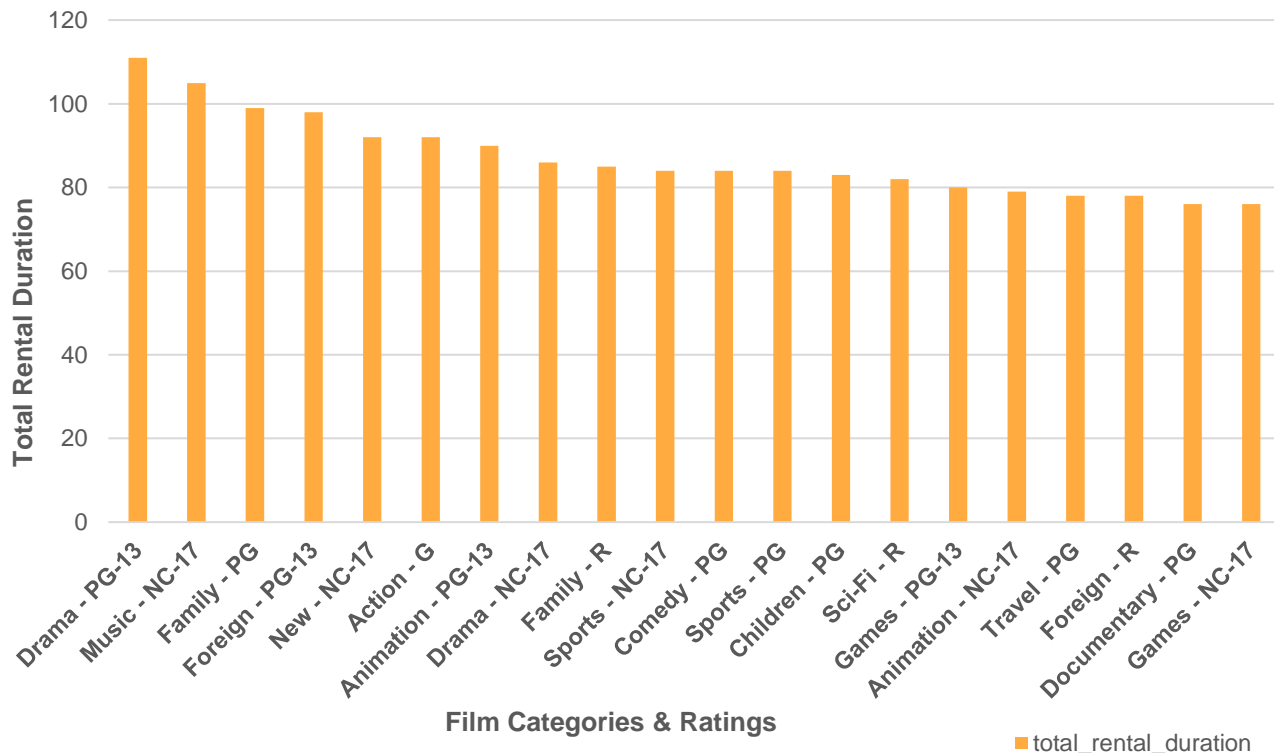# What Category&Rating of the films has the longest total rental duration?

