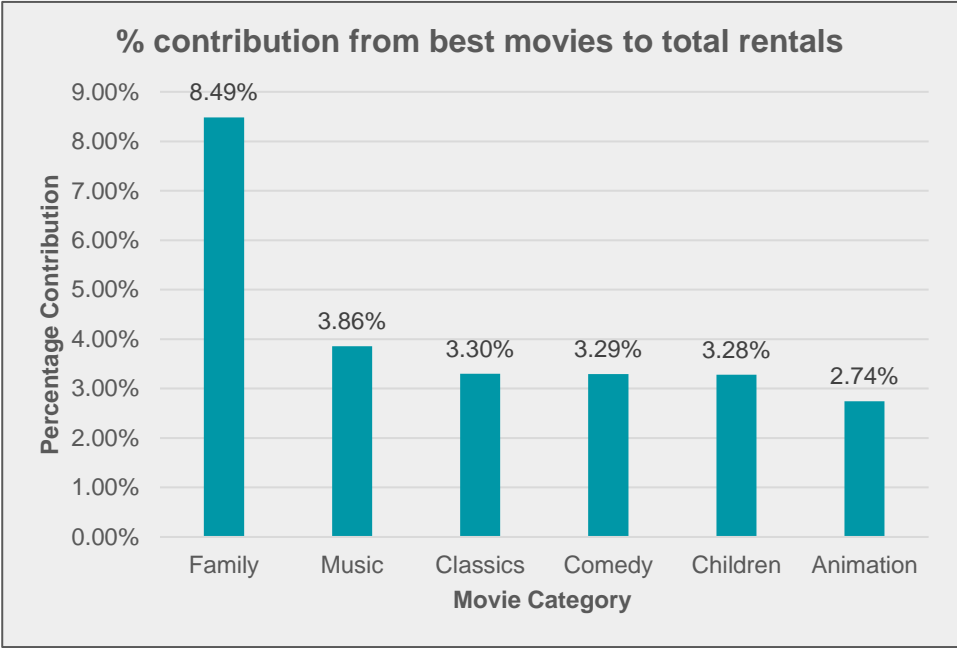


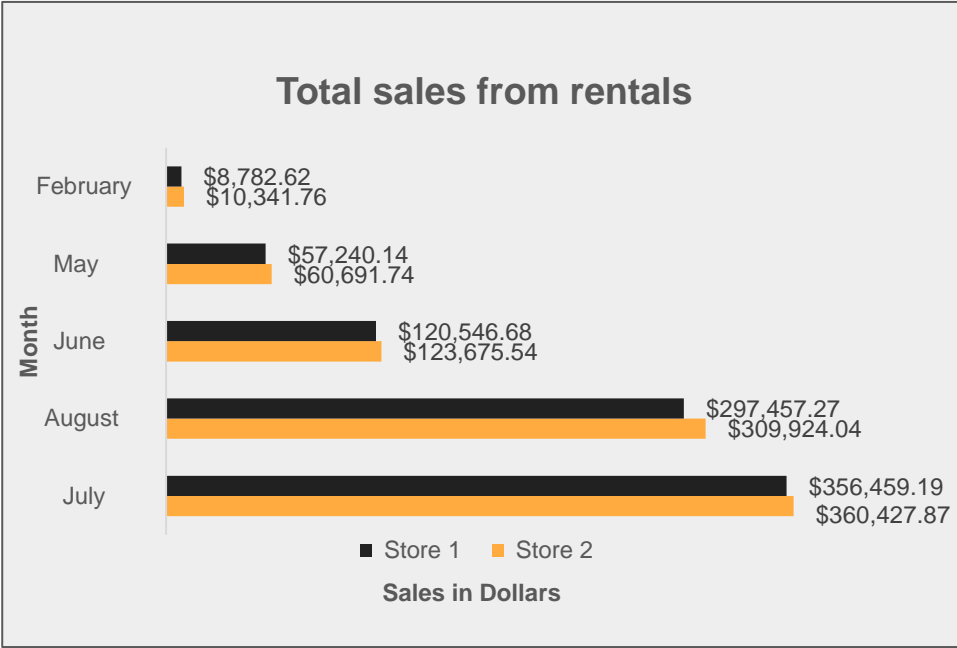
For each movie category that families watch, there are movies with maximum rentals. Create a query to get a percentage of the total rentals for each category contributed by the rentals of the highest renting movies. The following categories are considered family movies: Animation, Children, Classics, Comedy, Family and Music.



The chart shows that the Family category has the highest percentage contributions from movies with maximum rentals in that category and Animation category has the least percentage contribution.

This engenders the question of what movies make up this bracket in each category? Is the contribution significant enough to force a move to increase the stock of such movies in the rental store?

