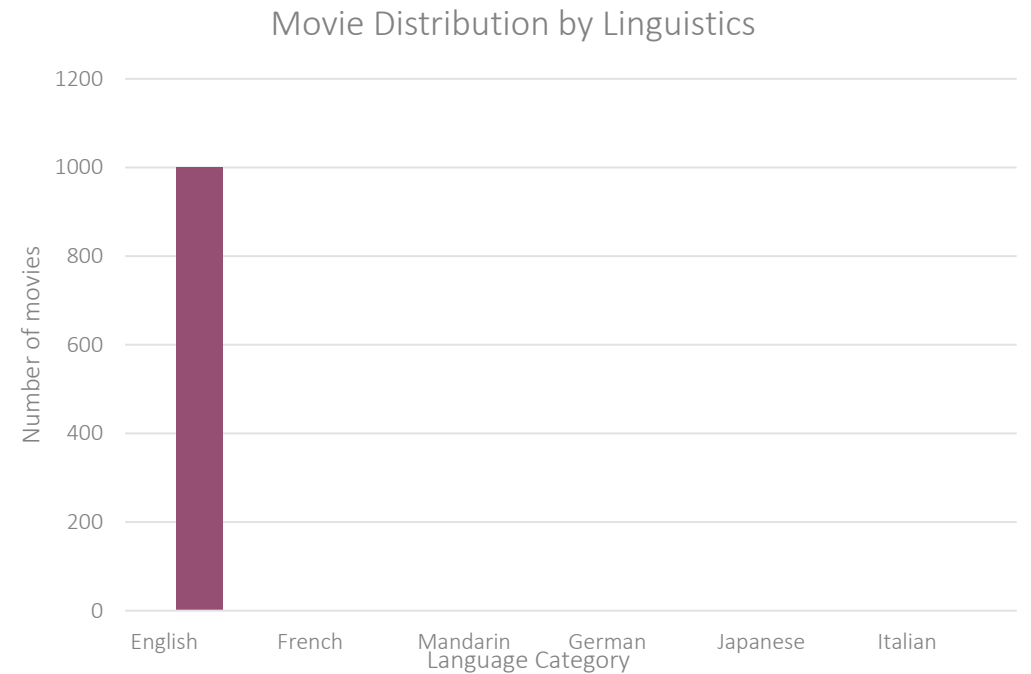


Question 1

How many movies are available in each language?

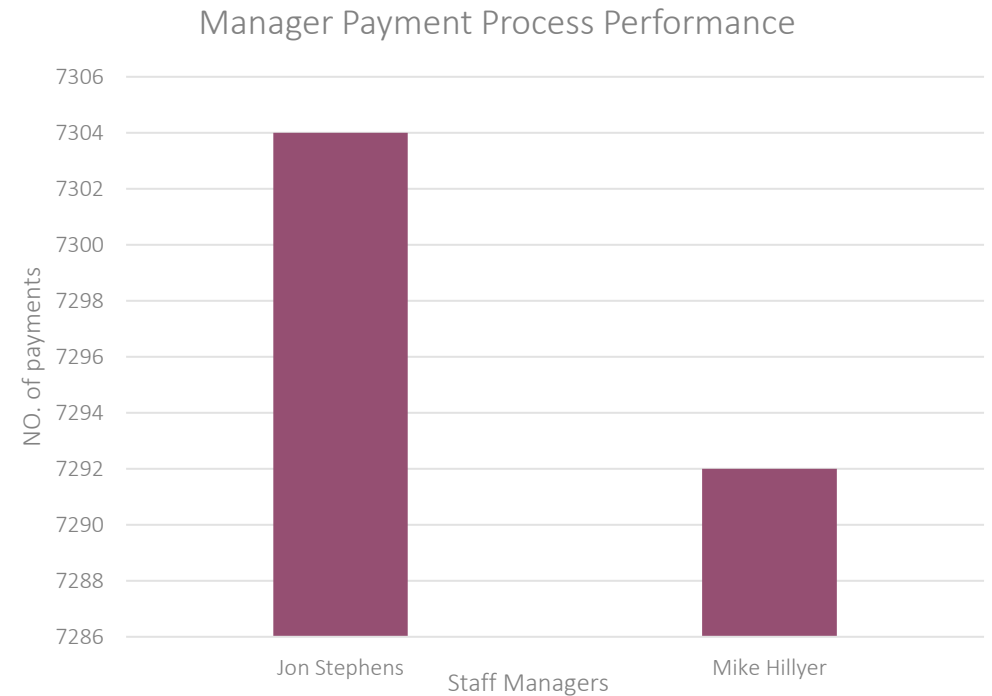
The plot shows that Sakila's inventory only has English movies as the prevalent category. The improvement that should be made is to diversify the linguistic choices in order to allow customers to have more choice and bring new interests of other cultures to local areas around the world.



