**List of customers per country, plus country of the top 5 customers.**

SELECT country.country,

COUNT (DISTINCT customer.customer\_id) AS all\_customer\_count,

COUNT (DISTINCT top\_customers.customer\_id ) AS top\_customer\_count

FROM

(SELECT customer.customer\_id, customer.first\_name, customer.last\_name, city.city, country.country,

SUM (payment.amount) AS total\_amount\_paid

FROM payment

INNER JOIN customer ON payment.customer\_id=customer.customer\_id

INNER JOIN address ON customer.address\_id = address.address\_id

INNER JOIN city ON address.city\_id = city.city\_id

INNER JOIN country ON city.country\_id=country.country\_id

WHERE city IN ('Aurora','Atlixco','Tokat','Tarsus','Emeishan','Pontianak','Shimoga','Aparecida de Goinia','Zalantun','Taguig')

GROUP BY customer.customer\_id, customer.first\_name, customer.last\_name, city.city, country.country

ORDER BY total\_amount\_paid DESC LIMIT 5) AS top\_5\_customer

LEFT JOIN customer ON customer.customer\_id = customer.customer\_id

LEFT JOIN address ON customer.address\_id = address.address\_id

LEFT JOIN city ON address.city\_id = city.city\_id

LEFT JOIN country ON city.country\_id = country.country\_id

LEFT JOIN (SELECT customer.customer\_id, customer.first\_name, customer.last\_name, city.city, country.country,

SUM (payment.amount) AS total\_amount\_paid

FROM payment

INNER JOIN customer ON payment.customer\_id=customer.customer\_id

INNER JOIN address ON customer.address\_id = address.address\_id

INNER JOIN city ON address.city\_id = city.city\_id

INNER JOIN country ON city.country\_id=country.country\_id

WHERE city IN ('Aurora','Atlixco','Tokat','Tarsus','Emeishan','Pontianak','Shimoga','Aparecida de Goinia','Zalantun','Taguig')

GROUP BY customer.customer\_id, customer.first\_name, customer.last\_name, city.city, country.country

ORDER BY total\_amount\_paid DESC LIMIT 5) AS top\_customers

ON customer.customer\_id=top\_customers.customer\_id

GROUP BY country.country

ORDER BY COUNT (DISTINCT customer.customer\_id) DESC

**List of revenue by genre**

SELECT SUM(amount) AS total\_genre\_revenue,

F.name AS genre

FROM payment A

INNER JOIN rental B ON A.rental\_id = B.rental\_id

INNER JOIN inventory C ON B.inventory\_id = C.inventory\_id

INNER JOIN film D ON C.film\_id = D.film\_id

INNER JOIN film\_category E ON D.film\_id = E.film\_id

INNER JOIN category F ON E.category\_id = F.category\_id

GROUP by genre

ORDER BY sum\_revenue DESC

**List rental duration by genre**

SELECT AVG(rental\_duration) AS average\_days\_rented,

C.name AS genre

FROM film A

INNER JOIN film\_category B ON A.film\_id = B.film\_id

INNER JOIN category C ON B.category\_id = C.category\_id

GROUP BY genre

ORDER BY average\_days\_rented DESC

**List od top 10 movies on revenue**

SELECT D.title, F.name AS genre,

SUM(amount) AS total\_revenue

FROM payment A

INNER JOIN rental B ON A.rental\_id = B.rental\_id

INNER JOIN inventory C ON B.inventory\_id = C.inventory\_id

INNER JOIN film D ON C.film\_id = D.film\_id

INNER JOIN film\_category E ON D.film\_id = E.film\_id

INNER JOIN category F ON E.category\_id = F.category\_id

GROUP BY D.title, genre

ORDER BY total\_revenue DESC

**List bottom 10 movies revenue**

SELECT D.title, F.name AS genre,

SUM(amount) AS total\_revenue

FROM payment A

INNER JOIN rental B ON A.rental\_id = B.rental\_id

INNER JOIN inventory C ON B.inventory\_id = C.inventory\_id

INNER JOIN film D ON C.film\_id = D.film\_id

INNER JOIN film\_category E ON D.film\_id = E.film\_id

INNER JOIN category F ON E.category\_id = F.category\_id

GROUP BY D.title, genre

ORDER BY total\_revenue ASC

**Numb of customers and total payment by country**

SELECT country.country,

COUNT (DISTINCT customer.customer\_id) AS all\_customer\_count,

SUM (payment.amount) AS total\_amount\_paid

FROM payment

INNER JOIN customer ON payment.customer\_id=customer.customer\_id

INNER JOIN address ON customer.address\_id = address.address\_id

INNER JOIN city ON address.city\_id = city.city\_id

INNER JOIN country ON city.country\_id=country.country\_id

GROUP BY country.country

ORDER BY COUNT (DISTINCT customer.customer\_id) DESC

**Top 5 Customers in top 10 countries**

SELECT customer.first\_name, customer.last\_name, country.country,

SUM (payment.amount) AS total\_amount\_paid

FROM payment

INNER JOIN customer ON payment.customer\_id=customer.customer\_id

INNER JOIN address ON customer.address\_id = address.address\_id

INNER JOIN city ON address.city\_id = city.city\_id

INNER JOIN country ON city.country\_id=country.country\_id

WHERE country.country IN ('India','China','United States', 'Japan','Mexico','Brazil','Russian Federation', 'Philippines', 'Turkey', 'Indonesia')

GROUP BY customer.first\_name, customer.last\_name, country.country

ORDER BY total\_amount\_paid DESC

LIMIT 5