Business intelligence report - Sakila database

1 - Our Top Performing Genres:

Key insights: We can clearly see that Sports and Sci-Fi are our top-performing genres.
Recommendation: The manager should prioritize acquiring more titles in these categories, as they are proven revenue drivers.

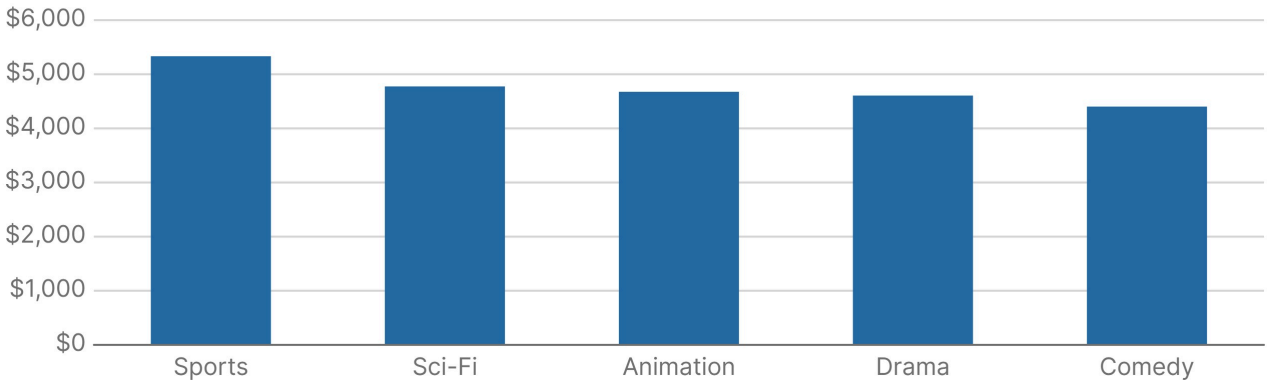
revenue_query

```
-- Aggregated view for performance
-- Joins: category -> film_category -> film -> inventory -> rental -> payment
select * from lab_database.revenue_per_genre
```

5 records with 2 properties

	genre string	total_revenue number
1	Sports	5,314
2	Sci-Fi	4,757
3	Animation	4,656
4	Drama	4,587
5	Comedy	4,384

Revenue by top 5 Genres



2 - Customer Lifetime Value (**CLV**):

Key insights: I have calculated and identified our top 10 most valuable customers from both stores. For example, Karl Seal has spent over 220 $ at our stores.
Business Value: These customers are prime candidates for a loyalty program should we decide to implement such a program to ensure we retain them as customers.

customers_query

```
-- Calculates (CLV)
-- Aggregates total spend per customer_id
-- Joins: customer -> rental -> payment
select * from lab_database.top_customers
```

› 10 records with 4 properties

Customer Name	Rentals Count	Lifetime Value ($)
KARL SEAL	45	$222
ELEANOR HUNT	46	$217
CLARA SHAW	42	$196
MARION SNYDER	39	$195
RHONDA KENNEDY	39	$195
TOMMY COLLAZO	38	$187
WESLEY BULL	40	$178
TIM CARY	39	$176
MARCIA DEAN	42	$176
ANA BRADLEY	34	$175

3 - Store Performance Analysis.

Key insights: Store 2 is currently outperforming Store 1. **However,** Store 1 is close behind and could overtake Store 2 depending on future inventory and staffing decisions.

Recommendation: Management should investigate staffing, location and inventory discrepancies to balance performance.

store_query

```
-- Links payments to stores from the staff member that did the transaction
-- Joins: store -> staff -> payment
select * from lab_database.store_performance
```

› 2 records with 2 properties

Revenue Comparison: Store 1 vs Store 2

4 - Seasonal Trends Analysis

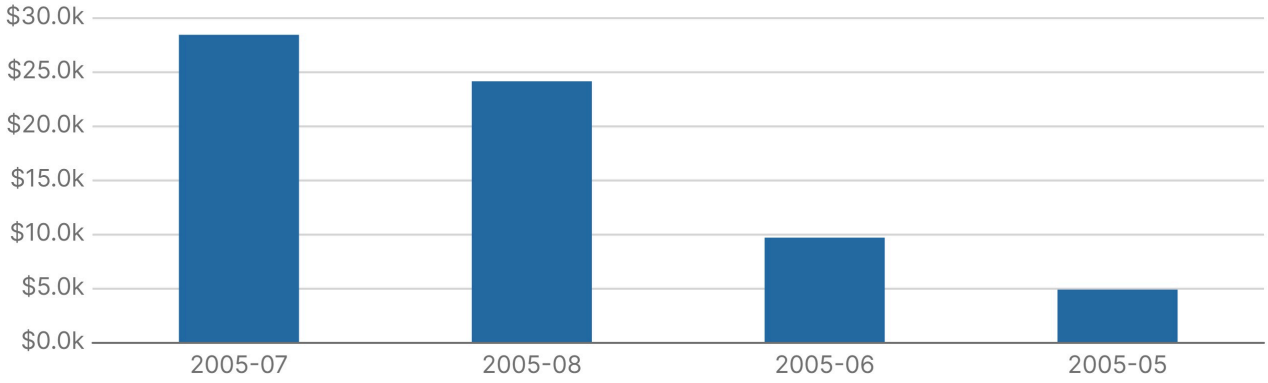
Key insights: I have analyzed the revenue streams over time. We can clearly see that the end of summer (July/August) is our most profitable period. As stated in analysis #1 we should focus on having our **top performing** genres in stock, to not miss out on revenue by not having enough rentals in stock.

monthly_trends_query

```
-- Groups by month using strftime. Filters out incomplete data from 2006-02
-- Joins: rental -> payment
select * from lab_database.monthly_revenue
```

› 4 records with 3 properties

Monthly revenue trends 2005



5 & 6 - Analysis of inventory with focus on underperforming assets.

Initial investigation: I first looked for movies which had **zero** rentals to identify titles not being rented or not in circulation.
Result: We currently have **0** movies with zero rentals. This is a positive indicator that our entire stock is being utilized by our customers.

Deep dive: I expanded the search to find movies with **low circulation** (rented four times or less).
Discovery: The discovery after a deeper dive **3 titles** that are underperforming relative to their stock levels (4 copies each, but only rented 4 times total) were identified.
Suggested action: We have 4 copies of each in stock, but low in demand. Management should consider not renewing these copies to save shelf space.

underperforming_query

```
-- Use LEFT JOIN on rental to make sure to include inventory items even if they have 0 rentals
-- Joins: film -> inventory -> (LEFT) rental
select * from lab_database.underperforming_films
```

› 3 records with 4 properties

Film Title	Price $	Copies in stock	Total times rented
MIXED DOORS	2.99	4	4
HARDLY ROBBERS	2.99	4	4
TRAIN BUNCH	4.99	4	4