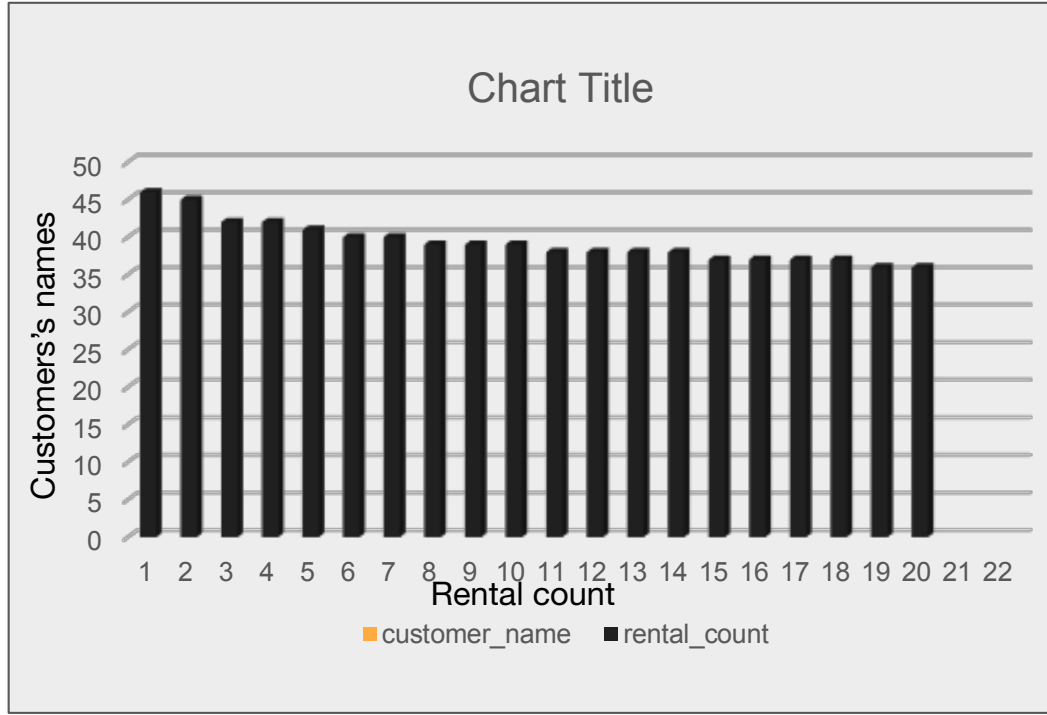
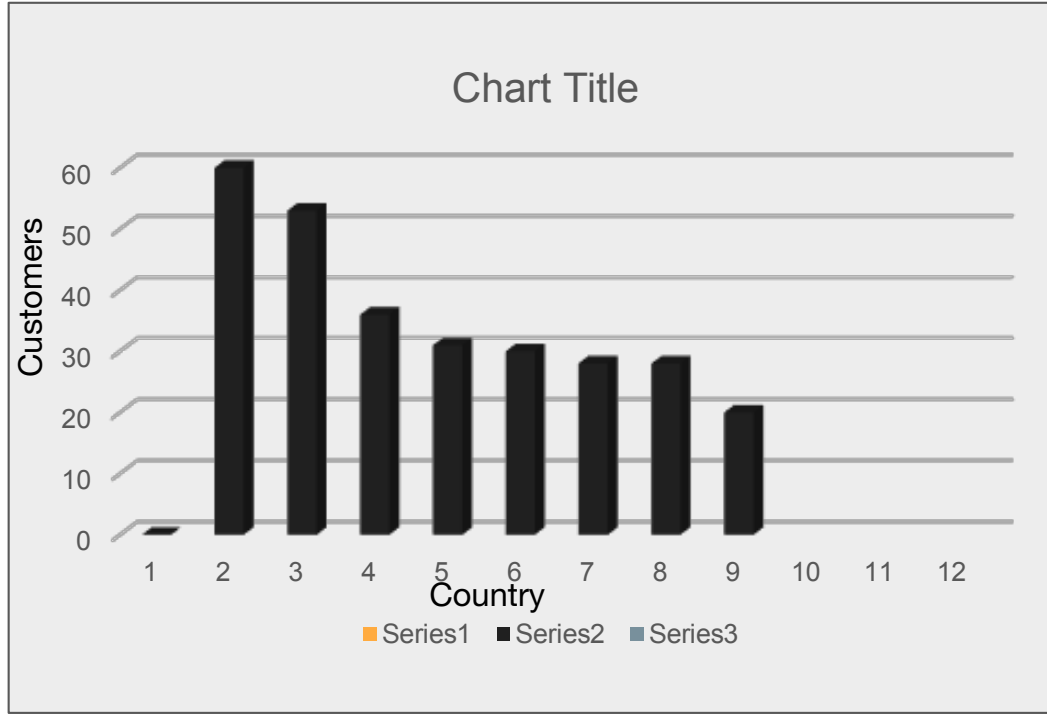


Based on films counts, who are top customers?



