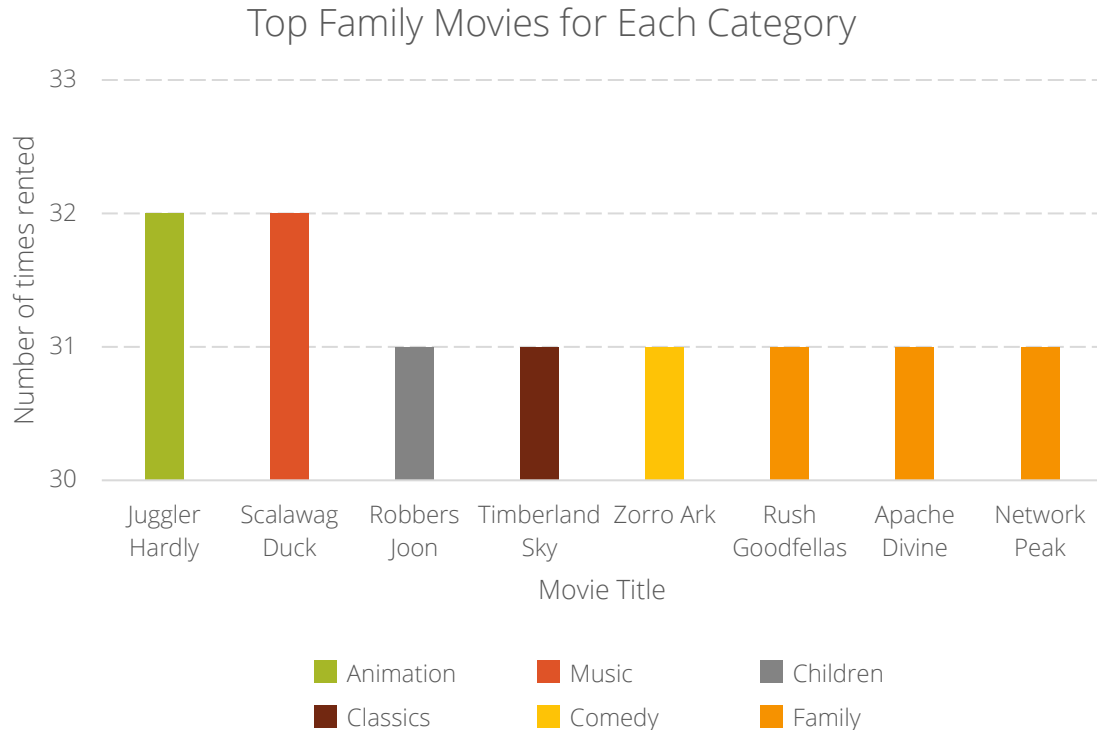


Investigate Relational Database

DVD RENTAL ER SLIDE DECK

What are the top family movies by rental orders for each category?

