```sql
/*Query 1 – query used for first insight */


SELECT title, SUM(amount) total_amount, rental_duration
FROM rental r
JOIN payment p
ON r.rental_id = p.rental_id
JOIN inventory i
ON r.inventory_id = i.inventory_id
JOIN film f
ON i.film_id = f.film_id
GROUP BY title, rental_duration
ORDER BY total_amount DESC
LIMIT 10;




/*Query 2 – query used for second insight */


SELECT  city, amount, name AS category_name
FROM address a
JOIN city c
ON a.city_id = c.city_id
JOIN staff s
ON a.address_id = s.address_id
JOIN payment p
ON s.staff_id = p.staff_id
JOIN rental r
ON p.rental_id = r.rental_id
JOIN inventory i
ON r.inventory_id = i.inventory_id
JOIN film f
ON i.film_id = f.film_id
JOIN film_category fc
ON f.film_id = fc.film_id
JOIN category ca
ON fc.category_id = ca.category_id
WHERE amount >= (SELECT AVG(amount)
        FROM payment)
GROUP BY c.city, category_name, p.amount
ORDER BY p.amount DESC;
```

```
/*Query 3 – query used for third insight */


WITH CTE_categorycity AS
(SELECT  city, SUM(amount) AS total_amount, name AS category_name
FROM address a
JOIN city c
ON a.city_id = c.city_id
JOIN staff s
ON a.address_id = s.address_id
JOIN payment p
ON s.staff_id = p.staff_id
JOIN rental r
ON p.rental_id = r.rental_id
JOIN inventory i
ON r.inventory_id = i.inventory_id
JOIN film f
ON i.film_id = f.film_id
JOIN film_category fc
ON f.film_id = fc.film_id
JOIN category ca
ON fc.category_id = ca.category_id
GROUP BY city, category_name
ORDER BY total_amount DESC
 )
SELECT SUM(total_amount) AS sum_total_amount, category_name
FROM CTE_categorycity
WHERE category_name = 'Sports' OR category_name = 'Sci-Fi' OR category_name = 'Drama'
 OR category_name = 'Documentary' OR category_name = 'New' OR category_name = 'Horror'
 OR category_name = 'Travel' OR category_name = 'Music'
GROUP BY cte_categorycity.category_name
ORDER BY category_name;




/*Query 4 – query used for fourth insight */


WITH total_category_city AS (
 SELECT city,
   name AS category_name,
   SUM(amount) AS total_amount,
   ROW_NUMBER() OVER (PARTITION BY city ORDER BY SUM(amount) DESC) AS city_ranking
 FROM
   address a
   JOIN city c ON a.city_id = c.city_id
   JOIN staff s ON a.address_id = s.address_id
   JOIN payment p ON s.staff_id = p.staff_id
   JOIN rental r ON p.rental_id = r.rental_id
   JOIN inventory i ON r.inventory_id = i.inventory_id
   JOIN film f ON i.film_id = f.film_id
   JOIN film_category fc ON f.film_id = fc.film_id
```

```sql
    JOIN category ca ON fc.category_id = ca.category_id
  GROUP BY city, category_name
)
SELECT
  category_name, city,
  SUM(total_amount) AS sum_total_amount
FROM
  total_category_city
WHERE
  city_ranking <= 5
  AND category_name IN ('Animation', 'Children')
GROUP BY category_name, city
ORDER BY category_name;
```