Contents

Descriptive Analysis – Films table

minimum_releast_year	2006
maximum_releast_year	2006
average_releast_year	2006
minimum_language_id	1
maximum_language_id	1
average_language_id	1
minimum_rental_duration	3
maximum_rental_duration	7
average_rental_duration	4.985
minimum_rental_rate	0.99
maximum_rental_rate	4.99
average_rental_rate	2.98
minimum_length	46
maximum_length	185
average_length	115.272
minimum_replacement_cost	9.99
maximum_replacement_cost	29.99
average_replacement_cost	19.984
most_freq_rating	PG-13
most_freq_special_features	{Trailers,Commentaries,"Behind the Scenes"}

Descriptive Analysis – Customer table

most_freq_store_id	1
minimum_create_date	2/14/2006
maximum_create_date	2/14/2006
most_freq_active_duration	1

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<mark>Customer by country</mark>

Query

SELECT country,

    COUNT(DISTINCT A.customer_id) AS customer_count,

    SUM(amount) AS total_payment

FROM customer A

INNER JOIN address B ON A.address_id = B.address_id

INNER JOIN city C ON B.city_id = C.city_id

INNER JOIN country D ON C.country_ID = D.country_ID

INNER JOIN payment E ON a.customer_id = E.customer_id

GROUP BY country

Query Results

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	country character varying (50)	customer_count bigint	total_payment numeric
1	India	60	6034.78
2	China	53	5251.03
3	United States	36	3685.31
4	Japan	31	3122.51
5	Mexico	30	2984.82
6	Brazil	28	2919.19
7	Russian Federation	28	2765.62
8	Philippines	20	2219.70
9	Turkey	15	1498.49
10	Indonesia	14	1352.69
11	Nigeria	13	1314.92
12	Argentina	13	1298.80
13	Taiwan	10	1155.10
14	South Africa	11	1069.46
15	Iran	8	877.96
16	United Kingdom	9	850.96
17	Poland	8	786.16
18	Italy	7	753.26
19	Germany	7	741.24

Tableau Link

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Top 15 Films by Revenue

Query

select film.title,

     sum (payment.amount)

from payment

    Inner join rental ON payment.rental_id = rental.rental_id

    inner join inventory on rental.inventory_id = inventory.inventory_id

    inner join film on inventory.film_id = film.film_id

Group by film.title

Order by sum(payment.amount) DESC

Limit 15;

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Query Result

	title character varying (255) 🔒	sum numeric 🔒
1	Telegraph Voyage	215.75
2	Zorro Ark	199.72
3	Wife Turn	198.73
4	Innocent Usual	191.74
5	Hustler Party	190.78
6	Saturday Lambs	190.74
7	Titans Jerk	186.73
8	Harry Idaho	177.73
9	Torque Bound	169.76
10	Dogma Family	168.72
11	Pelican Comforts	165.77
12	Goodfellas Salute	164.75
13	Fool Mockingbird	162.79
14	Apache Divine	160.72
15	Enemy Odds	159.75

Tableau Link

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Customer with Country and Total paid amount

Query

SELECT cust.customer_id,

   cust.first_name,

   cust.last_name,

   SUM(payment.amount) AS total,

   country.country

FROM customer AS cust

INNER JOIN payment ON payment.customer_id = cust.customer_id

INNER JOIN address ON address.address_id = cust.address_id

INNER JOIN city ON city.city_id = address.city_id

INNER JOIN country ON country.country_id = city.country_id

GROUP BY cust.customer_id,

   cust.first_name,

   cust.last_name,

   country.country

ORDER BY total DESC;

Query Results (only top 15 are shown below)

	customer_id integer	first_name character varying (45)	last_name character varying (45)	total numeric	country character varying (50)
1	148	Eleanor	Hunt	211.55	Runion
2	526	Karl	Seal	208.58	United States
3	178	Marion	Snyder	194.61	Brazil
4	137	Rhonda	Kennedy	191.62	Netherlands
5	144	Clara	Shaw	189.60	Belarus
6	459	Tommy	Collazo	183.63	Iran
7	181	Ana	Bradley	167.67	United States
8	410	Curtis	Irby	167.62	Canada
9	236	Marcia	Dean	166.61	Philippines
10	403	Mike	Way	162.67	India
11	522	Arnold	Havens	161.68	Philippines
12	469	Wesley	Bull	158.65	Spain
13	470	Gordon	Allard	157.69	Yemen
14	373	Louis	Leone	156.66	Philippines
15	259	Lena	Jensen	154.70	India

Tableau Link

Countries by Revenue and Rental transactions – Continent focus

Query

```
WITH rental_counts AS (

    SELECT customer_id, COUNT(*) AS rentalcount

    FROM rental

    GROUP BY customer_id

),

payment_totals AS (

    SELECT customer_id, SUM(amount) AS total

    FROM payment

    GROUP BY customer_id

)

SELECT cust.customer_id,

    cust.first_name,

    cust.last_name,

    pt.total,

    country.country,

    rc.rentalcount
```

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```
FROM customer AS cust

JOIN payment_totals AS pt

    ON cust.customer_id = pt.customer_id

JOIN rental_counts AS rc

    ON cust.customer_id = rc.customer_id

JOIN address

    ON address.address_id = cust.address_id

JOIN city

    ON city.city_id = address.city_id

JOIN country

    ON country.country_id = city.country_id

--WHERE cust.customer_id = 57

ORDER BY pt.total DESC;
```

Query Result (Only top 15 are shown here)

	customer_id integer	first_name character varying (45)	last_name character varying (45)	total numeric	country character varying (50)	rentalcount bigint
1	148	Eleanor	Hunt	211.55	Runion	46
2	526	Karl	Seal	208.58	United States	45
3	178	Marion	Snyder	194.61	Brazil	39
4	137	Rhonda	Kennedy	191.62	Netherlands	39
5	144	Clara	Shaw	189.60	Belarus	42
6	459	Tommy	Collazo	183.63	Iran	38
7	181	Ana	Bradley	167.67	United States	34
8	410	Curtis	Irby	167.62	Canada	38
9	236	Marcia	Dean	166.61	Philippines	42
10	403	Mike	Way	162.67	India	35
11	522	Arnold	Havens	161.68	Philippines	33
12	469	Wesley	Bull	158.65	Spain	40
13	470	Gordon	Allard	157.69	Yemen	32
14	373	Louis	Leone	156.66	Philippines	35
15	259	Lena	Jensen	154.70	India	32
16	468	Tim	Cary	154.66	India	39

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