

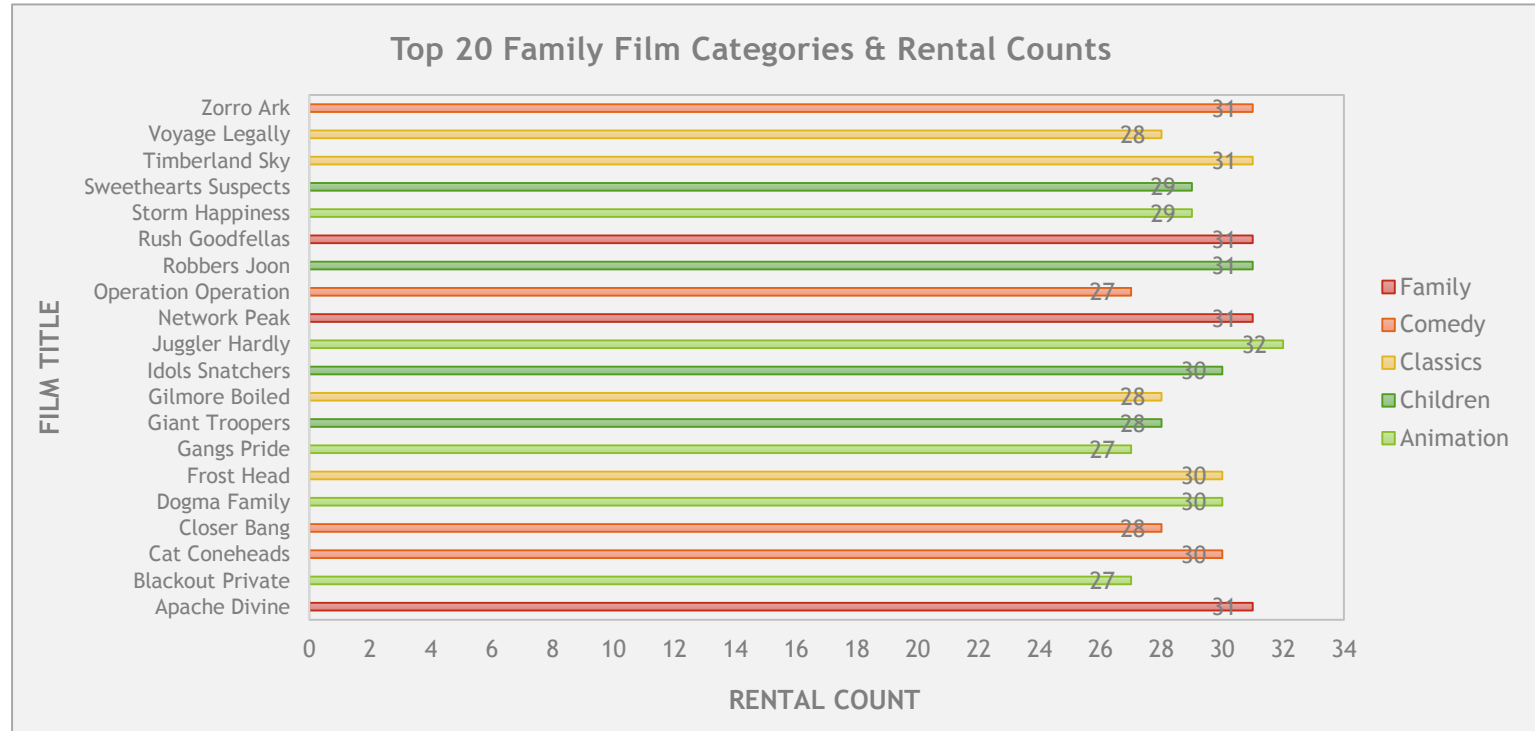
Investigate Sakila DVD Rental Database Using SQL