Question 2

Which staff manager has processed the most payments?

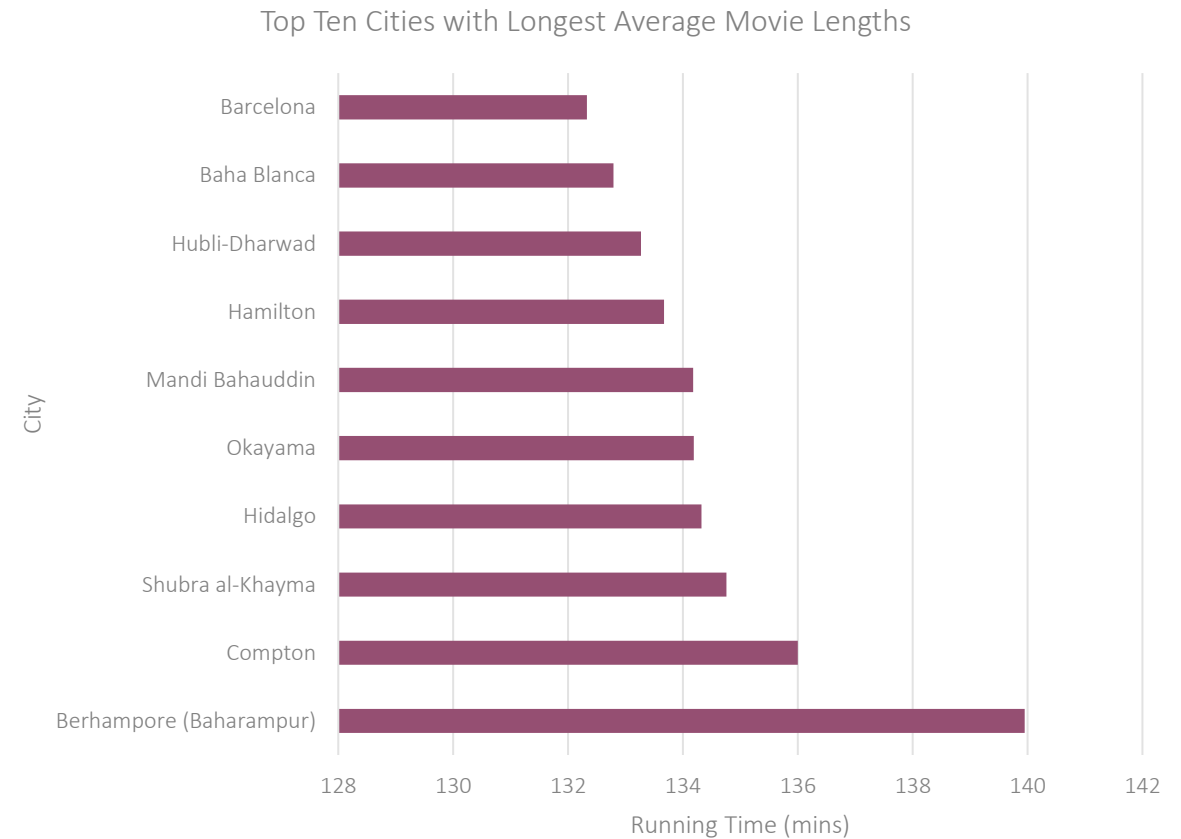
This plot shows the performances of each manager by displaying the difference in the number of processed payments each staff manager has performed at their location. We can use this insight to see if Jon has different methods in order to have a higher number of sales than Mike's location.



Question 3

What are the top ten cities with the highest average movie runtimes?

The plot displays the ten largest averages for movie rental runtimes for each city. This can tell what certain cities around the world prefer movies with a longer runtime, in order to help local rental stores in those areas to buy inventory in the range of the city's average movie length time.

