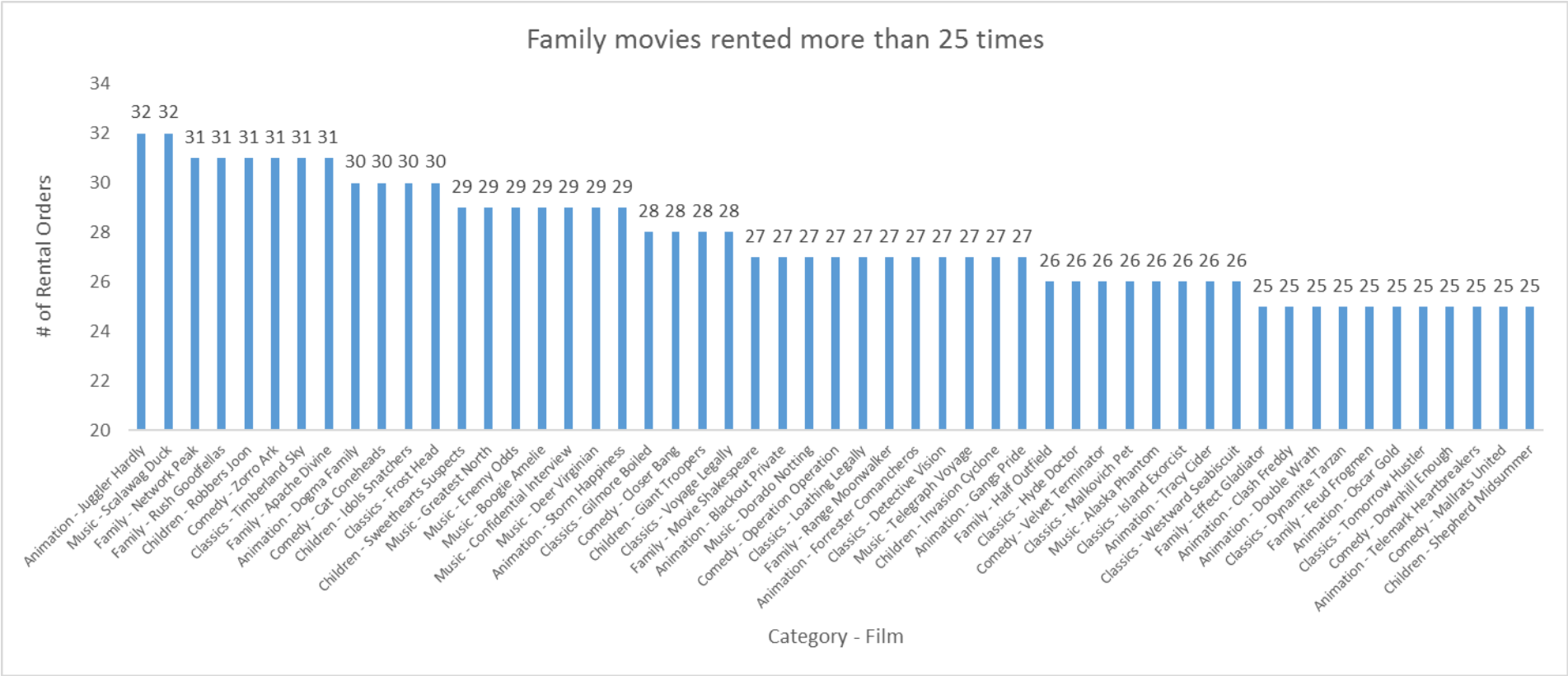


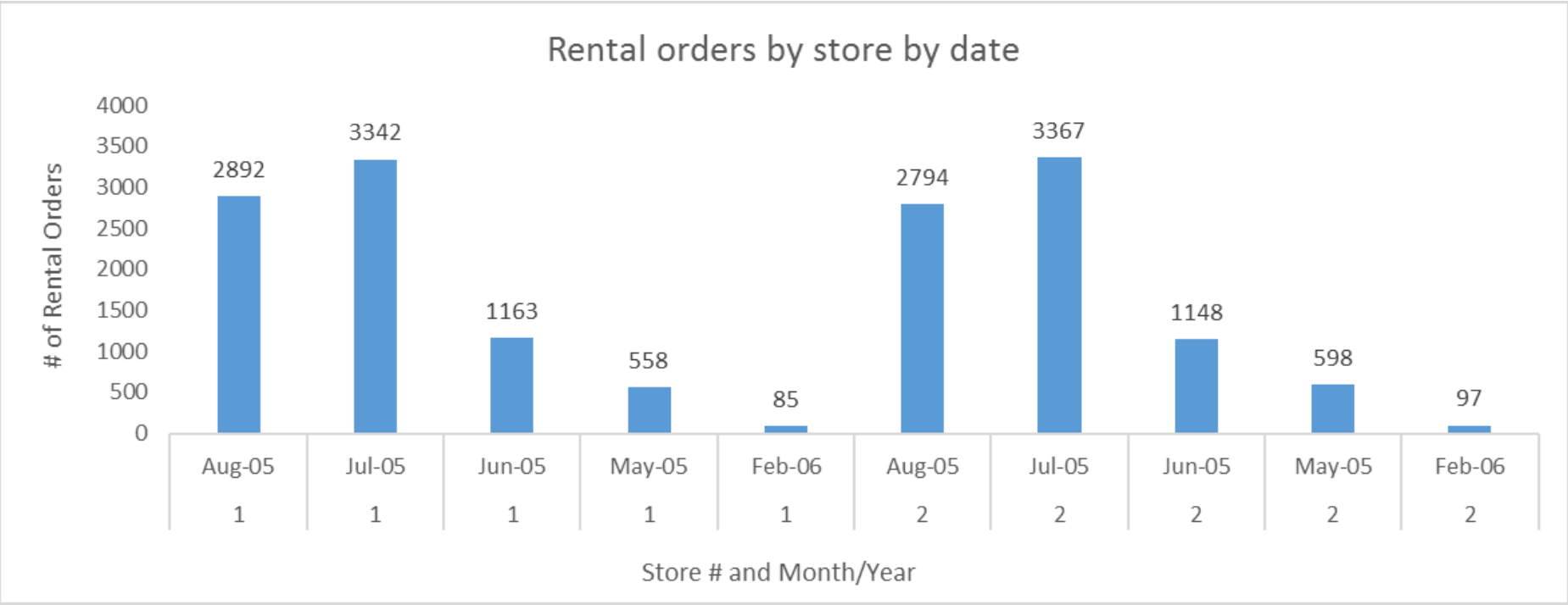
What are the most rented out (>25 times) family movies? Family movies belong to the following categories: Animation, Children, Classics, Comedy, Family and Music



- There are a total of 53 family movies that were rented more than 25 times by customers
- The most rented out family movies are 'Juggler Hardly' and 'Scalawag Duck'

