# STAT 286 – Project: SQL Sakila Movie Rentals (Fall 2024)

You work for Sakila Movie Rentals. While your DVD rental business is now closed, you still have all the data. As the data science team, you have been tasked by management with building a report of information about your customer base. The result of this project is a polished report, with tables and graphics as needed, made in a word processing tool of your choice like MS Word and submitted in pdf format.

Access the Sakila database from the *company* server: statdb.byu.edu. You must be on campus, connected to eduroam wifi to access the database. A schema for the Sakila database can be found [here](). Generate the tables and graphs (if you choose to use tables and graphs) using any tool you wish. Give your report a title and a description. Be sure that your report is easy to read and understand. At the end of your report, provide the code used to generate the information used in your report.

Management specifically has concerns about numbers and trends related to unique customers, total rentals from each country, top movie rentals, top movie genres, and top actors. They have also considered the idea of special promotions for their top customers according to sales.

The requirements of this project are left intentionally open-ended, as you will likely be asked open ended questions in your career. There may be times where your management knows what they want information about but leaves the explicit details up to you.

When considering what to query and what information to include in your report, try to come up with your own questions and answer them.

There are 20 points possible for this project:

- 8 points for accuracy of information
- 6 points for comprehensiveness of information
- 4 points for presentation (does your report look nice and read well)
- 2 points for on-time complete submission of pdf

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You may wish to use the following code to access the data from the server using MySQL:

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mysql –h statdb.byu.edu –u stat286 –p
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The password is Cougars24!
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