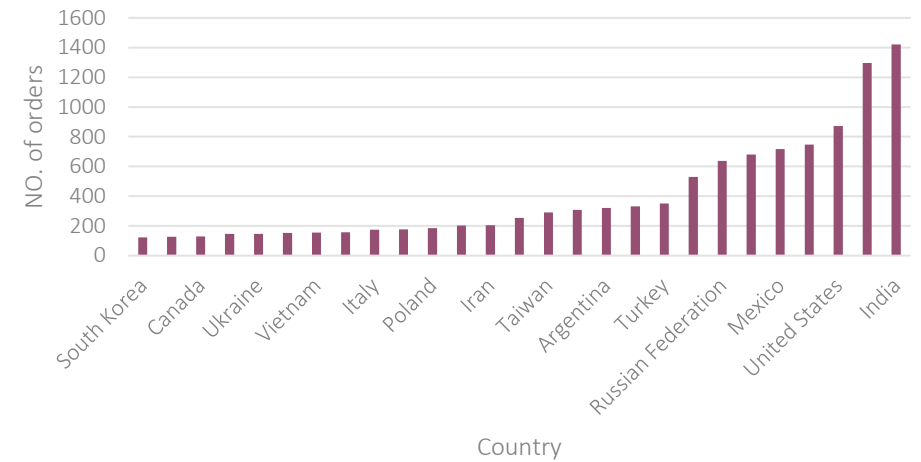


Question 4

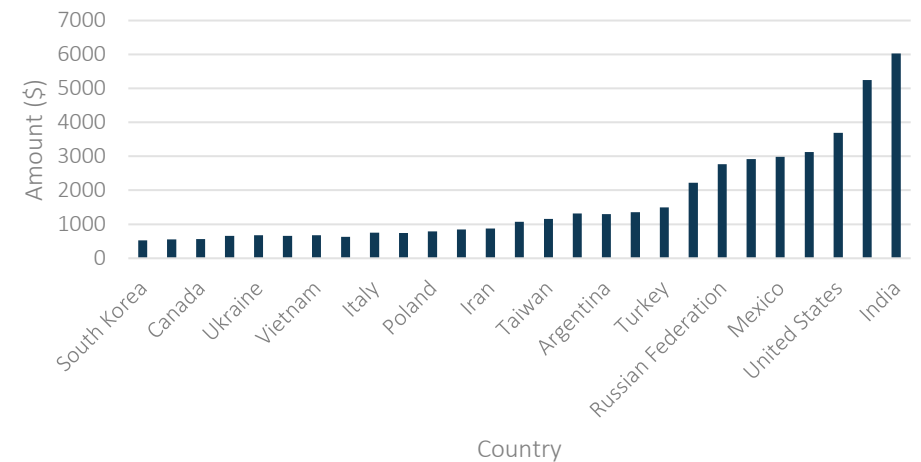
Which countries are in the 4th quartile range for number of orders and payments?

This plot helps identify the top 25% of countries in terms of rental sales and rental orders. This can help us identify what regions are top performers and the difference between each top performer. (large difference indicates the 4th quartile range of countries have large deviation from ideal equal values)

