DVD RENTAL PROJECT

- POSTGRESQL & EXCEL

QUERY 1: How many customers return their DVDs on time, early & late and What are the total payment amounts by these categories?
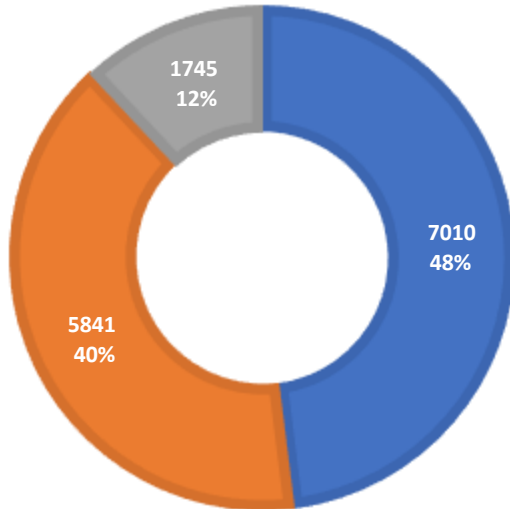
Insight Needed - The company needed insights on the return timing of the movies rented.

From the data, we can see that there are more early returns of DVDs, with almost half (48%), percentage of late return was 40%. This shows that more customers returned early.

Here, extra information was provided about the rental status. Although there were less late return of DVDs, the total payment by customers who returned their DVDs late was significantly greater than those that return them early (difference of 22%).
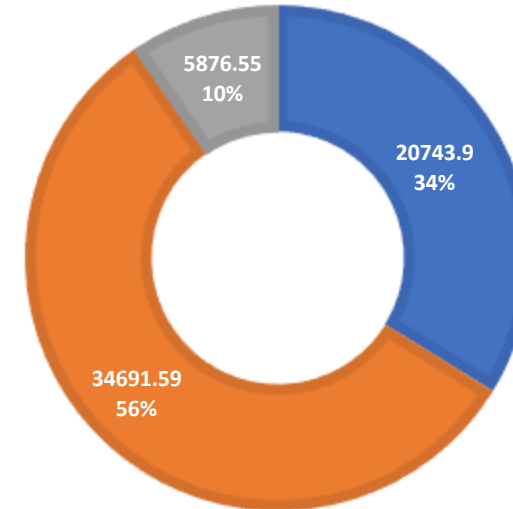