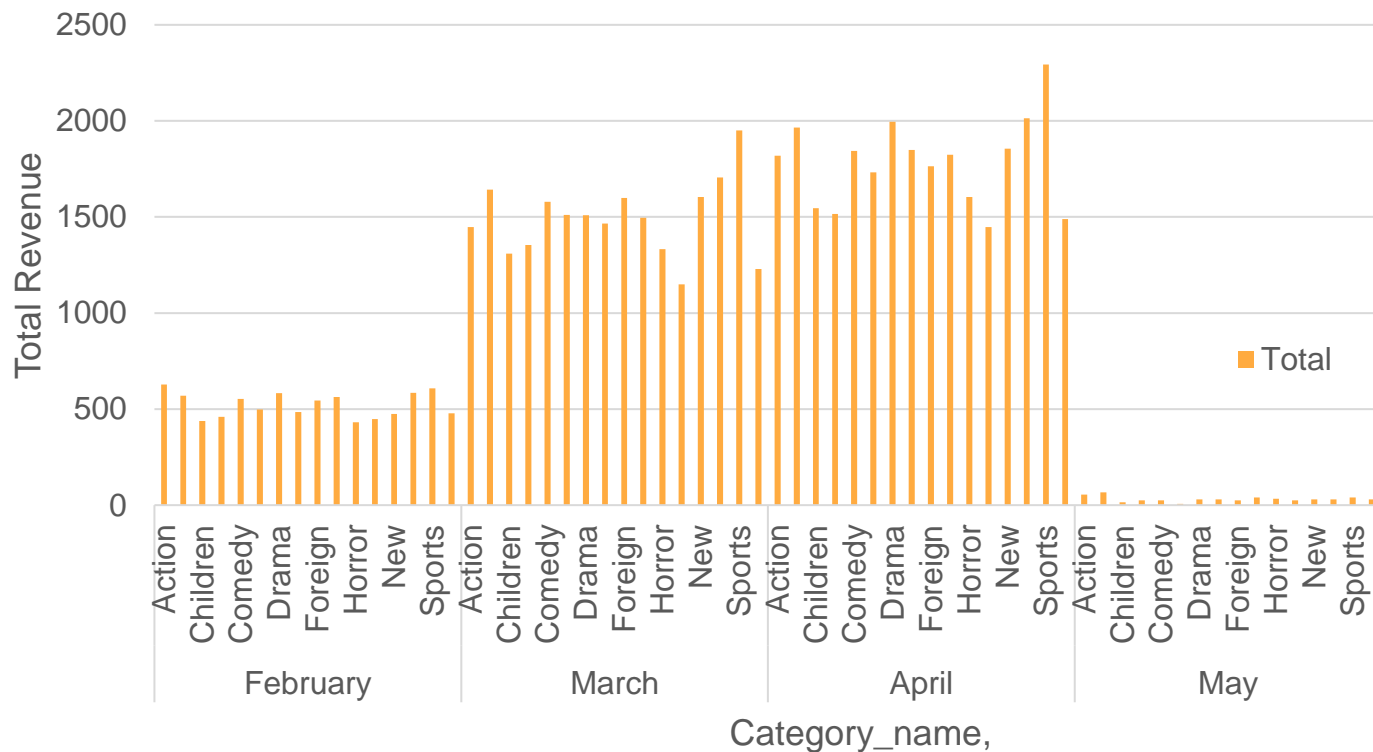
Top 20 Film Categories & Ratings with the Longest Total Rental Duration

- **The query investigates the top 20 film categories & rating s with the longest total rental duration.**

- **The result shows that Drama-PG-13 film category has the longest total rental duration showing consumer's preference.**

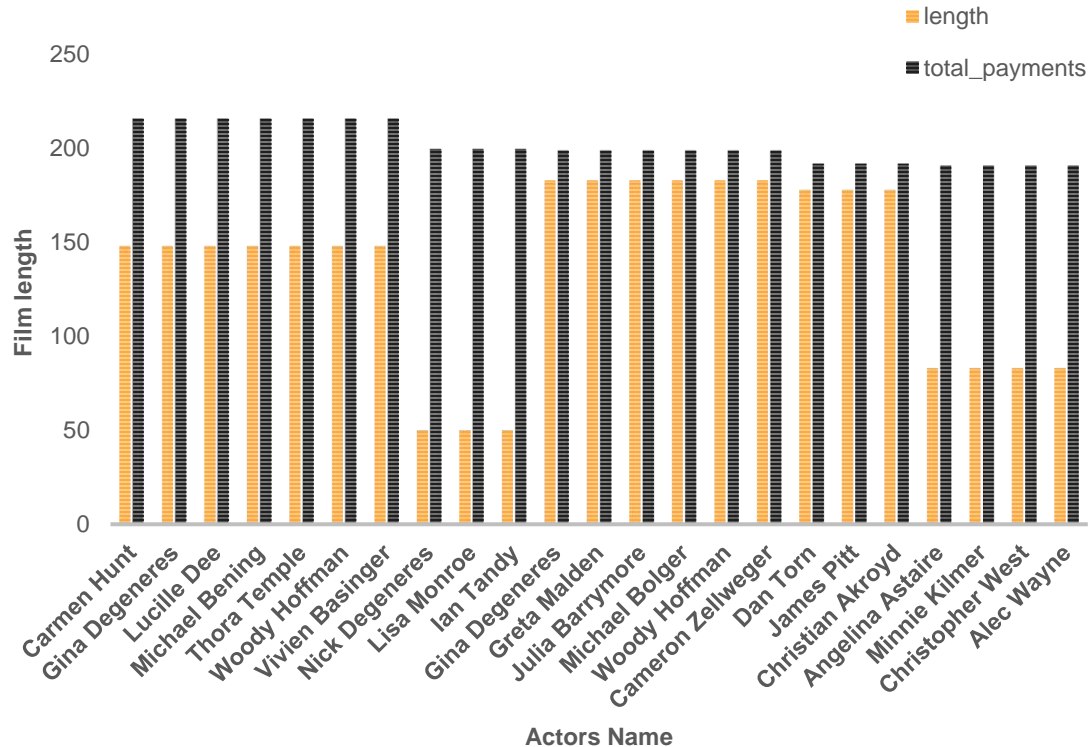# What are the monthly total revenue generated by the various film categories?

