Top line Business Questions

1. The business wants to run email campaigns for customers in store ID 2, for that it needs the email IDs, first names as well and last names of the customers. Write a query to fetch this data.

2. While doing the audit of the business, one of the financial analysts found out that some DVDs were being rented out for $0.99. The finance department needs the count of such movies whose rental rate is $0.99. Can you help them?

3. The accounts department, is thinking of coming up with a different way of accounting for the business costs. To be able to do that they need to find out the number of movies rented at different rental price points. Write an SQL query so that this crucial input can be provided to the accounts department.

4. The marketing team wants to understand how some movies are spread across movie ratings. Can you help them?

5. The marketing team now also wants to know how ratings are distributed across stores. The team needs to know the distribution of ratings for each store in the dataset. Write an SQL query to help solve this problem.

6. The digital marketing team is studying what other movie rental businesses are doing. One of the analyses that they want to do is study what are the kinds of movies that are being rented out by competitors as well as the current company. Your job is to provide the team with details on the film name, the category each film belongs to, and the language in which the film is.

7. One of the questions that the business is interested in is about the popularity of the movies in the current inventory also the stores and customers bring in more revenue. Help the business in finding out
   i. The number of times each movie is rented out
   ii. Revenue pre movie
   iii. Most revenue earned by a store
   iv. Which customer has spent the most

8. One important aspect of business is loyalty and reward programs for customers as well as internal stakeholders. The business is currently looking at launching some strategic initiatives for which they need to know the following information
   I. Last Rental Date of every customer
   II. Total Revenue Per Month
   III. Number of distinct Renters per month
   IV. Number of Distinct Films Rented Each Month
   V. Number of Rentals in Comedy, Sports, and Family
   VI. Users who have been rented at least 3 times
   VII. How much revenue has one single store made over PG13 and R-rated films