## **Data Immersion 3.7**

1.

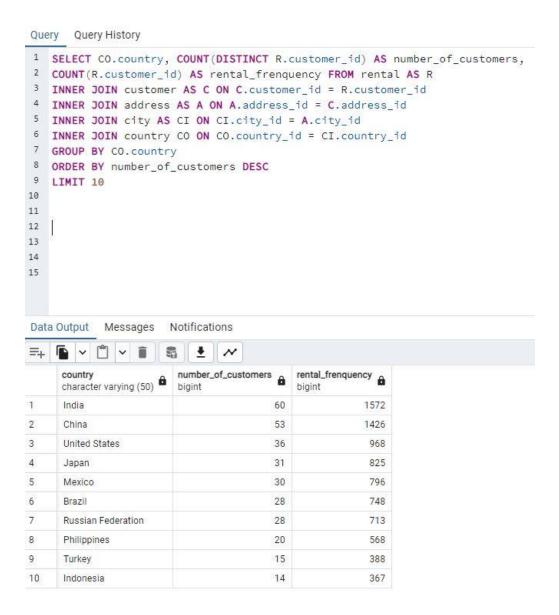
SELECT CO.country, COUNT(DISTINCT R.customer\_id) AS number\_of\_customers,

COUNT(R.customer\_id) AS rental\_frenquency FROM rental AS R
INNER JOIN customer AS C ON C.customer\_id = R.customer\_id
INNER JOIN address AS A ON A.address\_id = C.address\_id
INNER JOIN city AS CI ON CI.city\_id = A.city\_id
INNER JOIN country CO ON CO.country\_id = CI.country\_id

ORDER BY number\_of\_customers DESC

LIMIT 10

**GROUP BY CO.country** 



## **Thought Process**

I started by joining the rental and customer tables to track customer rentals, then linked this data with addresses, cities, and countries. After counting the customers in each country, I grouped the results by country. Finally, I ordered the countries by descending customer counts and limited the list to the top 10. This approach pinpointed Rockbuster's largest customer bases for strategic insights.

2.

SELECT CO.country, CI.city, Count(C.customer\_id) AS number\_of\_customers

FROM customer AS C

INNER JOIN address AS A ON A.address id = C.address id

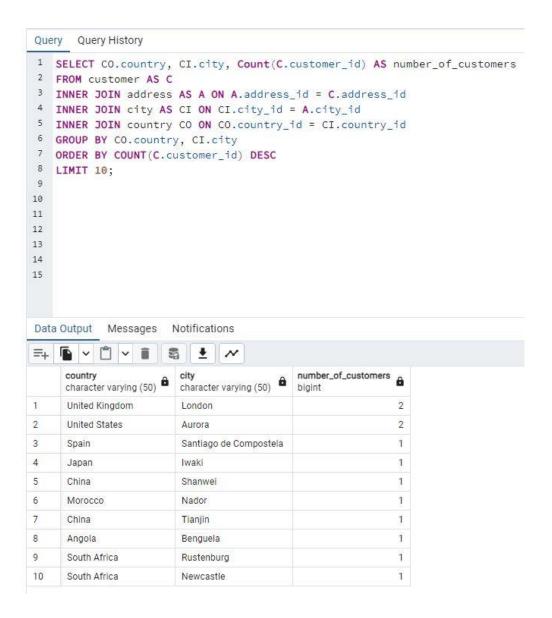
INNER JOIN city AS CI ON CI.city\_id = A.city\_id

INNER JOIN country CO ON CO.country\_id = CI.country\_id

**GROUP BY CO.country, CI.city** 

ORDER BY COUNT(C.customer\_id) DESC

**LIMIT 10**;



## **Thought Process**

To pinpoint the top 10 cities within Rockbuster's most successful countries, I continued the SQL query process by grouping the customer data by city and country to calculate the number of customers in each city. I then ordered the results to highlight the cities with the highest customer numbers and limited the display to the top 10. This provided a focused view of Rockbuster's urban customer distribution for strategic planning within their strongest national markets.

```
3.
```

SELECT C.customer\_id, C.first\_name, C.last\_name, CO.country, CI.city, SUM(P.amount) AS

total amount payment FROM payment AS P

INNER JOIN customer AS C ON C.customer id =P.customer id

INNER JOIN address AS A ON A.address id = C.address id

INNER JOIN city AS CI ON CI.city\_id = A.city\_id

INNER JOIN country CO ON CO.country id = CI.country id

WHERE CL.city IN (

SELECT CI.city FROM customer AS C

INNER JOIN address AS A ON A.address id = C.address id

INNER JOIN city AS CI ON CI.city id = A.city id

INNER JOIN country CO ON CO.country\_id = CI.country\_id

WHERE CO.country IN (

SELECT CO.country FROM customer AS C

INNER JOIN address AS A ON A.address id = C.address id

INNER JOIN city AS CI ON CI.city\_id = A.city\_id

INNER JOIN country CO ON CO.country\_id = CI.country\_id

GROUP BY CO.country

ORDER BY COUNT(C.customer\_id) DESC

LIMIT 10)

GROUP BY CO.country, CI.city

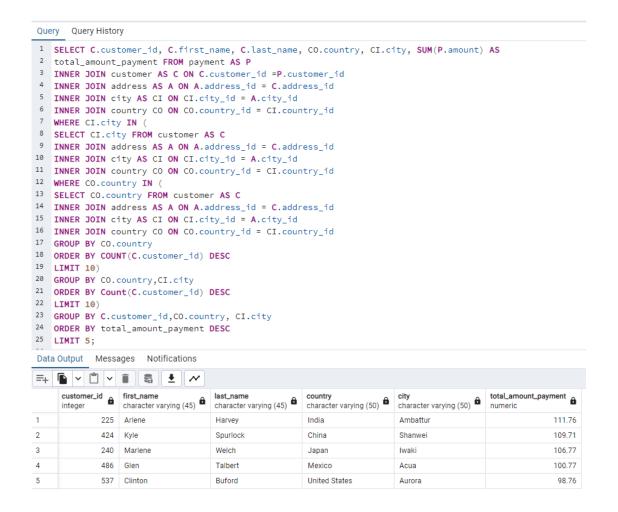
ORDER BY Count(C.customer\_id) DESC

LIMIT 10)

GROUP BY C.customer id, CO.country, CI.city

ORDER BY total amount payment DESC

LIMIT 5;



## **Thought Process**

I constructed a query that joined the customer, rental, and payment tables to ascertain the total amount spent by each customer. I grouped the results by customer ID, along with their county and city, and summed up the payments. I then filtered this list to include only those customers from the top 10 cities determined in an earlier step. By ordering the results by the total payment amount in descending order and limiting the output to five, I isolated the top-spending customers in these prime locations. The resulting data set provided valuable insights, listing the most lucrative customers for Rockbuster by name, city, and the total amount spent.