We would like to know the highest sales for each renting month for each store.
Create a query to find the month with the highest sales for each store resulting from movies rented in a particular month.
Your query should contain the month name, the store id and the total payments made resulting from those rentals

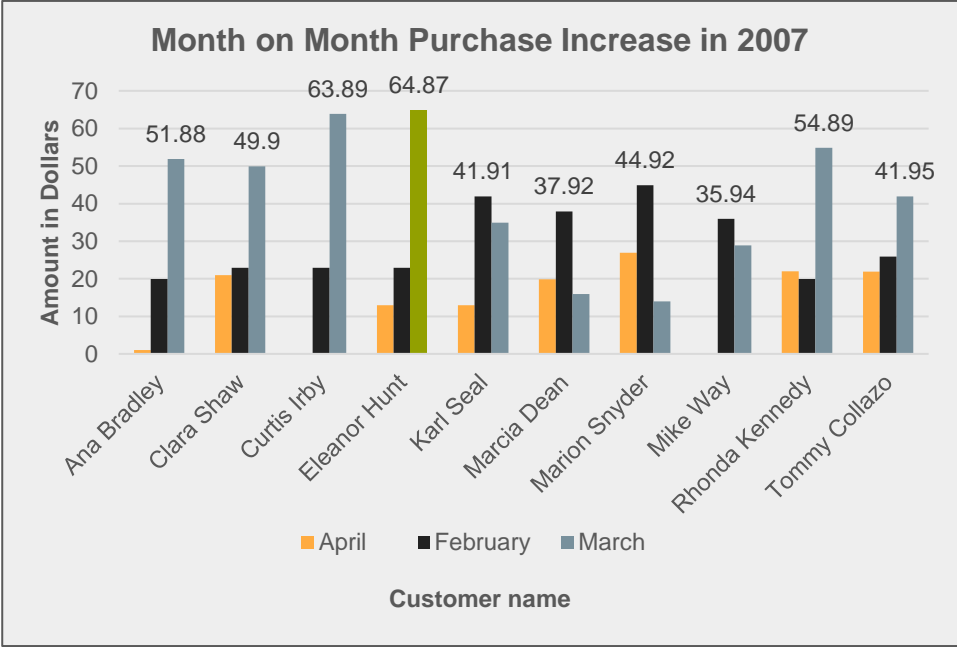


Movies rented out in July generate the highest sales irrespective of store. This also implies that July has the total sales returns on rented movies.

Store 2 also consistently results in more sales than Store 1 month on month. Although this is not significant

This shows a seasonal pattern in revenue generation in respect to rental months.

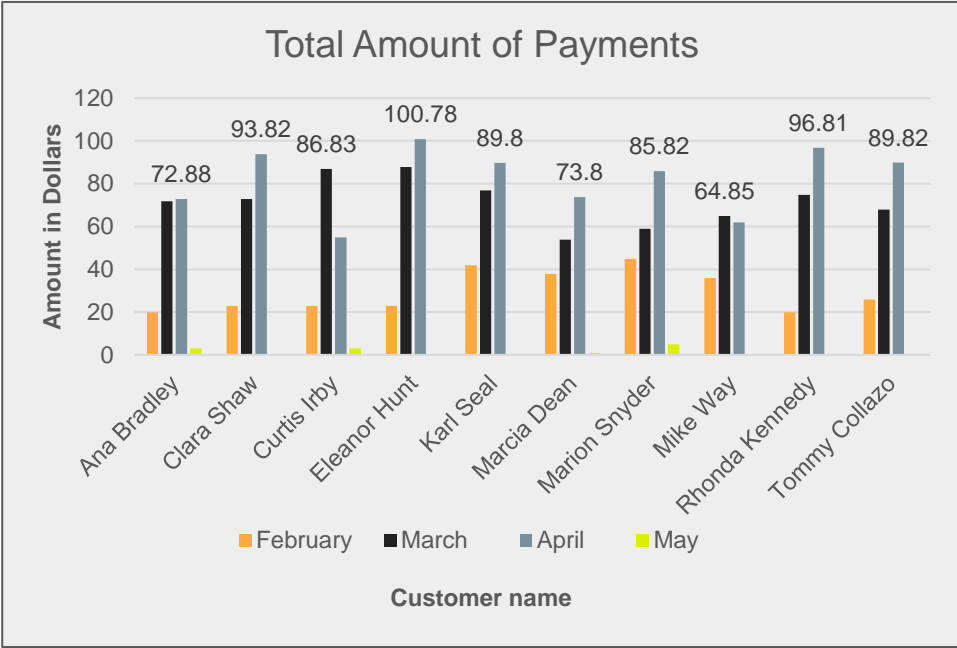
Finally, for each of these top 10 paying customers, I would like to find out the difference across their monthly payments during 2007. Write a query to compare the payment amounts in each successive month. Repeat this for each of these 10 paying customers.



Eleanor Hunt has the highest positive month on month purchase difference, followed by Curtis Irby.

DVD rentals can further probe the reasons for surge in rental fee for each of the premium customers and focus on aligning their sales strategy accordingly.

We would like to know who were our top 10 paying customers, how many payments they made on a monthly basis during 2007, and what was the amount of the monthly payments.
Can you write a query to capture the customer name, month and year of payment, and total payment amount for each month by these top 10 paying customers?



Eleanor Hunt has the highest payment in the moth of April followed by Rhonda Kennedy in the month of April.

Only 4 of the top 10 customers had payments in May.

All of the top purchases happened in April except for Mike Way who made his largest purchase in March