For rentals returned within 3 days, what proportion of those movies were rated G?
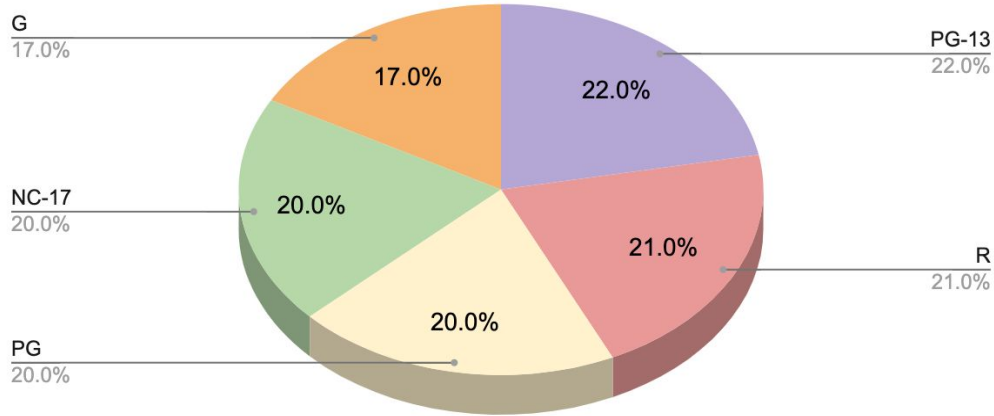

Rentals Returned in 3 Days by Genre

- PG-13: 22.0%
- R: 21.0%
- PG: 20.0%
- NC-17: 20.0%
- G: 17.0%

Children tend to watch movies over and over again -- which would equate to longer durations for rated-G rentals. In order gain a sense of whether the Sakila database had a strong 'family-oriented' customer base, I created a pie chart of movies with relatively short rental durations. I would expect that rated-G films would be the lowest percentage category. Interestingly, the data revealed the rental return percentages were relatively similar across genres.

What genres were in the top 25% of movies rented from the year 2005 - 2006?

Customer Payment by Movie Genres
Ranked from 2005-2006

■ payment_amount ■ ranking_genres_now
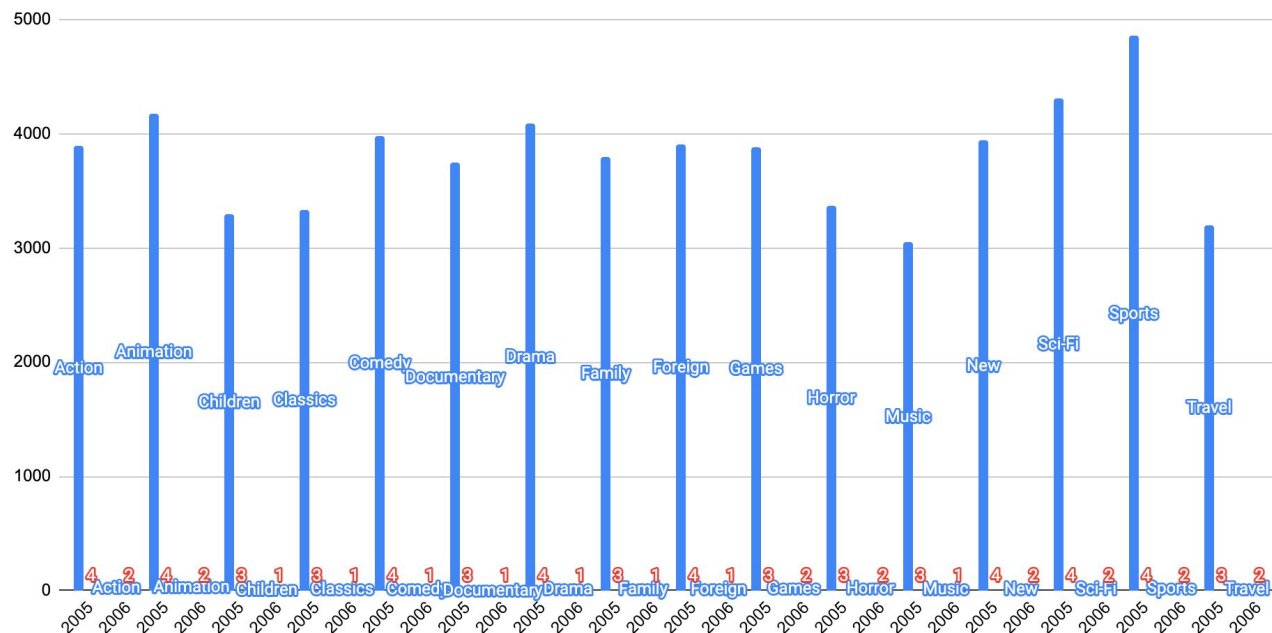
With "4" being the movie genres in top 25% and "1" being those in the lowest 25%, all movie genres dipped to a low of 1 or 2 from 2005 to 2006. This was determined by customer payment. Only the "Games," "Horror," and "Travel" genres dipped in rank only by 1.

