

WEEK 4 CHALLENGE QUESTIONS

In this challenge, you'll write practical queries to help make data-driven decisions for the company.

Instructions: Since this is your **most important Weekly Challenge**, please submit your answers to avacas@datascienceupskill.com to get personal feedback from me. Send me a [chat message at slack](#) if you have questions. Good luck!

- Which store (1 or 2) generated more revenue?** Show the store ID and total revenue generated for each store.
 - Modify your code a little bit to check: **Which staff (1 or 2) generated more revenue?**

2. Show the average number of unique film rentals per month.

The average number of unique film rentals can be obtained by dividing the number of all rentals by the number of unique films.

Hint: Here's how the output would look like

| | date_trunc timestamp without time zone | total_amount bigint | unique_films bigint | Average Number of Unique Film Rentals bigint |
|---|---|------------------------|------------------------|---|
| 1 | 2005-05-01 00:00:00 | 1156 | 686 | 1 |
| 2 | 2005-06-01 00:00:00 | 2311 | 900 | 2 |
| 3 | 2005-07-01 00:00:00 | 6709 | 958 | 7 |
| 4 | 2005-08-01 00:00:00 | 5686 | 958 | 5 |
| 5 | 2006-02-01 00:00:00 | 182 | 168 | 1 |

3. The company is partnering with a bank to offer a platinum credit card to customers who had at least 36 payment transactions.

Show the customer ID, first name, last name as well as total number of payment transactions of customers who are eligible for the platinum credit card. Sort the results by total number of transaction payments (highest one on top).

Note: The total number of transaction payments is different from the total amount of transaction payments.

4. **Who are the company's lifelong customers?** A group of analysts and researchers within the company noted that those customers who rented at least five times per month tend to be *lifelong* customers.

Provide a list of these *lifelong* customers. Show the customer ID, first name, last name, month and number of rentals in the table. Rename attributes as needed.

Hint: You need to come up with each customer's rental count per month.

5. Which are the **top 5 countries** where most customers come from? *Show the country ID, country name and number of customers per country.*