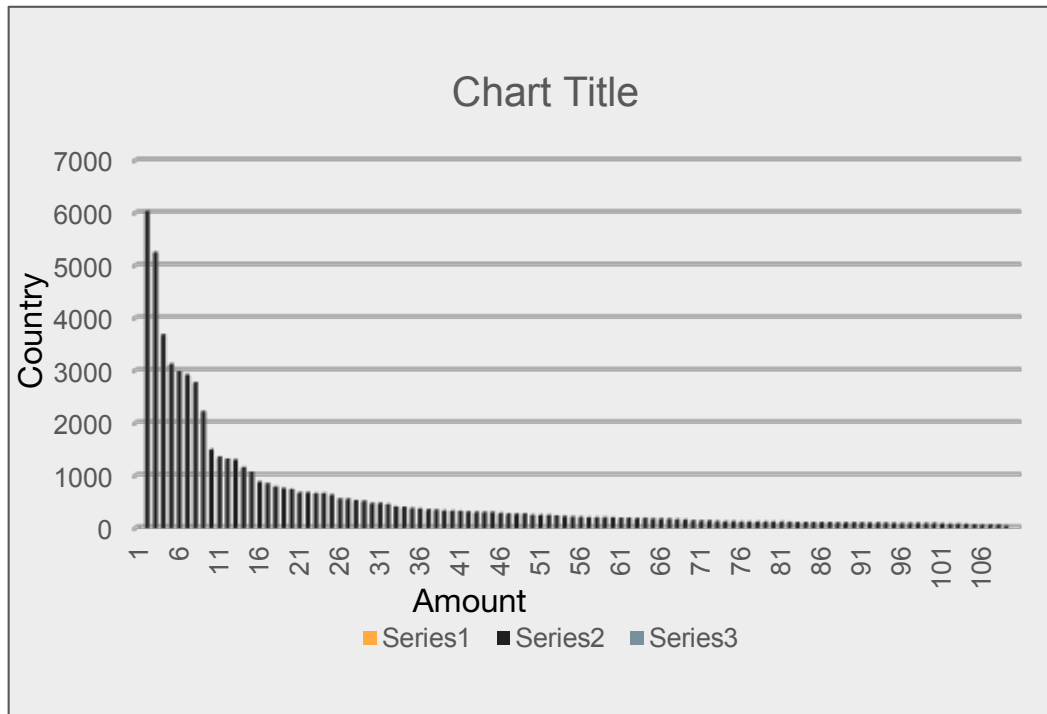
This SQL query provides an overview of customer rental activity, ranking customers by their total number of rentals.

Which countries are most of customers from?



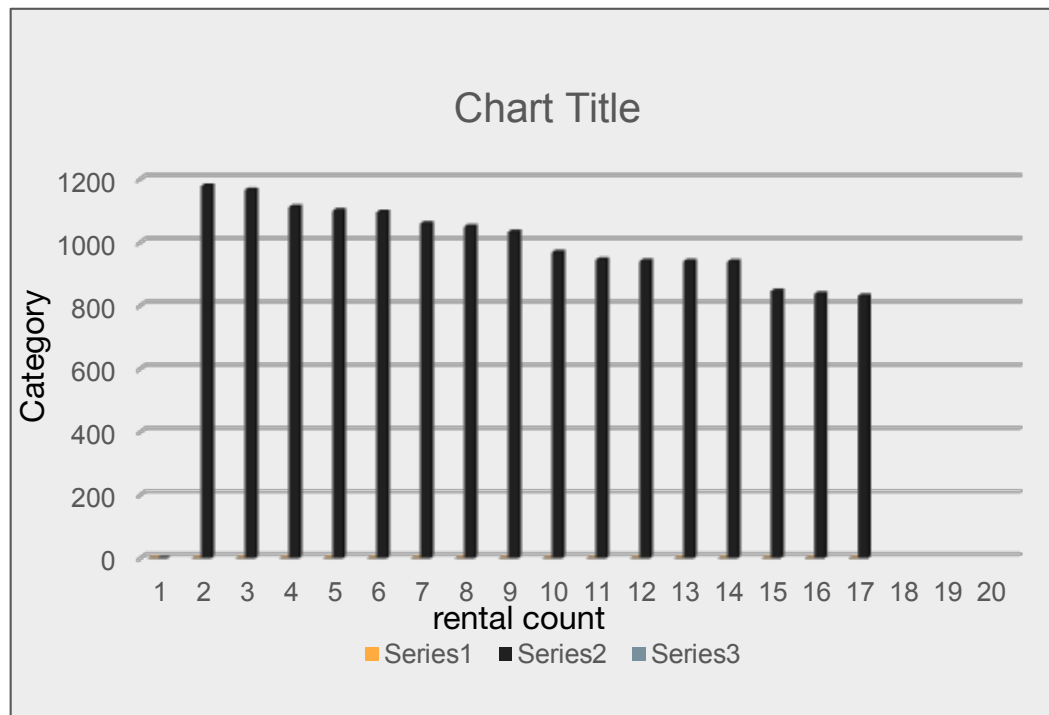
This SQL query retrieves the country and the number of customers for the top 8 countries with the most customers. It first joins the customer, address, city, and country tables to get the country information for each customer. Then it groups the results by country and counts the number of customers for each country, orders the results by the number of customers in descending order, and limits the output to the top 8 countries.

The countries (Top 10) we have generated the most revenue from?



This SQL query calculates the total amount of payments made by customers in each country. It joins the customer, address, city, country, and payment tables to get the country and payment amount information for each customer. Then it groups the results by country and sums the payment amounts, orders the results by the total payment amount in descending order.

The distribution of rental counts based on film categories



This SQL query calculates the total rental rate for each film category. It first finds all distinct film titles and their corresponding category names, and counts the number of times each film title appears (the rental rate). It then groups the results by category name and sums the rental rates, orders the results by the total rental rate in descending order