For the top three countries renting movies from Sakila, what month(s) of the year do customers rent movies out the most?

Popular Movies by Month in Top-Consuming Countries
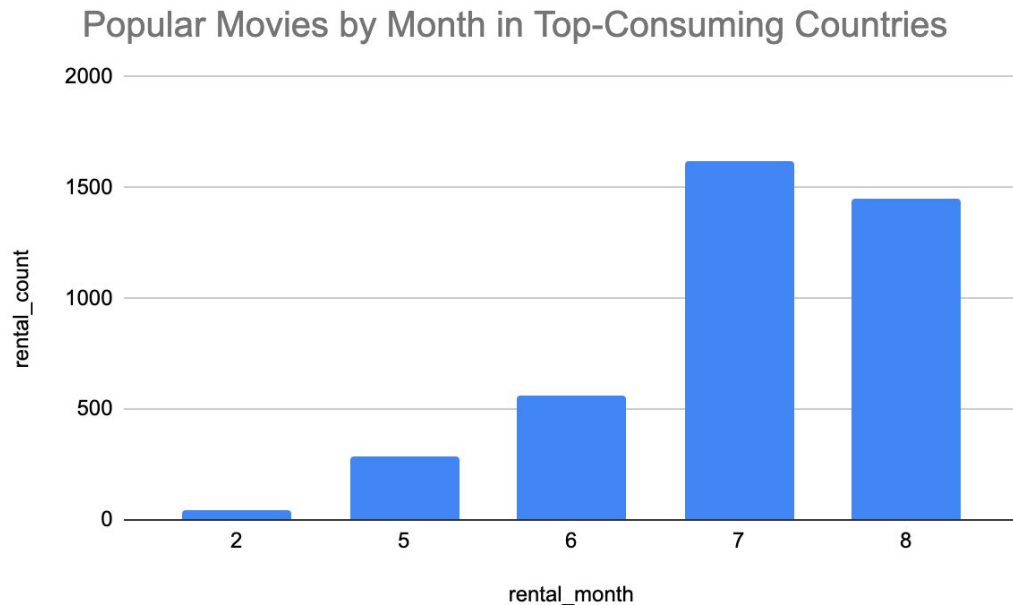
The top consuming countries are India, United States, and China. From this top-consuming customer base, the rental counts increase dramatically in the summer months between June and July.

For the highest earning store, what percentage of their rentals are movies categorized as "very long"?

Movie Length Distribution in Inventory of Top-Earning Store
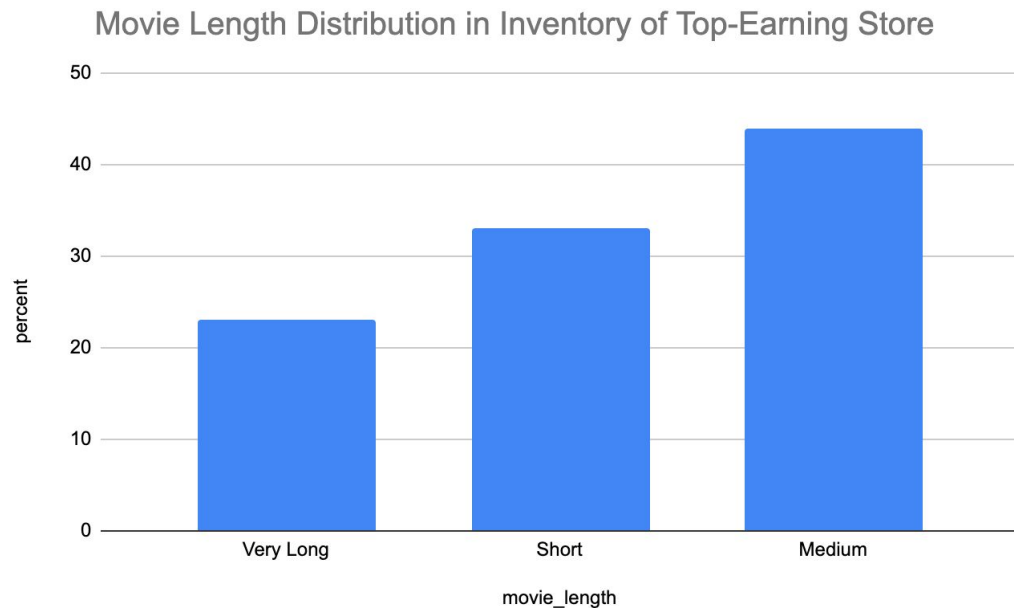
To determine the optimal distribution of movies, the top-earning store can serve as a model. One perspective to evaluate an inventory is by movie length. Movies with a length of more than 150 minutes were categorized as "very long," those with "medium" had more than 90 minutes and "short" movies were less than 90 minutes. This chart displays that the top-earning store has a greater distribution of medium length movies in stock