Business intelligence report - Sakila database

1 - Our Top Performing Genres:

Key insights: Sports and Sci-Fi generate the most revenue. The manager should prioritize acquiring more sports and action oriented films.
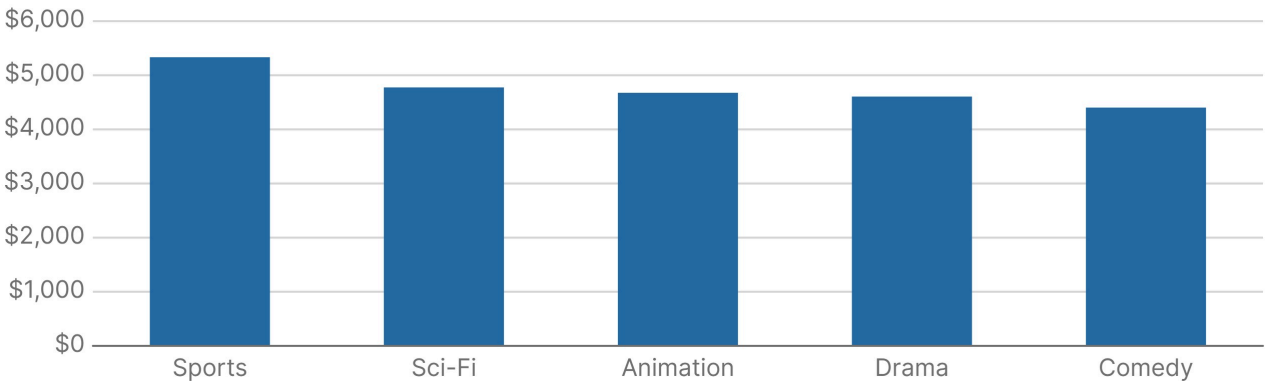
```
revenue_query

-- 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 identified our top 10 most valuable customers from both stores, based on total amount spent. These customers are prime candidates for a loyalty program should we decide to implement such a program in the future.

```
⌄ 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_id number	full_name string	total_rentals number	lifetime_value number
1	526	KARL SEAL	45	222
2	148	ELEANOR HUNT	46	217
3	144	CLARA SHAW	42	196
4	137	RHONDA KENN...	39	195
5	178	MARION SNYDER	39	195

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Customer Name	Rentals Count	Lifetime Value ($)
KARL SEAL	45	$222
ELEANOR HUNT	46	$217
CLARA SHAW	42	$196
RHONDA KENNEDY	39	$195
MARION SNYDER	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.

Observation: 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.
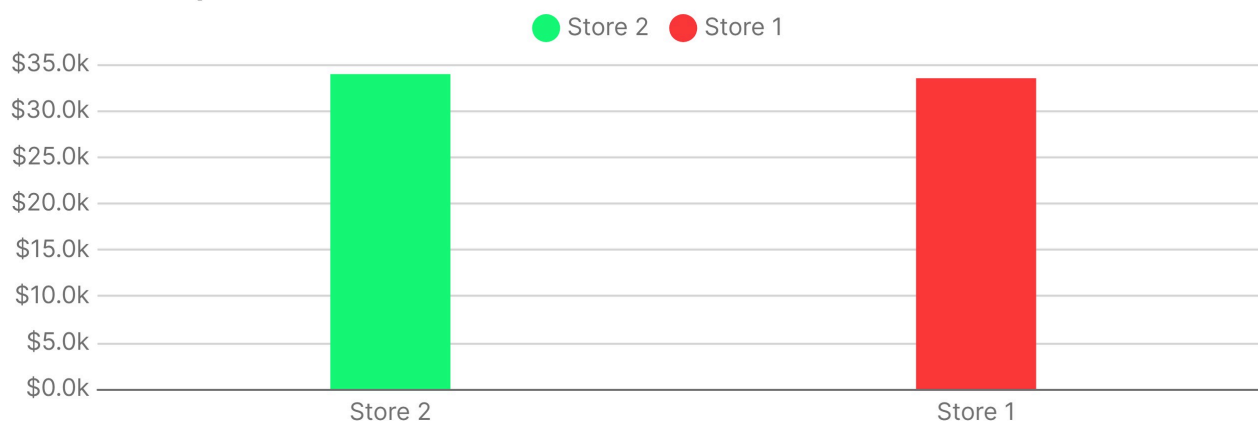
```
∨ store_query

  -- 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

	store_name string	total_revenue number
1	Store 2	33.9k
2	Store 1	33.5k

Revenue Comparison: Store 1 vs Store 2

4 - Seasonal Trends Analysis

Key insights: As per the Managers request, 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.
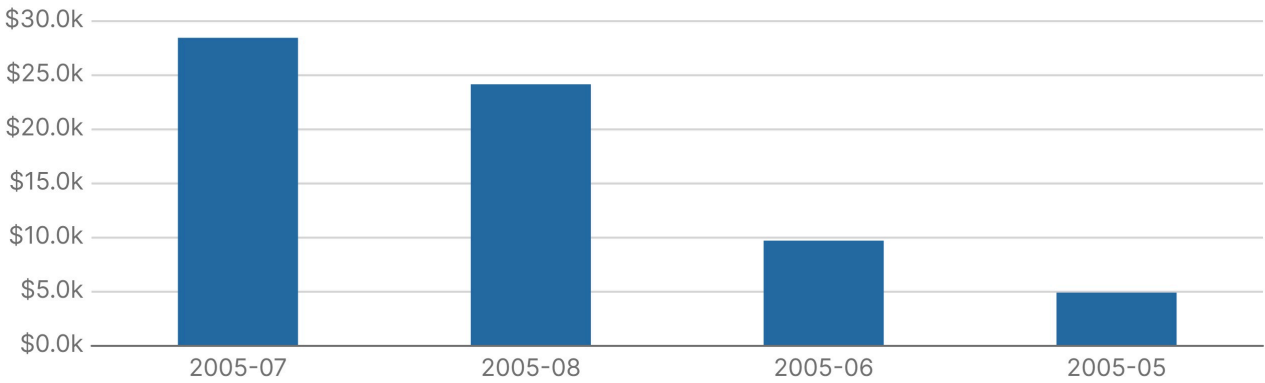
```
∨ monthly_trends_query

  -- 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

	rental_month string	number_of_rentals number	total_revenue number
1	2005-05	1,156	4.8k
2	2005-06	2,311	9.6k
3	2005-07	6,709	28.4k
4	2005-08	5,686	24.1k

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.

```
∨ 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

	title string	rental_rate number	copies_in_stock number	times_rented number
1	MIXED DOORS	2.99	4	4
2	HARDLY ROBB...	2.99	4	4
3	TRAIN BUNCH	4.99	4	4

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