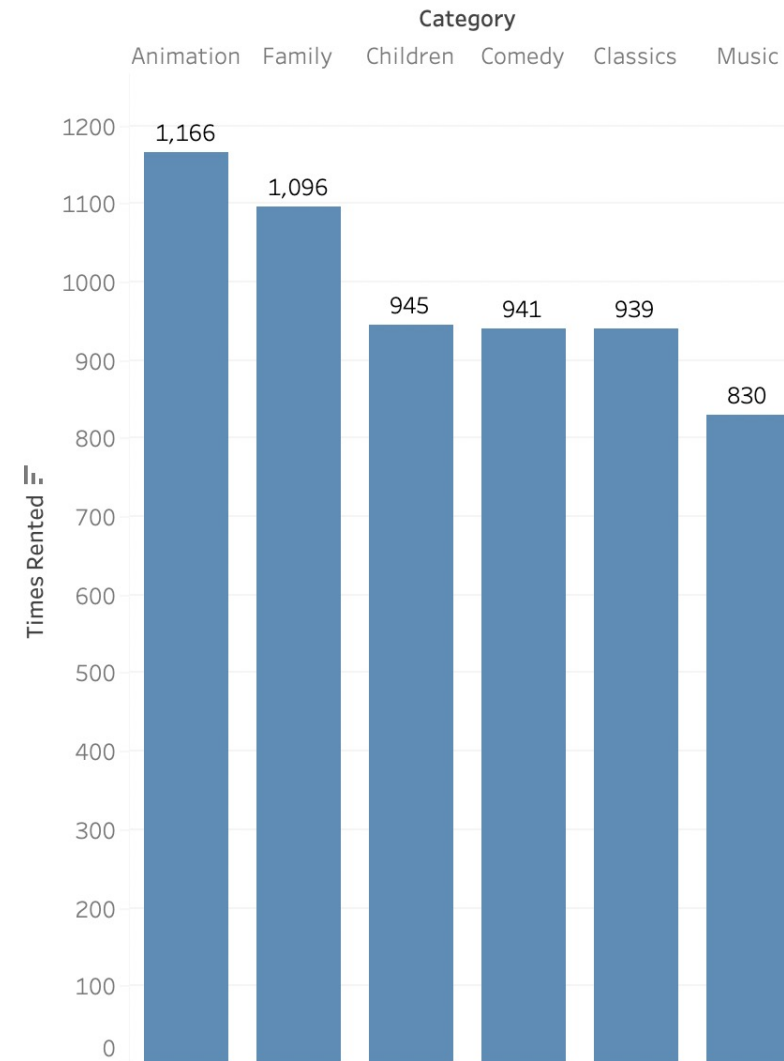
## Payment Difference



# What's the rented amount

- Top 3 family friendly categories are animation, family, and children movies
- The average rented movies in family friendly category is 986.

Rental Amount





# Key Takeaways



Rural areas have higher rentals than the city.



Top 10 users spend roughly the same amount of money.



From highest to least spender month to month, the spending difference is eight times the dollar amount.



The highest family movie category is animation being rented 1,166 times in 9 months.