Monthly Total Revenue Generated by Film Categories:

- **The query investigates the monthly total revenue generated by the various film categories.**

- **The result shows that most payments were made in April (4th month) and sports category of film generated the overall highest revenue**

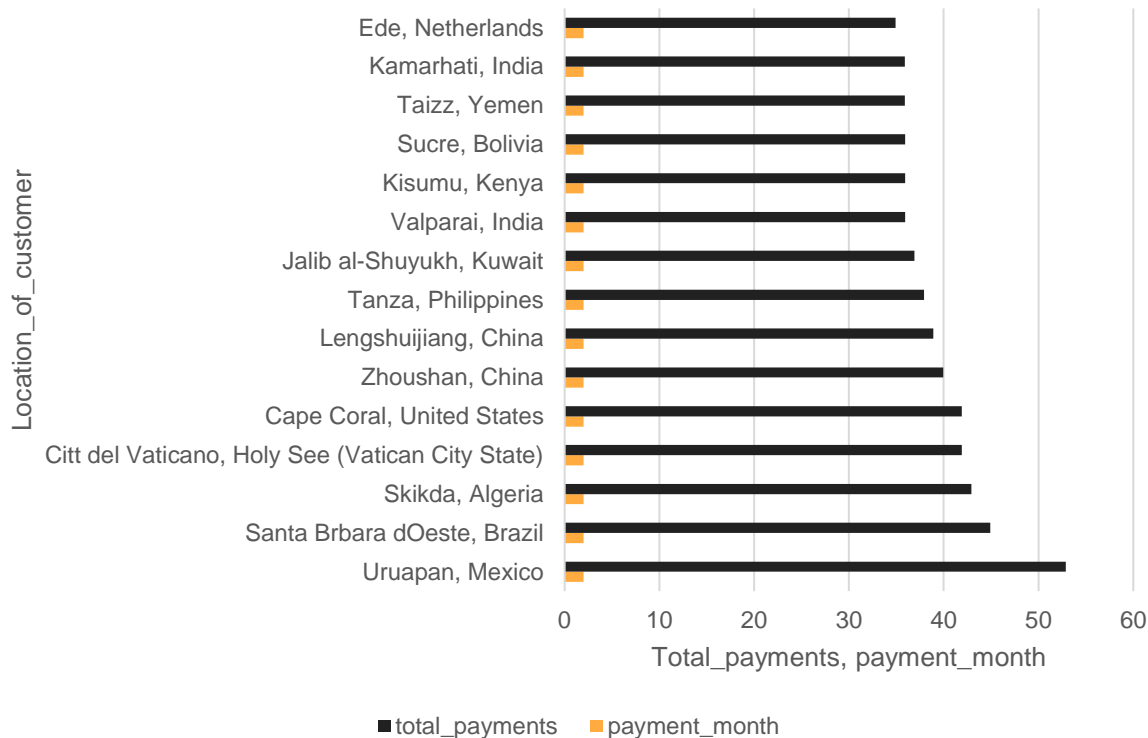# How does the actors full name and film length affect customer payment?

How the actors full name and the length of films influences customer payments.

- **By investigating the relationship between the author's full name, film length, and customer payments, this query helps us understand which movies, authored by whom, and of what length, contribute the most to customer payments**

- **The result indicates that there is no correlation between the length of film and the total customer payment. However, authors who featured in the telegraph voyage were mostly preferred by the customers.**

What are the top payments made by customers in different locations on a monthly basis?

Top 15 total payments made by customers in different locations on a monthly basis

- **The query calculates the sum of the payments for each customer in each city and country combination, grouped by month. It then further aggregates the data to calculate the total payments for each location in each month.**

- **The result shows that majority of the top payments were made in the second month, with <u>Uruapen, Mexico</u> being the location with the highest payment in the Sakila Movie database**