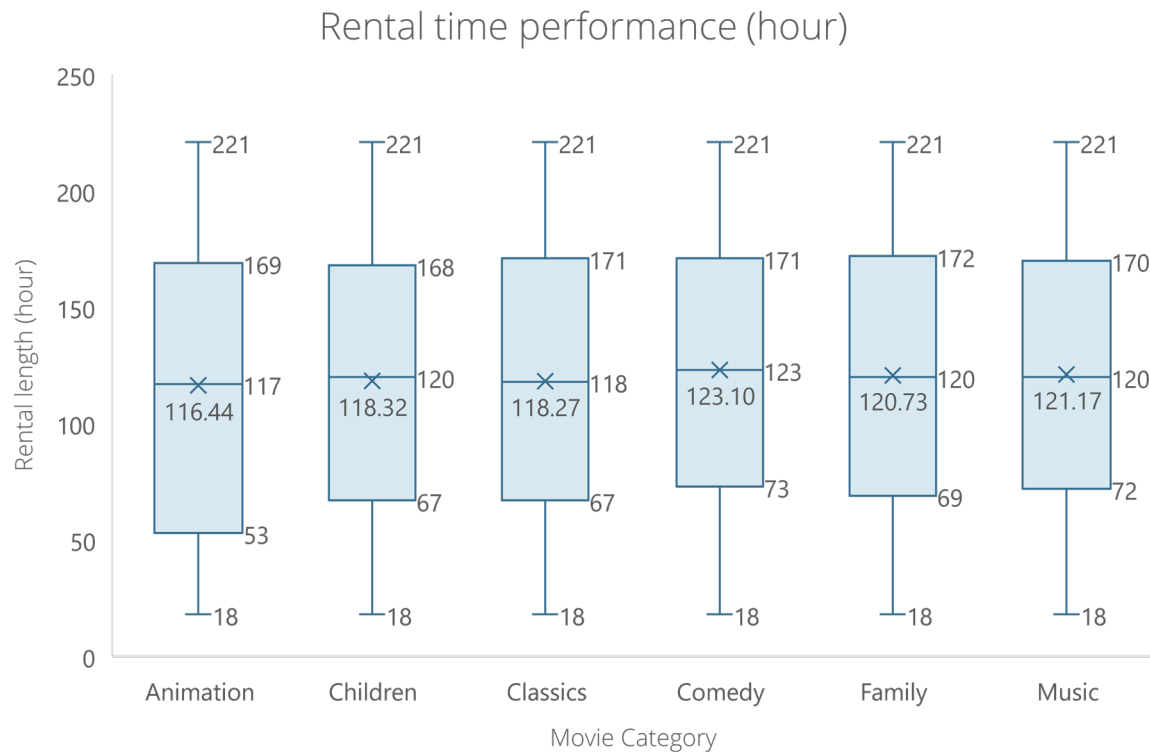


The top Movie name for each category is Juggler Hardly, Scalawag Duck, Robbers Joon, Timberland Sky, Zorro Ark, Rush Goodfellas, Apache Divine, and Network Peak

It turns out that the movies is rented for a similar times of 31 or 32

Interestingly, there are 3 most rented family category movies that is 31 times rented

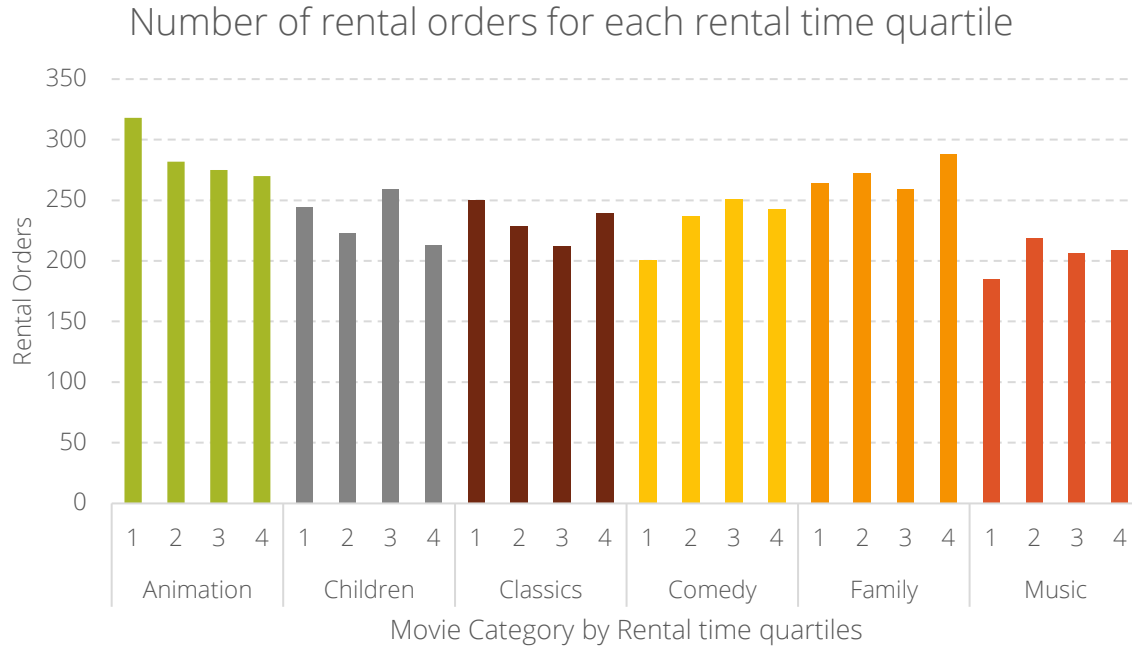
How rental time compares for each category?



Turns out the median and average level is quite similar. In fact the maximum and minimum rent time for each category is exactly the same with 221 hour rental Max and 18 hour rental Min

Animation category is a little bit stand out from the rest with a lesser lower quartile than the rest. But other than that, the rental time performance is similar across categories.

What is the distribution of rental orders divided to 4 quartiles by rental time for each category?

