

Text2SQL AI Assistant

Quick Start - Sample Questions

Popular queries to get you started:

How many customers do we have?

Top 10 best-selling films?

Monthly rental trends

Which category has highest revenue?

Customers with most rentals

Average rental duration

Ask Your Question

Enter your question about the database:

Customers with most rentals

Generate Query & Analyze

Clear

☒ Show SQL

☒ Show Analysis

Visualization:
Auto-detect

AI Processing

Results & Insights

Query executed successfully!

Generated SQL Query

```
SELECT c.customer_id, c.first_name, c.last_name, COUNT(r.rental_id) AS rental_count FROM customer AS c JOIN rental AS r ON c.customer_id = r.customer_id
```

Query Validation Notes

599

ROWS

4

COLUMNS

0.04s

EXEC TIME

Data Visualization

rental_count vs customer_id



Try other visualizations:



rental_count vs customer_id



customer_id by first_name



AI Insights & Analysis

Analysis of "Customers with most rentals" Data

This dataset provides a list of customers along with their total rental counts, sorted in descending order. It highlights the most active customers based on the number of rentals they have made.

1. Key Findings and Insights:

- The customer with the highest number of rentals is ELEANOR HUNT (customer_id 148) with 46 rentals.
- The top 3 customers (ELEANOR HUNT, KARL SEAL, CLARA SHAW) have significantly higher rental counts (46, 45, 42) compared to the customers at the lower end of the list (e.g., 12-14 rentals).
- The data covers 599 customers, indicating a broad spectrum of rental activity across the customer base.
- There is a considerable range in rental activity, from a high of 46 down to at least 12 (based on the sample).

2. Notable Patterns or Trends:

- The data is sorted by rental count, clearly showing a decreasing trend from the most active customers downwards.
- There appears to be a concentration of high activity among a relatively small number of customers at the top of the list, followed by a likely longer tail of customers with fewer rentals (inferred from the difference between top and bottom sample values).

3. Business Implications:

- The customers at the top of this list are highly valuable, loyal customers who contribute significantly to rental volume.
- Identifying these high-value customers allows for targeted loyalty programs, special offers, or personalized communication to retain them.
- Understanding the distribution of rental counts helps in segmenting customers based on their activity level (e.g., high-value, medium-value, low-value).
- Analyzing the characteristics of high-rental customers can inform marketing strategies to attract similar customer profiles.

4. Recommendations for Data Visualization:

- Bar Chart:** A bar chart showing `customer_id` (or name) on the x-axis and `rental_count` on the y-axis, sorted descending, is ideal for visualizing the rental count for each customer and highlighting the top performers.
- Pareto Chart:** A Pareto chart combining a bar chart (individual customer counts) and a line graph (cumulative percentage of rentals) could effectively show which customers contribute to the majority of the total rental volume.
- Histogram:** A histogram of `rental_count` could show the distribution of rental activity across all 599 customers, revealing how many customers fall into different rental count ranges.

5. Anomalies or Interesting Observations:

- The top few customers have very close rental counts (46, 45, 42), suggesting a competitive level of activity among the most frequent renters.
- The significant difference between the top rental counts (40s) and the bottom sample counts (low teens) highlights the power law distribution often seen in customer activity, where a small percentage of customers account for a large portion of the business.

 View Raw Data

	customer_id	first_name	last_name	rental_count
0	148	ELEANOR	HUNT	46
1	526	KARL	SEAL	45

2	144	CLARA	SHAW	42
3	236	MARCIA	DEAN	42
4	75	TAMMY	SANDERS	41
5	197	SUE	PETERS	40
6	469	WESLEY	BULL	40
7	137	RUONDA	KENNEDY	36



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