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March 31, 2021

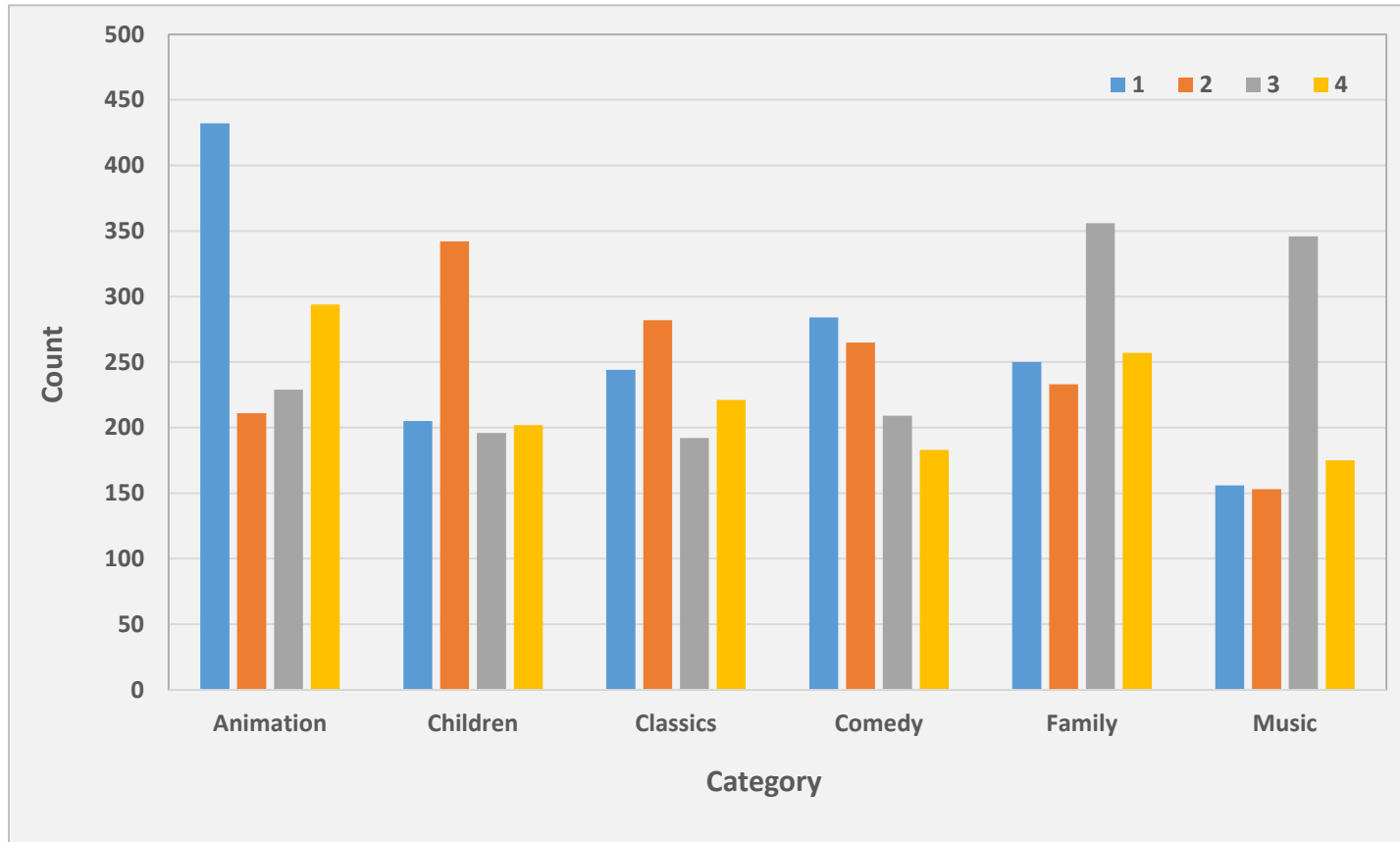
* Programming for Data Science with Python Nanodegree Program - Udacity

What are the Top 20 films and categories families are watching based on rental COUNT (categories of considered family movies: Animation, Children, Classics, Comedy, Family and Music)



