Project 1: Investigate a Relational Database

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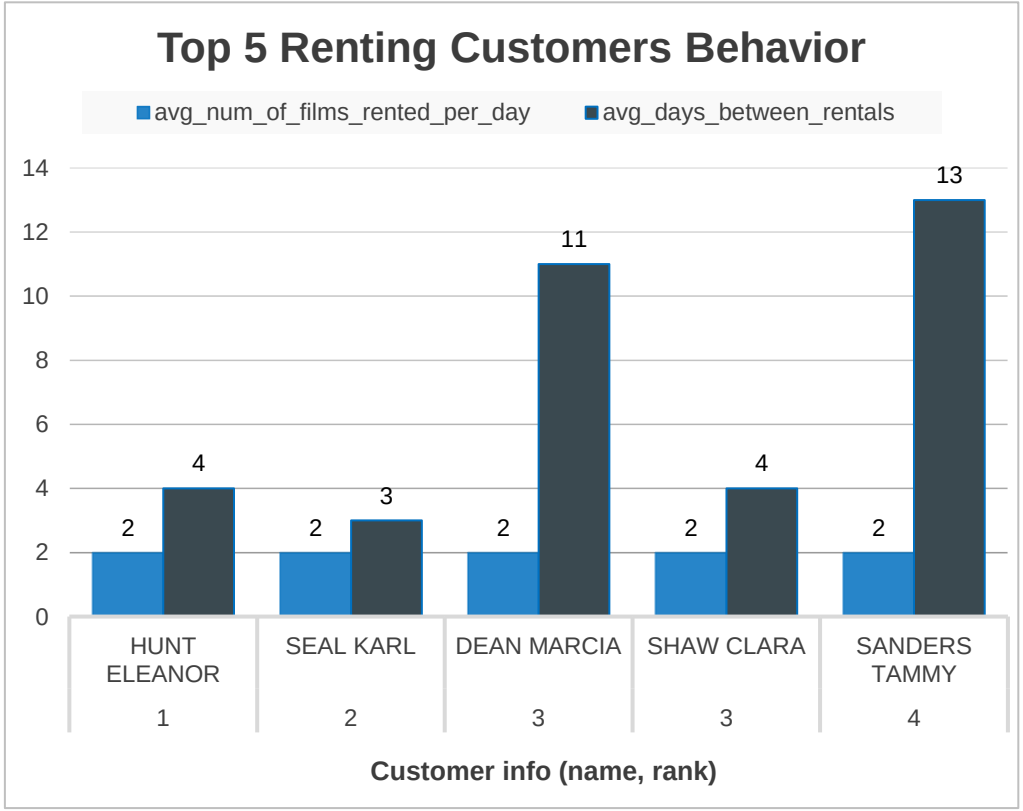
What is the average number of films rented per day, and the average days between rentals for the top 5 renting customers?