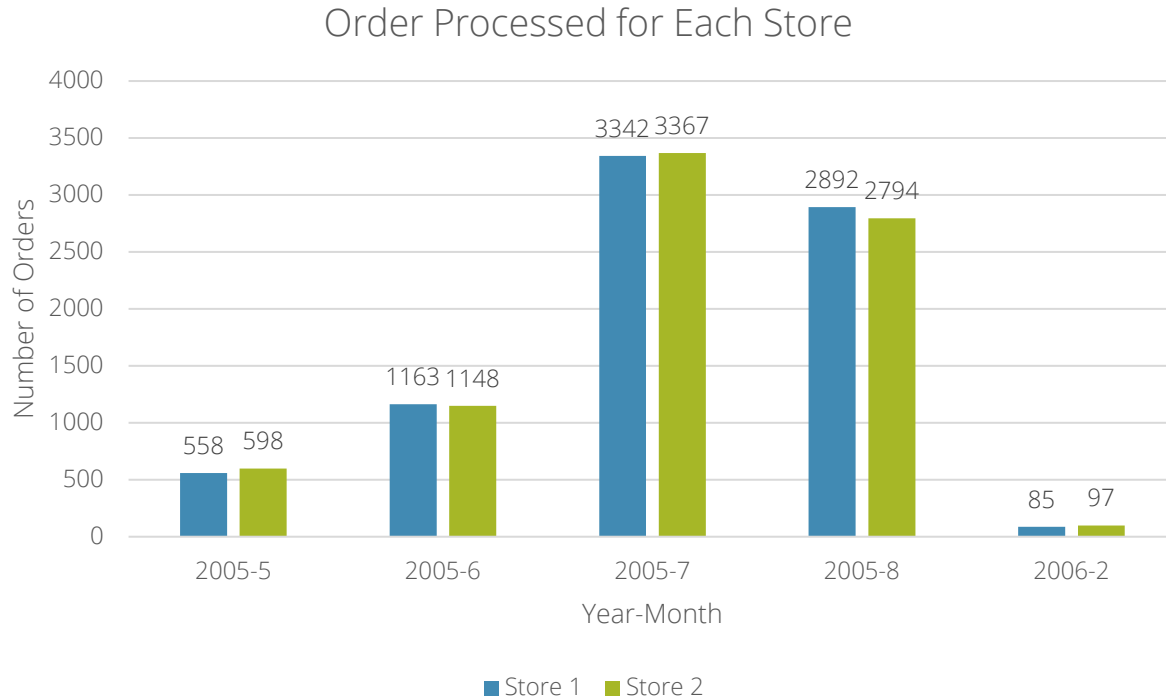


Quartile 1 : 18-68 hour Quartile 3 : 120-170 hour
Quartile 2 : 68-120 hour Quartile 4 : 170-221 hour

We can see from the data that people tend to rent family, comedy a little bit longer with higher 3rd or 4th quartile frequency.

On the other hand, there are more people that rent animation movies in a shorter time with 1st quartile as the highest frequency

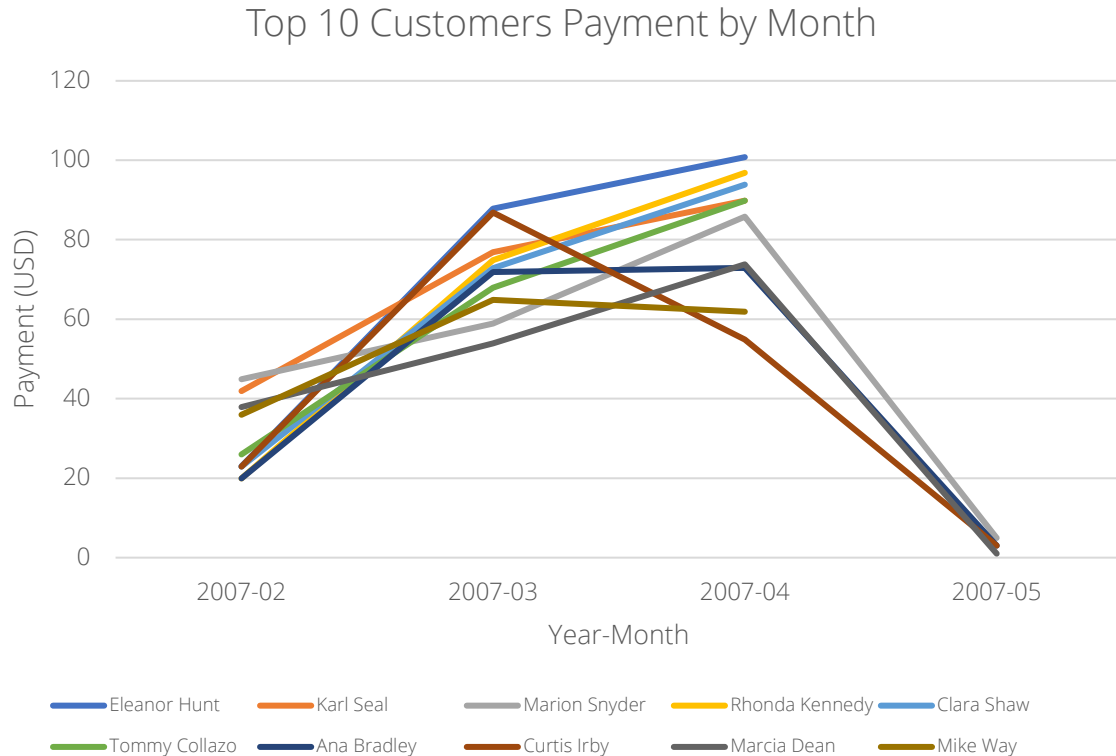
How are the Rental Orders Processed by Stores compares?