NUMBER OF RENTALS BY RENTAL STATUS

■ Early Return ■ Late Return ■ On-Time Return

- 1745 / 12%
- 7010 / 48%
- 5841 / 40%

TOTAL PAYMENT BY RENTAL STATUS

■ Early Return ■ Late Return ■ On-Time Return

- 5876.55 / 10%
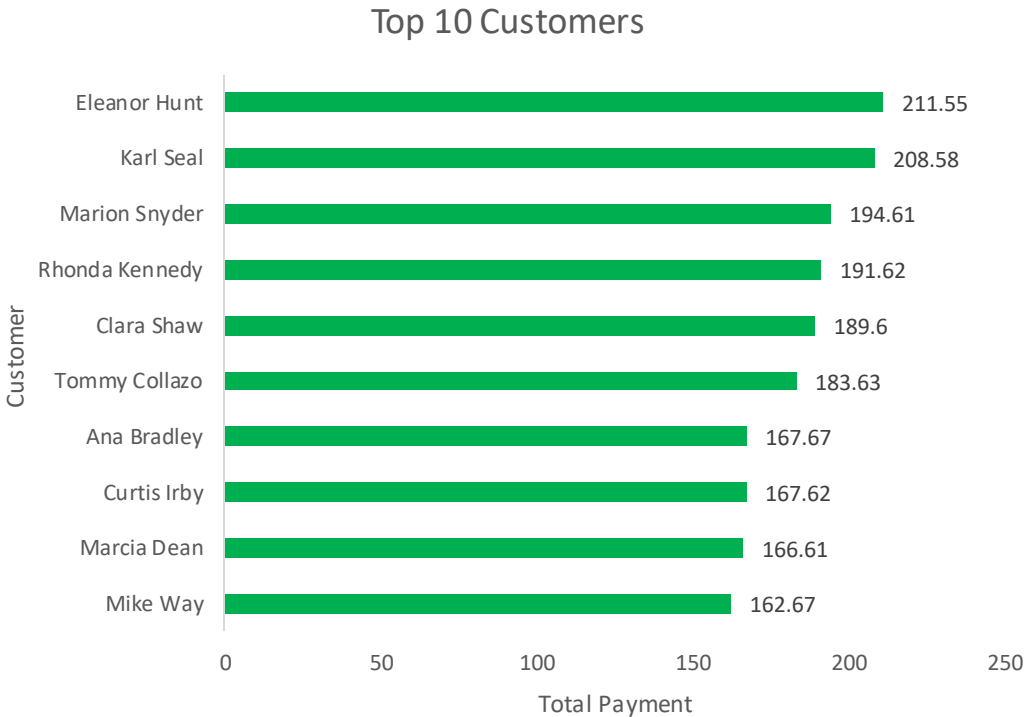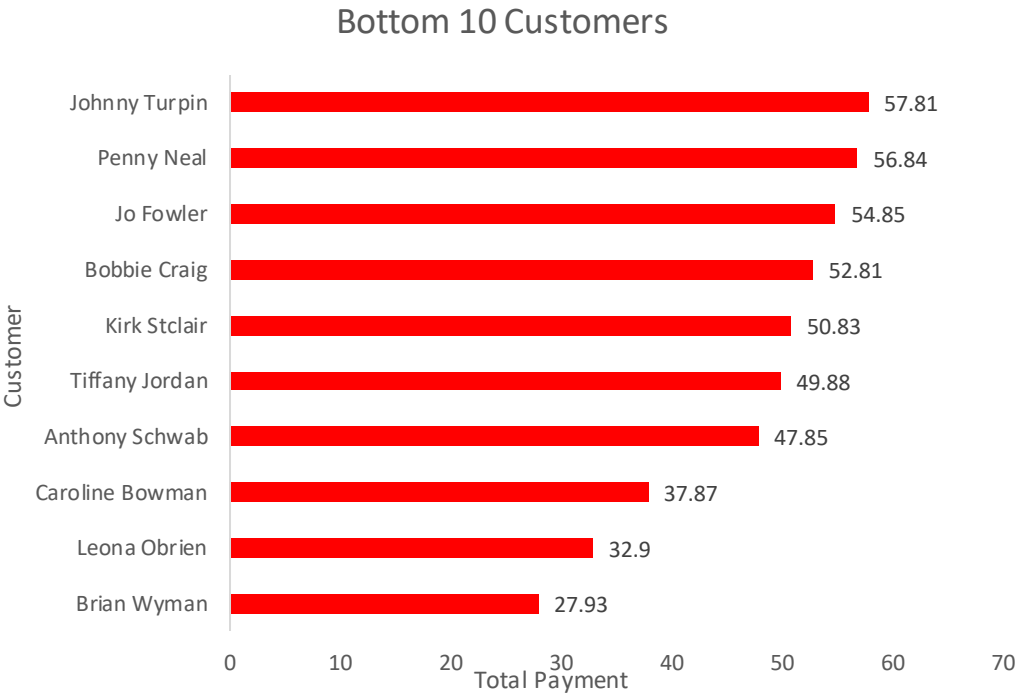- 20743.9 / 34%
- 34691.59 / 56%

QUERY 2: Who are the Top and Bottom 10 Customers Based on Total Payment Amount spent in the company?

Insight Needed: The company wanted to know their top 10 and bottom 10 customers according to the payments made. They wanted to reward the top 10 customers with promo codes (consisting of first letter, last letter and number of letters of their first and last names respectively to their email addresses. For the bottom 10 customers, send them adverts and promotional mails.

From the Data gotten from the Database, Eleanor Hunt is their top customer with $211.55 spent followed by Karl Seal with $208.58. Brian Wyman on the other hand was the poorest costumer followed by Leona Obrien both below $33