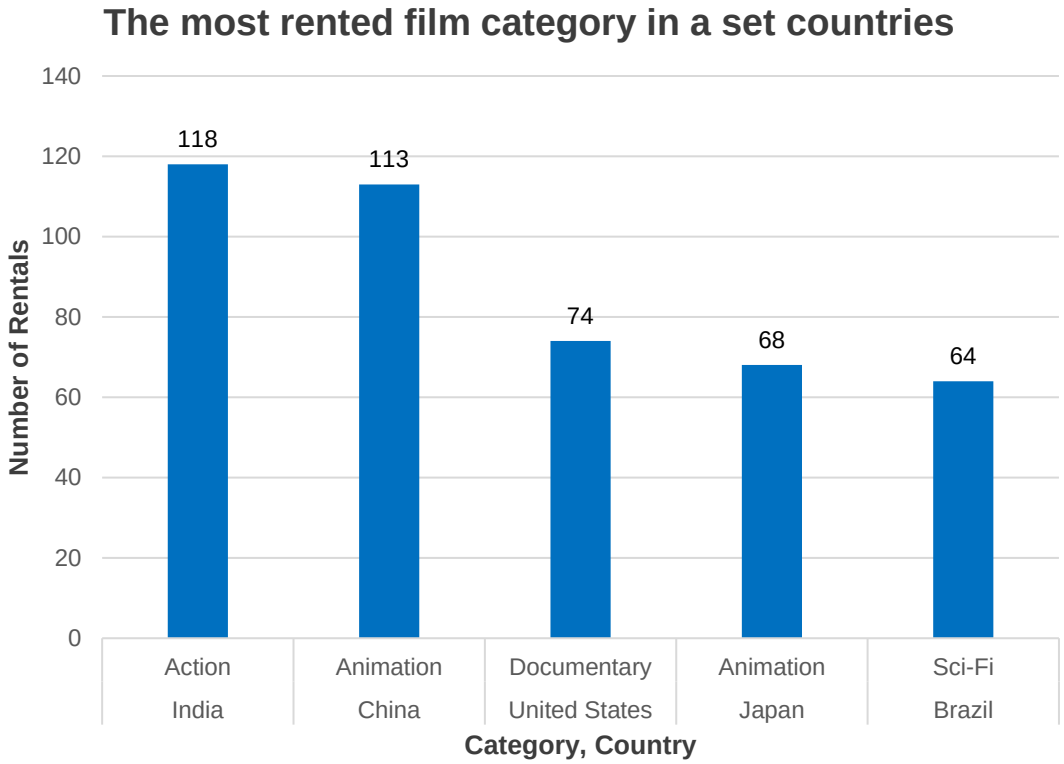


We can see from the chart, that we have two customers (Dean Marcia and Shaw Clara) sharing the same rank which means that these two rented an equal amount of films overall.

We can also see that all of the top 5 renting customers rented 2 films per day on average.

Lastly, regarding the days they spent between their rentals on average, Sanders Tammy had the highest number of days (13 days), while Seal Karl had the lowest (3 days).

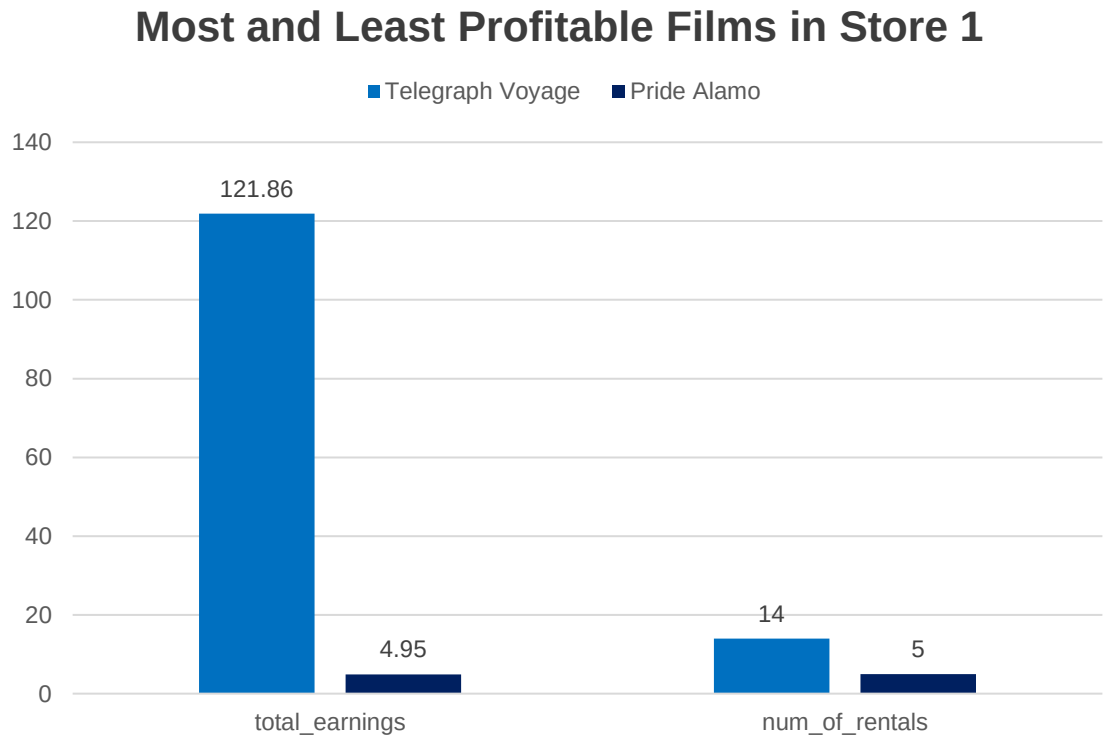
What is the most rented film category in (India, China, United States, Japan and Brazil) and how many times they were rented?



