Unveiling Customer Habits & Store Performance in Film Rentals

What's this about?

This project explores the film_rental database, uncovering key trends in customer behaviour and the store's overall performance.

What are we trying to achieve?

- **See the Big Picture:** Understand how much money rentals bring in.
- **Track Trends:** Identify popular rental months and customer preferences.
- **Film Insights:** Uncover how film features like title length and category affect rental rates.
- **Customer Deep Dive:** Discover the most popular film categories, customer spending habits, and favourite rentals in different cities.
- **Staff Spotlight:** Evaluate individual staff performance based on their contribution to store revenue.
- **Customized Views:** Create specific reports to analyse customer behaviour and staff performance in more detail.

Why is this important?

By understanding its customers and performance, the store can:

- **Make more money:** Find ways to increase revenue and optimize rental strategies.
- **Offer better deals:** Target promotions to specific film categories and customers.
- **Stock the right films:** Buy films people actually want to rent.
- **Reward top performers:** Motivate staff and allocate resources effectively.
- **Keep customers happy:** Deliver a personalized experience that keeps them coming back.

DVD RENTAL ER DIAGRAM

category
- * category_id
- name

film_category
- * film_id
- * category_id

film
- * film_id
- title
- description
- release_year
- rental_duration
- rental_rate
- length
- replacement_cost
- rating
- fulltext

inventory
- * inventory_id
- film_id
- store_id

rental
- * rental_id
- rental_date
- inventory_id
- customer_id
- return_date
- staff_id

payment
- * payment_id
- customer_id
- staff_id
- rental_id
- amount
- payment_date

staff
- * staff_id
- first_name
- last_name
- address_id
- email
- store_id
- active
- username
- password
- picture

film_actor
- * actor_id
- * film_id

actor
- * actor_id
- first_name
- last_name

customer
- * customer_id
- store_id
- first_name
- last_name
- email
- address_id
- activebool
- create_date
- active

address
- * address_id
- address
- address2
- district
- city_id
- postal_code
- phone

city
- * city_id
- city
- country_id

country
- * country_id
- country

store
- * store_id
- manager_staff_id
- address_id