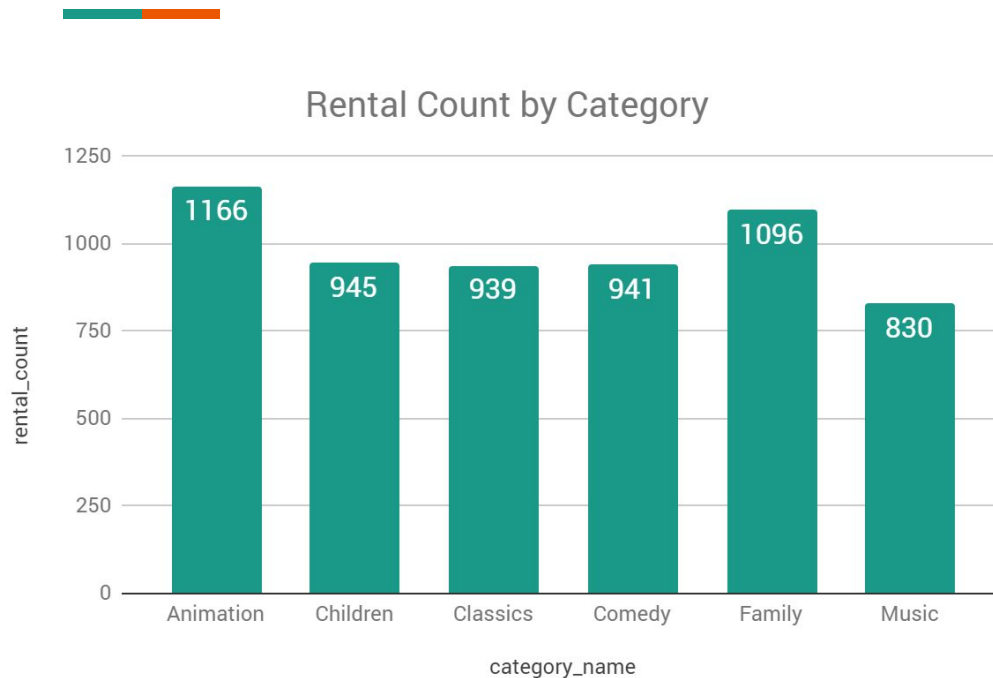


Q1.

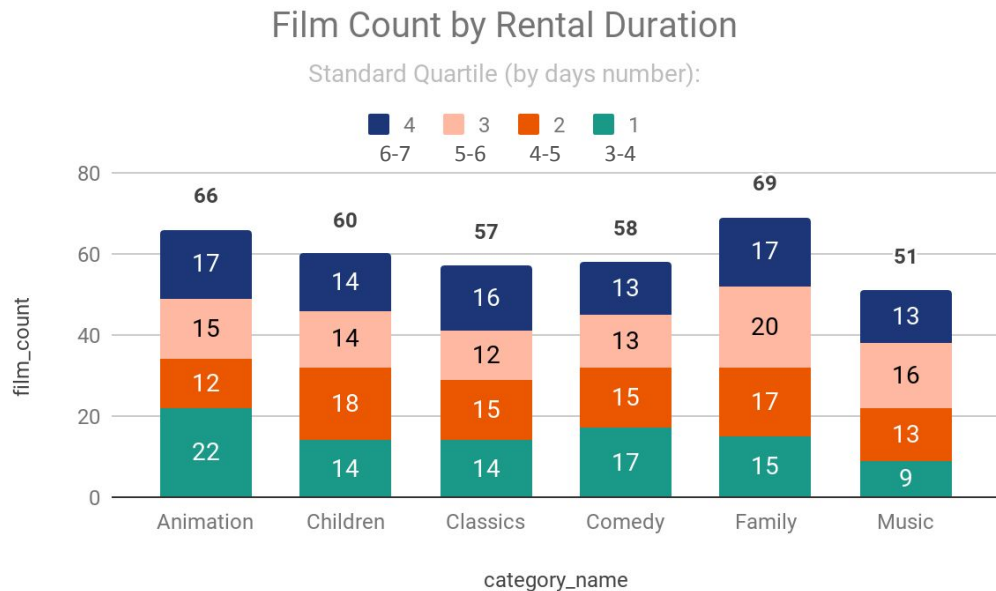
We want to understand more about the movies that families are watching. The following categories are considered family movies: Animation, Children, Classics, Comedy, Family and Music. Create a query that lists each movie, the film category it is classified in, and the number of times it has been rented out.