We can see from this chart that Animation was the most rented film category in China and Japan with 113 and 68 rentals respectively.

While the other countries had different film categories, Action for India with 118 rentals, Documentary for The United States with 74 rentals and Sci-Fi for Brazil with 64 rentals.

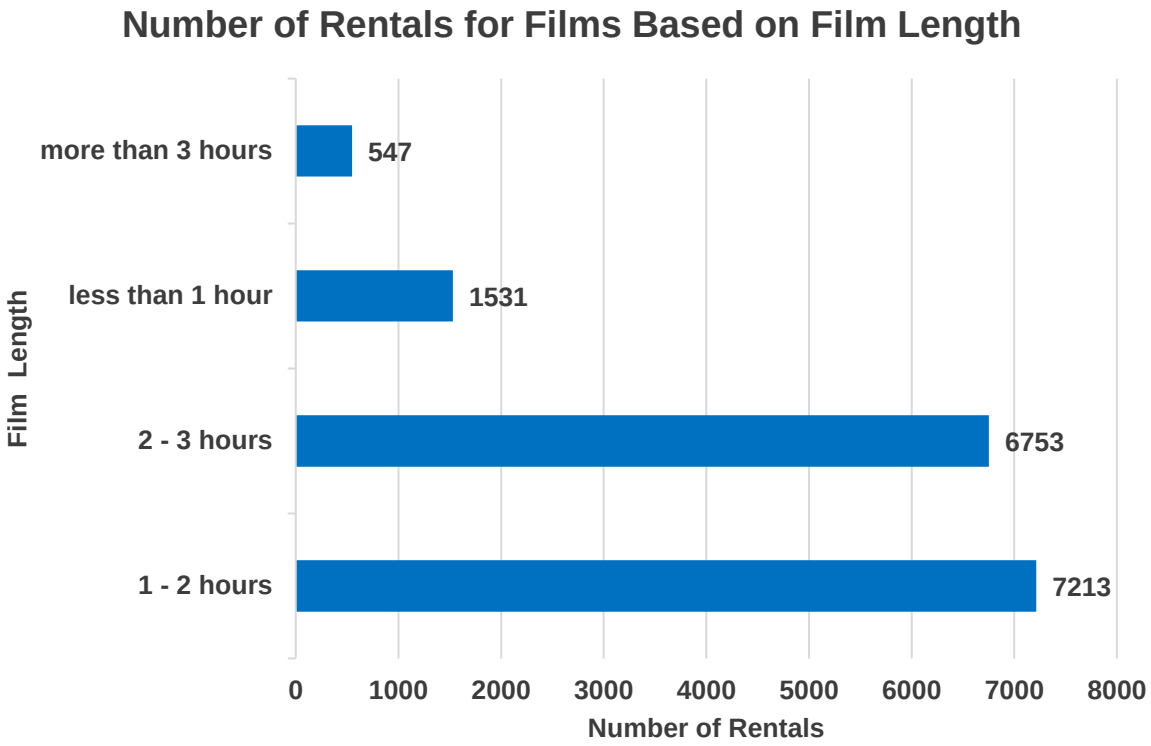
What is the most and least profitable films in store 1, And how many times they were rented?



We can see from the chart that **Telegraph Voyage** was the most profitable film in store 1 with a total earnings of $121.86 and it was rented 14 times.

While, **Pride Alamo** was the least profitable film in store 1 with a total earnings of $4.95 and it was rented only 5 times.

What is the most and least preferred film length by customers?



The chart shows that customers most preferred film length was (1 – 2 hours), and the least preferred film length was (more than 3 hours).