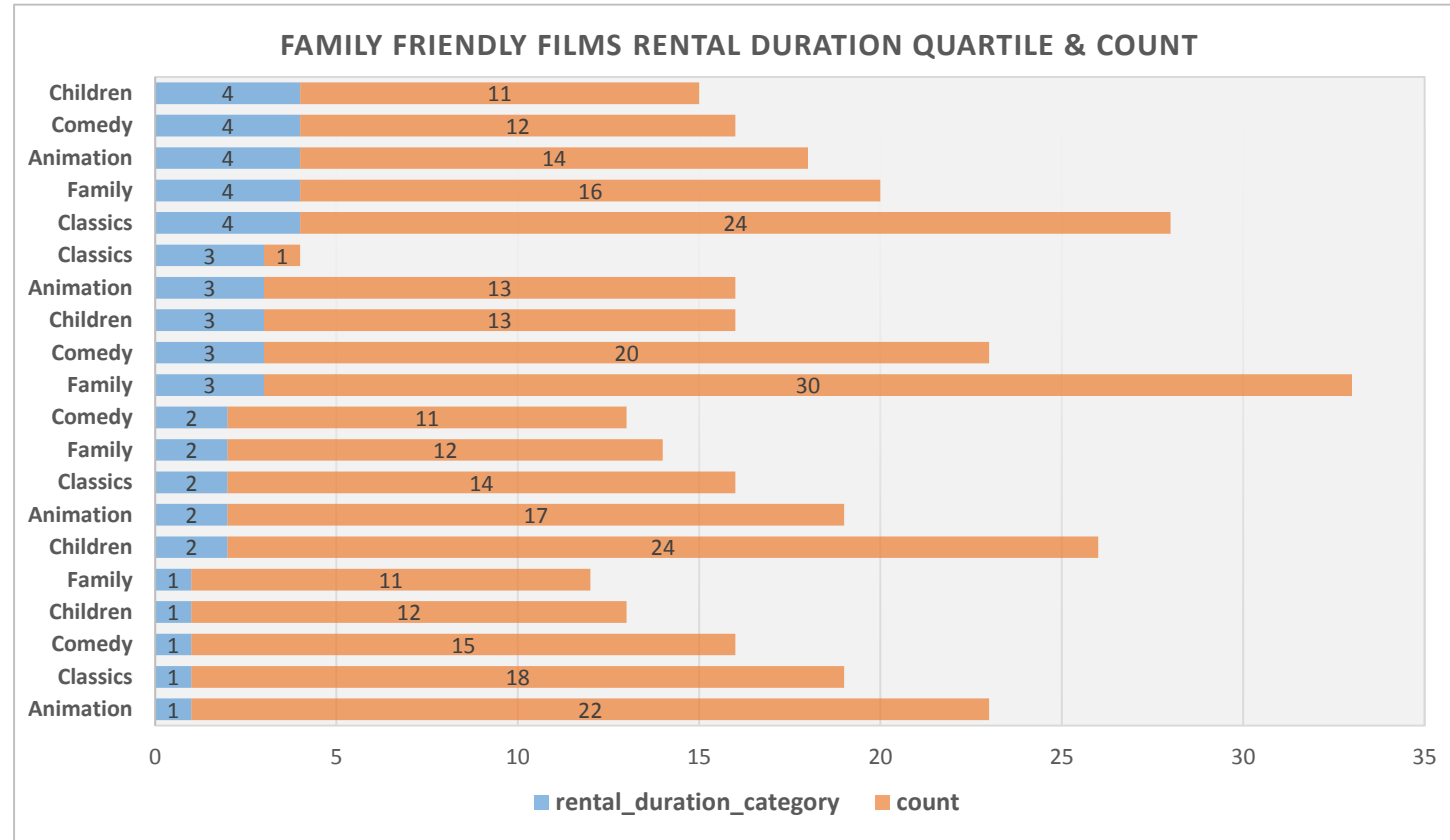
- ▶ Top rented films are Juggler Hardly followed by Zorro Ark, Timberland Sky, Rush Goodfellas, Robbers Joon, Network Peak and Apache Divine
- ▶ Highest rented family category films are Animation, Children and Family
- ▶ Overall, there is not a significant contrast in rental counts among different family category movies and among individual movies

How Do Rental Duration and Rental Count Change within Family-Friendly Movie Categories?