“SQL query for Question 1” in text file

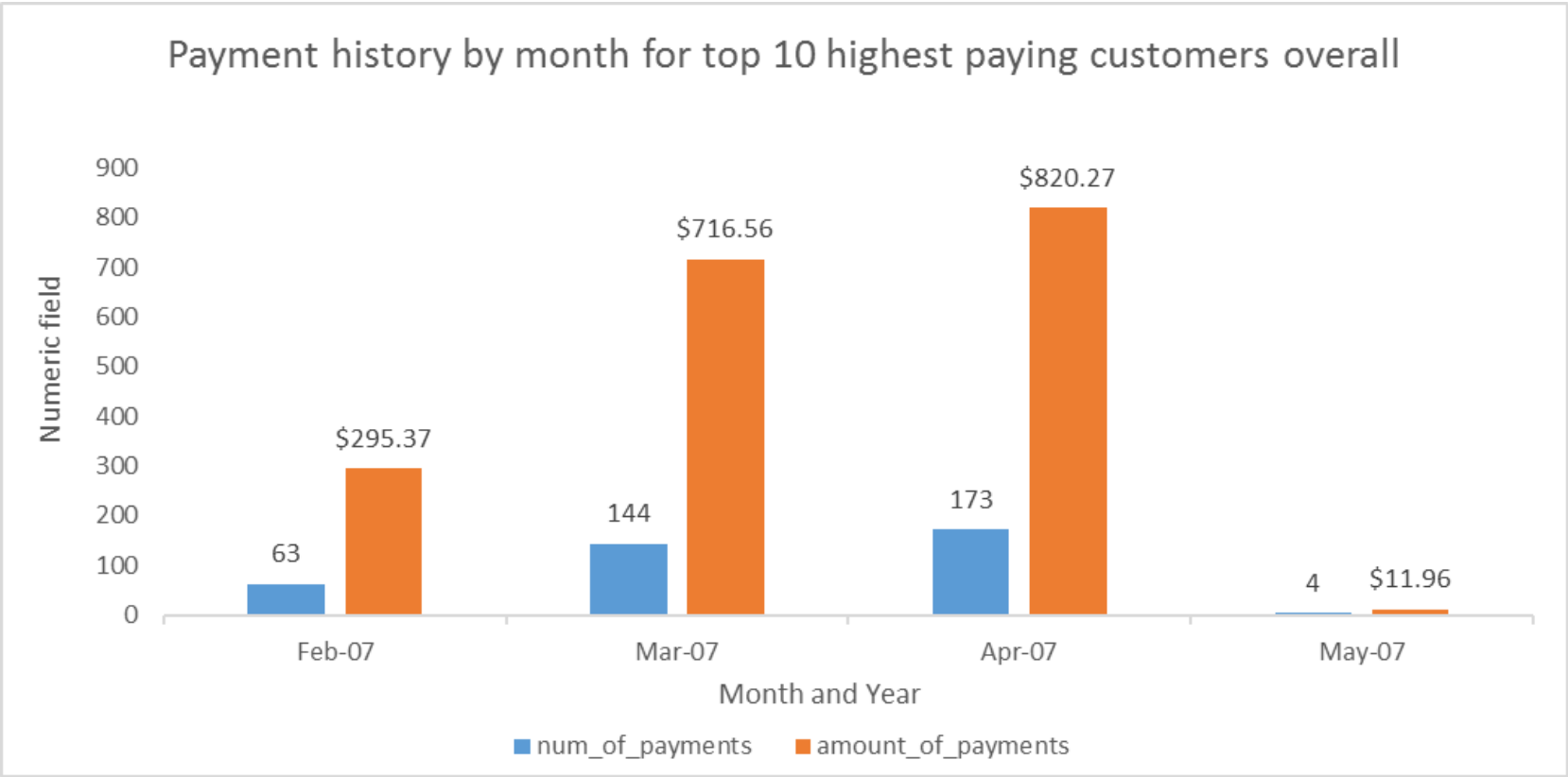
Are there any months where more rental orders are placed across stores?



- As you can see, July/August of the year has a much higher rental order count when compared to other months
- This happens in both the stores
- This could be because of summer holidays during those months or maybe data is not collected 100% for the other months