Highest orders happened in July 2007 with 3342 and 3367 for store 1 and 2 respectively. August also seen high orders compared to other months with around 2800 orders.

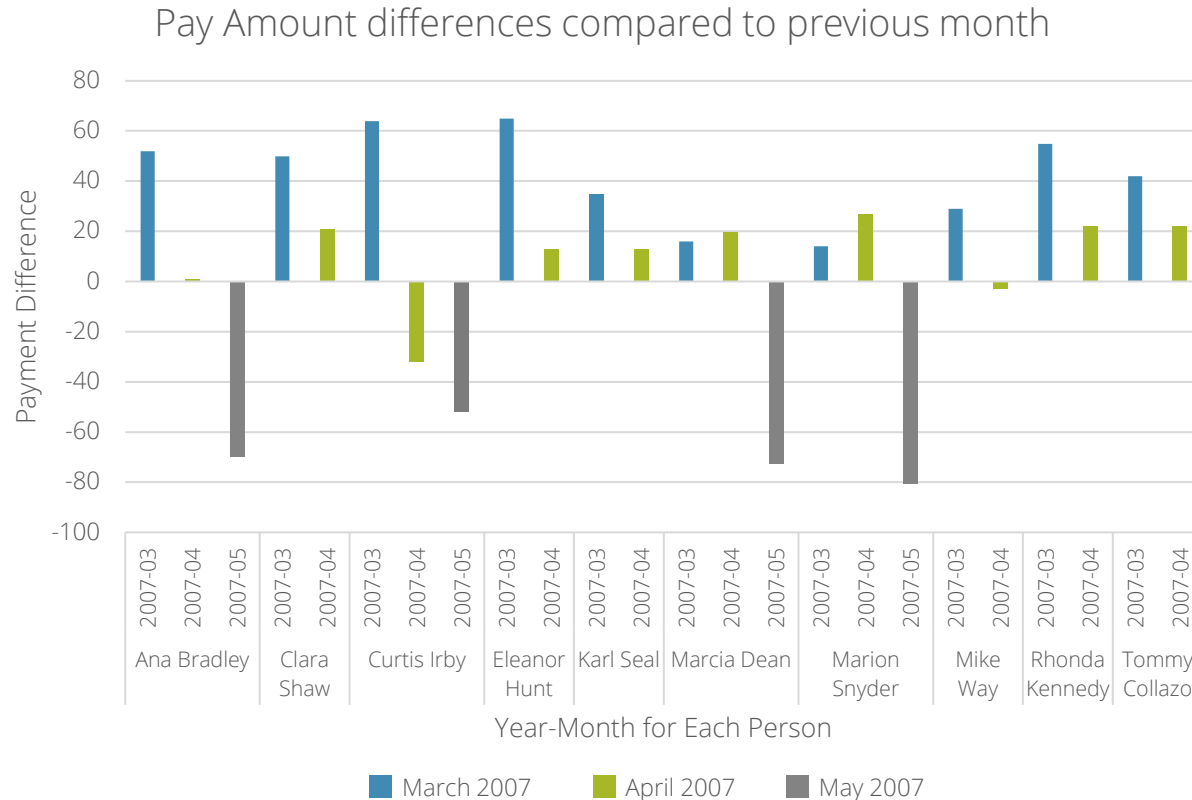
The number of orders that each store process is very similar. The differences is less than 10% from may to august and about 15% higher in store 2 for September.

How are top 10 paying customers payment compare over time?



In February Marion Snyder pay the most amount with \$44.92. Clara Shaw is leading in March and April with \$72.84 and \$93.82 respectively. With only small payment recorded for may Marion Snyder is back as top paying customer with \$4.99

What is spending differences for top 10 ten paying customer each month compared to previous month?



Overall March 2007 seen the highest growth of spending compared to pervious month and in May 2007 all spending is decreased significantly for the 4 people with recorded spending.

We can see from the graph that the highest increase in spending is in March 2007 by Elanor Hunt with \$64.82.

The most decrease is in May 2007 by Marion Snyder with -\$80.83 decrease.