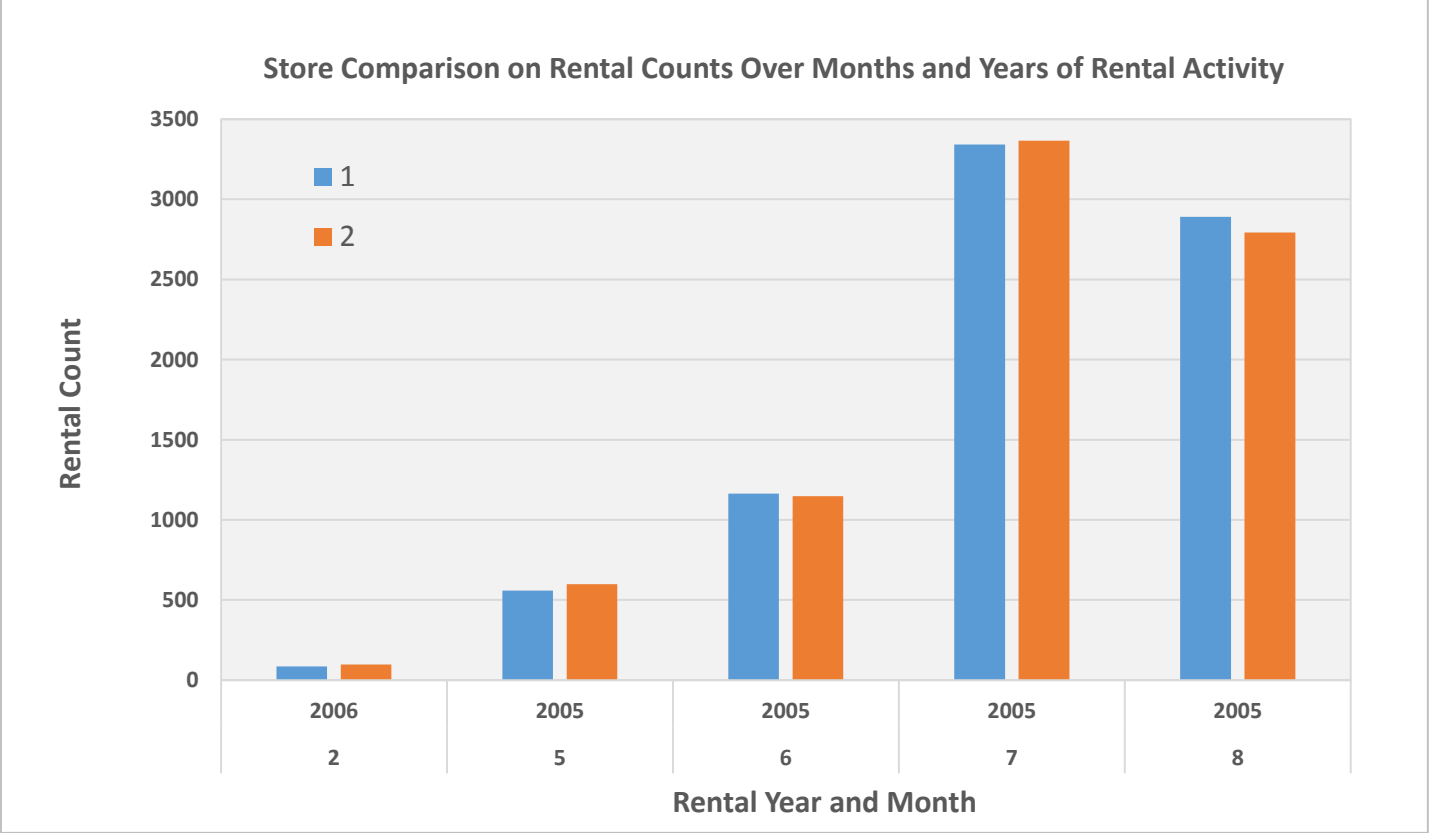
- ▶ For films that have the highest rental duration (fourth quartile), Animation category is rented the most and for the next longest duration movies (third quartile), Family films are rented the most
- ▶ One interesting observation is that the first quartile Animation films have the highest rent rate among all movies
- ▶ Overall, the Music category seems to be rented the least in the 1st, 2nd and 3rd duration quartile films

How Does Rental Duration of Family-Friendly Films Compare within Combination of Each Category?