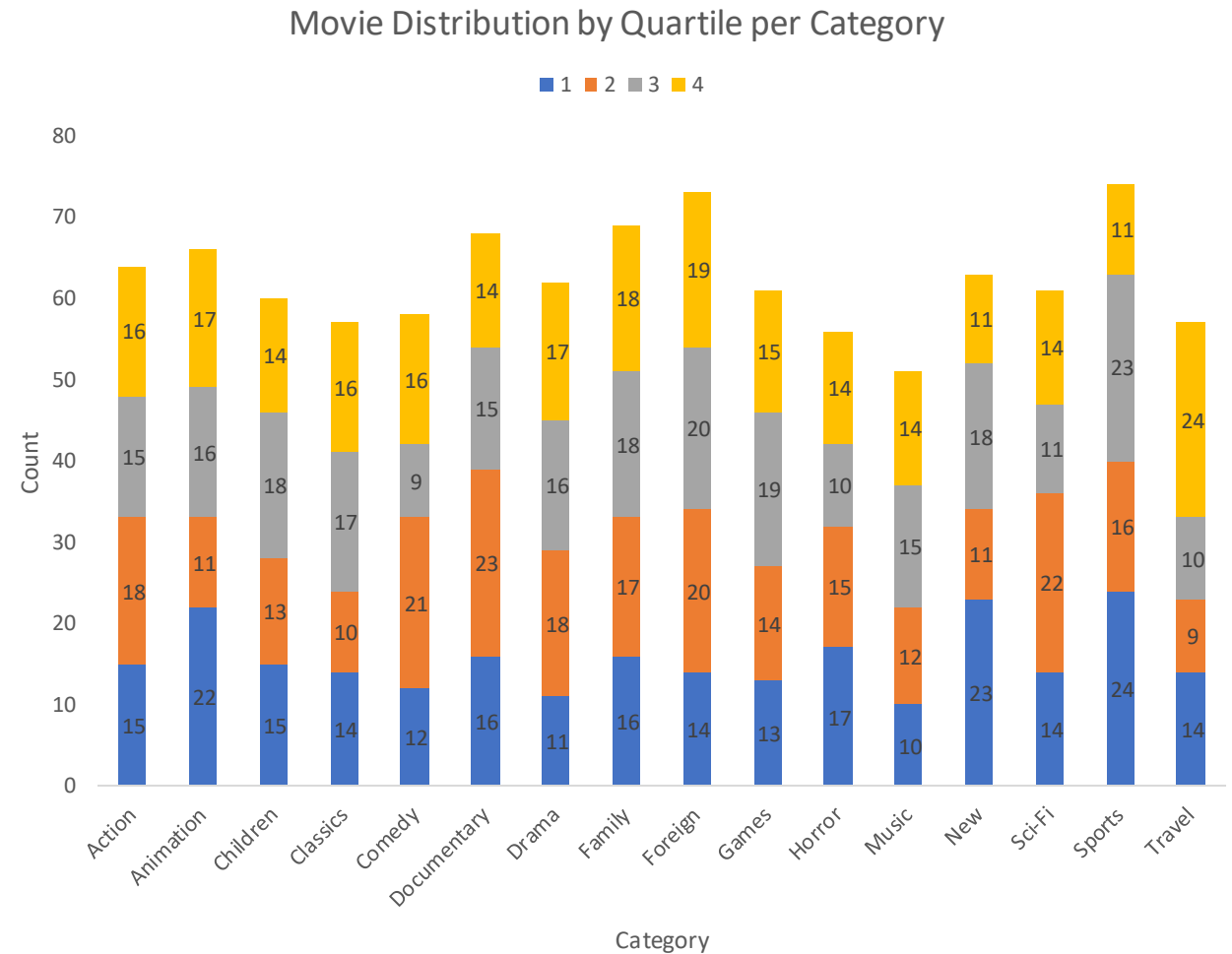Their email addresses and respective reward and promo codes have been extracted from the Database using SQL.

Bottom 10 Customers

Customer	Total Payment
Johnny Turpin	57.81
Penny Neal	56.84
Jo Fowler	54.85
Bobbie Craig	52.81
Kirk Stclair	50.83
Tiffany Jordan	49.88
Anthony Schwab	47.85
Caroline Bowman	37.87
Leona Obrien	32.9
Brian Wyman	27.93

Top 10 Customers

Customer	Total Payment
Eleanor Hunt	211.55
Karl Seal	208.58
Marion Snyder	194.61
Rhonda Kennedy	191.62
Clara Shaw	189.6
Tommy Collazo	183.63
Ana Bradley	167.67
Curtis Irby	167.62
Marcia Dean	166.61
Mike Way	162.67

QUERY 3: What are the Movie Distribution by Quartile per Category?

Insight Needed: The company wanted to know how the rented movies are distributed by category

From the graph, Sports was the best category in the first and third quartile, Documentary in the second quartile, and Travel in the final quartile.

Also, Music was the least category in the first quartile, Travel in the second quartile, Comedy in the third quartile, then Sci-fi and Sports in the final quartile.

Movie Distribution by Quartile per Category

QUERY 4: Who are the Top 10 and Bottom 10 Actors Based on Total Payment made by customers who rented their movies?

Insight Needed: The company wanted to know the top 10 and bottom 10 actor names by the highest and lowest paid total amount. This insight was to enable the company stock more of the movies in which the top 10 actors featured in and stock less in which the the bottom 10 actors featured in, knowing that there'll be more and less demand of such movies respectively.

From the graph, Customers loved Susan Davis more with 750 number of rents and over $3000 paid, followed by Gina DeGeneres with 685 number of rents

Also, customer's least liked Emily Dee with 197 total number of rents and just above $800 dollars

The company set out to get more movies Susan Davis featured on

Bottom 10 Actors Based on Total Payment

Top 10 Actors Based on Total Payment