"Sakila Business Insights"

About the Data:

The "Sakila" database is a nicely normalized schema modelling a DVD rental store, featuring things like films, actors, film-actor relationships, and a central inventory table that connects films, stores, and rentals. I connected Power BI to "Sakila" Database in My-SQL and analyzed the data to understand the Rental patterns by geography, film-category, customers etc.
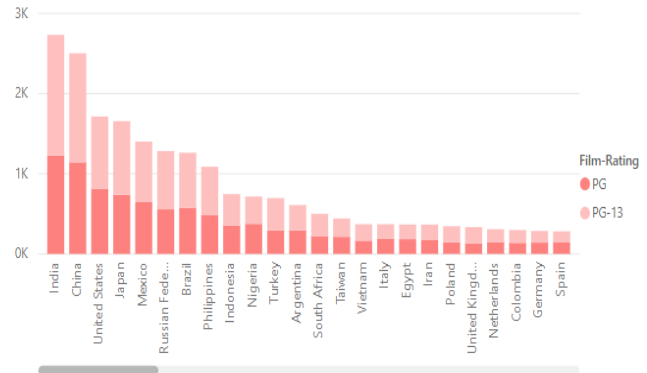
Analysis:

Rentals by Customer-Geography:

(A) Contribution of Countries & Cities (in hierarchy) by rental amount
(B) Rental amounts by countries for PG & PG-13 rated films
(C) Top 20 cities by number of customers who rented
(D) Top 20 cities by number of films rented
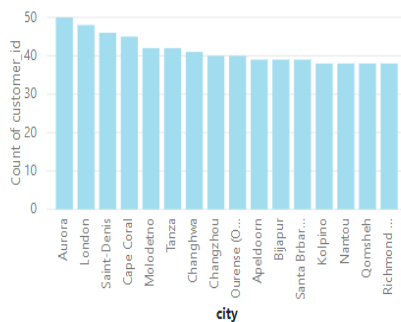*(E) Rank cities by average rental cost*
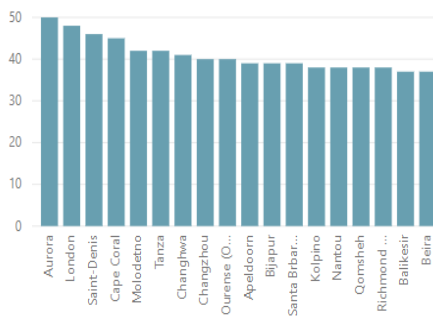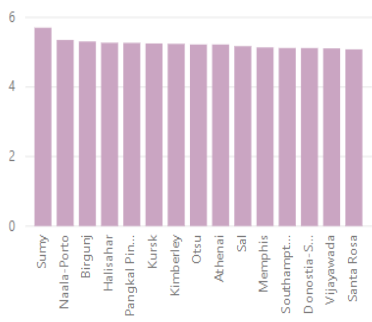
Rentals by Film Category:

(A) Film categories by rental amount (ranked) & rental quantity
(B) Film categories by rental amount (ranked)
(C) Film categories by average rental amount (ranked)
(D) Contribution of Film Categories by number of customers
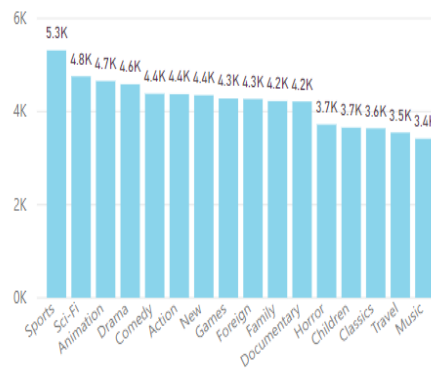*(E) Contribution of Film Categories by rental amount*

Rentals by Film Category

Film categories by Rental Amount & Rental Quantity

name	amount	Count of rental_id
Sports	5,314.21	1179
Sci-Fi	4,756.98	1101
Animation	4,656.30	1166
Drama	4,587.39	1060
Comedy	4,383.58	941
Action	4,375.85	1112
New	4,351.62	940
Games	4,281.33	969
Foreign	4,270.67	1033
Family	4,226.07	1096
Documentary	4,217.52	1050
Horror	3,722.54	846
Children	3,655.55	945
Classics	3,639.59	939
Travel	3,549.64	837
Music	3,417.72	830

Film categories by Rental Amount

Film categories by average rental amount

name	Average of amount
Comedy	4.66
New	4.63
Sports	4.51
Games	4.42
Horror	4.40
Drama	4.33
Sci-Fi	4.32
Travel	4.24
Foreign	4.13
Music	4.12
Documentary	4.02
Animation	3.99
Action	3.94
Classics	3.88
Children	3.87
Family	3.86

name	Count of customer_id
	599
Action	599
Animation	599
Children	599
Classics	599
Comedy	599
Documentary	599
Drama	599
Family	599
Foreign	599
Games	599
Horror	599
Music	599
New	599
Sci-Fi	599
Total	**599**

Contribution of Film Categories by rental amount

Activate
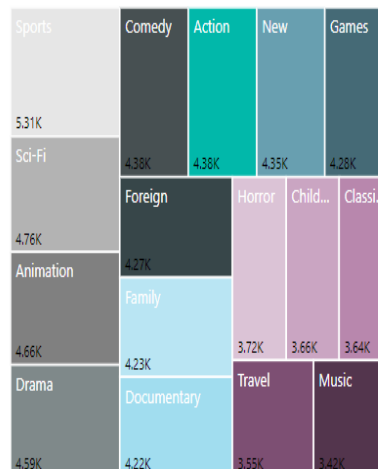
Rentals by Film:

(A) List Films with rental amount, rental quantity, rating, rental rate, replacement cost and category name
(B) List top 10 Films by rental amount (ranked)
(C) List top 20 Films by number of customers(ranked)
(E) List Films with the word "punk" in title with rental amount and number of customers
(F) Contribution by rental amount for films with a documentary category

Rentals by Film

title	rating	name	rental_rate	replacement_cost	amount	Count of rental_id
					9.95	
ACADEMY DINOSAUR	PG	Documentary	0.99	20.99	36.77	23
ACE GOLDFINGER	G	Horror	4.99	12.99	52.93	7
ADAPTATION HOLES	NC-17	Documentary	2.99	18.99	37.88	12
AFFAIR PREJUDICE	G	Horror	2.99	26.99	91.77	23
AFRICAN EGG	G	Family	2.99	22.99	51.88	12
AGENT TRUMAN	PG	Foreign	2.99	17.99	126.79	21
AIRPLANE SIERRA	PG-13	Comedy	4.99	28.99	82.85	15
AIRPORT POLLOCK	R	Horror	4.99	15.99	102.82	18
ALABAMA DEVIL	PG-13	Horror	2.99	21.99	71.88	12
ALADDIN CALENDAR	NC-17	Sports	4.99	24.99	131.77	23
ALAMO VIDEOTAPE	G	Foreign	0.99	16.99	35.76	24
ALASKA PHANTOM	PG	Music	0.99	22.99	44.74	26
ALI FOREVER	PG	Horror	4.99	21.99	54.91	9
ALICE FANTASIA	NC-17	Classics	0.99	23.99		
ALIEN CENTER	NC-17	Foreign	2.99	10.99	90.78	22
ALLEY EVOLUTION	NC-17	Foreign	2.99	23.99	52.86	14
ALONE TRIP	R	Music	0.99	14.99	62.82	18

Contribution by rental amount for films with a documentary category

Top 10 films by Rental Amount

Top 20 Films by number of customers

Films with the word "punk" in title with rental amount and number of customers

| title	amount	Count of customer_id
PUNK DIVORCE	46.92	8
ROMAN PUNK	29.76	24
SEABISCUIT PUNK	95.74	26

Rentals by Customer:

(A) List Customers (Last name, First Name) with rental amount, rental quantity, active status, country and city
(B) List top 10 Customers (Last name, First Name) by rental amount (ranked) for PG & PG-13 rated films
(C) Contribution by rental amount for customers from France, Italy or Germany
(D) List top 20 Customers (Last name, First Name) by rental amount (ranked) for comedy films
(E) List top 10 Customers (Last name, First Name) from China by rental amount (ranked) for films that have replacement costs greater than $24

Rentals By Customer

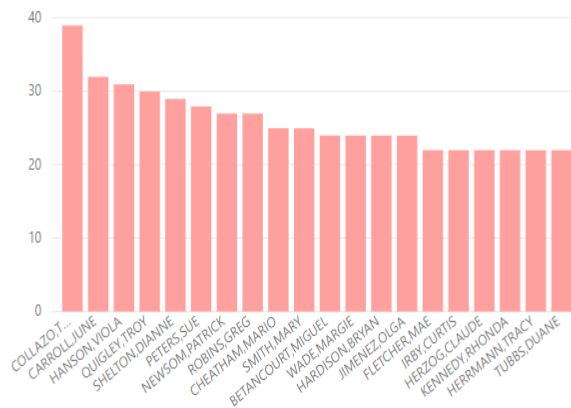| Full Name	country	city	active	amount
				9.95
ABNEY,RAFAEL	Philippines	Talavera	True	97.79
ADAM,NATHANIEL	United States	Joliet	True	133.72
ADAMS,KATHLEEN	Iran	Arak	True	92.73
ALEXANDER,DIANA	United States	Augusta-Richmond County	True	105.73
ALLARD,GORDON	Yemen	Hodeida	True	160.68
ALLEN,SHIRLEY	Philippines	Davao	True	126.69
ALVAREZ,CHARLENE	Tanzania	Zanzibar	True	114.73
ANDERSON,LISA	Japan	Sagamihara	True	106.76
ANDREW,JOSE	Saint Vincent and the Grenadines	Kingstown	True	96.75
ANDREWS,IDA	Brazil	Luzinia	True	76.77
AQUINO,OSCAR	Iran	Sirjan	True	99.80
ARCE,HARRY	Iran	Najafabad	False	157.65
ARCHULETA,JORDAN	Argentina	Avellaneda	True	132.70

Top 10 Customers by rental amount for PG & PG-13 rated films
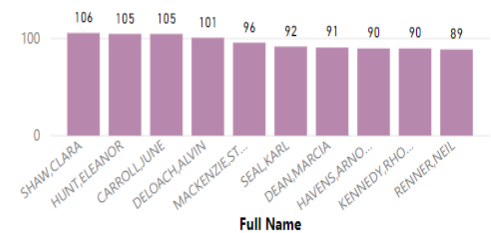
Top 10 Customers from China by rental amount for films that have replacement costs greater than $24
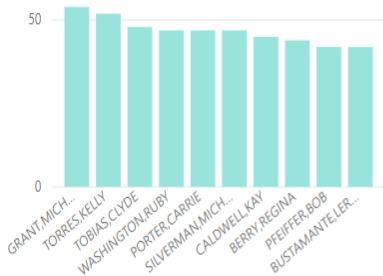
Top 20 Customers by rental amount for comedy films

Contribution by rental amount for customers from France, Italy or Germany