Countries in the 4th Quartile Range for Orders



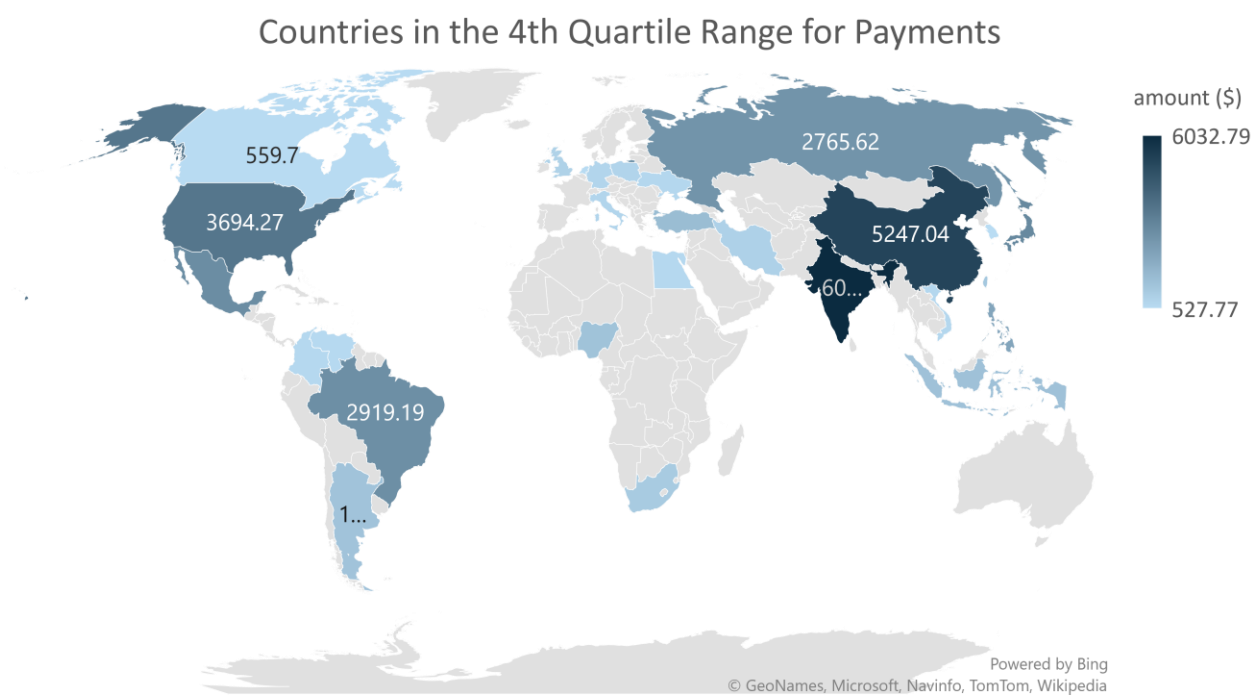
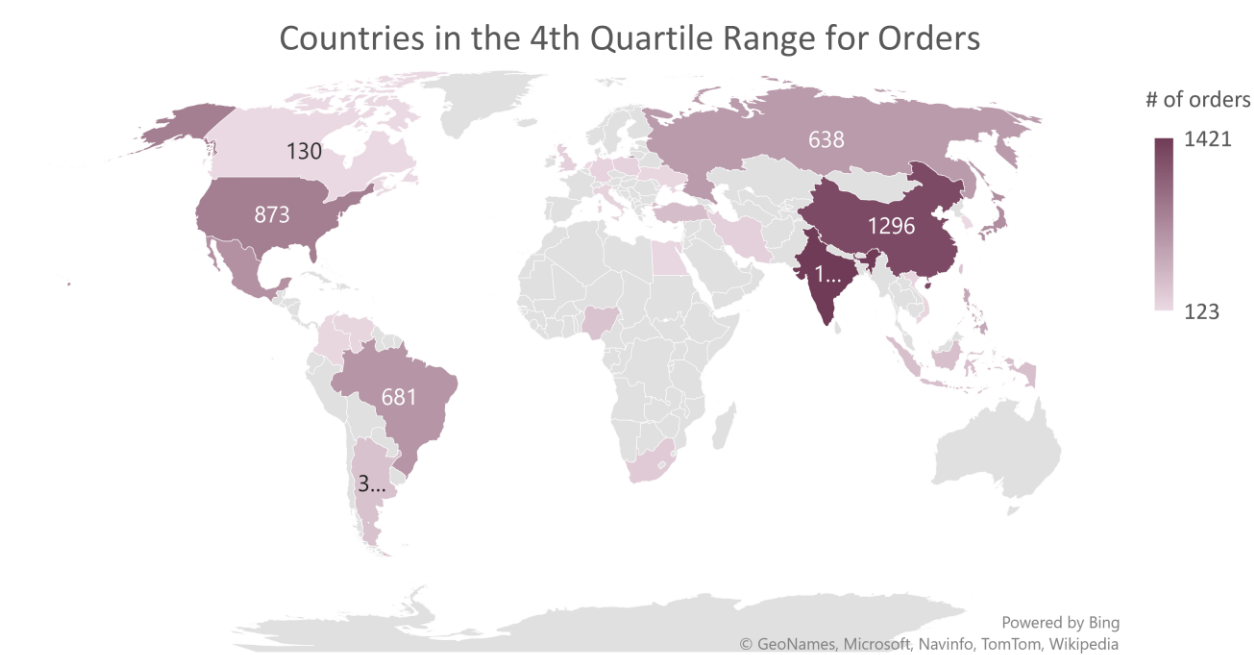
Countries in the 4th Quartile Range for Payments



Question 4 cont.

Which countries are in the 4th quartile range for number of orders and payments?

Using the data from above, a map chart or a geo heatmap can be used to provide a more appealing representation of the data from countries in the 4th quartile range for sales and payments. For a visual representation, users can identify



References

Here is the information for the SQL query references of the visualizations and insights mentioned in the above slides:

1. Query 1 - Kevin_DVD_Rental_Database_Analysis_Queries

2. Query 2 - Kevin_DVD_Rental_Database_Analysis_Queries

3. Query 3 - Kevin_DVD_Rental_Database_Analysis_Queries

4. Query 4 - Kevin_DVD_Rental_Database_Analysis_Queries