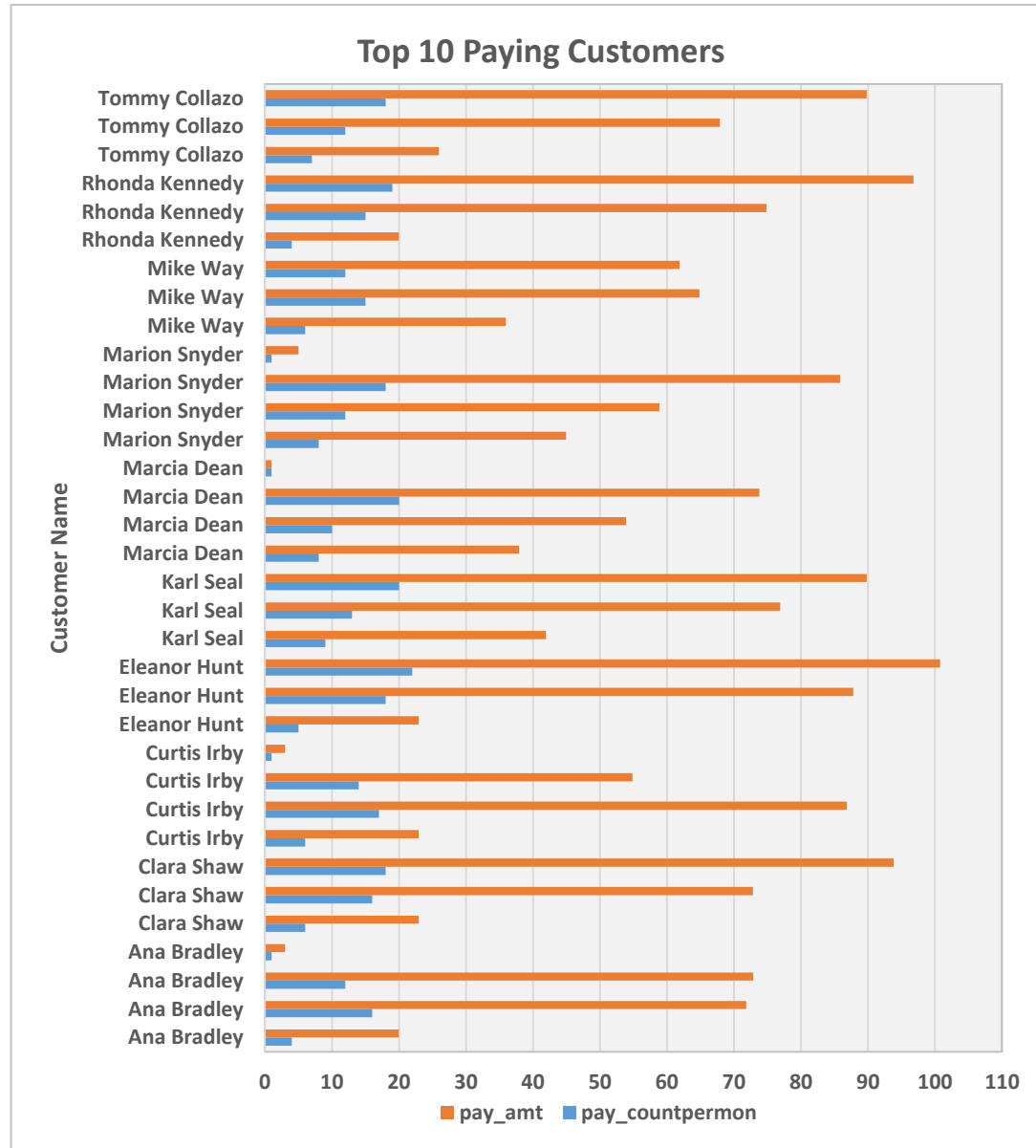
- ▶ Family and Classics tend to be rented for longer time periods while children movies have shorter rental periods
- ▶ The highest rental count variance across family friendly films are observed in the 3rd quartile rental duration

How the Two Stores Compare in Their Count of Rental Orders During Every Month for all The Years We Have Data For?