*“SQL query for Question 2” in text file*

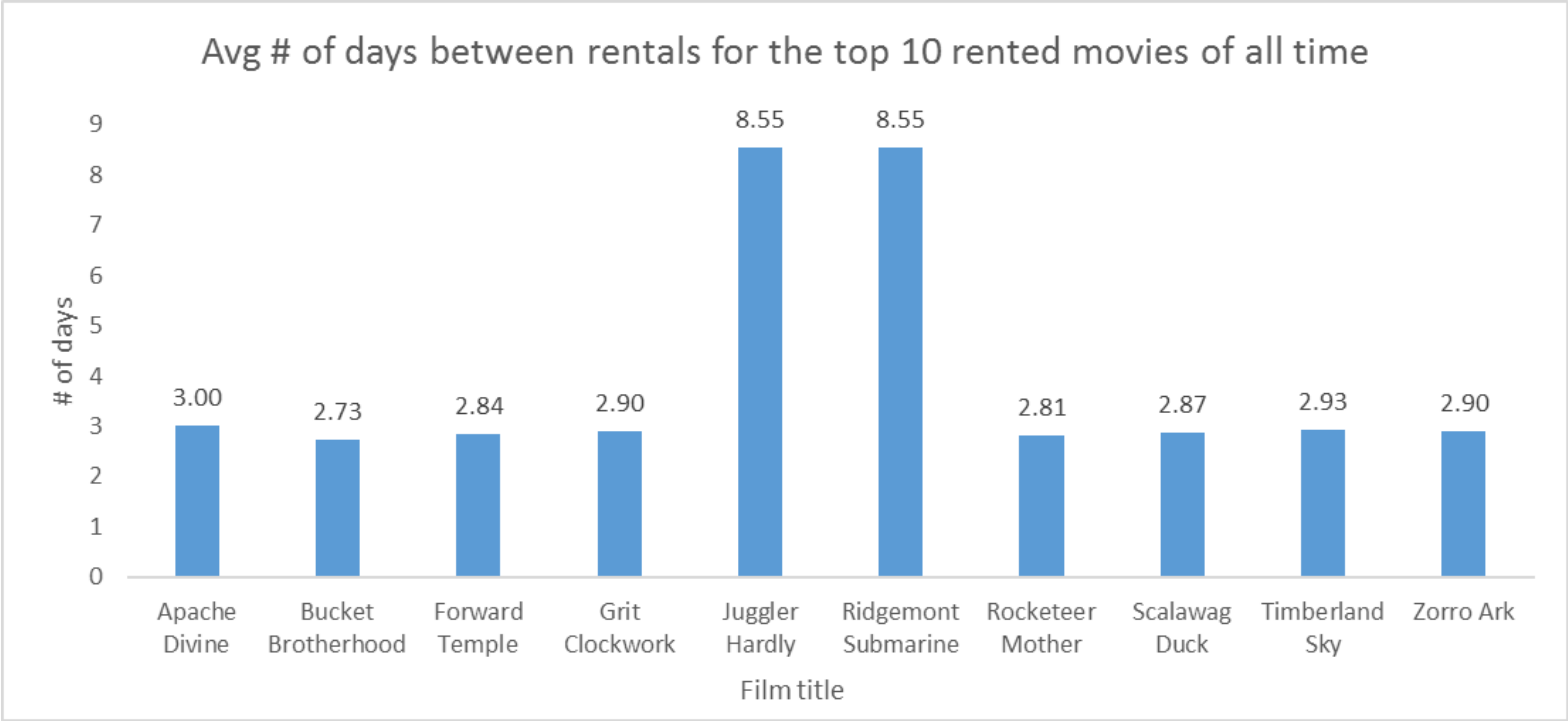
How many payments and how much revenue did the top 10 highest paying customers (overall) bring in per month?



- As you can see, all the payments happened only within 4 months in 2007. This is probably because of the way the data is collected
- March/April are the most lucrative months and generate about 5\$ per rental order (716/144 and 820/173)

*“SQL query for Question 3” in text file*

What is the average number of days between rental dates for the top 10 rented movies of all times?



- As you can see, movies like Apache Divine, Bucket Brotherhood etc. are rented more frequently than movies like Juggler Hardly
- Even though all these movies are highly rented, we can use the frequency of rentals to inform inventory decisions

*“SQL query for Question 4” in text file*