This graph shows that Animation is the most preferred film category by rental customers interested in family-friendly movies, with Family being a close second. Music movies are the least preferred category.

Q2.

Finally, provide a table with the family-friendly film category, each of the quartiles, and the corresponding count of movies within each combination of film category for each corresponding rental duration category. The resulting table should have three columns: Category, Rental length category, Count.



It can be concluded that Family is the most rented film category by rental duration, almost half of the customers renting these movies for over 5 days. Animation is the most rented category within short-term rentals of 3 to 4 days.

Q3.

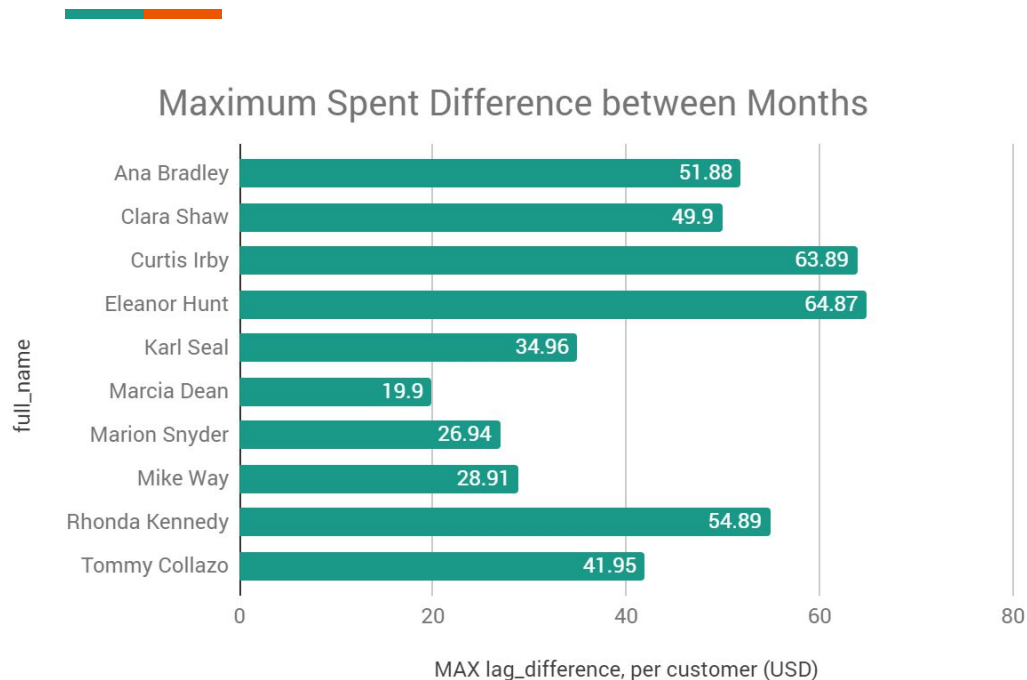
We would like to know who were our top 10 paying customers, how many payments they made on a monthly basis during 2007, and what was the amount of the monthly payments. Can you write a query to capture the customer name, month and year of payment, and total payment amount for each month by these top 10 paying customers?



The spendings of the top 10 customers have increased gradually from February to April, March and April registering the highest spendings, and May the lowest. It can be assumed that this dataset is not yet complete, or that May is an off-peak month, for instance. This trend characterizes the number of monthly payments as well, as seen in the query.

Q4.

Finally, for each of these top 10 paying customers, I would like to find out the difference across their monthly payments during 2007. Please go ahead and write a query to compare the payment amounts in each successive month. Repeat this for each of these 10 paying customers. Also, it will be tremendously helpful if you can identify the customer name who paid the most difference in terms of payments.



This chart shows each top customer's biggest difference between two consecutive months' spendings. As seen in the previous section, Eleanor Hunt is the top spending customer. She recorded the biggest increase in spendings as well, from 22.95\$ in February to 87.82\$ in March, with a difference of 64.87\$.