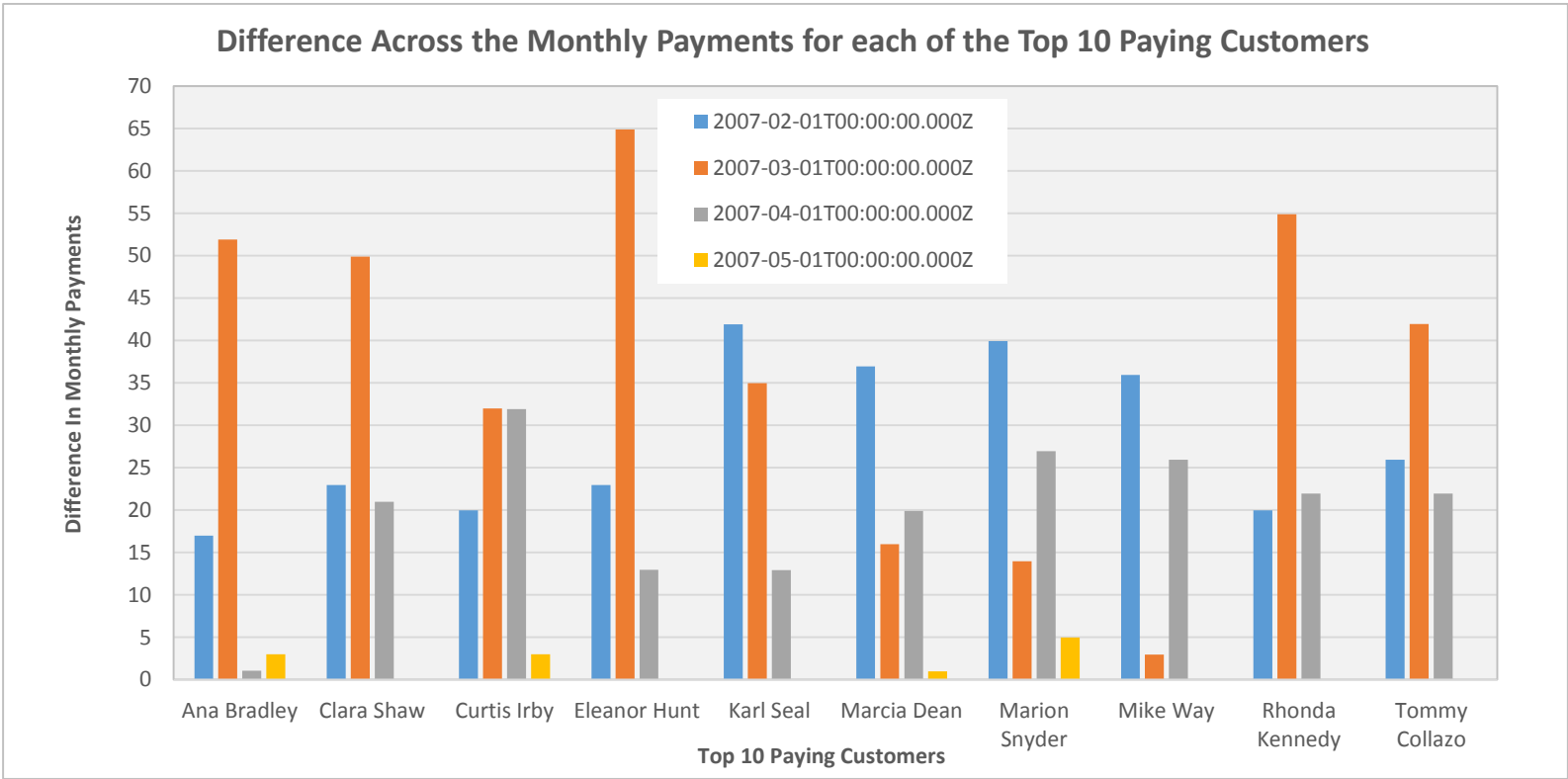
- ▶ Rental counts for the two stores are quite similar with little difference over the months and years of available data
- ▶ Significantly higher rental counts are observed in July and August of year 2005 which can be attributed to summer months
- ▶ Rental counts in February of 2006 are significantly lower than that of other months for both stores

Who Were the Top 10 Paying Customers, How Many Payments They Made on a Monthly Basis During 2007?



- ▶ Highest paying customer is Eleanor Hunt. She has also had the highest pay count for the month of April
- ▶ The highest pay amounts can be observed during the month of April
- ▶ The lowest pay amounts can be observed during the month of February
- ▶ Overall, there is a positive relationship between pay count and pay amount which indicates less variability of pay amounts per transaction

What is the Difference in Monthly Payments During 2007, for each of these Top 10 Paying Customers?



- ▶ March has the biggest spike in rental purchases followed by February among the top 10 paying customers
- ▶ The month has seen the least amount of rental purchases among top paying customers over the months data is available